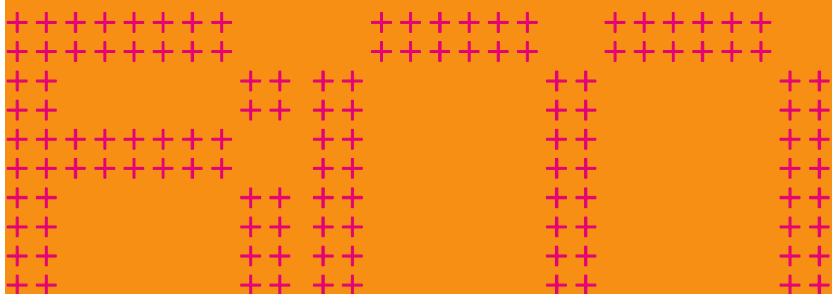
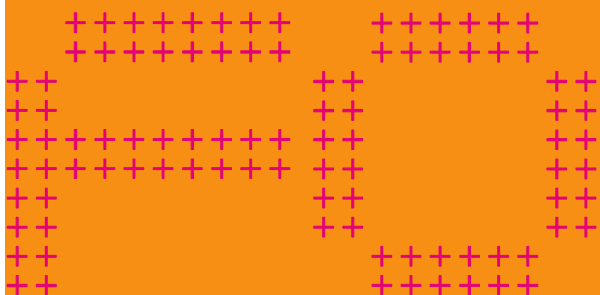
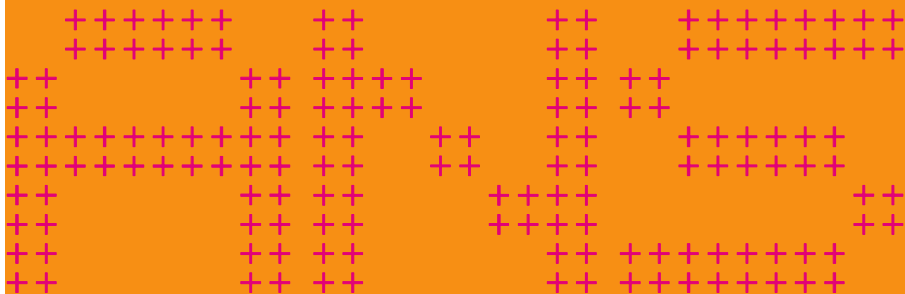
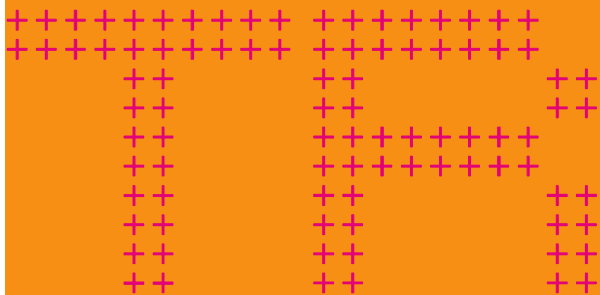


Preliminary Environmental Assessment

Bakehouse Quarter
Pelorus Property Group

July 2009





Preliminary Environmental Assessment Bakehouse Quarter

Prepared for Pelorus Property Group

Level 3, 50 Yeo Street
Neutral Bay NSW 2060
July 2009

URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

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Statement of Validity

Submission of Environment Assessment:

Prepared under Part 3A of the Environmental Planning and Assessment Act 1979.

Environmental Assessment prepared by:

Name/s:	Jennifer Cooper (Associate Director)
Address:	Urbis Pty Ltd. Level 21, 321 Kent Street Sydney NSW 2000
In respect of:	Bakehouse Quarter, North Strathfield

