

**From:** Simon Harrop <simon@straightheadsales.com.au>  
**To:** <natasha.harras@planning.nsw.gov.au>, <pac@pac.nsw.gov.au>  
**CC:** Bob Taffel <rtaffel@hotmail.com>, Matt Farmer <matthew\_farmer@yahoo.com>...  
**Date:** Wednesday, 6 November 2013 11:55 am  
**Subject:** Objection to Channel 9's Preferred Project Report (PPR) - Our support for the Willoughby Council alternative proposal

Dear Mr Haddad and PAC Madam Chair,

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28th October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:

1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)
2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;
3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;

4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Regards,

Simon and Suzette

Simon Harrop  
Straight Ahead Sales  
Mobile: 0417 040 220  
Mail: P.O. Box 701 Willoughby NSW 2068  
Email: [simon@straightaheadsales.com.au](mailto:simon@straightaheadsales.com.au)  
Web: <http://www.straightaheadsales.com.au>  
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Facebook: <http://www.facebook.com/pages/Straight-Ahead-Sales/389398536802>  
[au.linkedin.com/in/simonharrop/](http://au.linkedin.com/in/simonharrop/)

"Making the most of your sales people"

Your People

Selection

Training

Coaching + Mentoring

Your Process

Sales Planning

Sales Administration

Reward and Recognition

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**From:** Robert Williams <robert.williams@robertwilliamslegal.com.au>  
**To:** <natasha.harras@planning.nsw.gov.au>, <pac@pac.nsw.gov.au>  
**CC:** <willoughby@parliament.nsw.gov.au>, <office@hazzard.minister.nsw.gov.au>...  
**Date:** Wednesday, 6 November 2013 12:12 pm  
**Subject:** MP10-0198- Channel 9 Site - Preferred Project Report  
**Attachments:** Channel 9 Development Letter.pdf

To: Mr Sam Haddad, Director General of the NSW Planning Department and Ms Gabrielle Kibble, Chair of the Planning Assessment Commission

CC: Ministers Hazzard and Berejiklian

Please see the attached letter setting out my concerns over the current proposed development.

I support Willoughby City Council's proposal as the best way ahead, taking into account local amenities and facilities as well as the need for sustainable increases in density.

Yours sincerely

Robert Williams  
Principal  
ROBERT WILLIAMS LEGAL & REGULATORY SOLUTIONS

E: robert.williams@robertwilliamslegal.com.au  
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W: www.robertwilliamslegal.com.au

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6 November 2013  
19 Muttama Road  
Artamon NSW 2064

Mr Sam Haddad  
Director General  
NSW Department of Planning

Ms Gabrielle Kibble  
Chair  
The Planning Assessment Commission

c.c. Minister Hazzard  
Gladys Berejiklian, MP

Dear Mr Haddad and PAC Madam Chair,

**RE: MP10\_0198 - Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR).

As a resident of the local community, I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. **I am strongly in favour of the alternative proposal submitted by Willoughby Council.**

At a Community Meeting held on 7 May 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse the Willoughby Council (WCC) alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion, it was agreed that the WCC proposal would be backed, not as an "ambit proposal" as Channel 9's proposal appears to be, but as **the maximum the community was prepared to accept.**

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative proposal. The PPR remains a gross over-development of the site - which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

In consultation sessions at the outset of this project, Channel 9 stated that it wished to leave a legacy for the community to appreciate long after it had left the site. As the process went forward, it became obvious that Channel 9's outreach to the community was that in name only. Channel 9's contact and co-operation with WCC was minimal, no doubt due to its apparent drive to maximise its return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an

appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On 28 October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. That meeting ended with the unanimous adoption of a resolution which I strongly support:

***This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:***

- 1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)***
- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;***
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;***
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.***

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal.

Madam Chair, I ask the PAC, in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys as proposed by WCC.

Yours sincerely,



Robert Williams

**From:** "Short, David T" <David.T.Short@team.telstra.com>  
**To:** "natasha.harras@planning.nsw.gov.au" <natasha.harras@planning.nsw.gov.au...  
**CC:** "office@hazzard.minister.nsw.gov.au" <office@hazzard.minister.nsw.gov.au...  
**Date:** Wednesday, 6 November 2013 12:42 pm  
**Subject:** Channel 9 PPR  
**Attachments:** Channel 9 PPR Objection Letter.docx

Dear Sam,

Please find attached, further objection letter to the Channel 9 PPR.

Appreciate if you could please take on board our concerns, as a community, and review this proposal in line with a more suitable and sustainable approach as recommended by our local Council

Kind Regards  
David

[cid:image001.jpg@01CEDAE9.EC71D000]

David Short  
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www.telstra.com<http://www.telstra.com>

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Date: 6/11/13

Name: David Short

Address: 69 Garland Rd, Naremburn

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my continued objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 9, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments with buildings up to 18 storeys high was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of 8 storeys as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

This is as maximum and Willoughby council does understand the impact this development will have on our local infrastructure and services, some of which are currently over stretched.

Channel 9 developers are only interested in bulk, maximising scale, not on how their development will impact (both short and long term) on our community. Their interest is short term gain only.

Now, at 450 apartments and twelve storeys high, we note that the PPR is still 50% denser and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, during their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council

was minimal in their apparent drive to maximise their return on the property. Their communication with our community has been very limited, noting lack of honesty and integrity in detail and comments provided to us.

Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

**This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:**

- 1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal);**
- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**



Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

David Thomas Short

Mob 0419 207 476

Date: 6<sup>th</sup> November 2013

Name: Lesley Collins and Timothy Collins

Address: 11 Cobar Street, Willoughby, NSW 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

We are writing to express our objection to Channel 9's Preferred Project Report (PPR). As Willoughby residents of nearly 23 years, we are stakeholders in the redevelopment of Channel 9's Willoughby site and are greatly concerned about the scale, height and most importantly, the residential density proposed. We are strongly in favour of the alternative proposal submitted by Willoughby Council.

