



City of Parramatta Council

Parramatta Employment Lands Strategy

Adopted by City of Parramatta Council on 11 July 2016

Disclaimer

Please note that this Strategy does **not** alter or change the zoning of any land. Any recommendations for rezoning of land put forward in this Strategy must go through a statutory amendment process in accordance with the *Environmental Planning & Assessment Act 1979*. Each proposed rezoning will require its own separate Planning Proposal, which will need to be supported by necessary technical studies.

Whilst the recommendations in this Strategy may be used to inform future Planning Proposals and Structure Plans for employment lands precincts, they will not be used in the assessment of development applications. Development applications should refer to current planning controls or any relevant Planning Proposals which have been the subject of community consultation under the *Environmental Planning & Assessment Act 1979*.

Furthermore, City of Parramatta has adopted the Employment Lands Strategy to guide the long term future of employment lands within its local government area. It recognises that the Strategy applies to lands that are impacted by the NSW Government's Council Boundary Review process proclaimed on 12 May 2016. This process revised the boundary for the former Parramatta City Council and accordingly, the Strategy has been amended to include new employment lands that now form part of a new merged local government area – City of Parramatta (comprising part of the former Auburn, Holroyd, The Hills, Hornsby and Parramatta City Councils).

The boundary review process has also resulted in a number of employment precincts within the former Parramatta City Council now being located within the Cumberland Council. It is for this reason, that the analysis and recommendations have been retained within the Strategy for informational purposes as it will be the determination of Cumberland Council to determine whether the Strategy will be used to assist in guiding future decisions in relation to employment lands.

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Objectives of this Strategy

The objectives of this Strategy are:

- (a) To facilitate growth of Greater Parramatta as Australia's next great city.
- (b) To promote opportunities for employment and economic growth.
- (c) To facilitate renewal of employment land precincts to attract business investment.
- (d) To protect strategically important employment lands.
- (e) To facilitate the preparation of structure plans for key employment lands precincts.

Introduction

This Strategy, which was adopted by Council at its meeting of 11th July 2016, provides a consolidated set of land use planning actions and recommendations to guide the future of Parramatta's Employment Lands Precincts. "Employment lands" includes all land that is zoned for industry and/or warehouse uses including manufacturing; transforming and warehousing; service and repair trades and industries; integrated enterprises with a mix of administration, production, warehousing, research and development; and urban services and utilities. For the purposes of this Strategy, "employment lands" includes all land zoned as follows:

- IN1 – General Industrial
- IN2 – Light Industrial
- IN3 – Heavy Industrial
- B5 – Business Development
- B6 – Enterprise Corridor

The following table provides a list of the Employment Lands Precincts which are subject to this Strategy. It includes data for each of the precincts, including current zoning (at adoption of the Strategy), number of employees, land area, employment density and vacancy rates.

Table: Summary of Employment Lands Precincts within the Parramatta LGA

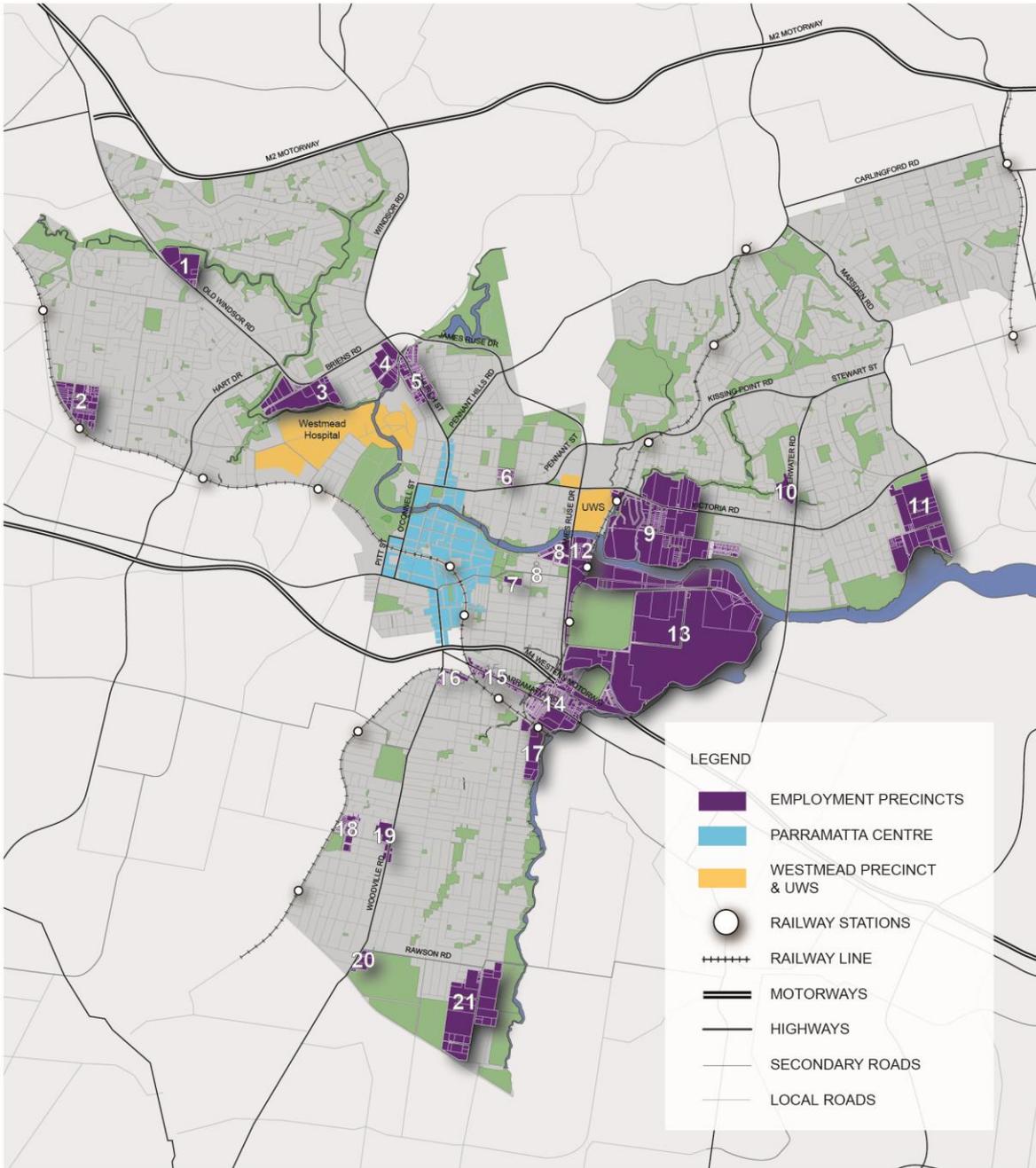
Precinct	Current Zoning	No. of Employees	Land Area (Ha)	Employment Density (persons/ha)	Vacancy (% of GFA)
01 - Old Toongabbie	IN1	533	13.36	40	1.7%
02 - Pendle Hill	IN1	561	17.99	31	10.3%
03 - Northmead (Briens Road)	IN1	1138	25.36	45	5.3%
04 - Northmead (Kleins/Boundary Roads)	IN1	485	12.01	40	1.9%
05 - North Parramatta (Church Street)	B6	817	16.53	50	7.7%
06 - North Parramatta (Grose Street)	IN1	289	3.22	90	5.2%
07 - Harris Park (Gregory Place)	IN1	11	2.01	5	0.0%
08 - Parramatta (River Road West and Alfred Street)	IN1 & B4*	335	6.31	53	7.5%
09a - Rydalmere (IN1 Zone)	IN1	2684	87.91	31	2.8%
09b - Rydalmere (IN2 Zone)	IN2	699	16.86	41	1.7%
10 - Rydalmere (Kirby Street)	IN1	95	5.07	19	0.0%
11 - Melrose Park	IN1	2546	51.53	49	1.9%
12 - Rosehill (James Ruse Drive)	B5	368	9.22	40	10.5%
13 - Camellia/Rosehill	IN3	2196	239.29	9	3.2%
14 - Clyde	IN1	1404	53.35	26	4.2%
15 - Granville (Parramatta Road)	B6	239	5.82	41	4.4%

Precincts now within Cumberland Council*					
16 - Granville (Railway Parade)	B6	150	1.89	79	6.8%
17 - Granville (Factory Street)	IN1	1125	11.69	96	0.0%
18 - Guildford (Railway Terrace)	IN1	143	6.38	22	4.4%
19 - Guildford (Woodville Road B6 Zone)	B6	59	6.78	9	4.7%
20 - Guildford (Woodville Road IN1 Zone)	IN1	141	6.12	23	21.2%
21 - South Granville/Chester Hill	IN1	2010	66.53	30	2.5%
ALL PRECINCTS		18028	665.23	27	3.8%

*1.42 ha of B4 zone included in this analysis as it was only recently rezoned and is still essentially part of Precinct 08.
(Source: Parramatta Employment Lands Study 2013)

***NOTE:** Detailed analyses and recommendations for the Precincts now located within Cumberland Council are included in the Addendum to the Strategy. The new employment precincts now part of the City of Parramatta resulting from the recent Council boundary review not shown in the above table are detailed on page 40.

The following map shows the location of each of the employment lands precincts within the former Parramatta LGA boundary. The majority (62%) of Council's employment lands (in terms of land area) are focused in the eastern portion of the LGA.



Map: Parramatta's 21 Employment Lands Precincts (Source: Parramatta Employment Lands Study 2013) – note Precincts 16-21 are now located within Cumberland Council

Council's employment lands provide for a diverse range of employment opportunities and economic uses. The majority (91%) of Council's employment lands are zoned IN1 - General Industrial (55%) or IN3 - Heavy Industrial (36%). As highlighted in the table above, these employment lands accommodate over 18,000 jobs and have an overall vacancy of only 3.8%, so they are performing extremely well. However, the nature of activity and business operating in these lands is evolving based on changing economic circumstances. This Strategy contains actions and recommendations to address these changes and to ensure Parramatta's employment lands remain economically strong and competitive.

Parramatta Employment Lands Study 2013

Council commissioned consultants Cox Richardson Architects & Planners, Jones Lang LaSalle and Strategic Economics to undertake a detailed study of the 21 employment lands precincts within the Parramatta LGA. This study examines the role and demand for employment lands in the Parramatta LGA and develops strategies to guide long term employment lands planning to 2050. The study considers the changing economic geography of Sydney's employment lands, Parramatta's economic profile and impacts on employment lands, the employment lands policy framework, and a detailed analysis of Parramatta's employment lands and regional infrastructure. The data within the tables (excluding the key actions) at each precinct within the Strategy recommendations are sourced from this study.

According to the study, Parramatta LGA is the largest economy in Western Sydney with a Gross Regional Product (GRP) of \$14 billion in 2013/14. Contributions of different industries to this GRP are summarised in the table below. Employment lands related industries are predominantly manufacturing, construction, wholesale trade and transport, postal and warehousing, which collectively account for 22% (\$3.1 billion) of the total GRP, which is significant. This is comparable with the greatest contributor to GRP, being finance and insurance services at \$3.2 billion. The local economy is strong and diverse, based around three strategic areas: service based jobs based predominantly in the Parramatta CBD, health and medical activities and jobs with a strong concentration in the Westmead Health and Medical Precinct, and industrial related activities concentrated in employment lands.



Figure: Mitsubishi Parts Distribution Centre in Clyde

Table: Parramatta Gross Regional Product (GRP) in 2013/14

INDUSTRY	GRP (\$'M)
Agriculture, forestry & fishing	4.4
Mining	26.7
Manufacturing	1245.4
Electricity, gas, water & waste services	739.2
Construction	584.2
Wholesale trade	645.1
Retail trade	421.0
Accommodation & food services	247.7
Transport, postal & warehousing	636.7
Information media & telecommunications	192.0
Financial & insurance services	3287.9
Rental, hiring & real estate services	373.1
Professional, scientific & technical services	759.6
Administrative & support services	565.4
Public administration & safety	1978.4
Education & training	530.8
Health care & social assistance	1498.4
Arts & recreation services	100.1
Other services	253.0
Total	14089.3

Source: Lawrence Consulting 2015.

The study finds that if existing lands are well utilised and aligned with demand, Parramatta's employment precincts could manage a **net reduction of 10-15% of existing zoned employment lands over the long term.**

There are three reasons why a small long term reduction should be considered:

1. Parramatta has strong drivers for growth around the Parramatta CBD, the adjacent Rydalmere campus of University of Western Sydney and the Westmead Health Precinct. The dynamics of economic growth, combined with the relative accessibility to Sydney's major employment and cultural destinations, is spurring faster than expected population growth. This is increasing demand for housing and better utilisation of existing land resources,
2. Employment projections indicate that employment will continue to decline in some traditional manufacturing industries resulting in some surplus lands, and
3. Some existing employment lands are poorly located, surrounded by residential activities and not located on arterial roads.

Table: Parramatta Employment Forecasts by Key Sectors – 2006 - 2041

Key Sectors	2006	2041	Change
Industrial Land Based Sectors			
Manufacturing	11,417	13,090	1,672
Wholesale Trade	5,163	5,711	548
Transport, Postal and Warehousing	4,722	6,251	1,529
Subtotal	21,303	25,052	3,749
Non-Industrial Land Based Sectors			
Retail Trade	7,723	11,048	3,325
Financial and Insurance Services	10,494	16,952	6,458
Professional, Scientific and Technical Services	6,441	10,414	3,973
Public Administration and Safety	15,659	29,947	14,288
Health Care and Social Assistance	20,184	28,614	8,430
Education and Training	6,802	9,979	3,177
Subtotal	67,305	106,955	39,650
Total Employment in Parramatta LGA	114,279	165,918	51,640

Source: Bureau of Transport Statistics – Employment Forecasts 2011 .

The table above highlights how employment in sectors which traditionally locate on industrial lands are projected to marginally increase between 2006 and 2041, whereas other non-industrial land based sectors including retail, finance, professional, public administration and health care are projected to increase significantly. This highlights the need to transition some employment lands to support higher intensity employment uses, and also the need to protect the majority of these lands for ongoing industrial uses to support over 20,000 jobs into the future.

The study finds that combined *“with a small reduction in supply, more emphasis should be given to upgrading the quality of some existing employment lands and improving utilisation and in some cases employment densities”*. The study also argues *“that as the population grows and the local economies grow, sufficient lands will be required to support light industries supporting the local catchment demand for auto repairs, household components, urban services and waste, maintenance and household goods including bulky goods.”*

The findings and recommendations of this study have been used to help inform Council’s policy position for employment lands, as articulated in this Strategy. Refer to *Actions* and *Summary of Land Use Planning Recommendations*.



Figure: Australia Post’s Sydney Gateway Facility in Granville

Policy Context

Metropolitan Strategy: A Plan for Growing Sydney

The NSW Government has recently released “A Plan for Growing Sydney”, which is the new metropolitan strategy for Sydney. The Plan has an increased focus on Greater Parramatta, and its growth as a second CBD for metropolitan Sydney. Greater Parramatta includes the Parramatta CBD and the precincts of Westmead Health, Parramatta North, Rydalmere Education and Camellia (see figure below).

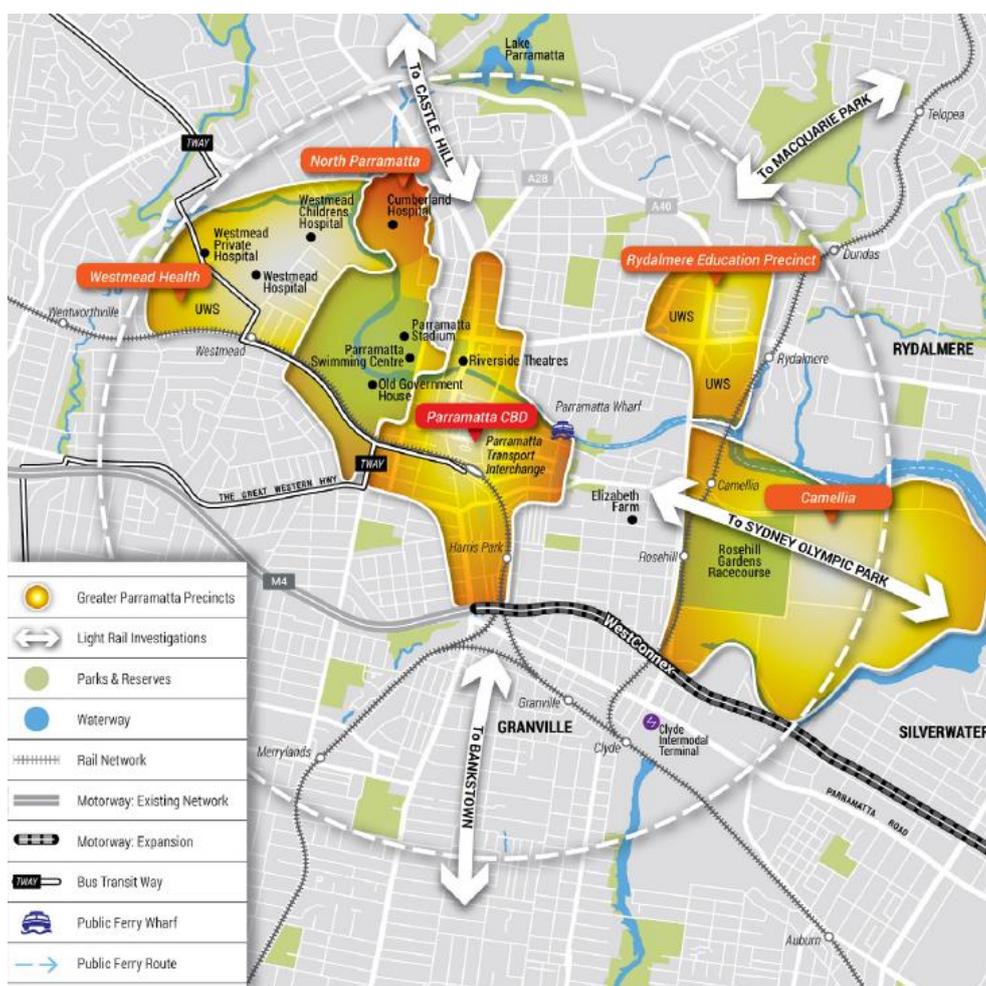


Figure: Greater Parramatta (Source: ‘A Plan for Growing Sydney’, NSW Department of Planning and Environment, December 2014)

According to the Government’s Plan, Greater Parramatta has the potential to reach **100,000 jobs** over the next 20 years. There are actions in that Plan which directly influence the Parramatta Employment Lands Strategy, including the following:

Direction 1.2 – Grow Greater Parramatta – Sydney’s second CBD

- **Action 1.2.1** – Grow Parramatta as Sydney’s second CBD by connecting and integrating Parramatta CBD, Westmead, Parramatta North, Rydalmere and Camellia
- **Action 1.2.2** – Grow the specialised health and education precincts at Westmead and Rydalmere

Direction 1.3 – Establish a new Priority Growth Area – Greater Parramatta to the Olympic Peninsula

- **Action 1.3.3** – Deliver priority revitalisation precincts (Camellia identified)
- **Action 1.3.4** – Grow the knowledge economy as part of the extension of the Global Economic Corridor

Direction 1.5 – Enhance capacity at Sydney’s gateways and freight networks

- **Action 1.5.2** – Support the productivity of the freight network by identifying buffers around key locations on the freight network

Direction 1.6 – Expand the Global Economic Corridor

- **Action 1.6.1** – Grow high-skilled jobs in the Global Economic Corridor by expanding employment opportunities and mixed-use activities.