Applicant and Land Details

Applicant:	Pelorus Property Group
Applicant Address:	Level 2, 50 Yeo Street Neutral Bay NSW 2089
Subject Site:	Bakehouse Quarter, North Strathfield
Land to be developed:	Corner of Parramatta Road and George Street, North Strathfield
Lot and DP	Lots 30 and 31 in DP 1835 Lot 15 in DP 262881 Lots 1-9 and Lots 12-13 in DP 262882 Lot 1 in DP 320106 Lots 100-106 and Lot 109 in DP 717983 Lots 30 and 31 in DP 1835
Project Summary:	<p>The proposal comprises the redevelopment of the south eastern portion of the Bakehouse Quarter on the corner of George Street and Parramatta Road. The site is partly located beneath the M4 Motorway and the planned future widening of the Motorway.</p> <p>The proposed mixed-use development is generally consistent with the approved site masterplan and comprises the following buildings:</p> <ul style="list-style-type: none">▪ Building F – drama theatre with rehearsal space, retail tenancies and car parking on the lower levels and commercial offices on the upper floors.▪ Building G – re-use of existing building for two storey tavern with al fresco dining.▪ Building O – single storey restaurant and outdoor terrace.▪ Building P – multi-level theatre building with rehearsal space and ancillary facilities.

- Building Q - hotel and function centre with approximately 175 accommodation suites.

Partial demolition of Building G is required to accommodate vehicle entry and exit from George Street. The existing slip lane from Parramatta Road will be utilised to enable direct access to the hotel and the theatre loading area. On-site car parking is provided below the M4 and within Building F. Set down areas are provided adjacent to the hotel entry, tavern and theatre.

The proposed development is forecast to result in an estimated additional 1,400 jobs.

Environmental Assessment

A Preliminary Environmental Assessment is attached.

Declaration

I certify that the contents of the Preliminary Environmental Assessment to the best of our knowledge, has been prepared as follows:

- In accordance with the requirements of the Environmental Planning and Assessment Act 1979 and Environmental Planning and Assessment Regulations 2000; and
- The information contained in this report is true in all material particulars and is not misleading.



Signature

Name: Jennifer Cooper

Date:

1 Introduction

This Preliminary Environmental Assessment (PEA) has been prepared on behalf of Pelorus Property Group and in accordance with Part 3A of the Environmental Planning and Assessment Act 1979 to provide an overview of the proposed redevelopment of the south eastern precinct of the Bakehouse Quarter, North Strathfield.

The Director-General of the Department of Planning confirmed in correspondence dated 29 April 2009 that the proposed development is of a kind described in Schedule 1, Group 6, Clause 17 of the Major Project SEPP and is a Project to which the Part 3A of the Act applies. The Director-General also authorised the submission of a Concept Plan, however, it is noted that a Concept Plan is not required to facilitate the development and it is intended to provide sufficient detail to enable a Project Approval to be issued.

Accordingly, the PEA identifies the key potential issues associated with the preparation of a Project Application. It also aims to inform consultation with key stakeholders, the community and relevant agencies, and if necessary provide the background for a Planning Focus Meeting (PFM). The following sections of the report are summarised as follows:

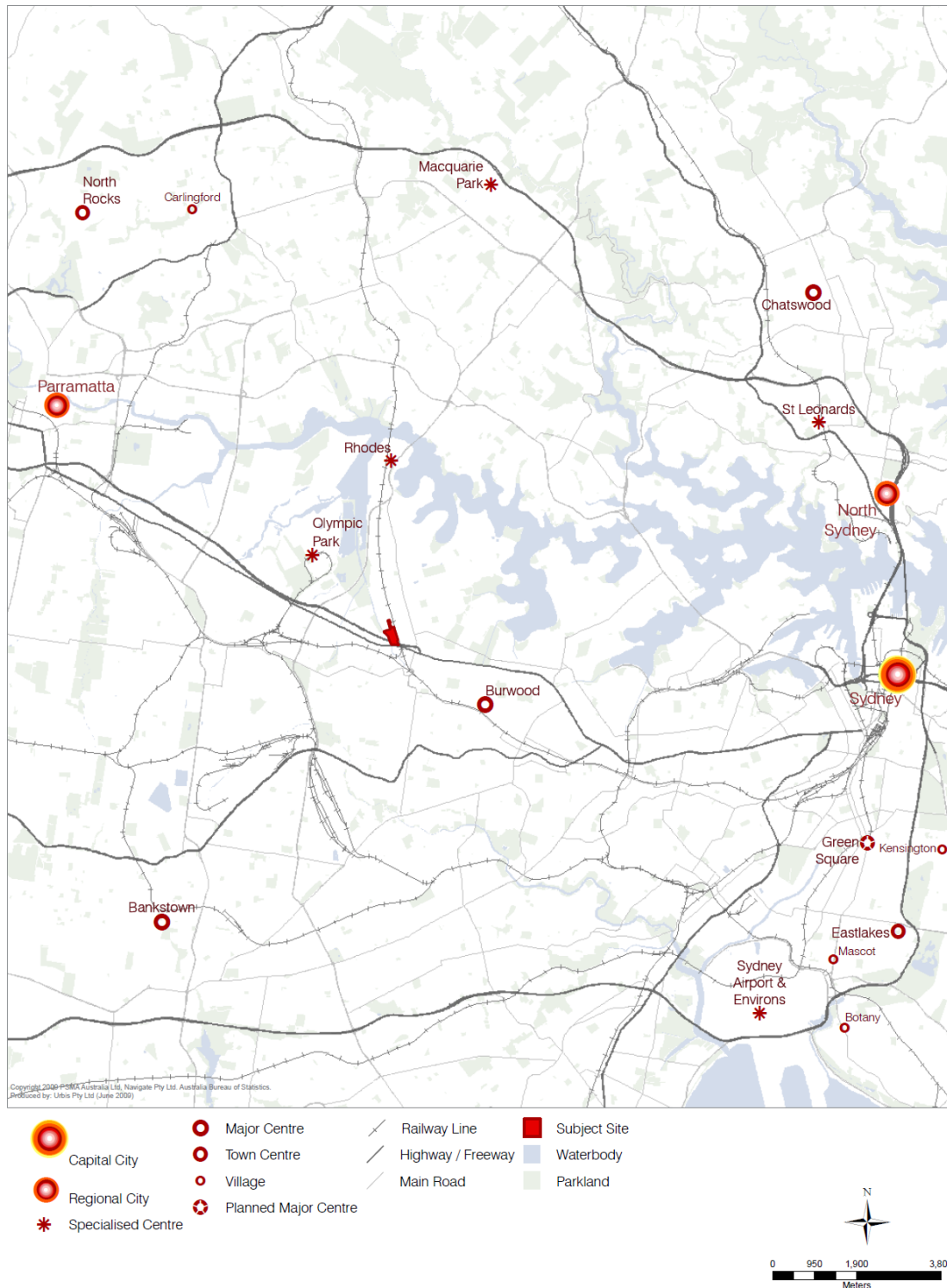
- Site and Surrounds – summary of the regional and local contexts and a detailed description of the site and existing development.
- Development Proposal – detailed description of the proposed redevelopment.
- Planning Context – overview of the planning history of the site and a summary of the proposed state, regional and local planning controls and policies and their implications for the proposal.
- Key Issues and Management Measures – identification of the key planning issues and likely impacts associated with the proposed redevelopment and a brief outline of the anticipated approaches to measuring and/or managing these impacts.

2 Site and Surrounds

2.1 Regional Context

The Bakehouse Quarter is a 7.6 hectare property, centrally located in North Strathfield, approximately 11 kilometres west of Sydney CBD and 9 kilometres east of Parramatta as shown in **Figure 1** below.

Figure 1 – Regional Context Map



Key features of the regional context of the site include the following:

- The Bakehouse Quarter is centrally located between Burwood Town Centre, Rhodes and Sydney Olympic Park, each of which is projected to accommodate significant employment and economic growth in the next 25 years. The site offers significant potential to play a complementary or support role to these major centres.
 - The site benefits from excellent accessibility to public and private transport networks. The Bakehouse Quarter is within walking distance of three railway stations:
 - North Strathfield railway station provides access to the Northern railway line. Existing services already include four east-bound and three west-bound per hour during the morning peak and three east-bound and four west-bound per hour during the afternoon/evening peak.
 - Homebush railway station provides access to the Inner West and South railway lines. Existing services already include four east-bound and four west-bound during the morning peak and four east-bound and four west-bound during the morning peak
 - Strathfield railway station provides multiple services along the Western, Northern, Inner West and South and Intercity railway lines during the morning and afternoon/evening peaks.
 - Multiple local and regional bus services are also within walking distance of the Bakehouse Quarter, including:
 - Route 408: Flemington Station or Rookwood Cemetery to Burwood via Homebush and Strathfield.
 - Route 458: Ryde to Burwood via Rhodes, Concord Hospital, Concord West, North Strathfield and Strathfield Station.
 - Route 459: Macquarie University to Strathfield via Macquarie Centre and Ryde.
 - Route 525: Burwood to Parramatta via Strathfield, Olympic Park, Newington and Victoria Road.
- Strathfield railway station is a major transport interchange, with many additional bus services available within walking distance of the site.
- The site is well serviced by a major arterial road network comprising Parramatta Road, Concord Road, the M4 Motorway and Bay Drive.
 - The site is highly accessible to existing residential population concentrated around nodal transport centres and occupying rail and road corridors around the site and key areas of residential growth and urban renewal including the Strathfield Triangle, Breakfast Point, Cabarita, Chiswick and Rhodes.

2.2 Local Context

The site is bisected by George Street, a primary local road running north-south and providing direct connection to Parramatta Road and a street frontage for retail and commercial businesses. George Street is intersected by Pomeroy Street to the north, which is an important local east west connector road, providing access to the suburbs of Concord, Flemington and Homebush.

There are two key commuter access points within walking distance of the site, North Strathfield and Homebush Stations. Strathfield station is also located within walking distance to the south of the site and is a key interchange station providing access to other City Rail line. The Northern railway line physically separates the site from the low density residential development further to the east.

The locality is characterised by a diverse mix of land uses, including medium to high density housing, retail strip development, mixed uses aligning Parramatta Road, educational facilities and some light industrial uses to the north. The site is diagonally opposite the 'Strathfield Triangle' and Station Street residential precincts, each of which accommodate high density residential development on the southern side of Parramatta Road. There are also small pockets of low density housing to the north-west and to the east of the site.

McDonald College is located immediately to the north on the corner of George Street, Hamilton Street East and Pomeroy Street. The site is also located within proximity of a number of high profile private and public schools and colleges.

The site has frontage to the Powell Creek Reserve which is an important local area of open space and forms part of the greater regional recreation corridor originating at Homebush Bay. Powell's Creek Reserve provides an open space link to Mason and Bicentennial Parks beyond.

Figure 2 – Photographs of Local Context



Picture 1 – Looking south-west to high density residential development along Station Street, Homebush



Picture 2 – Parramatta Road – looking east to high density residential development at Strathfield Triangle