As we were interstate in May, we were unable to attend the Community Meeting held on May 7, 2013. Our understanding is that over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

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- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Lesley Collins  
Timothy Collins

**From:** Andy Kovacs <andrew.kovacs@iinet.net.au>  
**To:** <pac@pac.nsw.gov.au>, <natasha.harras@planning.nsw.gov.au>  
**Date:** Wednesday, 6 November 2013 9:22 pm  
**Subject:** Channel 9 site development issues

Dear Mr Haddad and PAC Madam Chair,

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an <sup>3</sup>ambit proposal<sup>2</sup>, as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28th October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a

resolution which I strongly support:

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2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;
3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;
4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Andrew Kovacs  
0410 46 15 06

**From:** Bel Coppock <belcoppock@gmail.com>  
**To:** <natasha.harras@planning.nsw.gov.au>, <pac@pac.nsw.gov.au>  
**CC:** <office@hazzard.minister.nsw.gov.au>, <willoughby@parliament.nsw.gov.au>...  
**Date:** Wednesday, 6 November 2013 9:33 pm  
**Subject:** MP10\_0198- Channel 9 site- Preferred Project Report

Dear Mr Haddad and PAC Madam Chair,

I am writing to express my objection to Channel 9's Preferred Project Report (PPR).

We live at 30a Richmond Avenue, directly opposite Channel Nine. As primary stakeholders in the redevelopment of Channel 9's Willoughby site we are greatly concerned about the scale, height and residential density proposed.

We are strongly in favour of the alternative proposal submitted by Willoughby Council (WCC).

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse WCCs alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property.

Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28th October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP,

the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

\*This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:\*

\*1. \*

\*Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal) \*

\*2. \*

\*Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area; \*

\*3. \*

\*Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys; \*

\*4. \*\*Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.\*

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Belinda & Nick Coppock

30a Richmond Avenue

Willoughby NSW 2068

6 November 2013

Date: 7 November, 2013

Name: Kim Lang

Address: 115 Artarmon Road, Artarmon NSW 2064

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198 - Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development of the site in an area that is largely single dwelling and not close to an effective and efficient transport hub. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

The revised proposal presented by Channel Nine, at 450 apartments and twelve stories high, is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area, none of which has been adequately taken into account in the Channel Nine proposal.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate,



medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejikian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

**This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:**

- 1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)**
- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Kim Lang

Date: 7<sup>th</sup> November 2013

Name: Ms Christine Lattimore

Address: 47 Darling Street

ROSEVILLE NSW 2069

Dear Minister Hazzard and PAC Madam Chair,

c.c. Natasha Harras, Planning NSW  
Galdys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that a residential redevelopment of the site was an appropriate use for this property but that the 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as being acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan and still a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will also put more strain on already either fully or overloaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project Channel 9 stated to the community at their consultation sessions that they wished to leave a legacy for the community that would be appreciated long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be

seen as complementary to the surrounding built environment.

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- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Minister, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal and, Madam Chair, that the PAC in its consideration of Channel 9's proposal, reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Chris Lattimore

Date: 7/11/2013

Name: Leia Lattimore

Address: Auckland New Zealand (Previously of 47 Darling St, Roseville 2069)

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Leia Lattimore

**From:** Richard Windeyer <rwindeyer@aapt.net.au>  
**To:** <natasha.harras@planning.nsw.gov.au>  
**CC:** <office@hazzard.minister.nsw.gov.au>, <willoughby@parliament.nsw.gov.au>...  
**Date:** Thursday, 7 November 2013 1:16 pm  
**Subject:** Channel 9 Site  
**Attachments:** Channel 9 PPR Objection Letter.docx

Dear Mr Haddad

I would ask that as much as it is within your power, that the outcomes and conditions you set for this application be firmly and clearly stated. That the parameters, be they dwelling numbers or heights or any of the aspects that a future developer will view as clearly and necessarily negotiable to realise their grand designs, be so unambiguous as to be effectively non negotiable. I am sure that with your experience in these matters you can clearly identify the touch points that will spell out to future applicants that what they buy from Channel 9 is what they are going to get and that there will be slim chance of variation.

This development will probably run for many years and as proposed bring major and unwanted change to a low density residential area. I think it would be unreasonable to also burden the residents and resources of the council with an ongoing string of arguments with developers who for their own profit seek to renegotiate the terms. This is not an attractive outlook for the residents and I ask that you make it as painless as your powers permit.

Yours Faithfully

Richard Windeyer

Date: 7/11/13

Name: Richard Windeyer

Address: 99 Artarmon Rd Artarmon

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

RE: MP10\_0198- Channel 9 site- Preferred Project Report.

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Richard Windeyer

Name or signature



Date: 7<sup>th</sup> November 2013

Name: Andrew Lennon

Address: 24 Wyalong St, Willoughby

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

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Yours sincerely,

Andrew Lennon

Mr Sam Haddad  
Department of Planning and Infrastructure  
GPO Box 3927  
Sydney NSW 2000

18 Richmond Avenue  
Willoughby  
NSW 2068

0425 157122

Gabrielle Kibble  
Chair, PAC  
GPO Box 3415,  
Sydney NSW 2001

7 November 2013

Dear Mr Haddad and PAC Madam Chair,

**Re: MP10\_0198 - Channel 9 site - Preferred Project Report**

We would like to draw your attention to the very high level of community objections to the submitted Preferred Project Report for this development. It does not satisfactorily address the significant concerns previously raised by the community to the height and density of the proposed development, and the impact that these would have on the area, local residents and associated infrastructure and services.

We are residents of the local community who are directly affected by the proposed development. These impacts include overshadowing, loss of privacy, adverse visual impact and overburdening of local infrastructure including traffic, public transport, schools and recreation facilities.

We are in support of Willoughby City Council's recommendations for a significantly reduced development with an absolute maximum of eight stories (transitioning from 2/2.5 storeys at site boundaries, with appropriate set-backs), and an absolute maximum of 250-300 new dwellings. Such reduced development must still address the other concerns listed (privacy, overshadowing, visual impact and effect on local infrastructure).