Direction 1.9 – Support priority economic sectors

- **Action 1.9.1** – Support the growth of priority industries with appropriate planning controls
- **Action 1.9.2** – Support key industrial precincts with appropriate planning controls

West Central Subregion

- Recognise and strengthen the subregion’s role in Sydney’s manufacturing industries.
- Work with councils to identify and protect strategically important industrial zoned land.
- Work with Parramatta Council to provide capacity for additional mixed-use development in Parramatta CBD and surrounding precincts (includes Westmead, Rydalmere and Camellia).
- Investigate the potential for a business park around the University of Western Sydney at Rydalmere linked to the specialisations of the University.
- Investigate urban renewal options in Camellia and develop a structure plan to guide future development.

The actions of the Parramatta Employment Lands Strategy respond to and complement the higher level strategic direction provided in the NSW’s Government’s ‘Plan for Growing Sydney’.

Employment Lands Development Program

The Employment Lands Development Program (ELDP) is the State Government’s key program for managing the supply of employment lands in the Sydney Region and the Central Coast and assisting with infrastructure coordination.

The 2014 ELDP Update Report is a comprehensive analysis of the current state of play of industrial land supply and major business parks across the Sydney Region. It provides key data on the existing and future planned stocks of industrial and business park lands. The report tracks the rate of industrial and business park development over time to assess if there is enough land available, or in the pipeline, to meet likely future demand (supply standards). The 2014 ELDP Update Report has been considered in the preparation of this Strategy. The key findings of the report which directly relate to this Strategy include the following:

- In January 2014, there were 15,328 hectares of existing zoned employment lands in the Sydney Region, including both developed and undeveloped lands. This is an increase of 159 hectares (1%) from January 2013. Of the total amount of zoned employment lands, 4,087 hectares were undeveloped, but of this only 463 hectares were serviced.
- During 2013, 258 hectares of industrial land (IN zone) were rezoned for other purposes in the Sydney Region. Of this, 35 hectares was rezoned to a zone in which industrial uses are not permitted, mainly residential zones. The remaining 223 hectares was rezoned to a B5, B6 or B7 zone, which continue to permit industrial uses.
- Of the total amount of employment lands in the Sydney Region, the greatest amount (4,598 hectares or 30%) is in the West Central Subregion (which includes the Parramatta LGA). This is an increase of 29 hectares for the subregion from the previous year.
- Of the total amount of employment lands in the West Central Subregion, 558 hectares or 12%, is located in the Parramatta LGA.

- In January 2014, there were 2,902 hectares of proposed employment lands identified in planning strategies in the Sydney Region, which have yet to be rezoned. 84% of these proposed lands are in the Camden, Campbelltown and Liverpool LGAs in Sydney's south west.
- There was \$651 million of industrial development approvals in 2012/13 in the Sydney Region, which is an increase of \$141 million on the previous year. Of this, there was \$268 million worth of approvals in the West Central Subregion, including \$7.3 million of approvals in the Parramatta LGA. Blacktown Council recorded the highest amount of approvals in the subregion, at \$201 million.
- There was 196 hectares of employment land taken up by industrial development in 2013, which is an increase of 53 hectares from the previous year. The majority of take up (94%) occurred in Western Sydney, with the West Central Subregion providing the major share (133 hectares).
- There was 657 hectares of business park land in the six business parks monitored by the ELDP, including Frenchs Forest, Leppington North, Macquarie Park, Marsden Park, Norwest and Sydney Olympic Park/Rhodes. Of this land, 238 hectares (36%) are undeveloped.

Section 117 Direction 1.1 – Business & Industrial Zones

The Minister for Planning has issued a direction under section 117 of the *Environmental Planning & Assessment Act 1979* which relates to any potential changes to business and industrial zones. The Ministerial direction, known as *Section 117 Direction 1.1 – Business and Industrial Zones*, has the following objectives:

- encourage employment growth in suitable locations,
- protect employment land in business and industrial zones, and
- support the viability of identified strategic centres.

The Ministerial direction applies whenever Council prepares a planning proposal that will affect land within an existing or proposed business or industrial zone (including the alteration of any existing business or industrial zone boundary). Any such planning proposal must:

- give effect to the objectives of this direction,
- retain the areas and locations of existing business and industrial zones,
- not reduce the total potential floor space area for employment uses and related public services in business zones,
- not reduce the total potential floor space area for industrial uses in industrial zones, and
- ensure that proposed new employment areas are in accordance with a strategy that is approved by the Department of Planning & Environment.

A planning proposal can be inconsistent with the direction only if it is justified by a strategy which gives consideration to the objectives of the direction (and is approved by the Department), or justified by a study, or is consistent with a regional strategy, or is considered to be of minor significance.

One of the key intentions of this Strategy is to give consideration to the objectives of this Ministerial direction, particularly in terms of protecting employment land and encouraging employment growth.

Parramatta Local Environmental Plan (LEP) 2011

The Parramatta Local Environmental Plan 2011 is an environmental planning instrument which guides land use and development within the City of Parramatta LGA. The LEP controls and determines development through the use of land use zones which have objectives and land use permissibility tables. As discussed above, the 21 employment precincts subject of this Strategy are zoned either Business or Industrial (refer to Table: Summary of Employment Lands Precincts on page 3) and the objectives of the relevant zones are detailed below:

- **IN1 – General Industrial**
 - To provide a wide range of industrial and warehouse land uses.
 - To encourage employment opportunities
 - To minimise any adverse effect of industry on other land uses
 - To support and protect industrial land for industrial uses.
 - To facilitate a range of non-industrial land uses that serve the needs of workers and visitor.
- **IN2 – Light Industrial**
 - To provide a wide range of light industrial, warehouse and related land uses.
 - To encourage employment opportunities and to support the viability of centres.
 - To minimise any adverse effect of industry on other land uses.
 - To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area.
 - To support and protect industrial land for industrial uses.
- **IN3 – Heavy Industrial**
 - To provide suitable areas for those industries that need to be separated from other land uses.
 - To encourage employment opportunities.
 - To minimise any adverse effect of heavy industry on other land uses.
 - To support and protect industrial land for industrial uses.
 - To allow a wide range of industrial and heavy industrial uses serving the Greater Metropolitan Area of Sydney and beyond.
 - To ensure that opportunities are not lost for realising potential foreshore access on land that is contaminated and currently not suitable for public access.
- **B5 – Business Development**
 - To enable a mix of business and warehouse uses, and bulky goods premises that require a large floor area, in locations that are close to, and that support the viability of centres,
 - To maintain the economic strength of centres by limiting retailing activity.
 - To enable land uses that provide facilities or services to meet the day to day needs of workers in the area.
 - To encourage a range of tourism, recreation, function and entertainment uses in proximity to Rosehill Racecourse, the Parramatta River and the University of Western Sydney.
- **B6 – Enterprise Corridor**
 - To promote businesses along main roads and to encourage a mix of compatible uses.
 - To provide a range of employment uses (including business, office, retail and light industrial uses).
 - To maintain the economic strength of centres by limiting retailing activity

Parramatta Economic Development Strategy 2011-16

The *Parramatta Economic Development Strategy 2011-16* responds to the vision contained in the State Government's planning documents and presents Council's own economic development vision for Parramatta, as follows:

"To be the driving force and heart of Australia's most significant economic region; a vibrant home for diverse communities to prosper; and a centre of excellence in research, education and enterprise."

The strategy identifies the Parramatta CBD, Westmead, Camellia and Rydalmere as the four primary employment precincts which will house the majority of Parramatta's jobs by 2036. All four will produce high volumes of high-skilled knowledge based employment concentrated in various sectors. Westmead will be a world class bio-medical and bio-technology cluster, a state significant asset characterised by high levels of research, interaction and science. Camellia will be an eco-industrial precinct specialising in the sustainable building and energy fields. Rydalmere will house a high-tech business park developed in conjunction with UWS Rydalmere's campus expansion. The regional economics of Western Sydney will take on a hub and spoke

formation whereby Parramatta CBD, the administrative 'hub', will service 'client' firms in the employment lands around it.

To achieve its long term economic development goals, the Parramatta Economic Development Strategy calls for the prioritisation and integration of the following six strategic priority areas:

A.	Identity	B.	Business
C.	Labour	D.	Property
E.	Amenity	F.	Infrastructure

These six priority areas extrapolate to 20 strategies. Of these, the strategies which are of direct relevance to the Parramatta Employment Lands Strategy are as follows:

B4.	Helping build sectoral specialisations in four primary employment precincts
B5.	Attracting new firms to Parramatta
B6.	Building capacity for innovation
B7.	Supporting small business and start-ups
C10.	Ensuring diversity of employment
D13.	Planning for three specialist employment precincts
F18.	Improving transport infrastructure

As highlighted above, there are four strategies (B4-B7) that directly associate with priority area B – Business, which relates to developing the capacity of local firms and industry to grow, specialise and employ. Strategy B4, which is to help build sectoral specialisation in the four primary employment precincts (as detailed above), is particularly relevant for employment lands. Under Strategy B4, Council needs to:

- put settings and incentives in place for older employment lands – such as Rydalmere and Camellia – to transition to new knowledge intensive uses, and to provide capacity for established industry agglomerations – in the CBD and Westmead – to expand physically and to specialise.
- bring stakeholders into the process and secure government support for land use changes and transport provisioning, in addition to developing a detailed vision for these areas.
- identify industries matched to a particular area, and once the renewal process is complete, work with that industry, connect them to resources, identify and eliminate barriers, facilitate interaction, brand precincts and promote the industry to outside markets.
- promote industries clustering in particular locations so as to achieve productivity premiums through labour and technology pooling, knowledge transfer and innovation.

Further to the above, under Strategy D13 the strategy contains the following actions which directly relate to key employment land precincts:

- D.13.i. - Masterplan Westmead to ensure capacity for health/medical jobs growth.
- D.13.ii. - Masterplan Camellia to ensure capacity for advanced manufacturing/eco-industrial jobs growth.
- D.13.ii. - Masterplan Rydalmere to ensure capacity for applied technology jobs growth.

Camellia Land Use and Infrastructure Strategy

The Camellia Precinct is one of the most important employment land precincts in metropolitan Sydney, with great strategic value in terms of its size, location, activity and opportunities for future development. In terms of land area, Camellia is Council's largest employment lands precinct, alone accounting for more than a third of all employment land in the Parramatta LGA.

The Department of Planning and Environment, together with Parramatta City Council, prepared a Land Use and Infrastructure Strategy to underpin the future redevelopment of the area. The Strategy builds on Council's 2014 Discussion Paper titled *Camellia – 21st Century Business, Industry and Entertainment Precinct*. In August 2015, the Strategy was released for public comment. The Department and Council are working towards

finalising a rezoning proposal for the Camellia Precinct. The rezoning proposal will be guided by the Land Use and Infrastructure Strategy and take into consideration the feedback received on the Strategy.

Council released a Discussion Paper on the Camellia Precinct in 2014. The purpose of this Discussion Paper was to synthesise the Camellia Precinct's strategic advantages, challenges and opportunities to provide a long term vision for the precinct prepared in consultation with landowners and businesses. The Discussion Paper presents a Draft Land Use Concept Plan for the precinct, which is now being further developed into a Structure Plan and future planning controls by the Department of Planning and Environment together with Council. This work is consistent with actions in both Council's "*Parramatta Economic Development Strategy*" and also the NSW Government's "*A Plan for Growing Sydney*", as highlighted above.



Figure: Grand Avenue Bridge – the main entry point into Camellia/Rosehill

Parramatta's Employment Lands

Parramatta LGA currently contains 665 hectares of employment lands, of which 624 hectares (94%) has an industrial zoning (IN1, IN2 or IN3). This represents around 4% of industrially zoned land in the Sydney Region (15,328 hectares). Some of the features of Parramatta's employment lands include the following:

- Parramatta has 21 identified employment lands precincts scattered across the LGA that range in zoning from IN1, IN2, IN3, B5, and B6;
- Almost half of these are in areas of less than 10 hectares, creating questions about the long term suitability for employment lands purposes;
- Almost 80% (515 ha) of Parramatta's employment lands are contained within its five biggest precincts at Camellia/Rosehill (239 ha), Rydalmere (105 ha), South Granville/Chester Hill (67 ha), Clyde (53 ha) and Melrose Park (52 ha);
- Around 80% of all jobs in industrial areas are in manufacturing, wholesale, transport, postage and warehousing. Other activities represented in employment lands include construction, education, construction and bulky goods retail;

- Large industrial estates are experiencing weak demand, characterised by a consistent oversupply of large sites and buildings. Smaller sites tend to have stronger demand and higher turnover rates;
- Many employment lands are located close to the arterial road network but pockets of small industrial areas surrounded by residential development remain including South Granville, Railway Terrace Guildford, Harris Park;
- Parramatta shares one of metropolitan Sydney's core industrial areas with Auburn, which within Parramatta, straddles a number of strategic employment lands including Clyde, Camellia/Rosehill and Rydalmere;
- Parramatta contains a small number of large sites (such as the former refinery site at Camellia/Rosehill) but Parramatta's employment lands are dominated by small industrial lots with most businesses supporting the local catchment area;
- In terms of market orientation, Parramatta's employment lands can be divided into two broad sub-markets: industrial activities linked into broader metropolitan and global markets and supply chains and those serving the local population catchment area. In relation to globally competitive enterprises a number of large manufacturing companies established plants in Parramatta because of its central location and access to the arterial road network and other road infrastructure. This includes the Viva Energy fuel import terminal (formerly the Shell Oil refinery) at Camellia, LyondellBasell petrochemical plants at Clyde, Baxter Healthcare at Old Toongabbie, Coca Cola Amatil at Northmead and Rheem Manufacturing Company (Australia) Proprietary Ltd at Rydalmere;
- In January 2014 around 21 hectares were undeveloped, most of which (16 hectares) was located in the Camellia/Rosehill precinct;
- Approximately 24 hectares of industrial land has been rezoned in recent years, including at River Road West, Morton Street, Church Street (North Parramatta) and also in Granville. Over 65% of this has been rezoned to B6 – Enterprise Corridor, with 21% rezoned to B4 – Mixed Use, and 12% rezoned to R4 – High Density Residential.



Figure: New industrial development in Pendle Hill (left) and older industrial units in Guildford (right)

Vision

Council's employment lands will work as an integrated network to support the growth of the Parramatta CBD as Australia's next great city. They will provide for a diverse range of industrial activities and jobs and facilitate economic growth and prosperity. They will service broader metropolitan and global markets and supply chains and also serve the needs of the local catchment and growing population. Council will facilitate opportunities for urban renewal of its employment lands and prioritise uses which generate new jobs and business development.

Actions

The following eleven actions (A1 – A11) have been developed to guide the future of Council's employment lands:

A1 – Protect Strategically Important Employment Lands Precincts

Protect strategically important employment lands precincts that provide industrial activities linked into broader metropolitan and global markets and supply chains and also those serving the local population catchment area through the provision of urban services.

A2 – Allow for a net reduction of existing employment lands

Allow for a net reduction of 20% of existing zoned industrial/employment lands over the long term, going from 665 hectares down to 535 hectares. This net reduction is inconsistent with the Employment Lands Study 2013 findings however further strategic planning works has progressed within some of the Employment Lands Precinct which may result in a more representative and reasonable long term reduction in employment lands. Refer to *Summary of Land Use Planning Recommendations*.

A3 – Rezoning to zones that facilitate higher employment densities

When considering rezoning of industrial zoned lands, rezoning to B5 Business Development, B6 Enterprise Corridor or B7 Business Park must first be considered to facilitate higher employment densities and an increased range of services and economic activities, rather than zones that permit residential uses. This includes consideration of office/service based employment in order to meet the additional 51,640 jobs forecast for the Parramatta LGA by 2041.

A4 – Facilitate renewal of isolated industrial precincts

Facilitate the rezoning of smaller, isolated industrial precincts that are wholly surrounded by residential development and are no longer viable to alternate, complementary uses.

A5 – Use of light industrial zone to facilitate increased range of employment uses

Facilitate an increased amount of light industrial zoned land, so as to provide for an increase in the range of high employment uses, including offices.

A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change

Prepare Structure Plans for key employment lands precincts, including Camellia/Rosehill, Rydalmere, South Granville/Chester Hill and Melrose Park, which are undergoing economic change, restructuring of key industries and are of significant scale and size to support urban renewal and increased employment densities.

A7 – Prepare Structure Plans for Key Employment Precincts located on key arterials

Prepare Structure Plans for key employment lands precincts which are located on key arterials on Parramatta Road and Woodville Road and are in need of significant urban renewal.

A8 – Structure Plan precincts will not result in a decrease to employment density

Structure Plan precincts will not result in a decrease to the employment density within the precinct as identified in the Precinct recommendations to ensure that the resulting land use outcomes at the very least will not reduce existing employment levels. This will ensure that future development will continue to contribute towards Metropolitan and Sub-Regional employment targets.

A9 – Investigate potential for business park around UWS

Investigate the potential for a business park around the University of Western Sydney at Rydalmere linked to the specialisations of the University.

A10 – Advocate to State Government for infrastructure improvements

Advocate to State Government for infrastructure improvements which will facilitate improved access to Council's employment lands, including for freight and employees.