Figure 3 – Local Context Map

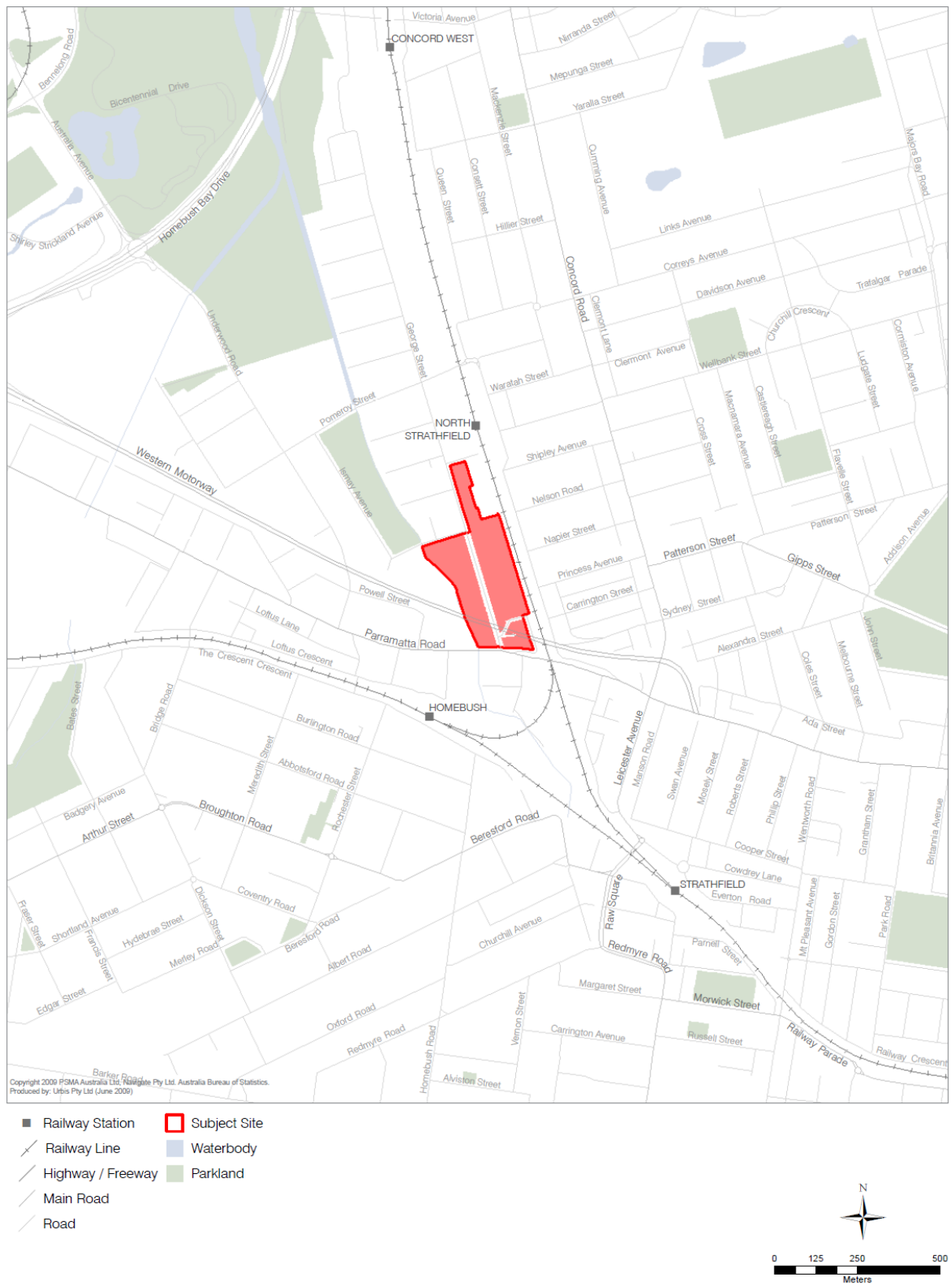
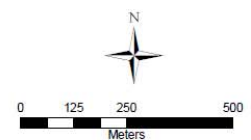


Figure 4 – Aerial Photograph



 Subject Site

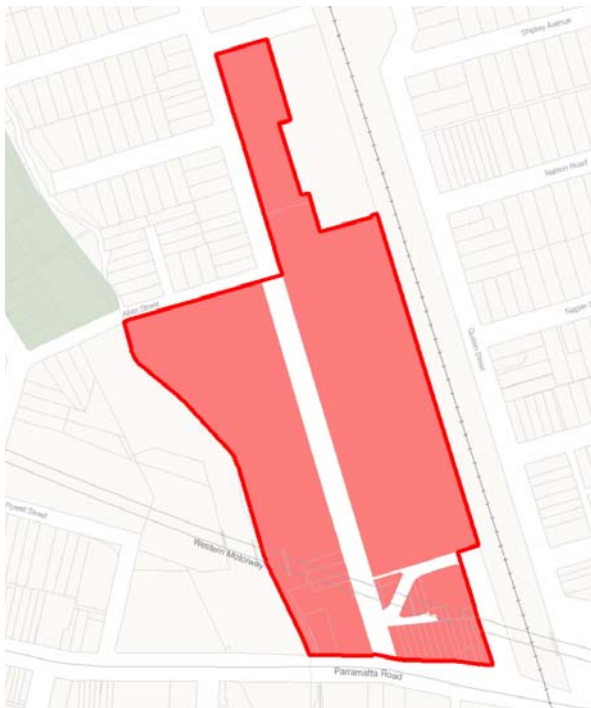


2.3 Site Description

The Bakehouse Quarter is one of the largest sites held in single ownership in this region. The site is located within Canada Bay Council (formerly Concord Council) and comprises approximately 7.6 hectares of land.