The community repeatedly expressed its concerns to the developer about height, density and impact on local facilities during the required developer-led consultation; however, the developer has made no meaningful attempt to meet these concerns in the submitted Concept Plan, nor in the Preferred Project Report. We therefore request that the Planning Assessment Commission ensures that Willoughby City Council, elected representatives and the local community have sufficient

opportunity to express their concerns.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

The Preferred Project Report, at 450 apartments and twelve stories high, is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

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Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;

Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;

Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to a maximum of 300 and the maximum building height to eight storeys.

Yours sincerely,

[BY EMAIL]

Andrew Cubie

Serena Cubie

0425 157 122

CC:

Gladys Berejiklian, MP  
Minister Brad Hazzard

Date: 6<sup>th</sup> November 2013

Name: Lesley Collins and Timothy Collins

Address: 11 Cobar Street, Willoughby, NSW 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

We are writing to express our objection to Channel 9's Preferred Project Report (PPR). As Willoughby residents of nearly 23 years, we are stakeholders in the redevelopment of Channel 9's Willoughby site and are greatly concerned about the scale, height and most importantly, the residential density proposed. We are strongly in favour of the alternative proposal submitted by Willoughby Council.

As we were interstate in May, we were unable to attend the Community Meeting held on May 7, 2013. Our understanding is that over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Lesley Collins  
Timothy Collins

**From:** "Sue Francis" <sue\_francis@optusnet.com.au>  
**To:** <natasha.harras@planning.nsw.gov.au>, <pac@pac.nsw.gov.au>  
**CC:** <willoughby@parliament.nsw.gov.au>, <office@hazzard.minister.nsw.gov.au>...  
**Date:** Friday, 8 November 2013 10:38 am  
**Subject:** MP10\_0198- Channel 9 site- Preferred Project Report.

Dear Mr Haddad and PAC Madam Chair,

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council (WCC).

I would much prefer the Willoughby Council's alternative proposal of 300 apartments, as do most of the residents who are affected by this development. .

Even the PPR's alternative proposal is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

I believe that Channel 9 is not listening to the community and their cooperation is minimal as they clearly want the maximum return on their investment. They don't appear to be heeding the community's request for a more appropriate medium density development that doesn't put such a strain on the surrounding infrastructure.

I therefore request that the Planning Assessment Commission (PAC)

. reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal).

. support the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,



Sue Francis

10a Borlaise St

Willoughby 2068

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Sue Francis

email: [sue\\_francis@optusnet.com.au](mailto:sue_francis@optusnet.com.au)

08.11.2013

4 Olympia Rd  
Naremburn 2065

Mr Sam Haddad, NSW Planning Director General  
Ms Gabrelle Kibble, Chair of the PAC

c.c. Minister Hazzard  
Gladys Berejiklian, MP

Dear Mr Haddad and Ms Kibble,

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

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At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we

are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. The meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning at which time the Mayor, Mr Reilly, and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

**This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:**

- 1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal);**
- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Viviane Leveaux.

Date: November 9<sup>th</sup> 2013

Name: Sheila Martha Follent

Address: 41 Garland Road, Naremburn NSW 2065

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

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- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,



Date: 6/11/13

Name: BARBARA TINK

Address: 53 ARTARMON RD, WILLOUGHBY 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.


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4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

 B. T. N. K.

Name or signature



**From:** Prue Walker <prue\_walker@yahoo.com.au>  
**To:** Gabrielle Kibble <pac@pac.nsw.gov.au>, Sam Haddad <natasha.harras@planni...  
**CC:** Bob Taffel <rtaffel@hotmail.com>, Brad Hazzard <office@hazzard.minister....  
**Date:** Sunday, 10 November 2013 9:28 am  
**Subject:** MP10\_0198- Channel 9 site- Preferred Project Report.

Dear Mr Haddad and PAC Madam Chair,  
c.c. Minister Hazzard  
Gladys  
Berejiklian, MP

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

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At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

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Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

This public meeting

of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:

1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)

2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;

3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;

4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,  
Prue Walker

Via email: [pac@pac.nsw.gov.au](mailto:pac@pac.nsw.gov.au), [natasha.harras@planning.nsw.gov.au](mailto:natasha.harras@planning.nsw.gov.au)

5 November 2013

Madam Chair, PAC  
GPO Box 3415,  
Sydney NSW 2001

Mr Sam Haddad  
Department of Planning and Infrastructure  
GPO Box 3927  
SYDNEY NSW 2000  
Attention: Natasha Harras

Dear Ms Kibble & Mr Haddad

c.c. Planning Minister Brad Hazzard, MP  
[office@hazzard.minister.nsw.gov.au](mailto:office@hazzard.minister.nsw.gov.au)

NSW Transport Minister Gladys Berejiklian, MP  
[willoughby@parliament.nsw.gov.au](mailto:willoughby@parliament.nsw.gov.au)

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express our family's strong objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community we are stakeholders in the redevelopment of Channel 9's Willoughby site and are greatly concerned about the scale, height and residential density proposed. Our family is strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013 which I was present at, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storeys high buildings was a gross over-development. This meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and

distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal.

A Q & A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:

- 1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)**
- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**

**4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

I would reiterate the extremely strong and vocal community support against this totally unrealistic proposal by Channel 9.

Yours sincerely

**Kevin & Emma Walsh**

5 Sydney Street. Willoughby , NSW 2068

**Email:** kevinjwalsh@hotmail.com

10 November 2013

Tim & Serena Morcombe

9 Artarmon Rd

Willoughby 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

We object to the Channel 9 Preferred Project Report (PPR). Despite claims of community consultation it still represents inappropriate development in terms of height, density and scale. The alternative proposal as submitted by Willoughby Council represents a win-win option for the landowner and the local community.

The original proposal has been revealed to be an ambit claim. The new PPR is still 50% too dense, 50% too high for a residential area of predominantly single story homes. This will place undue pressure on local schools, public transport, roads, and infrastructure.

The site is located on a ridge line, specifically chosen as the site of the TV tower to enable transmission. The bulk and height of the buildings as proposed by the PPR will impact greatly on both the local community and surrounding suburbs. It will turn Artarmon Rd into a deep canyon as the houses on the northern side are set high above the road.