A11 – Proposed rezoning must be supported by an Economic Impact Study

Any proposed rezoning of industrial land must be supported by an Economic Impact Study, which as a minimum, addresses the following Industrial Lands Strategic Assessment Checklist:

Industrial Lands Strategic Assessment Checklist for rezoning of existing industrial land to other uses
<ul style="list-style-type: none">Is the proposed rezoning consistent with State and/or Council strategies on the future role of industrial lands?
<ul style="list-style-type: none">Is the site:<ul style="list-style-type: none">- near or within direct access to key economic infrastructure?- contributing to a significant industry cluster?
<ul style="list-style-type: none">How would the proposed rezoning impact the industrial land stocks in the subregion or region and the ability to meet future demand for industrial land activity?
<ul style="list-style-type: none">How would the proposed rezoning impact on the achievement of the subregion/region and LGA employment capacity targets and employment objectives?
<ul style="list-style-type: none">Is there a compelling argument that the industrial land cannot be used for an industrial purpose now or in the foreseeable future and what opportunities may exist to redevelop the land to support new forms of industrial land uses such as high-tech, eco-industrial or biomedical industries?
<ul style="list-style-type: none">Is the site critical to meeting the need for land for an alternative purpose identified in other NSW Government or endorsed Council planning strategies?

Land Use Planning Recommendations

The above actions in this Strategy have been used to guide a series of land use land use planning recommendations for each of the 21 Employment Land Precincts within the Parramatta LGA. These land use recommendations include recommendations for future zoning and where some precincts have been identified as key sites for urban renewal, the preparation of a Structure Plan is identified and include a table detailing the key *Actions* to be considered depending on the Precinct. Refer to *Structure Plan Principles* on page 50 for further information on the preparation of Structure Plans.

The recommendations of the Strategy will be used to inform Planning Proposals and the preparation of Structure Plans for employment lands precincts. The recommendations do not provide any guarantee that the

sites will be rezoned as a detailed assessment on the appropriateness of the rezoning will need to be carried out as part of the Planning Proposal and Structure Planning process.

These recommendations are:

Precinct 01 – Old Toongabbie

	Precinct 01 – Old Toongabbie	All Precincts
Number of Employees	533 (3.0% of All Precincts)	18,028
Land Area	13.36 ha (2.01% of All Precincts)	665.23 ha
Employment Density	40 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.22:1	0.33:1
Vacancy (% of GFA)	1.7%	3.8%
Car Spaces Per Employee	0.85	1.08
Key Industry	Manufacturing (97%) Other Services (2%) Wholesale Trade (1%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Baxter Healthcare – Pharmaceutical & Medicinal Product Manufacturing (94%) P.L. Crew – Other Fabricated Metal Product Manufacturing (3%) R&B Cividin – Automotive Repair & Maintenance (2%)	
Key Actions	A1 - Protect Strategically Important Employment Lands Precincts	

The Old Toongabbie precinct is located 5 km to the west of the Parramatta CBD, with Old Windsor Road bounding the precinct to the west. Employment in the precinct is dominated by a single firm, Baxter Healthcare Australia. They account for 94% of the jobs in the precinct. It is recommended that the precinct retain its current IN1 General Industrial zoning, as this supports and promotes a wide range of industrial and warehouse land uses and also encourages employment opportunities, both of which currently benefit Baxter as the key employer.



Current Zoning:
IN1 General Industrial

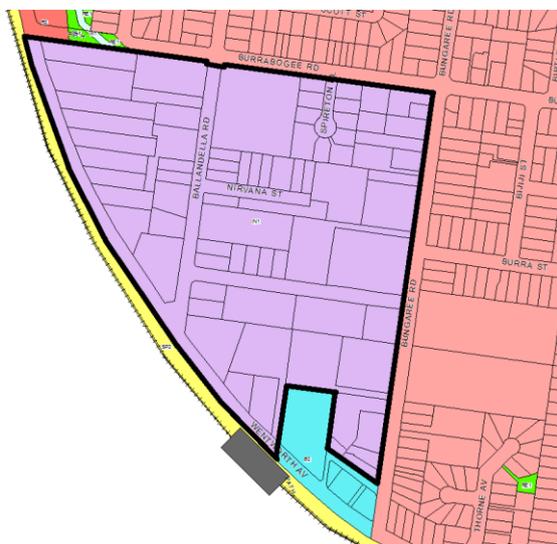


Strategy Recommendation:
IN1 General Industrial

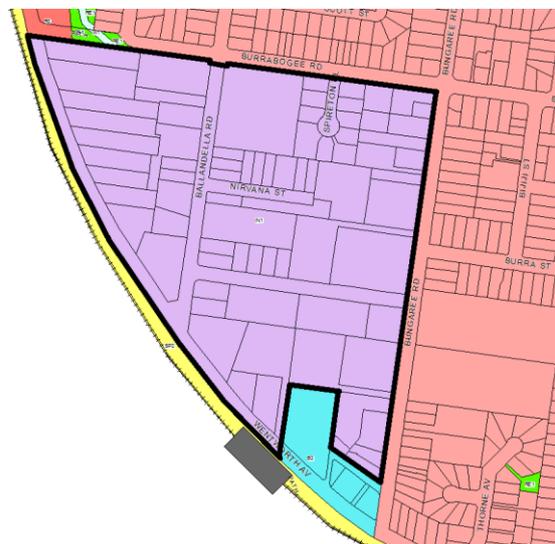
Precinct 02 – Pendle Hill

	Precinct 02 – Pendle Hill	All Precincts
Number of Employees	561 (3.1% of All Precincts)	18,028
Land Area	17.99 ha (2.70% of All Precincts)	665.23 ha
Employment Density	31 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.46:1	0.33:1
Vacancy (% of GFA)	10.3%	3.8%
Car Spaces Per Employee	0.65	1.08
Key Industry	Manufacturing (50%) Wholesale Trade (29%) Other Services (11%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Pendle Bacon & Ham Curers – Meat & Meat Product Manufacturing (9%) 3DCI – Furniture Manufacturing (8%) Techplas – Polymer Product Manufacturing (6%)	
Key Actions	A1 - Protect Strategically Important Employment Lands Precincts	

The Pendle Hill precinct is situated on the northern side of the Western Railway line, directly adjacent to Pendle Hill Railway Station. Currently the precinct has a large manufacturing presence with approximately half of the workers employed in manufacturing companies. The precinct provides for a number of local industrial support services in the western part of the LGA, including smash repairs, timber supplies, and food based industries, including the Pendle Hill Meat Market. The precinct has also been subject to some recent new industrial development in the area around Hallmark Street. Given the significance of this precinct in providing local industrial services, it is recommended that the precinct retain its IN1 General Industrial zoning.



Current Zoning:
IN1 General Industrial

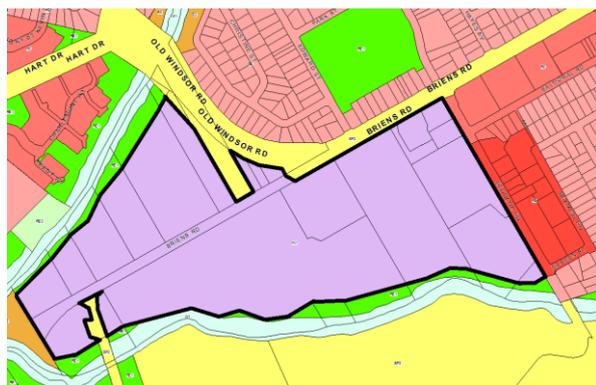


Strategy Recommendation:
IN1 General Industrial

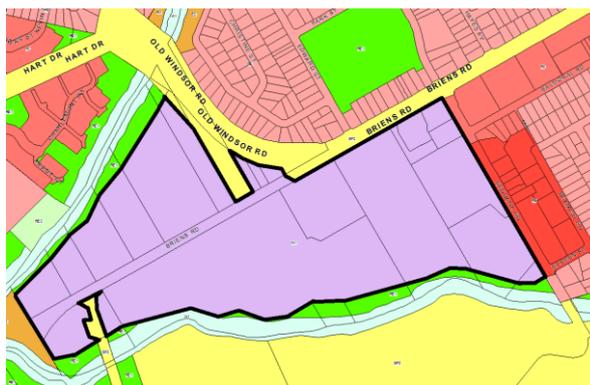
Precinct 03 – Northmead (Briens Road)

	Precinct 03 – Northmead (Briens Road)	All Precincts
Number of Employees	1,138 (6.3% of All Precincts)	18,028
Land Area	25.36 ha (3.81% of All Precincts)	665.23 ha
Employment Density	45 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.48:1	0.33:1
Vacancy (% of GFA)	5.3%	3.8%
Car Spaces Per Employee	0.84	1.08
Key Industry	Manufacturing (54%) Wholesale Trade (37%) Accommodation & Food Services (3.4%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Coca Cola Amatil – Beverage Manufacturing (61%) Ontera – Furniture, Floor Coverings & Other Goods Wholesaling (6%) Regency Media – Furniture, Floor Coverings & Other Goods Wholesaling (4%)	
Key Actions	A1 - Protect Strategically Important Employment Lands Precincts	

The Northmead (Briens Road) precinct forms part of the larger Westmead Health Precinct. Given this, it has the potential to play an important role in the ongoing growth of this regionally significant health precinct, particularly with the growing demand for health care services. Currently the precinct is characterised by larger sized and fairly modern light industrial facilities and estates. Coca Cola Amatil is the key employer, occupying approximately 60% of the gross floor area and jobs. Coca Cola Amatil is the LGA's third highest employer in its employment lands, with 690 jobs. Their presence ensures that the precinct remains a highly relevant employment precinct. Given this, it is recommended that the precinct retain its IN1 General Industrial zoning, as this serves the occupants well and can also provide capacity for spill-over from the Westmead Health Precinct for biomedical and health related industries.



Current Zoning:
IN1 General Industrial

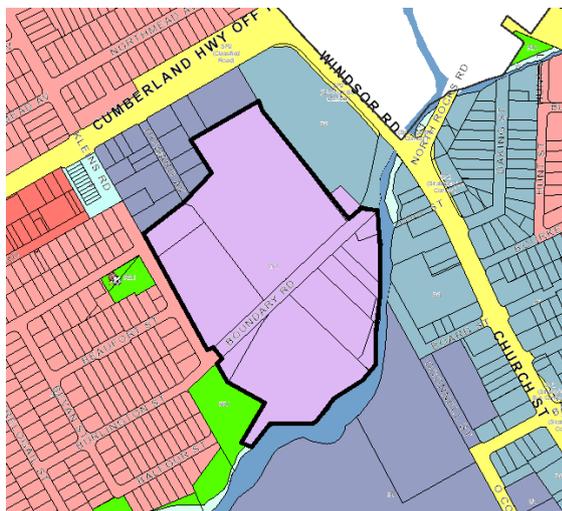


Strategy Recommendation:
IN1 General Industrial

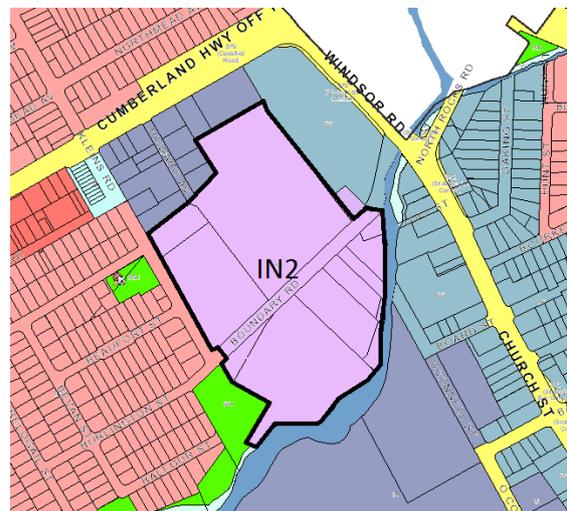
Precinct 04 – Northmead (Kleins/Boundary Roads)

	Precinct 04 – Northmead (Kleins/Boundary Roads)	All Precincts
Number of Employees	485 (2.7% of All Precincts)	18,028
Land Area	12.01 ha (1.8% of All Precincts)	665.23 ha
Employment Density	40 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.46:1	0.33:1
Vacancy (% of GFA)	1.9%	3.8%
Car Spaces Per Employee	1.04	1.08
Key Industry	Transport, Postal & Warehousing (45%) Wholesale Trade (32%) Manufacturing (7%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Westbus – Road Passenger Transport (43%) Campbells Wholesale Cash & Carry – Supermarket & Grocery Stores (8%) Yakult Australia – Dairy Product Manufacturing (4%)	
Key Actions	A1 - Protect Strategically Important Employment Lands Precincts A5 – Use of light industrial zone to facilitate increased range of employment uses	

The Northmead (Kleins/Boundary Roads) precinct forms part of the larger Westmead Health Precinct. Given this, it has the potential to play an important role in the ongoing growth of this regionally significant health precinct, particularly with the growing demand for health care services. The precinct has direct access to the highly trafficked Church Street, and is close to the Cumberland Highway, Windsor Road and James Ruse Drive. However, Kleins and Boundary Roads are restricted from B-Double truck access, which restricts its effectiveness as an industrial precinct. It is recommended that the precinct be rezoned to IN2 Light Industrial. Although the existing facilities are operating effectively, an upgrade to IN2 would allow for a wider range of light industrial uses, including offices and visitor accommodation to support the Westmead Health Precinct.



Current Zoning:
IN1 General Industrial

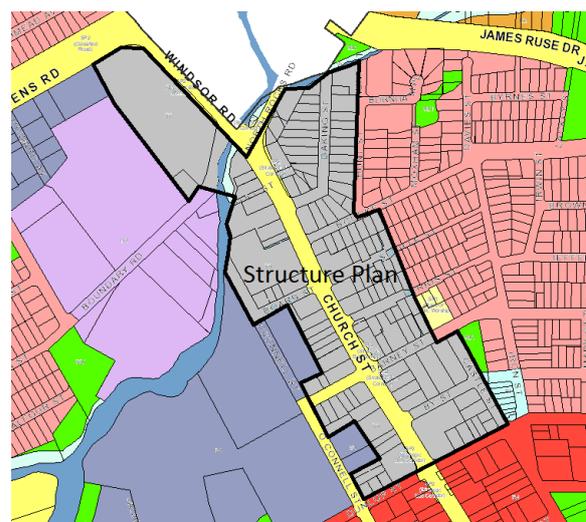
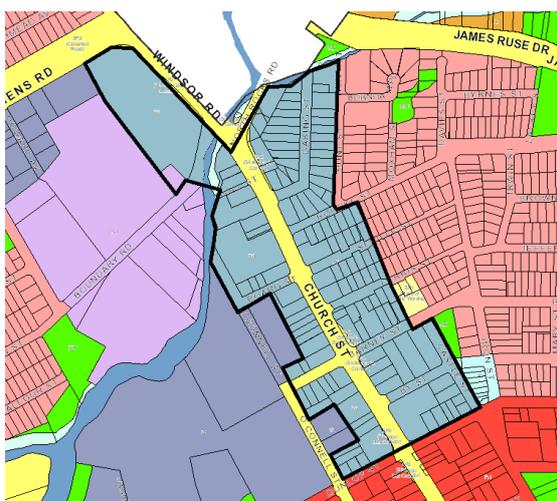


Strategy Recommendation:
IN2 Light Industrial
(subject to necessary technical studies)

Precinct 05 – North Parramatta (Church Street)

	Precinct 05 – North Parramatta (Church Street)	All Precincts
Number of Employees	817 (4.5% of All Precincts)	18,028
Land Area	16.53 ha (2.48% of All Precincts)	665.23 ha
Employment Density	50 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.52:1	0.33:1
Vacancy (% of GFA)	7.7%	3.8%
Car Spaces Per Employee	1.19	1.08
Key Industry	Other services (43%) Wholesale Trade (20%) Retail Trade (20%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Aladin Laundry – Other Personal Services (9%) Parramatta Smash Repairs – Automotive Repair & Maintenance (7%) West End Mazda Service – Automotive Repair & Maintenance (6%)	
Key Actions	A3 – Rezoning to zones that facilitate higher employment densities A8 – Structure Plan precincts will not result in a decrease to employment density A11 – Proposed rezoning must be supported by an Economic Impact Study	

The North Parramatta (Church Street) precinct is the least industrial of all Parramatta’s employment land precincts. The existing businesses show a strong services and trade industry, which is encouraged by the current B6 Enterprise Corridor zoning. Land fronting Church Street has a strong retail presence with good accessibility and high levels of consumer traffic. Most service based businesses operate on the various side streets within the precinct. It is recommended that the precinct retain its current B6 Enterprise Corridor zoning, as this will continue to allow for a mix of businesses, including light industries, business premises, offices, bulky goods and hardware and building supplies. In the long term, opportunities for intensification of future land uses within this precinct will need to be investigated further, as the precinct is predominantly included in the proposed expansion of the Parramatta CBD boundary to the north under the *Parramatta CBD Planning Strategy*. This precinct is identified as a planning investigation area under the CBD Planning Strategy.



