
Woollooware Bay Town Centre Design Report

Date **02.2013**

Reference
Number **20100176**

Issue **For
Authority
Approval**

Town Centre Perspective

The approved Concept Plan for the Cronulla Sharks Development acknowledges that the development constitutes a new centre. The Department of Planning considered the suitability of the site against a wide range of locational attributes and concluded that the formation of a new centre is worthy of support.

Following the Planning Assessment Commission's approval of the Concept Plan, with the implicit understanding that the development site is a new centre, the wider project has been given a working title of 'Woollooware Bay Town Centre' for the purposes of subsequent Project Applications for its component parts.

It is important that this Project Application, for the 'retail, medical and leisure centre' and future, licensed club facilities is understood as comprising only part of a much larger and more dynamic 'Town Centre' that includes a football and sports stadium, residential neighbourhood and public and private open spaces with physical and transport connections to the wider region of the Shire and metropolitan Sydney.

Diversity through Governance

When viewed as a 'development' it could appear that the governance model might lack complexity when compared to a town centre that has evolved under more complex property ownership. Examined more carefully it can be seen that many entities are involved in the management of the place. Beyond Centre Management, the Sharks Rugby League Football Club, Sharkies, residential Bodies Corporate and Sutherland Shire Council are all involved in the maintenance of physical assets and are keepers of community good-will in this new town centre.

Retail, leisure health and wellbeing tenants will all contribute to an evolving market-responsiveness that will build and maintain 'place capital' through loyalty and return visits.

The layout of retail, leisure, medical and other activities within the centre, as drawn for this Project Application is indicative only. Following consent this layout will be influenced by the demands and innovations brought to the project by proposed tenants. While the mix of activities will be similar and the mix of uses is a fundamental characteristic of the appeal of the centre, the exact configuration of functions is likely to change as real tenants are engaged and secured.

Particular realms of management for the centre will ensure ongoing patronage. Waste management will include the regular cleaning of the Captain Cook Drive footpath, landscaped open space and all deck areas by centre management.

Shopping trolleys will be contained within the site through control technologies, such as trolley wheel-lock technology and coin-operated trolley locking. Open and accessible design ensures that elderly visitors can leave their trolleys in a bay at the bus stop.