The local community is united behind the alternative Willoughby Council proposal of 300 apartments and 8 storeys. This has been affirmed at local meetings, protests and through petitions.

At a public meeting on 28 October 2013 over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives unanimously supported the following:

1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)
2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not

relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;

3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;
4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

**We request the following:**

- 1. Mr Haddad – When reporting to the PAC please consider recommending the Willoughby Council alternative development proposal.**
- 2. Madam Chair – The PAC should reduce the proposed development to 300 apartments with a maximum site height of 8 storeys.**

Yours sincerely,

Tim Morcombe

25 Walter Street  
Willoughby  
NSW  
2068

10<sup>th</sup> November 2013

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a homeowner whose property borders the Channel 9 site, I am a key stakeholder in the proposed redevelopment project and hold significant concerns about the scale, height, overshadowing and residential density proposed. The alternative proposal developed by Willoughby City Council is one that I would welcome and I believe that the PAC should give serious consideration to this.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

I see that Channel 9 have amended their proposal to 450 apartments at a height of twelve stories. This is still 50% more dense and 50% higher than Council's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area. Channel 9's traffic forecasts, included as part of their original application, are at best highly questionable and cannot be relied upon as part of an informed decision-making process – a fact borne out by local residents who performed their own traffic monitoring process.

At the outset of this project, at their "consultation" sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only, and the supposedly consultative process was nothing more than a public relations exercise. Issues and requests raised by the community were ignored with Channel 9 interested only in maximising the number of dwellings that could be built on the site in order to drive revenue. Their contact and co-operation with Council was minimal. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still



having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, both the Mayor and Ms Berejiklian spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Matthew Wheeler and Kristin Smeltzer

**From:** "Angela & Greg Whyte" <gwhyte@bigpond.net.au>  
**To:** <natasha.harras@planning.nsw.gov.au>  
**CC:** <office@hazzard.minister.nsw.gov.au>, <willoughby@parliament.nsw.gov.au>...  
**Date:** Sunday, 10 November 2013 12:55 pm  
**Subject:** Channel 9 development

Date: 8th Nov 2013

Name: Greg Whyte

Address: 31 Tindale Rd Artarmon

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard

Gladys Berejiklian, MP

RE: MP10\_0198- Channel 9 site- Preferred Project Report.

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

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Yours Sincerely, GregWhyte

10 November 2013  
Peter Wilton  
84 Artarmon Rd  
Artarmon NSW 2064

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c.c. Minister Hazzard  
Gladys Berejiklian, MP

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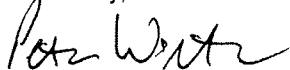
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- 2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**
- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,



Peter Wilton

Date: 9<sup>th</sup> November 2013

Name: Alfred Boccanfuso

Address: 29 Walter St Willoughby NSW 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR). As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the scale, height and residential density proposed. I am strongly in favour of the alternative proposal submitted by Willoughby Council.

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Yours sincerely,

Alfred Boccanfuso

Date: 09 November 2013

Name: Jim and Hilde Menzies

Address: 33 Tulloh Street, Willoughby NSW 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard

Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

We are writing to express our objections to Channel 9's Preferred Project Report (PPR). As residents of the local community we are stakeholders in the redevelopment of Channel 9's Willoughby site and are greatly concerned about the scale, height and residential density proposed. We are strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an 'ambit proposal', as Channel 9 appears to be, but as the maximum the community was prepared to accept.

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**October 2013 (the Proposal)**

**2.Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**

**3.Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**

**4.Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

**5.**

Mr Haddad, we urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Jim and Hilde Menzies



Date: 10/11/13  
Name: Ms Pip Smith  
Address: 8 Sydney St, Artarmon NSW 2064

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

1. I am writing to express my objection to Channel 9's Preferred Project Report (PPR).
2. I have lived in Artarmon at the above address for over 30 years.
3. In recent times, I have traveled overseas and to country New South Wales.
4. I have observed new developments in keeping with the local communities which blend into the locality as if they were always there. It is clear from these developments that the relevant council/government agencies have restrained building to ensure the character of the area was maintained.
5. I have also observed absolute blights/eyesores on the community landscape where careful development planning has not taken place. I have commented "how was this allowed to happen"?
6. Please do not allow the redevelopment of the Channel 9 site become an eyesore as per paragraph 6. This can only occur if the height and scale of the redevelopment is restrained to allow something to be in relative keeping within the current community dwellings.
7. As a resident of the local community I am a stakeholder in the redevelopment of Channel 9's Willoughby site and am greatly concerned about the proposed scale, height and density..
8. Whilst I would like to see a redevelopment even less than that proposed by Willoughby Council (WCC), I am I am strongly supportive of the alternative proposal submitted by Willoughby Council, namely a reduction in height, scale and density to allow no more than 300 units and the maximum building height of 8 storeys.
9. The proposed Channel 9 redevelopment will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

10. When I moved to Artarmon, the Chatswood centre was merely a glow at night. Now the skyline is being marked with highrise towers. Who will provide the educational facilities for those living in these unfinished towers with the local schools already overfull? Who will provide community resources for exercise etc for those developments that are underway? How will an already busy transport system cope with the additional commuters when those complexes are complete?
11. I ask these questions re the unrelated building complex at Chatswood because I have not seen any Channel 9 proposal to address the questions re infrastructure/transport, community resources and education. The redevelopment of the Channel 9 site cannot be looked in isolation with the various authorities' knowledge of other large developments happening, not to mention the general increase in population with "mcmansions" cropping up throughout the community also increasing the pressures on educational facilities, transport, parking etc.
12. I attended a Community Meeting held on May 7, 2013, where over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight storeys as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.
13. When I moved to Artarmon, over 30 years ago, the majority of the streets in the Artarmon/Willoughby area were basically empty of parked cars. Today, most of these streets are like parking lots with the advent of larger residential dwellings, most homes having two cars and more visitors to the dwellings driving there. The roads are already full of parked cars. That is before any change to the Channel 9 site occurs.
14. The Channel 9 redevelopment site is not like that at Chatswood Station nor that at St Leonards Station where there are many trains and buses a stones' throw from the high rise apartments. This close proximity to transport encourages owners and visitors to restrict ownership of vehicles or visitation via a car.
15. Most large developments, including that proposed on the Channel 9 site, restrict the number of vehicles per unit to a number which then force the residents to have to find alternative parking, namely the surrounding streets which are already full. The impact is that owners won't even be able to park outside their homes if any other developments are to go by.
16. In the vicinity of the Channel 9 site, there are already a number of streets that by their construction are dangerous due to blind spots with vehicles