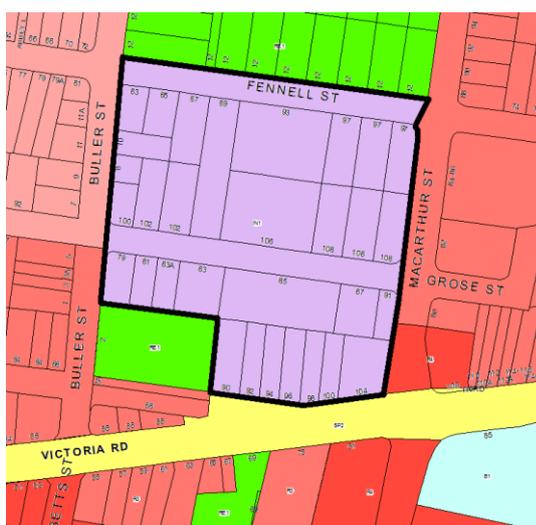
Current Zoning:
Part B6 Enterprise Corridor
Part IN1 General Industrial

Strategy Recommendation:
Prepare Structure Plan (To be reviewed as part of the Parramatta CBD Planning Strategy)

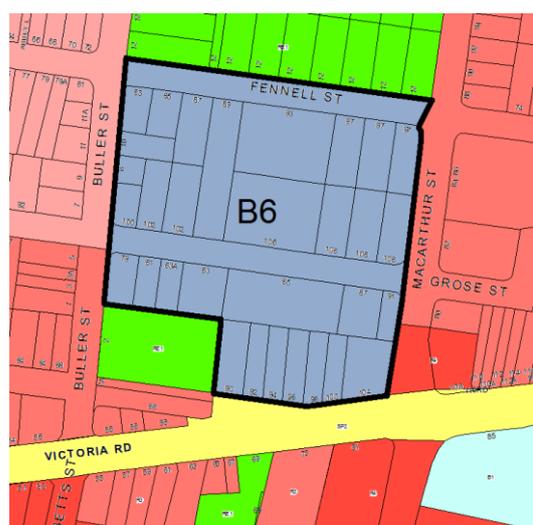
Precinct 06 – North Parramatta (Grose Street)

	Precinct 06 – North Parramatta (Grose Street)	All Precincts
Number of Employees	289 (1.6% of All Precincts)	18,028
Land Area	3.22 ha (0.5% of All Precincts)	665.23 ha
Employment Density	90 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.68:1	0.33:1
Vacancy (% of GFA)	5.2%	3.8%
Car Spaces Per Employee	0.53	1.08
Key Industry	Manufacturing (33%) Transport, Postal & Warehousing (24%)	Manufacturing (29%) Wholesale Trade (27%)
	Wholesale Trade (19%)	Transport, Postal & Warehousing (14%)
Key Employers	Geon DM & Mail – Postal & Courier Pick-up & Delivery Services (24%) Harvey Industries – Pump, Compressor, Heating & Ventilation Equipment Manufacturing (10%) Pulse-tech Fluid Control – Pump, Compressor, Heating & Ventilation Equipment Manufacturing (5%)	
Key Actions	A1 – Protect Strategically Important Employment Lands Precincts A3 – Rezoning to zones that facilitate higher employment densities	

The North Parramatta (Grose Street) precinct is located on the highly trafficked Victoria Road. The sites fronting Victoria Road are mostly occupied by wholesale traders, whilst a variety of industry types operate on Grose, Buller and Fennel Streets. The precinct has the second highest employment density of all precincts at 90 persons/ha. The precinct largely caters to local services, however there have been some recent newer improvements, such as a gym and tradelink warehouse. This suggests that the precinct may be transforming to higher value-added industries. Given this, it is recommended that the precinct be rezoned to B6 Enterprise Corridor, as this will allow for a wider range of businesses, including light industries, business premises, offices, bulky goods and hardware and building supplies. Furthermore, it is noted that the B6 zone also permits Food and Drink premises such as restaurants/cafes to serve the local workforce and nearby residents in order to take advantage of the amenity provided by the open space at the north and south sides of the precinct.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
B6 Enterprise Corridor
(subject to necessary technical studies)

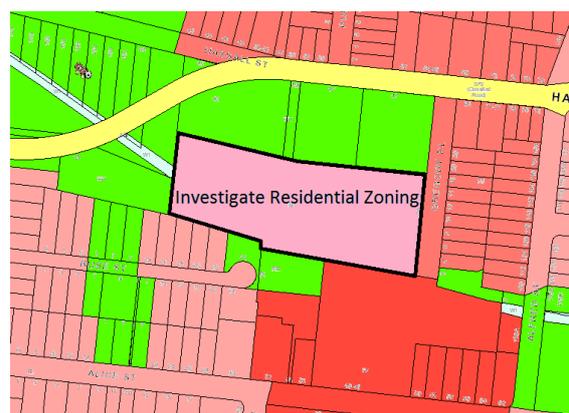
Precinct 07 – Harris Park (Gregory Place)

	Precinct 07 – Harris Park (Gregory Place)	All Precincts
Number of Employees	11 (0.1% of All Precincts)	18,028
Land Area	2.01 ha (0.3% of All Precincts)	665.23 ha
Employment Density	5 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.42:1	0.33:1
Vacancy (% of GFA)	0.0%	3.8%
Car Spaces Per Employee	4.55	1.08
Key Industry	Construction (100%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Hallmark Constructions – Non Residential Building Construction (100%)	
Key Actions	<p>A2 – Allow for a net reduction of existing employment lands</p> <p>A4 – Facilitate renewal of isolated industrial precincts</p> <p>A11 – Proposed rezoning must be supported by an Economic Impact Study</p>	

Hallmark Constructions occupies 100% of the 2.01 ha Harris Park (Gregory Place) precinct. Currently the site has large industrial facilities and a smaller office component, which is the only part of the site in use. It employs 11 people and in its current state as an industrial employment land it is grossly underutilised. The precinct also has the lowest employment density of all precincts, at just 5 persons/ha. It is recommended that the precinct be rezoned to a residential zoning given its close proximity to amenities, services, heritage parkland, adjoining residential zones and heritage conservation area. This rezoning would have little impact on the supply of industrial zoned land or jobs. Given that the site is flood affected, a flood study would be required prior to any rezoning proceeding. Further, an urban design study and heritage study would also be needed prior to any rezoning given the proximity of adjoining heritage items and heritage conservation area, so as to ensure appropriate controls for any future residential development.



Current Zoning:
IN1 General Industrial



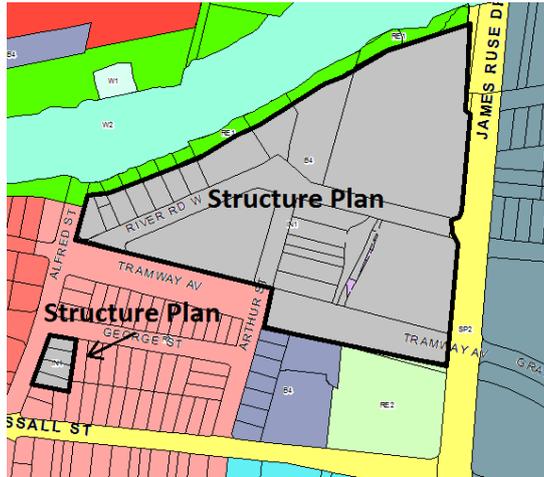
Strategy Recommendation:
Investigate Residential Zoning
(subject to necessary technical studies)

Precinct 08 – Parramatta (River Rd West & Alfred St)

	Precinct 08 – Parramatta (River Rd West & Alfred St)	All Precincts
Number of Employees	335 (1.9% of All Precincts)	18,028
Land Area	6.31 ha (0.9% of All Precincts)	665.23 ha
Employment Density	53 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.60:1	0.33:1
Vacancy (% of GFA)	7.5%	3.8%
Car Spaces Per Employee	1.31	1.08
Key Industry	Wholesale Trade (58%) Other Services (24%) Retail Trade (9%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Trivett Land Rover Jaguar – Automotive Repair & Maintenance (13%) Denlo Group – Motor Vehicle Retailing (8%) Younis and Co – Legal & Accounting Services (6%)	
Key Action	<p>River Road West Precinct</p> <p>A3 – Rezoning to zones that facilitate higher employment densities A8 – Structure Plan precincts will not result in a decrease to employment density A11 – Proposed rezoning must be supported by an Economic Impact Study</p> <p>Alfred Street Precinct</p> <p>A2 – Allow for a net reduction of existing employment lands A4 – Facilitate renewal of isolated industrial precincts A11 – Proposed rezoning must be supported by an Economic Impact Study</p>	

The Parramatta (River Rd West & Alfred St) precinct is a 6.31 ha area that overlooks Parramatta River to the north and is bound by James Ruse Drive to the east. Currently the zoning is B4 Mixed Use along the riverfront and IN1 General Industrial for the rest of the precinct. The precinct is currently occupied by a number of urban service businesses, including many which are related to the automotive related industry. The rezoning to B4 Mixed Use along the riverfront was a relatively recent change to the planning controls, and construction work for new residential mixed use development in the precinct has only just commenced. This change however is considered to be a valuable one, as it will encourage urban renewal in a permeable and visually attractive setting. It is recommended that this precinct be regenerated so that the precinct can transform into a desirable mixed use area that capitalises on the potential Light Rail route through the precinct. Any Structure Plan for this Precinct will need to be handled in a sensitive manner taking into account the heritage view corridor, potential light rail, traffic and flooding constraints and the need to ensure planning is integrated with any future changes to controls of sites south of the precinct.

The Alfred Street Precinct on the other hand is relatively isolated as it is located away from the River Road West precinct and consists of a range of uses including a service station and light industry/showroom. This industrial precinct is surrounded by residential development and there is scope for this precinct to turn over to residential in the future to better address the local context subject to the relevant technical studies being completed.



Current Zoning:
**IN1 General Industrial &
 B4 Mixed Use**

Strategy Recommendation:
Prepare Structure Plan
 (The River Rd West precinct area should include the adjoining precinct to the south which includes the existing B4 and RE2 zoned land)

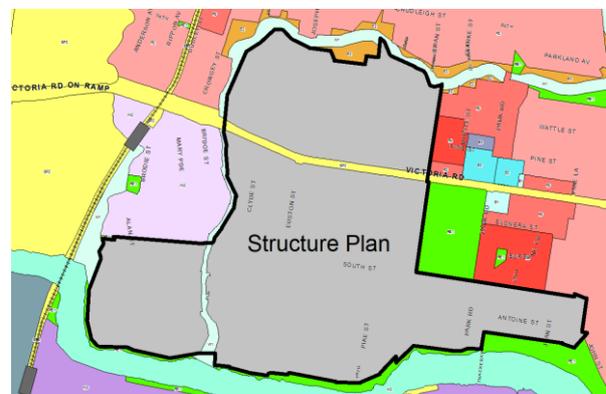
Precinct 09a – Rydalmere (IN1 Zone)

	Precinct 09a – Rydalmere (IN1 Zone)	All Precincts
Number of Employees	2,684 (14.9% of All Precincts)	18,028
Land Area	87.91 ha (13.2% of All Precincts)	665.23 ha
Employment Density	31 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.52:1	0.33:1
Vacancy (% of GFA)	2.8%	3.8%
Car Spaces Per Employee	1.20	1.08
Key Industry	Wholesale Trade (57%) Manufacturing (27%) Professional, Scientific and Technical Services (6%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Thales Underwater Systems – Specialised Machinery and Equipment Manufacturing (8%) Jaycar Electronics – Other Machinery and Equipment Wholesaling (7%) Hunter Douglas – Furniture Manufacturing (7%)	
Key Actions	A3 – Rezoning to zones that facilitate higher employment densities A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A8 – Structure Plan precincts will not result in a decrease to employment density A9 – Investigate potential for business park around UWS A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Rydalmere (IN1 Zone) precinct is the second largest employment lands precinct in the LGA at 88 ha. It also provides for the highest number of employees of all the precincts, at 2,684 jobs. The precinct is anchored by several large single-tenanted industrial facilities situated on significant parcels of land on the northern side of Victoria Road. The precinct provides for a diverse range of industrial uses, many providing for local markets and others engaged in global competition. It provides competitive rents and good access. It is within close proximity to James Ruse Drive and Silverwater Road, and Victoria Road runs through the precinct. Furthermore, it is also likely that this precinct will have access to the new Light Rail network which will significantly improve accessibility. “A Plan for Growing for Sydney” requires the Rydalmere Education Precinct to be planned as Western Sydney’s premier higher education precinct. The future of this industrial precinct is critical to ensuring the Rydalmere Education Precinct achieves its full potential. This includes investigating the potential for a business park around the University linked to its specialisations, which is also envisaged in “A Plan for Growing Sydney”. It is recommended that a detailed Structure Plan be prepared for the precinct which fully examines its potential to develop as a key part of the Rydalmere Education Precinct, in particular to encourage the emergence of new industries and employment opportunities as well as address the potential impact of the future Light Rail.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
Prepare Structure Plan

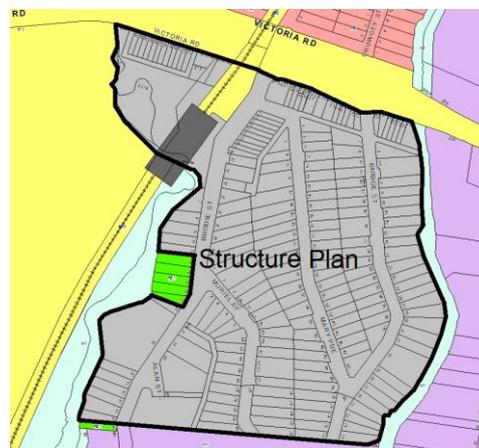
Precinct 09b – Rydalmere (IN2 Zone)

	Precinct 09b – Rydalmere (IN2 Zone)	All Precincts
Number of Employees	699 (3.9% of All Precincts)	18,028
Land Area	16.86 ha (2.6% of All Precincts)	665.23 ha
Employment Density	41 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.45:1	0.33:1
Vacancy (% of GFA)	1.7%	3.8%
Car Spaces Per Employee	1.12	1.08
Key Industry	Wholesale Trade (46%) Administrative and Support Services (12%) Other Services (12%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Wesley Employment Services – Employment Services (11%) Foxteq – Electrical Equipment Manufacturing (4%) CEVA Freight Manufacturing – Road Freight Transport (4%)	
Key Actions	A3 – Rezoning to zones that facilitate higher employment densities A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A8 – Structure Plan precincts will not result in a decrease to employment density A9 – Investigate potential for business park around UWS A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Rydalmere (IN2 Zone) precinct is located only 2 km from the Parramatta CBD, with Victoria Road running along the northern boundary. It is also bound to the east by a small tributary of the Parramatta River that separates this sub-precinct from the larger, more established Rydalmere IN1 zone precinct. It has good public transport access with regular bus services operating along Victoria Road and Rydalmere Station located to the north-west corner of the precinct. It is also likely that this precinct will have access to the new Light Rail network which will significantly improve accessibility as the precinct is also located directly adjacent to the University of Western Sydney (UWS) Rydalmere Campus. “A Plan for Growing for Sydney” requires the Rydalmere Education Precinct to be planned as Western Sydney’s premier higher education precinct. The future of this industrial precinct is critical to ensuring the Rydalmere Education Precinct achieves its full potential. It is recommended that a detailed Structure Plan be prepared for the precinct which fully examines its potential to develop as a key part of the Rydalmere Education Precinct, in particular to encourage its connections with the UWS Campus as well as address the potential impact of the future Light Rail.



Current Zoning:
IN2 Light Industrial



Strategy Recommendation:
Prepare Structure Plan

Precinct 10 – Rydalmere (Kirby Street)

	Precinct 10 – Rydalmere (Kirby Street)	All Precincts
Number of Employees	95 (0.5% of All Precincts)	18,028
Land Area	5.07 ha (0.8% of All Precincts)	665.23 ha
Employment Density	19 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.52:1	0.33:1
Vacancy (% of GFA)	0.0%	3.8%
Car Spaces Per Employee	1.68	1.08
Key Industry	Wholesale Trade (74%) Manufacturing (26%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Symbion – Pharmaceutical & Toiletry Goods Wholesaling (60%) Homart – Pharmaceutical & Medicinal Product Manufacturing (26%) Danfoss – Specialised Industrial Machinery & Equipment Wholesaling (14%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands A4 – Facilitate renewal of isolated industrial precincts A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A11 – Proposed rezoning must be supported by an Economic Impact Study	

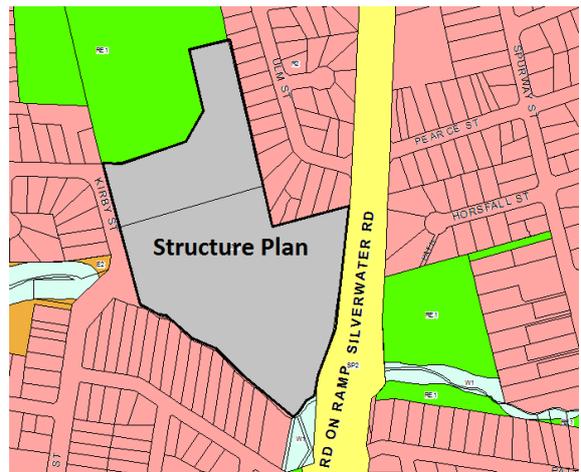
The Rydalmere (Kirby Street) precinct is largely dominated by two pharmaceutical companies, Symbion and Homart. They both have large, modern industrial estates that provide ample parking for employees. Given its low employment density of only 19 persons/ha, the precinct is operating at a relatively inefficient level and relies heavily on the pharmaceutical companies. If either were to leave the precinct in the near future, releasing the property may be difficult. The precinct currently does not have a good level of accessibility and is also quite isolated. Whilst the precinct is bound by Silverwater Road to the east, it is not directly accessible to the occupiers within the precinct.

Furthermore, it is noted that in October 2010 when Council was considering submissions in relation to the Draft Comprehensive LEP, Council resolved to advise the submission author acting on behalf of the land owners at 55-59 Kirby Street, Rydalmere that a Planning Proposal is the appropriate process for pursuing residential development at the subject site. As identified in the October 2010 report, key considerations for the planning proposal would be required to include the following but not limited to the loss of employment lands, potential site contamination, heritage, traffic impact, natural environment (including Subiaco creek and riparian corridor), residential density in context of surrounding low density residential and infrastructure and services to support residential development.

Given the above, it is recommended that a Structure Plan be prepared for the precinct to ensure the future land use and built form outcome for this precinct is appropriate and considers the above mentioned issues.



Current Zoning:
IN1 General Industrial



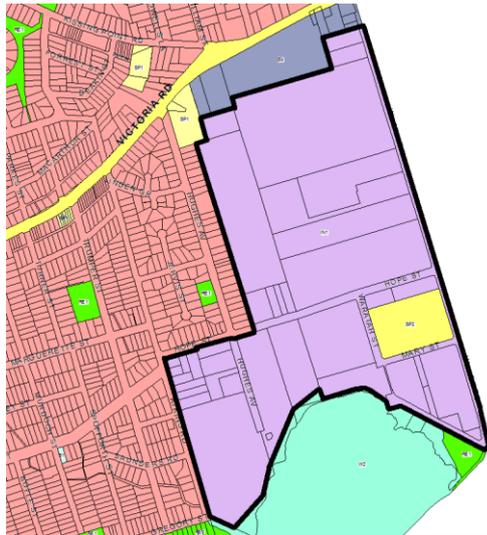
Strategy Recommendation:
Prepare Structure Plan

Precinct 11 – Melrose Park

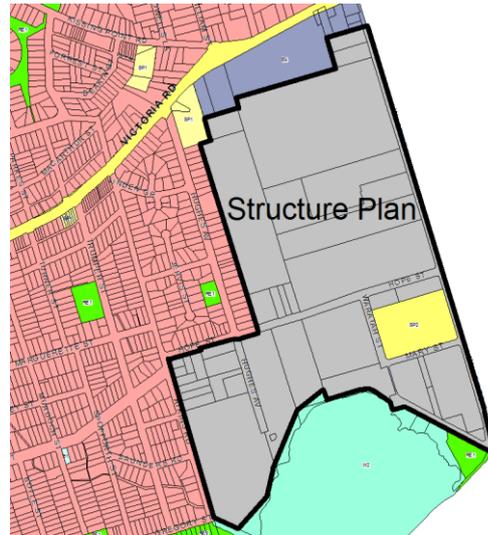
	Precinct 11 – Melrose Park	All Precincts
Number of Employees	2,546 (14.1% of All Precincts)	18,028
Land Area	51.53 ha (7.7% of All Precincts)	665.23 ha
Employment Density	49 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.33:1	0.33:1
Vacancy (% of GFA)	1.9%	3.8%
Car Spaces Per Employee	1.93	1.08
Key Industry	Manufacturing (80%)	Manufacturing (29%)
	Transport, Postal & Warehousing (11%)	Wholesale Trade (27%)
	Wholesale Trade (6%)	Transport, Postal & Warehousing (14%)
Key Employers	Pfizer – Pharmaceutical & Medicinal Product Manufacturing (30%)	
	Reckitt Benckiser – Pharmaceutical & Medicinal Product Manufacturing (14%)	
	Glaxo Smith Kline – Pharmaceutical & Medicinal Product Manufacturing (14%)	
Key Actions	A3 – Rezoning to zones that facilitate higher employment densities	
	A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change	
	A8 – Structure Plan precincts will not result in a decrease to employment density	
	A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Melrose Park precinct previously contained a significant concentration of some of the world’s largest pharmaceutical companies: Pfizer, Eli Lilly, Glaxo Smith Kline and Reckitt Benckiser. However, these businesses have relocated overseas. The precinct is located 6km from the Parramatta CBD and is the most easterly employment lands precinct in the LGA. It is bound by the Parramatta River to the south and Victoria Road to the north. The precinct is well located within Sydney’s Global Economic Corridor (between Macquarie Park and Sydney Olympic Park). At the time of the last review 2,546 employees were employed in Melrose Park, making it the 2nd highest employment lands precinct in the LGA in terms of jobs.

