



John Brunton (9710 0474)  
File Ref: DA11/0834

6 December, 2011

Dr John Roseth  
Chairman  
Sydney East Region Joint Regional Planning Panel  
GPO Box 3415  
SYDNEY NSW 2001

Dear Sir

**Council Submission: JRPP Reference Number 2011SYE095**

**(DA11/0834)** 152 Old Illawarra Road, Barden Ridge

**Commercial Development** – Construction of Neighbourhood Shopping  
Centre comprising Woolworths Supermarket, speciality shops and 7  
advertising signs

[In response, please quote File Ref: DA11/0834]

At its meeting of 5 December, 2011 Council considered a report in relation to  
this application for construction of a neighbourhood Shopping Centre  
comprising Woolworths Supermarket, speciality shops and 7 advertising signs  
at 152 Old Illawarra Road, Barden Ridge.

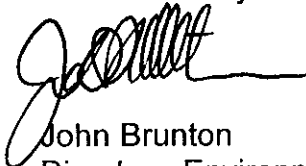
It was resolved that the Panel be informed that Council considers that the  
proposal is unsatisfactory and the application should be refused. In particular,  
Council concluded that :

- the development is not appropriate in the current location as the  
development is contrary to the zone objectives (Neighbourhood  
Business zone). The planning intention for the zone is to promote  
small scale retail and business activities to serve the day to day needs  
of the surrounding local community and the proposed development is a  
larger supermarket that will generate traffic problems and designed to  
cater for the wider community and passing trade.
- context and setting – the intensity of the proposed development  
requires the clearing of all endemic vegetation on site. The site  
constitutes part of the bushland setting. A more sensitive solution is  
required to conserve and integrate existing bushland with future  
landscape treatment of the site.

- lack of architectural merit – several significant issues were raised by the Architectural Review Advisory Panel and propositions presented to the applicant that were not accepted. As the proposal has so little regard for its context and the character of the site the Panel recommended against the scheme.
- traffic and access impacts – the proposed development has not adequately resolved issues associated with vehicle access and pedestrian safety. Because of the intensity of the development and the site constraints, a safe pedestrian environment has not been achieved. With a school, church and community uses in close proximity to the development, the safety of pedestrians is paramount. A less intense form of development would be more appropriate.
- presentation to New Illawarra Road and Old Illawarra Road – the design is poor and takes the weakest elements of the building (loading dock and signage) and places these in the most prominent location. It will not contribute to the creation of an attractive and safe local shopping centre. Any development that is to achieve the objectives set for a neighbourhood centre should be attractive and have active and safe elements of the building oriented to the footpaths. Shopfronts and glazing should be considered along Old Illawarra Road, or some active elements should be integrated with landscaped elements. The location of the loading dock in the most prominent part of the site is unacceptable and will detract from the attractiveness of the locality.

In summary, the proposed development is too intense and too imposing for the site. Little regard has been had for the topography of the site or the existing vegetation. Efficiency has been sought rather than a design which is safe and convenient for motorists, pedestrians and residents generally. Council submits that the development application should be refused on these grounds.

Yours faithfully



John Brunton  
Director - Environmental Services  
for J W Rayner  
General Manager