- being “invisible” in road dips or “invisible” due to the flora of the neighbourhood. Increased traffic from the Channel 9 PPR will increase vehicles in those streets making them even more dangerous.
17. I don't believe that anyone has really addressed the issue/impact of extra vehicular traffic on Artarmon Rd. The residents of Richardson Ave already suffer their street being used as a “U-turn” bay when people driving east towards Willoughby Rd, seeing a bank of traffic, use the street as a U-turn bay to find another “rat race” to get to their point of destination.
  18. At times of the year, the blinding sun on Artarmon Rd hill near Channel 9 and further along on another Artarmon Rd hill makes it highly dangerous re visibility of pedestrians, animals and vehicles ahead of the driver. More vehicles emanating from the Channel 9 site will increase that danger.
  19. Whilst Channel 9's PPR appears to have recognized the need to reduce the density and height from its original proposal, it still remains at 450 apartments and twelve stories high and still being 50% more dense and 50% higher than WCC's alternative plan and remains a gross-overdevelopment of the site.
  20. I remained concerned about high density on the proposed site in terms of transience of the population living in the one bedroom units. Perhaps with the best intentions, a single person or a couple purchase a one bedroom unit but soon outgrow its size. They then move on. Most units these days have such security that it is impossible to get to know others on different floors. Once the front door of a unit is closed, the resident is effectively cut off. This is in contrast with the current neighbourhood demographic of family dwellings and a greater interest to “know your neighbour”, even simply for the purpose of collecting the mail, the paper, putting in the bins when people are away etc.
  21. The Channel 9 property is distant from a mass transit hub. I live midway between Artarmon Station and Willoughby Road. I travel to work by train or bus. I walk to the Station or to the bus stop. On a hot day, I arrive at the transport site “in a lather” and when it rains, I can't tell you how many shoes have been ruined by rivers of water on the footpaths soaking my shoes. There is no undercover available to avoid the sun or the rain like near the high rise developments at Chatswood and St Leonards. I seldom can get a seat on a train or a bus at the times when I use them. Buses on the weekend “run few and far between” whenever I wish to catch a bus.
  22. At the outset of the project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. I found it quite offensive the way community input was brushed off.

Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property.

23. Any issues raised about overcrowding of the schools, insufficient transport etc were "fobbed off" as "not our problem". It has to be someone's problem before such a large development of either 300 dwellings or even more can be considered.
24. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.
25. I was not in Australia in October 2013 but I am advised that on the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. I have been present at a number of meetings where Ms Berejiklian and the Mayor have been present giving their strong support to the community.
26. I am advised that on 28<sup>th</sup> October 2013, a Q&A session followed and the meeting ended with the unanimous adoption of a resolution. Notwithstanding I was not present, I strongly support the proposed resolution as outlined below that:
27. **Following this public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:**
  - (i) **Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)**
  - (ii) **Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;**

- (iii) Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
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28. Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Name or signature

Pip Smith  
10/11/13

11 November 2013

Mrs Jacinta Oner  
16 Lucknow St  
WILLOUGHBY NSW 2068

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

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Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

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Yours sincerely,



Jacinta Oner  
Local Resident

10 November 2013  
C Williams  
84 Artarmon Rd  
Artarmon 2064

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
Gladys Berejiklian, MP

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Yours sincerely,



Catherine Williams

Kathryn Fox  
7 Sailors Bay Road  
Willoughby NSW 2068

11 November 2013

The Hon. Brad Hazzard MP  
Minister for Planning & Infrastructure  
*By email to: [office@hazzard.minister.nsw.gov.au](mailto:office@hazzard.minister.nsw.gov.au)*

Mr Sam Haddad  
Director-General  
Department of Planning & Infrastructure  
*By email to: [natasha.harras@planning.nsw.gov.au](mailto:natasha.harras@planning.nsw.gov.au)*

Ms Gabrielle Kibble  
Chairperson  
Planning Assessment Commission  
*By email to [pac@pac.nsw.gov.au](mailto:pac@pac.nsw.gov.au)*

Dear Minister, Mr Haddad and Ms Kibble

**MP10-0198 – Concept Plan for Residential Development  
6-30 Artarmon Road, Willoughby (Channel 9 Site)**

I refer to the proponent's Response to Submissions and Preferred Project Report prepared by JBA and dated 10 October 2013 (PPR).

I understand the Department is assessing the application, in light of the PPR, after which the Planning Assessment Commission will determine the application.

I request that the Department take into account the following submission in formulating its assessment report, noting that the PPR, whilst made public, has not been subject to further public exhibition and submissions.

**Summary of submissions**

1. A key change to the proposed development in the PPR is the reduction in the proposed number of dwellings, from 600 to 450. This reduction was in part the result of an inadequate assessment of the traffic and transport implications in the proponent's Environmental Assessment, resulting in the Department commissioning its own traffic analysis, by ARUP.
2. The PPR concludes that "the proposed Concept Plan raises no adverse impacts that cannot be effectively managed via the Statement of Commitments or be more appropriately dealt with during the assessment of future detailed applications for development": PPR section 6.0, page 41.