The major restructuring of the pharmaceuticals industry which is currently occurring will affect the land use needs of this precinct’s future. Given its size and significance, and also the changing nature of the pharmaceuticals industry, it is recommended that a Structure Plan be prepared for Melrose Park, which considers future uses in the precinct and opportunities for urban renewal, including space for smaller biotech firms and also specialised research infrastructure.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
Prepare Structure Plan

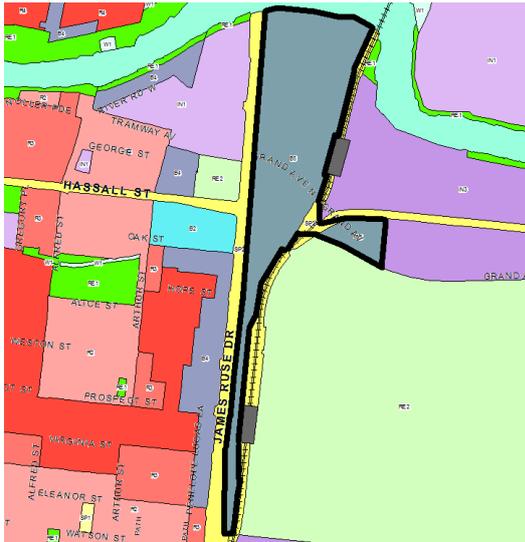
Precinct 12 – Rosehill (James Ruse Drive)

	Precinct 12 – Rosehill (James Ruse Drive)	All Precincts
Number of Employees	368 (2.0% of All Precincts)	18,028
Land Area	9.22 ha (1.4% of All Precincts)	665.23 ha
Employment Density	40 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.25:1	0.33:1
Vacancy (% of GFA)	10.5%	3.8%
Car Spaces Per Employee	0.88	1.08
Key Industry	Administrative & Support Services (43%)	Manufacturing (29%)
	Wholesale Trade (21%)	Wholesale Trade (27%)
	Manufacturing (15%)	Transport, Postal & Warehousing (14%)
Key Employers	Faiveley Transport – Other Transport Equipment Manufacturing (15%)	
	Valleygirl – Textile, Clothing & Footwear Wholesaling (15%)	
	Estate Agents Co-operative – Real Estate Services (8%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands	
	A3 – Rezoning to zones that facilitate higher employment densities	
	A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change	
	A8 – Structure Plan precincts will not result in a decrease to employment density	
	A10 – Advocate to State Government for infrastructure improvements	
	A11 – Proposed rezoning must be supported by an Economic Impact Study	

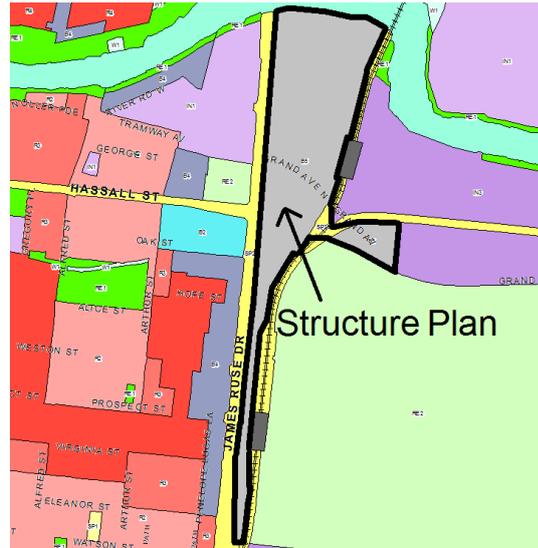
The Rosehill (James Ruse Drive) precinct is situated 1.5 km east of the Parramatta CBD and has direct access to James Ruse Drive and the Carlingford Railway Line, including Camellia and Rydalmere Stations. The precinct adjoins the larger strategic precinct of Camellia/Rosehill (Precinct 13) and is also located directly adjacent to the entertainment precinct at Rosehill Racecourse. The precinct currently has a large portion of undeveloped land in its northern part with frontage to Parramatta River, representing almost 75% of the total area of the precinct. Despite the undeveloped land, the precinct still delivers a high employment density at 40 persons/ha. There are significant known contamination issues in some parts of this precinct that will require remediation prior to redevelopment. The precinct is also located directly south of the University of Western Sydney (UWS) Rydalmere Campus.

The precinct is part of the larger strategic Camellia/Rosehill Precinct (Precinct 13) and is identified as being within the Parramatta to Olympic Peninsula Priority Growth Area as part of the Department of Planning's *A Plan for Growing Sydney*. "*A Plan for Growing Sydney*" identifies the need to investigate urban renewal options in Camellia and develop a Structure Plan to guide future development which is currently being carried out by the Department of Planning and Environment together with Council. This process will ultimately lead to the development of future planning controls that will set land use and built form outcomes within the precinct.

It is also noted that Council is currently in the process of assessing a planning proposal at 181 James Ruse Drive (located at the northern end of this Precinct) which is seeking to rezone the subject site to allow mixed use development consisting of residential apartments with ground floor retail/commercial uses and public open space adjacent the river. This proposal was submitted to Council prior to the Department of Planning and Environment commencing its own structure planning process detailed above however, it is acknowledged that decisions around this planning proposal may have implications on the future land use and built form outcome for the wider Camellia/Rosehill Precinct.



Current Zoning:
B5 Business Development



Strategy Recommendation:
Prepare Structure Plan
(part of Camellia Precinct Structure Plan)

Precinct 13 – Camellia/Rosehill

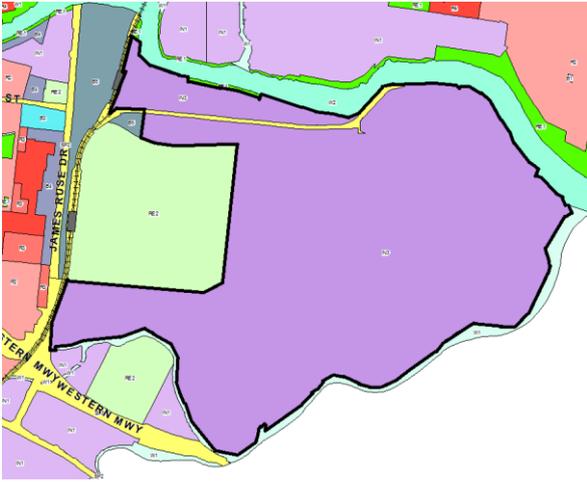
	Precinct 13 – Camellia/Rosehill	All Precincts
Number of Employees	2,196 (12.2% of All Precincts)	18,028
Land Area	239.29 ha (36.0% of All Precincts)	665.23 ha
Employment Density	9 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.16:1	0.33:1
Vacancy (% of GFA)	3.2%	3.8%
Car Spaces Per Employee	1.35	1.08
Key Industry	Manufacturing (55%) Transport, Postal and Warehousing (24%) Wholesale Trade (10%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	James Hardie – Cement, Lime, Plaster and Concrete Product Manufacturing (19%) API – Pharmaceutical and Medicinal Product Manufacturing (15%) Armaguard – Road Freight Transport (7%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands A3 – Rezoning to zones that facilitate higher employment densities A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A8 – Structure Plan precincts will not result in a decrease to employment density A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Camellia/Rosehill precinct is one of the most significant employment land precincts in Parramatta and Sydney. At 239 ha, it is the largest employment lands precinct in the Parramatta LGA. The precinct has access to James Ruse Drive and is located close to the M4 Motorway. However, access to the precinct is limited to only two points, given the precinct is a peninsula bound by Parramatta and Duck Rivers and also the Carlingford Railway Line. Given the restricted access, traffic management is a significant issue and new/improved access will need to be considered if the precinct is to grow and achieve its full potential. Shell Oil (now Viva Energy) have been the primary occupant in the precinct for decades, however in October 2012 they changed their refinery operation to an import only terminal for petroleum products. This change has greatly reduced the land they need for their future business, and as a result they are planning to divest a significant amount of land for new industrial businesses.

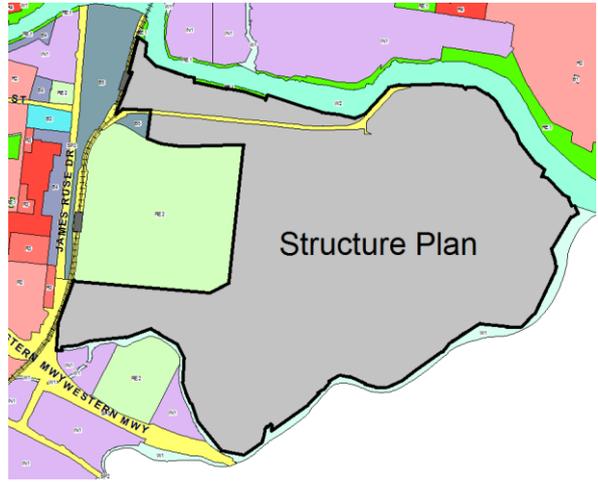
This presents a significant opportunity for renewal in this precinct. Contamination is also a significant issue in this precinct and remediation will be required if changes to more sensitive land uses are considered.

The precinct is identified as being within the Parramatta to Olympic Peninsula Priority Growth Area as identified in the Department of Planning and Environment's "A Plan for Growing Sydney". "A Plan for Growing Sydney" identifies the need to investigate urban renewal options in Camellia and develop a Structure Plan to guide future development which is currently being carried out by the Department of Planning and Environment together with Council. This process will ultimately lead to the development of future planning controls that will set land use and built form outcomes within the precinct.

Given the size of the precinct and its significance to the Parramatta LGA and metropolitan Sydney, it is recommended that a detailed Structure Plan be prepared to consider future uses and infrastructure needs as part of the above process.



Current Zoning:
IN3 Heavy Industrial



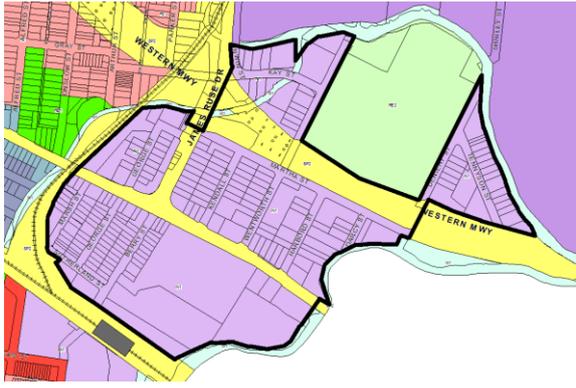
Strategy Recommendation:
Prepare Structure Plan
(part of Camellia Precinct Structure Plan)

Precinct 14 – Clyde

	Precinct 14 – Clyde	All Precincts
Number of Employees	1,404 (7.8% of All Precincts)	18,028
Land Area	53.35 ha (8.0% of All Precincts)	665.23 ha
Employment Density	26 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.29:1	0.33:1
Vacancy (% of GFA)	4.2%	3.8%
Car Spaces Per Employee	0.84	1.08
Key Industry	Transport, Postal & Warehousing (24%) Other Services (17%) Manufacturing (13%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Mitsubishi Motors Australia – Motor Vehicle and Motor Vehicle Parts Wholesaling (4%) Australia PC Distributors – Other Machinery and Equipment Wholesaling (4%) TerraTest – Specialised Industrial Machinery and Equipment Wholesaling (4%)	
Key Actions	<p>Precinct south of M4 A1 - Protect Strategically Important Employment Lands Precincts</p> <p>Precinct north of M4 A3 – Rezoning to zones that facilitate higher employment densities A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A8 – Structure Plan precincts will not result in a decrease to employment density A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study</p>	

The Clyde precinct is located only 3km from the Parramatta CBD and has good access via James Ruse Drive, M4 Motorway and Parramatta Road. Clyde Railway Station is also situated on the southern boundary of the precinct. The land fronting Parramatta Road is largely occupied by automotive retailers, and most sites are relatively smaller lots. Street parking is congested throughout the precinct, particularly south of Parramatta Road. The precinct is 53 ha and has an employment density of 26 persons/ha.

It is recommended that the southern portion of the precinct (south of the M4) retain its current IN1 General Industrial zoning as it supports the current uses, provides for a wide range of industrial and warehouse land uses, encourages employment opportunities, minimises adverse impacts of industry, and supports and protects industrial lands. Land within this portion of the precinct has also been tested for its suitability for mixed use development as part of a planning proposal, where it was determined that the existing IN1 General Industrial zone is the most appropriate for this precinct and should be retained. The northern portion of the precinct (north of the M4 and includes the Sydney Speedway) forms part of the wider Camellia/Rosehill precinct which is currently undergoing a structure planning process by the Department of Planning & Environment as discussed in Precincts 12 & 13. As part of this structure planning process, the potential relocation of the speedway should be investigated in terms of suitable future employment uses on this site and its relationship to the wider Camellia precinct.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
Part IN1 General Industrial/Part Prepare
Structure Plan (part of Camellia Precinct Structure Plan)

Precinct 15 – Granville (Parramatta Road)

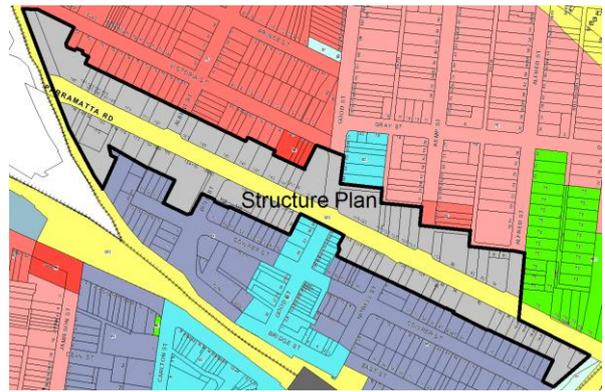
	Precinct 15 – Granville (Parramatta Road)	All Precincts
Number of Employees	239 (1.3% of All Precincts)	18,028
Land Area	5.82 ha (0.9% of All Precincts)	665.23 ha
Employment Density	41 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.45:1	0.33:1
Vacancy (% of GFA)	4.4%	3.8%
Car Spaces Per Employee	1.01	1.08
Key Industry	Administrative Services (34%) Retail Trade (34%) Wholesale Trade (9%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	AMWU – Other Administrative Services (34%) Rosehill Hotel – Pubs, Taverns and Bars (5%) Pure Aluminium – Furniture, Floor Coverings & Other Goods Wholesaling (10%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands A3 – Rezoning to zones that facilitate higher employment densities A7 – Prepare Structure Plans for Key Employment Precincts located on key arterials A8 – Structure Plan precincts will not result in a decrease to employment density A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Granville (Parramatta Road) precinct is closely clustered around Parramatta Road, with limited depth into the adjoining side streets, but does enjoy close proximity to both Granville Railway Station and regular bus routes operating along Parramatta Road. There is a high level of consumer visibility and traffic for land fronting Parramatta Road. The NSW Government, through UrbanGrowth NSW, recently released the “*Draft Parramatta Road Urban Transformation Strategy*” which applies along the Parramatta Road corridor. The intent of this draft strategy is to increase the quantity and diversity of housing, expand transport choices, grow the number of job opportunities in Western Sydney and improve liveability. Precinct 15 is located within the ‘Granville Precinct’ of the draft strategy and is identified for to accommodate approximately 7,000 new dwellings and over 1,000 new jobs by 2050. However, it is noted that UrbanGrowth NSW are currently finalising the Parramatta Road Urban Transformation Strategy which will set out a clear direction and vision for the future redevelopment of land within the Granville Precinct.

Council should continue to work with the NSW Government to prepare a detailed Structure Plan for the precinct and investigate opportunities for urban renewal.



Current Zoning:
B6 Enterprise Corridor



Strategy Recommendation:
Prepare Structure Plan
(UrbanGrowth NSW are currently preparing the Draft Parramatta Road Urban Transformation

New Employment Precincts resulting from Local Government Boundary Changes

The following section has been prepared to consider the new employment precincts that now fall within the City of Parramatta boundary resulting from the Local Government Boundary Review process proclaimed on 12 May 2016. The City of Parramatta now includes employment precincts within the previous Auburn, Holroyd, Hornsby and The Hills Shire Councils.

Prior to the State Government proclamation on the new Council boundaries on the 12 May 2016, the Parramatta Employment Lands Strategy had already been on public exhibition and was awaiting Council adoption. The Strategy was subsequently reviewed to ensure that it now consolidates the City of Parramatta's employment precincts into 1 strategic document thereby reflecting the employment precincts within the new LGA.

The recommendations below generally reflect the previous strategic work carried out by those previous Councils underpinning the existing zoning of these precincts. It is acknowledged that there may be some zoning inconsistencies (i.e. objectives, land use permissibility) between the PLEP 2011 and the relevant LEPs applying to these new employment precincts, however it is expected that a zoning review will be carried out as part of consolidating planning controls for the new City of Parramatta. Furthermore, a comprehensive review of this Strategy including the new employment precincts will also be carried out in 2020/21 (5 years).

The following employment precincts now fall within the City of Parramatta:

1. Carlingford Court
2. North Rocks
3. Northmead
4. Silverwater
5. Silverwater Rd
6. Newington Business Park
7. Carter Street
8. Granville (B5 zone)

1. Carlingford Court

The Ku-ring-gai and Hornsby Subregional Employment Lands Study (May 2008) prepared by SGS Economics and Planning identifies the Carlingford Court precinct as 2 sub precincts:

1. Carlingford Court Shopping Centre (B2 Local Centre)
2. Pennant Hills Road B5 zone (south of Carlingford Court)

Carlingford Court is a standalone shopping centre with 45,499sqm of floorspace surveyed at the time of the Study, which the SGS study acknowledges provides the functions of a local or sub regional centre. However the Study notes that it does not have the spatial structure, public domain quality or civic character normally associated with a traditional Local Centre.

The B5 Business Development zoned precinct located directly south of the Carlingford Court on the other hand currently includes tenancies such as National Australia Bank, real estate agents, health/medical services and food and drink premises. It is envisaged that this precinct continues to play a local centre support role supporting the viability of Carlingford Court.

The SGS Study recommends that the existing Carlingford Court precinct retain its current zoning and planning controls. This recommendation is to be retained under this Strategy until a further more comprehensive review of the new employment precincts is carried out as part of the next scheduled review.



Current Zoning:
B2 Local Centre & B5 Business Development



Strategy Recommendation:
B2 Local Centre & B5 Business Development

2. North Rocks

The North Rocks Light Industrial Area is 46 hectares in size and was developed in the 1970s. The area is currently dominated by light industrial uses and warehousing, with some motor vehicle servicing. Some of the building stock is generally ageing making the redevelopment of the area viable in the future.

The area is relatively accessible to the regional road network, specifically the M2 and M7 Motorways via North Rocks Road and the local bus network provides public transport. These factors make the precinct attractive to many industries where transport and logistics is an important element of the business operations. Additionally the area is located near an established population making it important to ensure the provision of localised services and jobs that support urban function such as auto repairs, household repairs and trades.

Also referred to as the North Rocks Employment Precinct, this precinct is surrounded by open space to the north and western boundaries, with residential development towards the south and east. There is also a small pocket of low density residential development located on the western side of the precinct.

The Employment Lands Direction (June 2009) prepared by The Hills Shire Council identified that given trends relating to the decline in demand for industrial floorspace, this precinct may become vulnerable to vacancies and job losses. Accordingly the Direction recommends that Council prepare comprehensive planning strategy that may provide a zoning framework that may attract new business ventures, such as freight and transport activities that will assist in renewal.

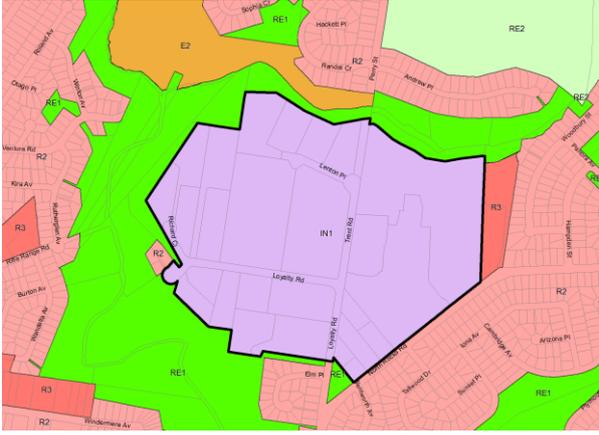
Accordingly, The Hills Shire Council has pursued a Planning Proposal seeking to rezone the precinct from IN1 General Industrial to B6 Enterprise Corridor. The Planning Proposal was placed on public exhibition but objections were raised by the Roads and Maritime Service (RMS) and Transport for NSW (TfNSW) on traffic impact grounds.

The proposed rezoning is now the responsibility of the City of Parramatta.

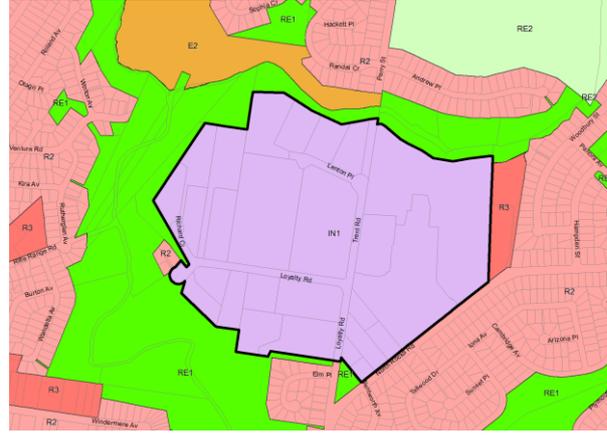
The Department of Planning and Environment (DPE) have indicated that the Planning Proposal cannot proceed without the issues raised by the relevant State government agencies being resolved.

Council Officers have met with transport and land use planners from the DPE, RMS, TfNSW and The Hills and following this discussion Council Officers consider that technical solutions that may address the RMS and DoT concerns may not be feasible in the short to medium term. The improvements to key intersections needed to resolve the traffic issues likely to be exacerbated by more intensive development of the North Rocks Precinct will involve significant land acquisition of privately owned sites at significant cost. Any Contributions Plan that might seek to cover the cost of these improvements is not considered feasible given an expected low level of redevelopment in the precinct in short to medium term.

For this reason it is recommended that the rezoning of the North Rocks Employment Lands precinct not be pursued and the IN1 General Industrial zone be retained.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
IN1 General Industrial

Note: At the date of preparing this Strategy, The DPE has unintentionally and prematurely rezoned the North Rocks Employment from IN1 General Industrial to B6 Enterprise Corridor. The Department have advised that they are in the process of resolving this error to return the precinct to its original IN1 General Industrial Zoning.

3. Northmead

Currently zoned B6 Enterprise Corridor the Northmead employment precinct is located on the southern eastern corner of the James Ruse Drive and Windsor Rd intersection.

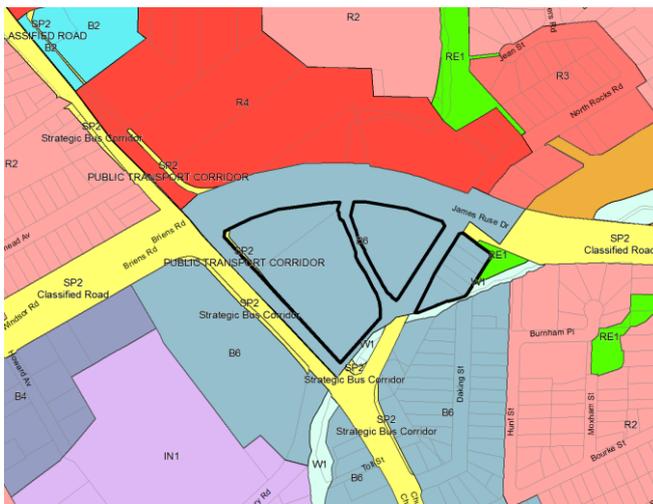
The precinct is a small 3.7 hectare area containing a Bunnings warehouse, storage facility and small factory unit development. Given the location along a main road close to a range of employment uses to the south along Church Street/Windsor Road, the Employment Lands Direction prepared by The Hills Shire recommends that this precinct should remain industrial providing employment generating activities with a focus on urban support functions.

Accordingly, The Hills Employment Lands Direction 2009 does NOT recommend any changes to the zoning of this site. However, the B6 Business Enterprise Zone in The Hills LEP currently permits Shop top Housing as a permissible use.

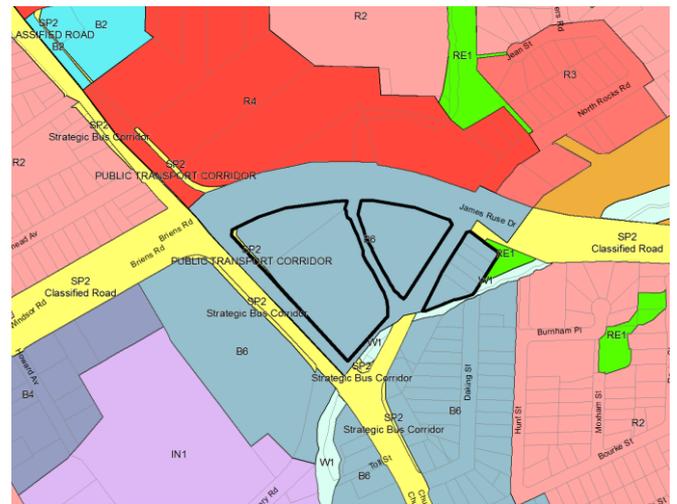
This has produced some unacceptable outcomes in other parts of The Hills LGA and so a Planning Proposal was pursued to prohibit Shop Top Housing in this zone

This Planning Proposal was with the Department awaiting finalisation when the Proclamation which transferred the subject site into the City of Parramatta came into force.

The Strategy therefore recommends that no objection be raised to the Planning Proposal being finalised as the B6 Business Enterprise Zone in the Parramatta LEP 2011 already prohibits shop top housing in this zone and the site has significant traffic and access constraints which means it would be unsuitable for a higher intensity mixed use redevelopment.



Current Zoning:
B6 Enterprise Corridor



Strategy Recommendation:
B6 Enterprise Corridor

4. Silverwater

The Silverwater Industrial area is a significant industrial estate (152.8ha) containing a mix of old and new one and two storey office/warehouse developments. There are new developments along Derby Street to the west of Silverwater Road with a mix of built form on the eastern side of precinct.

Several large and institutionally owned estates are located therein, including Silverwater Precinct, Central West Industrial Estate, Triple M Industrial Estate, Slough Business Park and Mills Waterfront Estate. A number of food and beverage outlets are found in this precinct, including Subway and coffee shops.

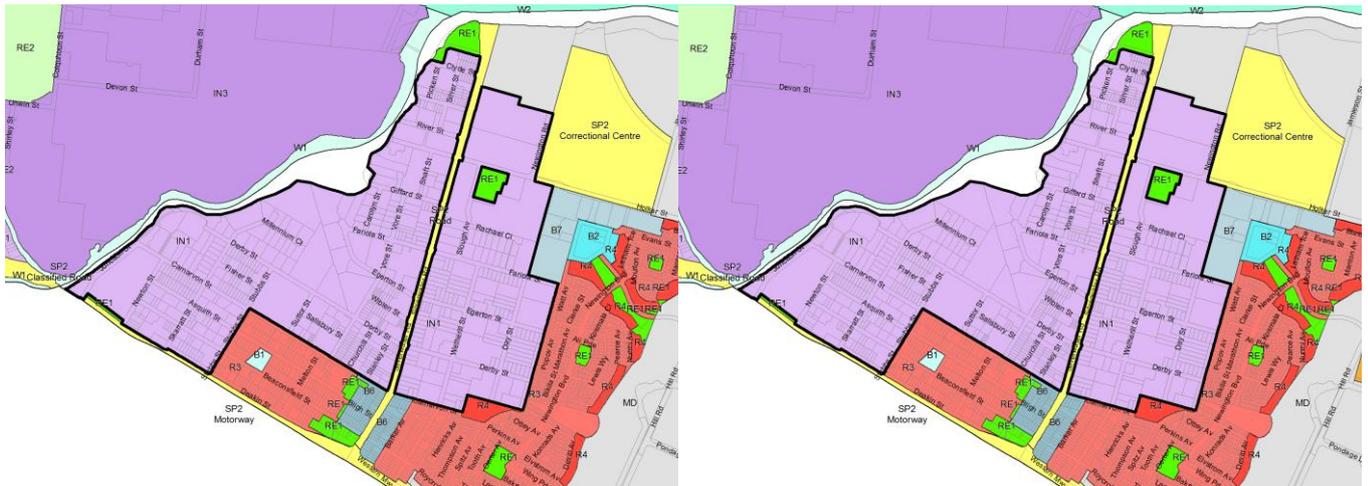
Prominent occupiers within the precinct include Chubb Security and Energy Australia.

According to the Auburn Employment Lands Strategy (December 2015) prepared by AEC Group and AECOM, the Silverwater Industrial Area is one of the Inner/Central West region's prime industrial areas, providing centrally located and well accessible industrial and employment floorspace. The following characteristics of Silverwater are identified in Auburn's Strategy:

- Tight supply of stock
- Supply is relatively tightly held with strong leasing demand for smaller industrial units. The tight supply of stock in Silverwater results in sale prices achieved well in excess of reserve at auctions, currently driven by a strong owner occupier market.
- One of the major driving factors that underpins the success and popularity of Silverwater is its relatively 'separate' nature from residential areas, thereby making land use conflicts a minimal issue.
- While Silverwater is competitively well placed in the market, it is understood there is a growing tendency for more office-type uses to be located within buildings, which is potentially restricted by existing planning controls.
- Even though Silverwater is broadly considered in the industry to be successful, the relatively small average lot size of 0.3ha limits its capacity in the future for redevelopment and densification. More than 50% of lots in the precinct are less than 1,000sqm in size.

The Auburn ELS therefore recommends that Silverwater be protected from incursions by non-employment uses as it provides an on-going source of high density employment in companies such as Chubb Oktek and Kerrick Industrial Equipment.

Accordingly, Council confirms the Auburn ELS recommendation to retain the current IN1 zone for the Silverwater Industrial precinct. It is also acknowledged that Council should adopt a flexible approach to considering a range of employment /industrial uses (i.e. from general to high tech and more office based industries) that may have different access and floorspace requirements e.g. office type floor space, loading and circulation requirements to ensure that Silverwater continues to maintain the levels of activity the precinct currently enjoys.



Current Zoning:
IN1 General Industrial

Strategy Recommendation:
IN1 General Industrial

5. Silverwater Road

Located on either side of Silverwater Road, this precinct is comprised of several rows of old cottages and several older commercial buildings occupied by drycleaners and a printing company. Currently zoned B6 Enterprise Corridor, permissible FSRs range from 1:1, 1.5:1 and 2:1 subject to use (refer to Cl 4.4(2C) of Auburn LEP 2010).

The north western portion of the precinct is comprised of newer developments including the IBC Business Estate, Homebush Corporate Park and Homebush Bay Industrial Estate, all of which are managed by Goodman.

Predominant uses in the area are logistics companies with various occupiers including the Rural Fire Services Headquarters and Lang O'Rourke. Occupation is dominated by logistics and distribution uses.

Exposure to traffic on a major thoroughfare is an advantage however for development to be sustainable, access needs to be adequate. The precinct is conceivably too small for an industrial cluster but suits businesses that play a service role.

The Auburn Employment Lands Strategy 2015 therefore recommends that Council should seek to retain the existing B6 Enterprise Corridor zoning and that a B2 Local Centre could be considered to provide local services to businesses and workers in this area.

Auburn Council Resolution - 7 October 2015

At its meeting of 7 October 2015, Council resolved to proceed to Gateway for the rezoning of land at 1-17 Grey Street and 32-48 Silverwater Road, Silverwater), as follows:

- a. *zone the site B2 Local Centre;*
- b. *allow a maximum floor space ratio of 4:1;*
- c. *allow a maximum height of 25m; and*
- d. *amend the Auburn Employment Lands Strategy 2015 to recommend that site be rezoned B2 Local Centre, consistent with the findings of the Publicly Exhibited Draft Auburn Employment Lands Strategy, and permit residential uses on the site including land, zoned B2 with frontage to Silverwater Road....*

Since the above resolution was made, The Administrator of the former Auburn Council on 2 March 2016 resolved to make a request to the Department of Planning and Environment that the Planning Proposal for 1-17 Grey Street and 32-48 Silverwater Road no longer proceed.

On 11 May 2016 the Department advised that they had considered the request of the Former Auburn Council Administrator and decided that the Planning Proposal would not continue to be processed. Accordingly, it is recommended that Council retain the existing B6 Enterprise Corridor for this precinct and not proceed with any proposal to create a new centre in Silverwater at this point in time. It is also noted that the proposed light rail route will pass through the Silverwater Employment Precinct and it is expected that this will also be accompanied by a corridor strategy that will consider the land uses along the route. This investigation is the next opportunity to consider whether a new centre should be considered for this precinct.



Current Zoning:
B6 Enterprise Corridor



Strategy Recommendation:
B6 Enterprise Corridor

6. Newington Business Park

Newington Business Park lies just west of Newington residential area. The precinct is partly owned and managed by Goodman and occupied by a mix of tenants including Bose, IAG Research, NSW Food Authority and Hirotech. The built form is new and well maintained, consisting of a combination of warehouse and office floorspace. The Newington Marketplace is located adjacent incorporating a Woolworths supermarket. The precinct is currently zoned B7 Business Park and B2 Local Centre.

The north western portion of the precinct is comprised of newer developments including the IBC Business Estate, Homebush Corporate Park and Homebush Bay Industrial Estate, all of which are managed by Goodman.

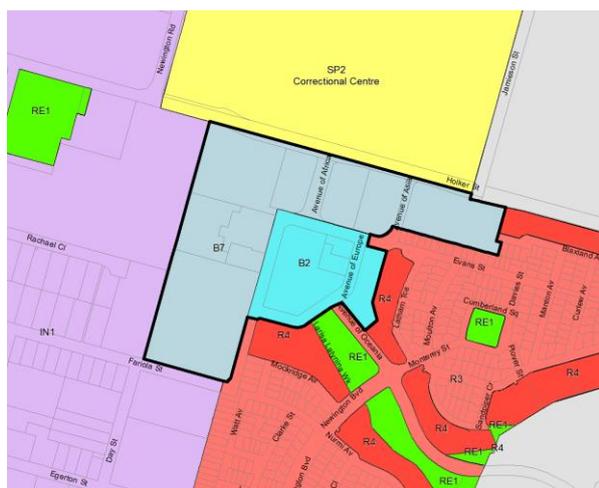
Predominant uses in the area are logistics companies with various occupiers including the Rural Fire Services Headquarters and Lang O'Rourke. Occupation is dominated by logistics and distribution uses.

The north western portion of the precinct is comprised of newer developments including the IBC Business Estate, Homebush Corporate Park and Homebush Bay Industrial Estate, all of which are managed by Goodman.