3. In relation to traffic impacts, this conclusion relies upon a Transport and Accessibility Impact Assessment for PPR prepared by AECOM and dated 19 August 2013 (PPR TA).
4. The PPR TA concludes that the "net vehicular impacts of the proposed development is considered negligible": section 6.0, page 26.
5. That conclusion, and the underlying analysis, remain flawed. The likely transport impact will be much higher and significantly adverse in impact on the built environment, even for the reduced number of dwellings now proposed.
6. The Department should recommend against the approval of the concept plan, in its revised form.
7. In addition, the Department and/or the PAC should require that:
  - 7.1 The proponent be required to identify and commit to details of the proposed unit mix;
  - 7.2 A further assessment of traffic impact be carried out, taking specifically into account the proposed unit mix and its contribution to vehicle trip generation; and
  - 7.3 The further assessment specifically assess the primary movement out of the site in the AM peak, being the movement in an easterly direction on Artamon Road to its intersection with Willoughby Road.
8. The consequences of the redevelopment of the Channel 9 Site to the environment and the local community will continue for decades. Accordingly the consideration, and if ultimately thought appropriate, approval of the concept plan should be accompanied by the most rigorous environmental assessment.

#### **Detailed submissions on PPR TA**

9. A number of analytical steps are undertaken in the PPR TA to come to the conclusion noted above. It is to be remembered that the analysis is sequential so that the effect of flaws in each step are magnified and carry through to later steps in the analysis, necessarily affecting the conclusion.
10. In a number of areas, the steps are flawed and do not lead to a proper, let alone rigorous, assessment of the likely post-development scenario. As a consequence, the traffic impact is not properly assessed and the impacts of the development are most likely significantly understated.
11. The particular areas of concern are identified below.

#### *Future trip generation rates*

12. In its original traffic assessment, AECOM adopted a trip generation rate of 0.24 trips/unit in the AM peak.
13. In the PPR TA, AECOM now adopt a trip generation rate of 0.19 trips/unit, a reduction of over 20% in trip generation. The stated rationale for this is the publication of a recent RMS technical direction (TDT 2013/04).

14. That technical direction identified a Sydney-wide average trip generation rate for high density development of 0.19 trips/unit: page 2 of TDT 2013/04. This is the figure adopted by the proponent.
15. The proponent has however glossed over the importance that unit mix has to the rate of trip generation. The RMS technical direction also identified a trip generation rate for high density development in Sydney of 0.09 trips **per bedroom**.
16. It is apparent that the proponent's adoption of the **per unit** trip rate can only be a representative measure of the post-development scenario **if** the 450 units of the proposed development are virtually all 2-bedroom units.
17. Where there is a preference for larger units – a long-term trend that could not be seriously disputed – the use of the per unit trip rate would necessarily lead to under-estimation of the trip generation for the proposed development.
18. At present the concept plan is silent on the unit mix. The sensitivity of overall trip generation depending on the unit mix of the proposed development is obvious.
19. Whilst some finer details of a proposed development can be left to future applications and assessments, in the case of development of this scale the unit mix is a characteristic of development that has a fundamental, substantial and direct impact that should not be left for later assessment. To do so would amount to ignoring, in a material respect, an aspect of the likely impact of development on the environment.
20. The implications of under-estimating trip generation necessarily flow through to the analysis of the intersection performance, queuing and consideration of ameliorative measures. These matters cannot be left for assessment of individual applications.
21. The Department and/or the PAC should require the proponent to identify and commit to a proposed unit mix, and the traffic assessment carried out again with that consideration expressly taken into account.

*Artarmon Road intersection with Willoughby Road*

22. At section 2.1.3, page 4, the PPR TA identifies from its surveys in October 2012 that the existing the direction of vehicle movements is 75% into the site in the AM peak (127 of 170 movements), and 85% out of the site in the PM peak (127 of 149 movements). This reflects the existing commercial use of the site.
23. The proponent correctly acknowledges the direction of vehicle trips will be reversed for a future residential use; with 90% of trips leaving the site in the AM peak, and 90% of trips coming to the site in the PM peak: PPR TA, page 20.
24. Section 4.2 of the PPR TA identifies outbound trip distribution in the AM peak. Approximately 70% of the outbound trips will leave the site and use the Artarmon Road intersection with Willoughby Road. This is the critical intersection.
25. In AECOM's original traffic assessment dated 19 March 2013 (appendix D to the Environmental Assessment) the assessment of the Artarmon Road/Willoughby Road intersection performance included the following statement in a note following Table 9:

*However, the movements from Artarmon Road (west approach) and Small Street (east approach) perform at LoS E during the peak periods. The delays in these approaches are most likely due to the majority of signal timing allocated to the major movements at Willoughby Road*

(Transport and Accessibility Impact Statement, section 3.4, page 14)

26. The note is now omitted from the equivalent table in the PPR TA, Table 16. However the existing level of service has not changed; all vehicle movements travelling east on Artarmon Road to its intersection with Willoughby Road perform at LoS E: see PPR TA appendix B.
27. When it is recognised that the redevelopment of the site will increase the volume of traffic, in multiples of the existing volume of the traffic, leaving the site and going east on Artarmon Road in the AM peak it is apparent that the intersection will worsen in its level of service and the 'excessive delays' of the current LoS E will increase.
28. The likely result is increased queues back up Artarmon Road (in a westerly direction) and queuing across exits from the site, and even within the site as vehicles wait to turn from the site to Artarmon Road.
29. **The PPR TA omits any analysis of this critical movement. Instead, through Table 16, an express statement is made that the intersection will "operate satisfactorily": page 9. The statement is positive ly misleading when applied to the primary way vehicles will leave the site in the AM peak.**
30. As appendix B of the PPR TA makes plain, the statement is made by taking an average of all movements in the Artarmon Road/Willoughby Road intersection.
31. The Department and or the PAC should require the proponent to specifically assess the traffic impacts on this critical movement from the site, and its implications for the operation of the Artarmon Road/Willoughby Road intersection.

*PPR & PPR TA conclusions*

32. The conclusions expressed in the PPR TA and the PPR are flawed and unreliable. They do not form any proper basis for the Department and/or the PAC to properly assess the traffic impacts of the proposed development.
33. Intuitively, to achieve no net impact on the local traffic network, the density of the proposed development would have to be substantially lower than even the revised development as proposed by the PPR. It should be possible, with some degree of rigour, to identify the density of development that leads to such a result.
34. Until a proper assessment informs the appropriate density of development, the Department should not recommend approval of, and the PAC should not approve, the concept plan in its revised form.