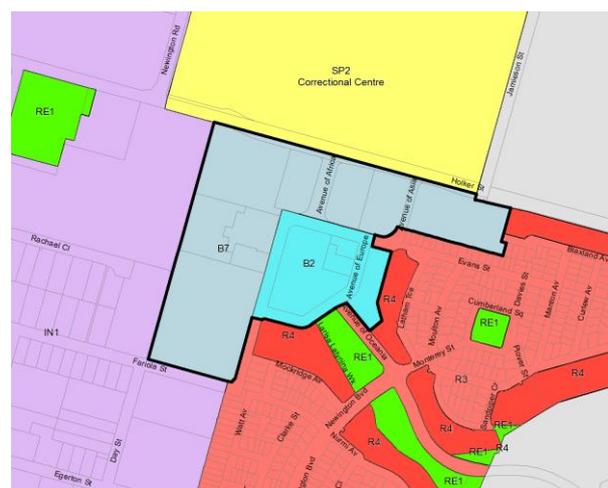
Predominant uses in the area are logistics companies with various occupiers including the Rural Fire Services Headquarters and Lang O'Rourke. Occupation is dominated by logistics and distribution uses. The Auburn ELS identifies that this precinct is a small thriving employment area adjacent to the Silverwater industrial area, in the north of the LGA, with relatively small lots between 0.5ha and 1ha in area. Newington is meeting a growing demand for sites accommodating the co-location of office and warehousing operations and could accommodate some higher density business uses. A much longer term possibility could be the relocation of Silverwater Correctional Centre releasing a large area to the north for a potential extension of the business park.

The adjacent shopping centre services a wide area including Sydney Olympic Park and Wentworth Point as it has a reasonably sized supermarket which other nearby localities lack.

Accordingly, it is recommended that the Auburn ELS recommendation to retain the current B7 Business Park zone and B2 Local Centre Zone for Newington Market Place be retained.



Current Zoning:
B7 Business Park & B2 Local Centre



Strategy Recommendation:
B7 Business Park & B2 Local Centre

7. Carter Street

The Carter Street precinct is located to the south west border of Sydney Olympic Park and is accessible directly from the M4.

The north western portion of the precinct is comprised of newer developments including the IBC Business Estate, Homebush Corporate Park and Homebush Bay Industrial Estate, all of which are managed by Goodman. The north eastern portion of the precinct comprises several hospitality establishments including the Ibis Hotel and Quest serviced apartments, these located above ground floor retail and servicing visitors to Sydney Olympic Park. The southern part of the precinct (along Carter Street) is comprised of older industrial buildings, some of which are need of upgrade and refurbishment.

The Carter Street precinct was recently rezoned as part of the DPE’s priority precinct program and was finalised in November 2015. Previously zoned for industrial/employment purposes only, the precinct is part of the Greater Parramatta to Olympic Park Priority Growth area identified in the State Governments ‘A Plan for Growing Sydney’.

This rezoning enables the redevelopment of the precinct for:

- high density residential housing accommodating at least 5,500 dwellings
- employment uses along the M4 (zoned B6 Enterprise Corridor)
- a mixed use centre focused around Uhrig Road
- a new primary school
- multi-purpose community facility, and
- new open space including a 1.8ha park at Hill Road, a village park on Uhrig Road, and a new liner foreshore reserve along Haslams Creek south of John Ian Wing Parade.

Given the recent finalisation of the rezoning proposal, no changes to the current zoning pattern and planning controls resulting from the Priority Precinct planning process is proposed by the Strategy.



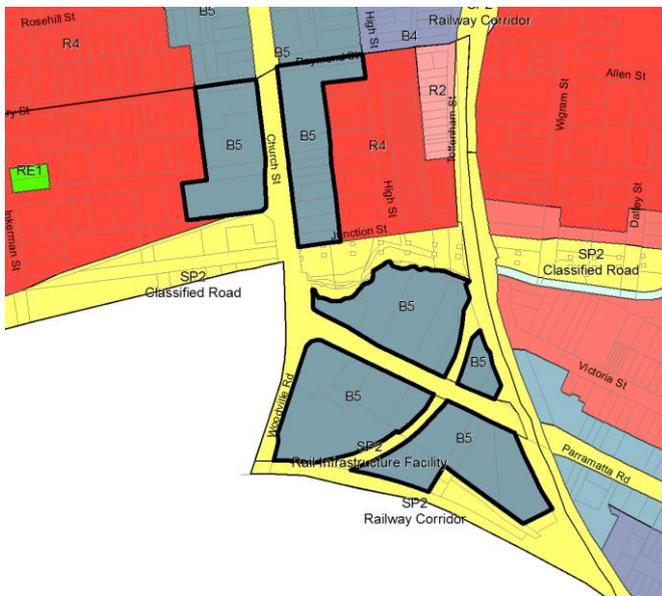
Current Zoning:
B6 Enterprise Corridor/B2 Local Centre/R4 High Density Residential/RE1 Public Recreation & SP2 Infrastructure

Strategy Recommendation:
B6 Enterprise Corridor/B2 Local Centre/R4 High Density Residential/RE1 Public Recreation & SP2 Infrastructure

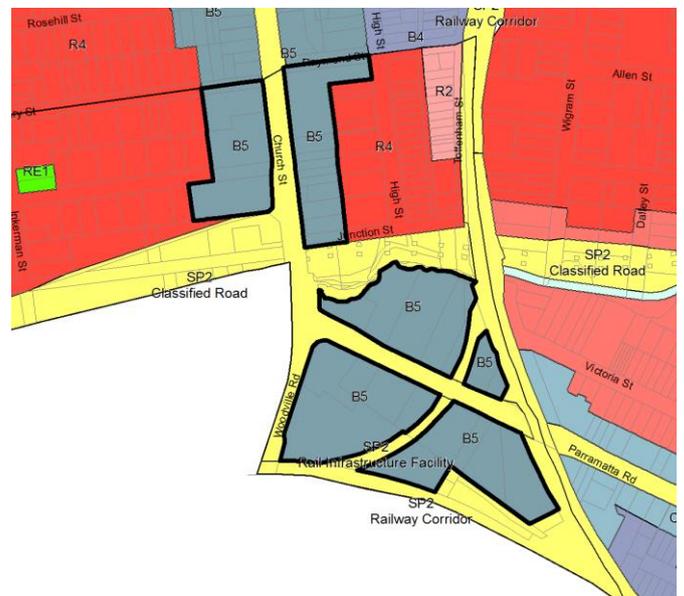
8. Granville (B5 zone)

This precinct is located on the eastern side of the junction of Woodville Road and Parramatta Road and extends north towards the Church Street Auto Alley precinct. The precinct is generally characterised by motor vehicle showrooms/salesyards, the Vauxhall Inn Pub and a concrete batching plant located at Mort Street. UrbanGrowth NSW recently released the “Draft Parramatta Road Urban Transformation Strategy” which applies along the Parramatta Road corridor. The intent of this draft strategy is to increase the quantity and diversity of housing, expand transport choices, grow the number of job opportunities in Western Sydney and improve liveability. This precinct is located within the ‘Granville Precinct’ of the draft strategy and is identified to accommodate approximately 7,000 new dwellings and over 1,000 new jobs by 2050. However, it is noted that UrbanGrowth NSW are currently finalising the Parramatta Road Urban Transformation Strategy which will set out a clear direction and vision for the future redevelopment of land within the Granville Precinct.

In particular, the Draft Parramatta Road Urban Transformation Strategy recommends that the B5 zone south of the M4 be retained for employment purposes and the B5 zone north of the M4 be retained for enterprise / business purposes. It is considered that the existing precinct B5 Business Development zoning is consistent with UrbanGrowth NSW recommendations and should therefore be retained.



Current Zoning:
B5 Business Development



Strategy Recommendation:
B5 Business Development

Summary of Land Use Planning Recommendations

The following table provides a summary of all the land use planning recommendations in this Strategy for the each of the following employment lands precincts (excludes the new precincts resulting from the recent Local Government Boundary changes).

Table: Summary of Land Use Planning Recommendations

Precinct	Land Area	Current	Strategy	Potential loss
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	(ha)	Zoning	Recommendation	of existing employment zoned land (ha)
01 - Old Toongabbie	13.36	IN1	IN1	
02 - Pendle Hill	17.99	IN1	IN1	
03 - Northmead (Briens Road)	25.36	IN1	IN1	
04 - Northmead (Kleins/Boundary Roads)	12.01	IN1	IN2	
05 - North Parramatta (Church Street)	16.53	B6 & IN1	Structure Plan	
06 - North Parramatta (Grose Street)	3.22	IN1	B6	
07 - Harris Park (Gregory Place)	2.01	IN1	Investigate Residential zoning	2.01
08 - Parramatta (River Road West and Alfred Street)	6.31	IN1 & B4	Structure Plan	4.91*
09a - Rydalmere (IN1 Zone)	87.91	IN1	Structure Plan	5*
09b - Rydalmere (IN2 Zone)	16.86	IN2	Structure Plan	16.86*
10 - Rydalmere (Kirby Street)	5.07	IN1	Structure Plan	5.07*
11 - Melrose Park	51.53	IN1	Structure Plan	27*
12 - Rosehill (James Ruse Drive)	9.22	B5	Structure Plan	8*
13 - Camellia/Rosehill	239.29	IN3	Structure Plan	37*
14 - Clyde	53.35	IN1	Part IN1/Part Structure Plan	
15 - Granville (Parramatta Road)	5.82	B6	Structure Plan	5.82*
Precincts now within Cumberland Council				
16 - Granville (Railway Parade)	1.89	B6	Part B6/Part B4/Part Structure Plan	
17 - Granville (Factory Street)	11.69	IN1	IN1	
18 - Guildford (Railway Terrace)	6.38	IN1	Part IN1/Part R3/Part R4	2.34
19 - Guildford (Woodville Road B6 Zone)	6.78	B6	Structure Plan	2.2
20 - Guildford (Woodville Road IN1 Zone)	6.12	IN1	IN1	
21 - South Granville/Chester Hill	66.53	IN1	Part IN1/Part Structure Plan	14*
ALL PRECINCTS:	665.23		Total loss of Employment Zoned Land:	130.21
			% of Total loss of Employment Zoned Land:	20%

*N.B. Potential loss of industrial (IN) zoned land as a result of structure plans are estimates only, and would be subject to refinement as a part of the detailed structure planning process.

Since the development of the Employment Lands Study 2013 which found that Parramatta's employment precincts could manage a net reduction of between 10-15%, the following strategic land use planning work has progressed within some of the Employment Lands Precincts, which may result in additional long term loss of existing employment lands:

- a. Planning Proposal - John Cootes, Guildford: At its meeting on 7 December 2015, Council endorsed the planning proposal, at 264 Woodville Road, known as the John Cootes site, to be sent to the Department of Planning and Environment (DPE) for Gateway Determination. The planning proposal is for the rezoning of approximately 2.2 hectares of B6 Enterprise Corridor zoned land to B4 Mixed Use.
- b. Camellia Land Use and Infrastructure Analysis: The DPE has nominated Camellia as a Priority Precinct and have publically exhibited a Draft Land Use and Infrastructure Analysis. This Analysis indicates a portion of the site (approximately 45ha) which will likely comprise the new Town Centre associated with mixed use area and may result in land use changes to a portion of land zoned B5 Business Development and IN3 Heavy Industrial within Camellia and Rosehill. However any potential loss of employment lands as a result of structure plans are estimates only and would be subject to refinement as part of the detailed structure planning process.
- c. Parramatta Road Urban Transformation Strategy: UrbanGrowth NSW is currently finalising the Draft Strategy for the Parramatta Road corridor, which includes the Granville urban renewal precinct. The Draft Strategy proposes to create mixed use land uses along the Parramatta Road corridor (that area currently zoned B6 Enterprise Corridor).

The inclusion of the above changes would result in a long term reduction of existing employment lands within the Parramatta LGA of approximately 20%.

Council Officers consider this a representative and reasonable long term reduction in employment lands. The above proposals are catalyst projects which meet metropolitan wide objectives to provide additional housing and vibrant centres close to transport and employment opportunities in the Parramatta CBD. Both the Camellia and Parramatta Road projects are priorities for the NSW Government and the planning work has significantly progressed. In addition the John Cootes site will deliver a new mixed use centre in Guildford to support increase residential densities proposed along the Woodville Road corridor as identified in Council's Draft Woodville Road Strategy.

Consistent with the Actions contained in the Employment Lands Strategy, these sites will result in a net increase in employment densities and gain additional floor space on urban renewal sites. The John Cootes planning proposal is expected to incorporate additional floorspace for retail and commercial uses which will result in a net increase of 383 full time and part time jobs on site. In addition new populations at Camellia will generate additional demand for retail and business services along the proposed light rail route and help to support the viability of the identified Town Centre.

A formal review of the Employment Lands Strategy will be scheduled for 2020/21 (5 year) or sooner as deemed necessary.

Structure Plan Principles

The following Actions of the Strategy recommend the preparation of Structure Plans for key employment precincts:

A6

Prepare Structure Plans for key employment lands precincts, including Camellia/Rosehill, Rydalmere, South Granville/Chester Hill and Melrose Park, which are undergoing economic change, restructuring of key industries and are of significant scale and size to support urban renewal and increased employment densities.

A7

Prepare Structure Plans for key employment lands precincts which are located on key arterials on Parramatta Road and Woodville Road and are in need of significant urban renewal.

A “Structure Plan” means a plan that outlines the broad pattern for future development of a large area, often including details on the location of different uses, centres, roads and transport corridors, as well as details on the timing of development. A Structure Plan is a long-term plan for a particular precinct to guide Council decisions about future development.

Structure Plans will generally be prepared by Council but may include developer initiated Structure Plans. In cases where a single/few land owners have control over the whole Structure Plan precinct, the Structure Plan process may also form part of a planning proposal to deal with proposed changes to planning controls e.g. zoning, floor space ratio and building heights.

A Structure Plan will require the preparation of a number of technical studies including traffic, economic, flooding, environmental, contamination and heritage where relevant to ensure that the impacts of the proposed future development are considered and/or mitigated.

All Structure Plans will be required to consider the following **Structure Plan Principles**:

- **Demonstrate compliance with relevant *Actions* of the Parramatta Employment Lands Strategy in particular Action 3 (A3) relating to firstly considering future zones that will permit higher employment densities and increased range of services/economic activities.**
- **Priority of the Structure Plan is that future development will not result in a decrease of the number of existing jobs within the precinct as identified within the Strategy.**
- **The introduction of residential development within any Structure Plan cannot be automatically assured. Future Structure Plans will be required to consider the local context (both built and natural) as part of determining appropriate land use and future density.**

Structure Plan Process

To manage issues around multiple owners and coordination, the following process applies to the following:

1. Single Ownership Precincts/sites with 3 owners or less where all owners are in agreement – Where a single land owner has control over the entire Structure Plan precinct, or 3 owners or less agree to enter into a combined process the land owner/s can commence the Planning Proposal process supported by the associated technical studies.
2. Multiple Ownership Precincts – To manage equity and transparency issues in the planning process, Structure Plan precincts under multiple ownership will be prepared by Council. Applicants/Land owners have the option to get together in order to bring forward a Structure Plan by providing funding to Council to carry out the relevant studies and technical reports but this process will be managed by Council.

Structure Plan Precincts Timeline

Timeline for Structure Plans to be prepared by Council		
Estimated Timeline	Precinct	Comment
2016-2017	5. North Parramatta (Church Street)	-The Parramatta CBD Planning Strategy identifies this precinct as a CBD planning investigation area and further work is to be carried out to determine the future of this investigation area. - Multiple land owners
2016 - 2017	11. Melrose Park	- Multiple land owners
2017 - 2018	8. Parramatta (River Rd West & Alfred St)	- Draft planning study to commence investigations into western side of James Ruse Drive – flooding, heritage & traffic issues - Multiple land owners
2017 - 2018	9a. Rydalmere (IN1 zone) 9b. Rydalmere (IN2 zone)	-Multiple land owners

Developer Led Structure Plans/Planning Proposals

Estimated Timeline	Precinct	Comment
	7. Harris Park (Gregory Place)	- 1 land owner
	10. Rydalmere (Kirby Street)	- 2 land owners - Should land owners not be in agreement over the proposed Planning Proposal, Council will seek to prepare Structure Plan

Structure Plans currently underway

Estimated Timeline	Precinct	Comment
4 th quarter of 2015	12. Rosehill (James Ruse Drive) 13. Camellia/Rosehill 14. Clyde (north of the M4)	DPE and Council – Camellia Precinct Structure Plan
4 th quarter of 2015 – 4 th quarter 2016	15. Granville (Parramatta)	UrbanGrowth NSW – Draft Parramatta Road Urban Transformation Strategy

Glossary of Terms

“Employment lands” includes all land that is zoned for industry and/or warehouse uses including manufacturing; transforming and warehousing; service and repair trades and industries; integrated enterprises with a mix of administration, production, warehousing, research and development; and urban services and utilities.

“Employment Lands Development Program (ELDP)” is a comprehensive analysis of the supply of industrial land and business parks across the Sydney Region, including zoned developed and undeveloped land, servicing status and areas of rezoned and proposed stocks.

“Gross Regional Product (GRP)” is a measure of the size of a region’s economy and productivity. Similar to Gross Domestic Product (GDP), GRP is defined as the market value of all final goods and services produced in a region within a given period of time.

“Industry Cluster” is a geographical concentration of interconnected businesses operating in similar or related industries with strong active links between them, their specialised and general business service providers and supporting institutions (such as educational organisations, research institutes, and industry and professional bodies and associations). The businesses within the cluster share common inputs and their co-location provides them with competitive advantages that are not easily replicated by businesses in other locations.

“Local Environmental Plan” means a statutory, spatial plan, typically prepared for a Local Government Area by a local council, and endorsed by the Minister for Planning. Through the use of land zoning and other development controls, a Local Environmental Plan is typically the main mechanism for determining the type and amount of development which can occur on each parcel of land in NSW.

“Planning controls” means the combination of land use zones and development standards that apply to land. Land use zones control land use and development standards control the built form of future development and may include controls for height, density, set back from the road or property boundary, lot size for development or subdivision.

“Productivity” means the quantity of output in relation to the inputs needed to produce it. Labour productivity is defined as the ratio of output to hours worked. Capital productivity is defined as the ratio of output to capital services. Multifactor productivity (MFP) is defined as the ratio of output to combined inputs of labour and capital.

“Structure plan” means a plan that outlines the broad pattern for future development of a large area, often including details on the location of housing, employment land, centres, roads and transport corridors, as well as details on the timing of development.

“Subregions” are the groupings of the councils in Sydney that tend to share similar characteristics (economic, transport, infrastructure linkages etc.).

“Urban renewal” means the revitalisation of established urban areas.

“Western Sydney” means the Local Government Areas of Auburn, Bankstown, Blacktown, Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta, Penrith, The Hills and Wollondilly.

“Zoning” means a land use zone identified in a Local Environmental Plan. Zones identify objectives for the use of land, and also include permitted and prohibited land uses.

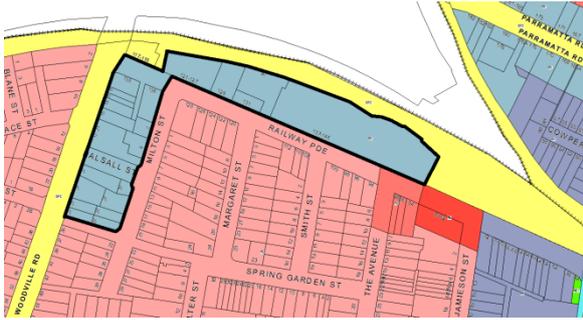
Addendum to Parramatta Employment Lands Strategy

Precincts now located within Cumberland Council

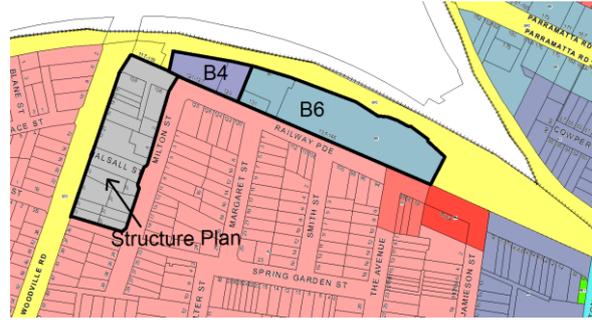
Precinct 16 – Granville (Railway Parade)

	Precinct 16 – Granville (Railway Parade)	All Precincts
Number of Employees	150 (0.8% of All Precincts)	18,028
Land Area	1.89 ha (0.3% of All Precincts)	665.23 ha
Employment Density	79 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.31:1	0.33:1
Vacancy (% of GFA)	6.8%	3.8%
Car Spaces Per Employee	0.99	1.08
Key Industry	Transport, Postal & Warehousing (80%)	Manufacturing (29%)
	Information, Media & Telecommunications (9%)	Wholesale Trade (27%)
	Retail Trade (6%)	Transport, Postal & Warehousing (14%)
Key Employers	Rail Corp – Rail Freight Transport (80%)	
	Master Communications & Electronics – Telecommunications Services (9%)	
	BP – Fuel Retailing (4%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands A7 – Prepare Structure Plans for Key Employment Precincts located on key arterials A10 – Advocate to State Government for infrastructure improvements (for the Woodville Road component) A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Granville (Railway Parade) precinct has the third highest employment density of any of Parramatta's employment land precincts, at 79 persons/ha, however the precinct is only 1.89 ha in size. The precinct has good access to Woodville Road and the M4. The precinct is located within 500m of Granville Station and has good access to regular bus services. The precinct is made of two sections, firstly the eastern section between the railway line and Railway Parade, and secondly the western section, which fronts Woodville Road. Railcorp, which is the dominant employer in the precinct (employing 80% of all employees in the precinct), is situated in the eastern section, adjacent to the railway line. There is also a relatively new mixed use development in this eastern section, which includes residential apartments, ground floor retail and a place of public worship. Given the presence of Railcorp in the eastern section, it is recommended that most of this section retain the current B6 Enterprise Corridor zoning as it operating efficiently as an employment precinct, but that the new mixed use development be allocated a B4 Mixed Use zone to reflect the current use. The western section, which fronts the highly trafficked Woodville Road and include some heritage items, would benefit from urban renewal to better address the residential interface to the west. This section should be included in an overall Structure Plan for the Woodville Road Corridor.



Current Zoning:
B6 Enterprise Corridor

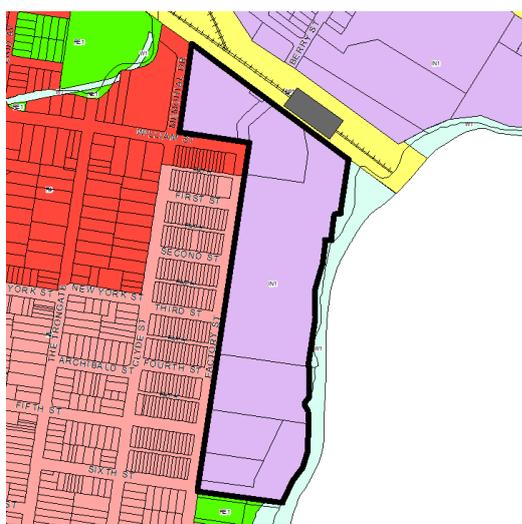


Strategy Recommendation:
Part B6 Enterprise Corridor/
Part B4 Mixed Use
Part Prepare Structure Plan
 (part of Woodville Road Corridor Strategy)

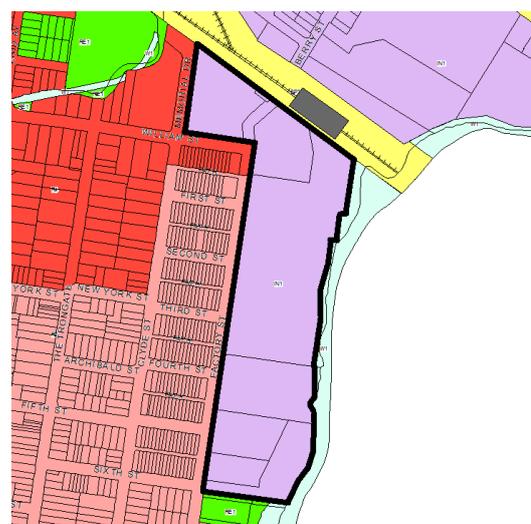
Precinct 17 – Granville (Factory Street)

	Precinct 17 – Granville (Factory Street)	All Precincts
Number of Employees	1,125 (6.2% of All Precincts)	18,028
Land Area	11.69 ha (1.8% of All Precincts)	665.23 ha
Employment Density	96 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.52:1	0.33:1
Vacancy (% of GFA)	0.0%	3.8%
Car Spaces Per Employee	0.71	1.08
Key Industry	Transport, Postal & Warehousing (82%)	Manufacturing (29%)
	Manufacturing (10%)	Wholesale Trade (27%)
	Arts & Recreation Services (5%)	Transport, Postal & Warehousing (14%)
Key Employers	Australia Post – Postal and Courier Pick-Up & Delivery Services (71%)	
	Downer Rail – Rail Freight Transport (11%)	
	Knorr-Bremse – Basic Ferrous Metal Manufacturing (10%)	
Key Actions	A1 – Protect Strategically Important Employment Lands Precincts	

The Granville (Factory Street) precinct has the highest employment density of any employment lands precinct in Parramatta at 96 persons/ha. The precinct is home to the LGA’s biggest employer in its employment lands, being Australia Post with 800 employees. Australia Post has a large warehouse and delivery facilities in this precinct. There are also other businesses that support the adjacent Clyde Marshalling Yards, such as Downer Rail with 120 employees. The precinct has good access to public transport with Clyde Railway Station located at the northern point of the precinct, as well as regular bus services operating along Clyde and William Streets. Activity in the precinct complements the Parramatta CBD, but also the LGA and Greater Sydney. It is recommended that the precinct retain its current zoning of IN1 General Industrial as it supports a wide range of industrial and warehouse uses and encourages ongoing employment opportunities. This recommendation also takes into consideration the activity on the adjacent Clyde Marshalling Yards to the east, which undertakes 24 hour rail maintenance operations. This zoning, together with the Duck River corridor, provides a significant buffer between the Marshalling Yards and residential uses to the west.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
IN1 General Industrial

Precinct 18 – Guildford (Railway Terrace)

	Precinct 18 – Guildford (Railway Terrace)	All Precincts
Number of Employees	143 (0.8% of All Precincts)	18,028
Land Area	6.38 ha (1.0% of All Precincts)	665.23 ha
Employment Density	22 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.56:1	0.33:1
Vacancy (% of GFA)	4.4%	3.8%
Car Spaces Per Employee	1.61	1.08
Key Industry	Wholesale Trade (34%) Manufacturing (29%) Construction (22%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Consolidated Metro Group – Building Completion Services (14%) Class Aluminium Windows – Structural Metal Product Manufacturing (11%) Saba Tiles – Timber and Hardware Goods Wholesaling (7%)	
Key Actions	A1 – Protect Strategically Important Employment Lands Precincts A2 – Allow for a net reduction of existing employment lands A4 – Facilitate renewal of isolated industrial precincts A11 – Proposed rezoning must be supported by an Economic Impact Study	

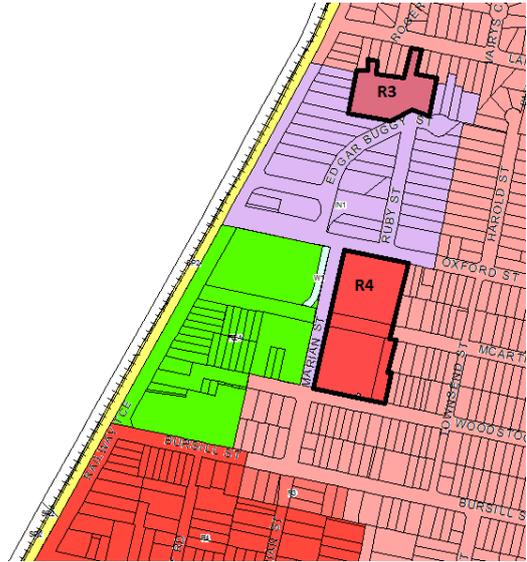
The Guildford (Railway Terrace) precinct is located to the south of the Parramatta CBD, between Guildford and Merrylands Railway Stations on the Southern Railway Line. The precinct is split into two sections by Oxford Street, which provides bridge access over the railway line into Holroyd LGA to the west, and to Woodville Road to the east. The northern section consists of smaller industrial premises, and also an existing medium density housing development, which takes up about 11% (0.7 ha) of the precinct. The southern section, fronting Guildford Park, has larger lots and better amenity. Whilst existing industrial buildings in this southern section are much larger, they are ageing and in an urgent need of an upgrade. This presents a challenge as these buildings are too large for smaller industrial premises, but not large enough (or well located) to meet the needs of contemporary industry, in particular warehousing or logistics. This is evident in the large building on the southern-most lots (0.85 ha) being vacant.

It is recommended that the existing medium density housing development in the northern section be rezoned to R3 Medium Density Residential, so as to rationalise the zoning with the residential use.

In relation to the southern section, Council resolved at the 7 December 2015 Council meeting to consider a rezoning of the subject sites to R4 – High Density Residential with a floor space ratio of 2:1 with appropriate transitions to adjoining areas.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
Part IN1 General Industrial/ Part
R3 Medium Density
Residential/Part R4 High Density
Residential
 (as per Council Resolution dated 7 December 2015)

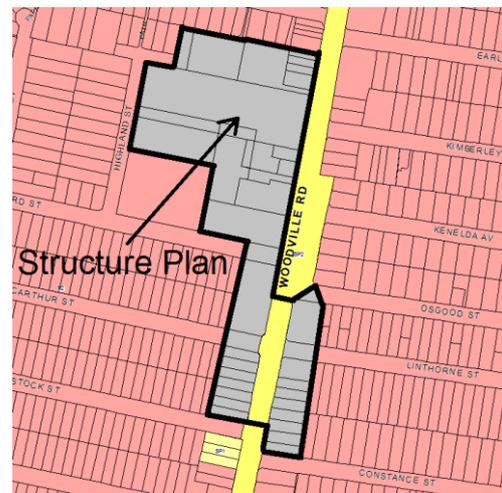
Precinct 19 – Guildford (Woodville Road B6 Zone)

	Precinct 19 – Guildford (Woodville Road B6 Zone)	All Precincts
Number of Employees	59 (0.3% of All Precincts)	18,028
Land Area	6.78 ha (1.0% of All Precincts)	665.23 ha
Employment Density	9 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.14:1	0.33:1
Vacancy (% of GFA)	4.7%	3.8%
Car Spaces Per Employee	4.05	1.08
Key Industry	Retail Trade (41%) Education & Training (34%) Wholesale Trade (25%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Granville Public School – School Education (34%) John Cootes Furniture – Furniture, Floor Coverings and Other Goods Wholesaling (26%) Aldi – Supermarket & Grocery Stores (14%)	
Key Actions	A2 – Allow for a net reduction of existing employment lands A3 – Rezoning to zones that facilitate higher employment densities A7 – Prepare Structure Plans for Key Employment Precincts located on key arterials A8 – Structure Plan precincts will not result in a decrease to employment density A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The Guildford (Woodville Road B6 Zone) precinct is located nearly 4 km south of the Parramatta CBD. The precinct is situated on Woodville Road, where there is a high level of consumer visibility and traffic. The precinct has the second lowest employment density of all precincts at only 9 persons/ha. The precinct is performing poorly in terms of its strategic value as employment land, with Granville Public School (ie. a non-industrial use) being a key employer in the precinct and a significant portion being undeveloped. This precinct should be included in an overall Structure Plan for the Woodville Road Corridor, with the redevelopment of the John Cootes Furniture site (2.22 ha or 33% of this precinct) representing a significant opportunity to act as a catalyst for urban renewal in the precinct and also along the road corridor.



Current Zoning:
B6 Enterprise Corridor



Strategy Recommendation:
Prepare Structure Plan
(part of Woodville Road Corridor Strategy)

Precinct 20 – Guildford (Woodville Road IN1 Zone)

	Precinct 20 – Guildford (Woodville Road IN1 Zone)	All Precincts
Number of Employees	141 (0.8% of All Precincts)	18,028
Land Area	6.12 ha (0.9% of All Precincts)	665.23 ha
Employment Density	23 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.44:1	0.33:1
Vacancy (% of GFA)	21.2%	3.8%
Car Spaces Per Employee	2.51	1.08
Key Industry	Wholesaling (39%) Manufacturing (17%) Other Services (12%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Plumbnak – Building Installation Services (7%) Nippy Seal – Furniture, Floor Coverings and Other Goods Wholesaling (5%) Ensign Furniture – Furniture Manufacturing (4%)	
Key Actions	A1 – Protect Strategically Important Employment Lands Precincts	

The Guildford (Woodville Road IN1 Zone) precinct is situated near the southern boundary of the Parramatta LGA on Woodville Road. It is bound to the east and south by the Woodville Public Golf Course. The precinct has the highest vacancy of all precincts, at 21.2%. The underutilised large industrial estate features good quality improvements, suggesting the precinct's inherent weaknesses; such as its non-central location, distance from the M4 and low employment density, may be currently limiting its leasing prospects. Should the leasing market strengthen then perhaps available space will be taken up and could boost the precinct's employee numbers higher. The Golfview Hotel Motel, which is situated in the north-eastern part of the precinct on Rawson Road, directly adjacent to the golf course, takes up about 13% (0.8 ha) of the precinct. There may be a need to formalise the existing uses on the Golfview Hotel Motel site in the future, given the inconsistency between the current use and the industrial zoning. Overall however it is recommended that the precinct retain its current IN1 General Industrial zoning, as its location is well buffered making it ideal for ongoing industrial uses. This precinct will have a key role to play in providing industrial land for local urban services to meet the needs of the growing population in the southern part of the LGA.



Current Zoning:
IN1 General Industrial

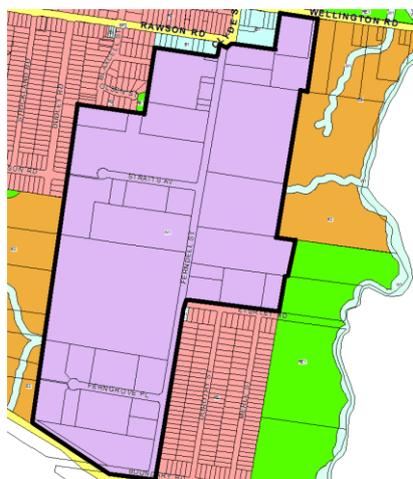


Strategy Recommendation:
IN1 General Industrial

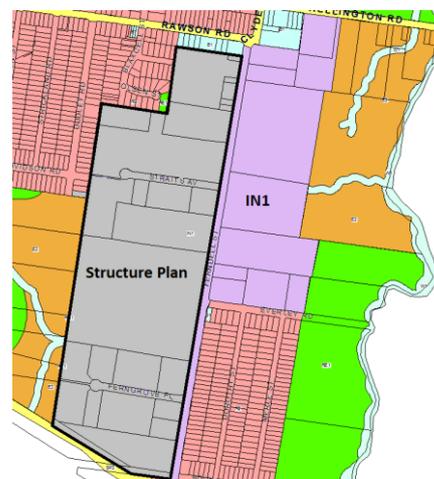
Precinct 21 – South Granville/Chester Hill

	Precinct 21 – South Granville/Chester Hill	All Precincts
Number of Employees	2,010 (11.1% of All Precincts)	18,028
Land Area	66.53 ha (10.0% of All Precincts)	665.23 ha
Employment Density	30 persons/ha	27 persons/ha
Land Efficiency (FSR)	0.40:1	0.33:1
Vacancy (% of GFA)	2.5%	3.8%
Car Spaces Per Employee	1.23	1.08
Key Industry	Manufacturing (53%) Wholesale Trade (17%) Transport, Postal & Warehousing (10%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal & Warehousing (14%)
Key Employers	Merck, Sharp & Dohme – Pharmaceutical & Medicinal Product Manufacturing (20%) Veolia Transdev – Road Freight Transport (8%) Fergrove Pharmaceuticals – Pharmaceutical & Toiletry Goods Wholesaling (7%)	
Key Actions	A3 – Rezoning to zones that facilitate higher employment densities A6 – Prepare Structure Plans for Key Employment Precincts which are undergoing economic change A8 – Structure Plan precincts will not result in a decrease to employment density A10 – Advocate to State Government for infrastructure improvements A11 – Proposed rezoning must be supported by an Economic Impact Study	

The South Granville/Chester Hill precinct plays an important strategic role in the Parramatta LGA, as it is the largest southern precinct and fourth highest employer with 2,010 employees. The precinct is a well performing employment lands precinct, with a large manufacturing presence and an employment density of 30 persons/ha. The pharmaceutical company Merck, Sharp & Dohme is the highest employer in the precinct, with over 400 employees. Direct access to the precinct is poor, particularly at the Rawson/Ferndell intersection, which acts as the main entry point. Upgrades to this intersection would greatly benefit the precinct and could increase the amount of activity particularly given that this precinct is the largest in the southern part of the LGA (66.53 ha) and has high employment numbers. Consequently, it is recommended that a detailed Structure Plan be prepared for the western side of Ferndell Street to guide its future and consider infrastructure improvements, with the eastern side of Ferndell Street to be retained as General Industrial IN1.



Current Zoning:
IN1 General Industrial



Strategy Recommendation:
**Part Prepare Structure Plan/ Part
IN1 General Industrial**