Yours faithfully

Kathryn Fox

**From:** Mandy Hyslop <mandyhyslop@gmail.com>  
**To:** <natasha.harras@planning.nsw.gov.au>, <pac@pac.nsw.gov.au>  
**CC:** <office@hazard.minister.nsw.gov.au>, <willoughby@parliament.nsw.gov.au>, ...  
**Date:** Monday, 11 November 2013 9:55 pm  
**Subject:** MP10\_0198- Channel 9 site- Preferred Project Report Letter of Objection

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard

Gladys Berejiklian, MP

\*RE: MP10\_0198- Channel 9 site- Preferred Project Report.\*

We are writing to express our objections to Channel 9's Preferred Project Report (PPR). As residents of the local community are stakeholders in the redevelopment of Channel 9's Willoughby site and are greatly concerned about the scale, height and residential density proposed. We are strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28th October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which we strongly support:

\*This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:\*

\*1. \*

\*Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal) \*

\*2. \*

\*Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area; \*

\*3. \*

\*Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys; \*

\*4. \*\*Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.\*

Mr Haddad, we urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, we ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Mandy and Malcolm Hyslop

20 Richmond Ave, Willoughby

**From:** "Christine Mulcahy" <austfaunagraphics@unwired.com.au>  
**To:** <natasha.harras@planning.nsw.gov.au>  
**CC:** <office@hazzard.minister.nsw.gov.au>, <willoughby@parliament.nsw.gov.au>...  
**Date:** Monday, 11 November 2013 10:37 pm  
**Subject:** Channel 9 PPR/Willoughby Resident's Response

11th November 2013

Neil Mulcahy  
14 Richmond Avenue  
Willoughby NSW 2068

Dear Mr Haddad and PAC Madam Chair,

cc. Minister Hazzard  
Gladys Berejiklian, MP

RE: MP10\_0198- Channel 9 Site- Preferred Project Report.

The height and density of the Channel 9 Housing Development Project is totally inappropriate for such a quiet, leafy residential area - that much is clear.

Even at Willoughby Council's preferred height, the visual impact will still be severe if the developers choose a stark white design that is prevalent in more built-up areas.

There is an architectural trend called 'Vertical Gardens' which is rapidly gaining acceptance and popularity around the world. The bare walls of a building can be covered in foliage to a height of at least 20 stories - thus softening the visual impact of a stark, concrete monolith. I spoke briefly with the architect of the Channel 9 Development, Adam Haddow, at the community meeting in the Channel 9 studio - and he assured me that this concept is quite feasible for this project.

I feel that if PAC instructs the developers to adopt this style of architecture, it will go a long way to bringing them and the community to a satisfactory outcome. I believe that the 'Paddington Terrace' style of architecture would be most appropriate, as this style was also quite common on the Lower North Shore in the past.

Images of the concept can be viewed by googling 'Vertical Gardens On Tall Buildings' - and on Google Streetview of recently built terraces at 4 Daphne Street and 44 William Street in Botany.

Yours sincerely,

Neil Mulcahy



Date: 9/11/13

Name: Katrina Andersen

Address: 53 Artarmon and Willoughby

Dear Mr Haddad and PAC Madam Chair,

c.c. Minister Hazzard  
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At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property. Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

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Mr Haddad, I urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal. Madam Chair, I ask the PAC in its consideration of Channel 9's proposal, to reduce the number of dwellings to 300 and the maximum building height to eight storeys.

Yours sincerely,

Name or signature



Date: 9/11/13

Name: SARAH ANDERSEN

Address: 53 ARTARMON RD, WILLOUGHBY NSW 2068

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c.c. Minister Hazzard  
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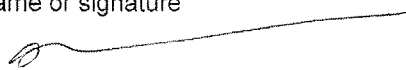
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SARAH ANDERSEN

Date: 9/11/13

Name: Elizabeth Andersen

Address: 53 Artarmon Rd  
Willoughby 2068

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Yours sincerely,



Name or signature

Date: 3 November 2013

Name: Victoria Roche

Address: 22 Richmond Ave, Willoughby NSW 2068.

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Victoria Roche

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Timothy Roche

11 November 2013

Mrs Melonie Bayl-Smith  
8 / 2 Artarmon Road  
Willoughby  
NSW 2068

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**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

I am writing to express my objection to Channel 9's Preferred Project Report (PPR).

I am both a long time resident of the neighbouring Castle Vale apartment complex and a Registered Architect and local business owner who has a deep interest in achieving high quality design, infrastructure and planning outcomes in our built environment. I am also Adjunct Professor at the UTS School of Architecture and by way of this association demonstrate a significant professional investment in city making and the quality of strategic development and planning that Sydney and NSW is pursuing.

As both a local and well informed stakeholder, I hold deep concerns about the redevelopment of Channel 9's Willoughby site with particular reference to the scale, height and residential density proposed for the site, and the manner in which these very important issues have been dealt with to date.

Because the current proposal has shown and continues to show little consideration for the local context, infrastructure opportunities and inherent site limitations, I strongly support and endorse the alternative proposal for the site prepared and submitted by Willoughby City Council (WCC).

At a Community Meeting held on May 7, 2013, over 200 people agreed that a residential redevelopment of the site was an appropriate use for this property but that the 600 apartments and up to 18 storey high buildings was a gross over-development of the site. The meeting went on to unanimously endorse WCC's alternative proposal for 300 apartments and a maximum building height of eight stories as being acceptable to the community. The WCC proposal demonstrates not only the Council's considered approach with respect to the manner in which the site should be appropriately developed, but also its very clear and deep understanding of the immediate local area and all of its opportunities and drawbacks.

In contrast, the PPR in its current form still contains 450 apartments and has buildings that are twelve stories high, which produces a proposal that is 50% more dense and 50% higher than WCC's alternative plan.

The PPR undoubtedly represents a significant and unacceptable over-development of the site, particularly given that the neighbourhood is still principally comprised of single dwellings with is not in the immediate vicinity of a mass transit hub. The development will also put greater strain on already either fully or overloaded roads, public transport, council facilities, schools and parking in the area.

As a parent of children at Willoughby Public School, myself and other local parents are all too aware of the increased number of children attending the local schools who are not only living in the area but who specifically live in apartment buildings. We have resided at the Castle Vale apartments for over 12 years and at Castle Vale alone, the number of children living here and attending WPS has greatly increased in the past few years. How the PPR can claim that there would only be a projected number of 35 children living in a block of 450 units is highly questionable, given that Castle Vale has 60% less apartments but at least 20 children at Willoughby Public School alone.

At the outset of this project, Channel 9 stated to the community at their consultation sessions that they wished to leave a legacy for the community that would be appreciated long after they had left the site. As the process went forward it became obvious that Channel 9's outreach to the community was doubtful, with minimum co-operation with WCC and an apparent drive to maximise their return on the property.

Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, persons such as myself and others in the local community are faced with having to take ongoing action to maintain the demand for an appropriate, medium-density development that is complementary to the surrounding built environment and fits with the infrastructural opportunities and possibilities of the Willoughby area.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations.

After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

This public meeting of over 200 residents, Artarmon, Castlecrag, Naremburn, Middle Harbour-Willoughby and Willoughby South Progress Associations, the Willoughby Area Action Group and elected local and state representatives:

1. Requests that the Planning Assessment Commission (PAC) reject the Preferred Project Concept Application (PPR) submitted by Nine Network Australia on 4 October 2013 (the Proposal)
2. Reaffirms our objection to the density and scale of the Proposal in that the likely number of dwellings and the height of buildings is excessive, does not relate to the scale and density of surrounding development and will have an unacceptable adverse impact of the amenity and character of the local area;
3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;
4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.

Minister, I urge you in your report to the PAC to recommend adoption of the Willoughby City Council alternative development proposal and, Madam Chair, that the PAC in its consideration of Channel 9's proposal, reduce the number of dwellings to 300 and the maximum building height to eight storeys. I believe that by taking such actions you will contribute greatly to the creation of opportunities for a contextually appropriate development that delivers a high quality of amenity for both the inhabitants of the future dwellings on the site, and for the broader Willoughby community.

Yours sincerely,



Melonie Bayl-Smith  
Director, Bijl Architecture  
Adjunct Professor, UTS School of Architecture

Resident - Unit 8, 2 Artarmon Road Willoughby

**MIDDLE HARBOUR – WILLOUGHBY PROGRESS ASSOCIATION**

Founded 1926

Please address all correspondence to :

The Hon. Secretary, 9 Cawarra Road, Middle Cove , N.S.W. , 2068

4<sup>th</sup> November, 2013

Mr. Sam Haddad  
Director General of Planning & infrastructure  
GPO Box 3929  
Sydney NSW 2001

Dear Mr. Haddad,

**Re: MP10 - Channel 9 Site Proposed Development**

This Association has previously expressed its views with respect to this proposed development and wholly supports the comments set out below, resolved at the community meeting on 28<sup>th</sup> October, 2013.

Channel 9 have previously indicated that it is not their intention to develop the site themselves, consequently they have no commitment to the community and their motive is to sell on after exacting the best price for an approved development ?.

We urge you to reject the proposal and adopt the Willoughby City Council development recommendation.

**RE: MP10\_0198- Channel 9 site- Preferred Project Report.**

We writing to express our objection to Channel 9's Preferred Project Report (PPR).

As residents of the local community and stakeholders in the redevelopment of Channel 9's Willoughby site we are greatly concerned about the scale, height and residential density proposed and are strongly in favour of the alternative proposal submitted by Willoughby Council.

At a Community Meeting held on May 7, 2013, over 200 people agreed that residential redevelopment of the site was an appropriate use but that the proposed 600 apartments and up to 18 storey high buildings was a gross over-development. The meeting went on to unanimously endorse Willoughby Council's alternative proposal for 300 apartments and a maximum building height of eight stories as acceptable to the community. After discussion it was agreed that the WCC proposal would be backed, not as an "ambit proposal", as Channel 9's appears to be, but as the maximum the community was prepared to accept.

Now, at 450 apartments and twelve stories high, we see that the PPR is still 50% more dense and 50% higher than WCC's alternative plan. This remains a gross over-development of the site which is in a single dwelling neighbourhood and distant from a mass transit hub. The development will put more strain on already either fully or over-loaded roads, public transport, council facilities, schools and parking in the area.

At the outset of this project, at their consultation sessions, Channel 9 stated that they wished to leave a legacy for the community to appreciate long after they had left the site. As the process went forward it



became obvious that Channel 9's outreach to the community was that in name only. Their contact and co-operation with Council was minimal in their apparent drive to maximise their return on the property.

Now, with over 300 responses to the Public Exhibition in addition to a petition that garnered over 2,300 signatures, all calling for a reduction in height and density, we are faced with still having to take action to maintain our call for an appropriate, medium density development which would be seen as complementary to the surrounding built environment.

On the 28<sup>th</sup> October 2013, arising from the community's continuing concern over the scale of the PPR, a further Community Protest Meeting was held at Artarmon with over 200 of the community attending including our State MP, the Mayor of Willoughby, the WCC Director of Planning, several Willoughby Councillors and representatives from several Willoughby City Progress Associations. After the meeting heard details of the PPR and the protocol for the PAC determination from the Director of Planning, the Mayor and Ms Berejiklian both spoke strongly in support of WCC's alternative proposal. A Q&A session followed and the meeting ended with the unanimous adoption of a resolution which I strongly support:

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- 3. Informs the Planning Assessment Commission that the Willoughby community supports the alternative concept proposal submitted by Willoughby City Council including a maximum of 300 dwellings and a maximum building height of 8 storeys;**
- 4. Requests that the Commission, in any terms of approval, includes the Statement of Commitments and development outcomes based on the submission by Willoughby City Council.**

Mr Haddad, we urge you in your report to the PAC to recommend adoption of the Willoughby Council alternative development proposal.

Yours sincerely,

Trevor Gross  
President

cc: The Hon. Brad Hazzard, Minister for Planning & Infrastructure  
The Hon. Gladys Berejiklian, Member for Willoughby  
Ms. Adrienne Kibble, Chairwoman of the Planning Assessment Committee