The site comprises three large lots to the north and a number of smaller lots to the south. The Bakehouse Quarter is generally bound by Allen Street, Hamilton Street East and apartment buildings to the north, the Northern Railway Line immediately to the east, Parramatta Road to the south and Powell's Creek Reserve to the west.

Figure 5 – Site Plan



This application applies only to the south eastern portion on the corner of George Street and Parramatta Road, which has a total site area of approximately 6,000m². The legal description of the development site is provided in the following table.

Table 1 – Lots and Deposited Plan References

Legal Description	Street Address	Area
Lots 8 and 9 in DP 262882	195 Parramatta Road, North Strathfield	532m ²
Lot 1 in DP 320106	197A Parramatta Road, North Strathfield	127m ²
Lots 30 and 31 in DP 1835 and Lots 1-7 in DP 262882	199 Parramatta Road, North Strathfield	1,934m ²
Lots 1-2 in DP 1023863	211 Parramatta Road, North Strathfield	458m ²
Lots 100-106 and Lot 109 in DP 717983, Lot 15 in DP 262881 and Lots 12-13 in DP 262882	George Street and Railway Lane, North Strathfield	2,921m ²

2.4 Existing Development

The site has a unique medium scale industrial character defined by the former Arnott's biscuit factory operations. The built form reflects the past use of the site and many of the former industrial buildings, particularly those fronting George Street, have been adaptively reused. Other iconic structures remain, including the Arnott's Rail Bridge Painting and the SAO tower. These built elements provide the Bakehouse Precinct with links to its past and a notable identity in the present day. The original buildings which remain intact on the site are characterised by:

- Building heights generally consisting of three commercial storeys.
- Strong alignment to George Street to form a distinct commercial frontage.
- Large industrial footprints and wide internal spans.
- Predominantly brick construction with large window openings and displaying strong vertical elements which articulate the façade.
- Lack of facade articulation on the side and rear elevations of the buildings.

The precinct has retained a consistent scale and massing. The importance of George Street is reinforced by windows, shop entries and outdoor dining areas located and designed to activate the street (refer **Pictures 3 to 5** below).

Figure 6 – Site Photographs



Picture 3 – Building H2 and H3 – Zenobia Restaurant – outdoor dining along George Street



Picture 4 – Buildings H1-H3 – Bakehouse Garden Korean Restaurant and NRMA Motoring Services



Picture 5 – Building B – Bar Biscotti, Thai Paragon and Bin 24 Restaurant



Picture 6 – Building H1 - looking east along George Lane to dance studio and commercial offices



Picture 7 – Buildings G and H, looking towards AMF



Picture 8 – Building B (refurbished) and Building C (new)

Courtyards, walkways and open air spaces provide public access from George Street into and through some of the large sites (refer **Pictures 6 and 7**). These spaces enhance the experience of visiting and working in the precinct while providing retailers and businesses with their own special character areas and secondary frontages within the Bakehouse Quarter.

Until December 1996, the majority of the site served as a production facility for Arnott's Biscuits Limited. The site was acquired by Kirela Pty Limited, a company established by the Jaguar Property Group (now known as the Pelorus Property Group), in September 1997. Only a small part of the site is heritage listed, however, the site renewal is a good example of the adaptive re-use of former industrial buildings.

Pelorus' vision is to create a sustainable mixed use precinct, combining retail, commercial and recreation activities in a suburban location with the social and transport amenity of the CBD. The combination of new buildings and warehouse conversions (refer to **Picture 8**) is intended to create a unique commercial and work environment that is not replicated elsewhere in the Sydney metropolitan area.

Pelorus has been gradually redeveloping the site in accordance with a site masterplan approved in 2000 and subsequent development consents issued by the City of Canada Bay Council. The site now accommodates a wide range of employment generating businesses and service outlets. Each of the existing uses (at the time of lodgement) is described below and on the following page:

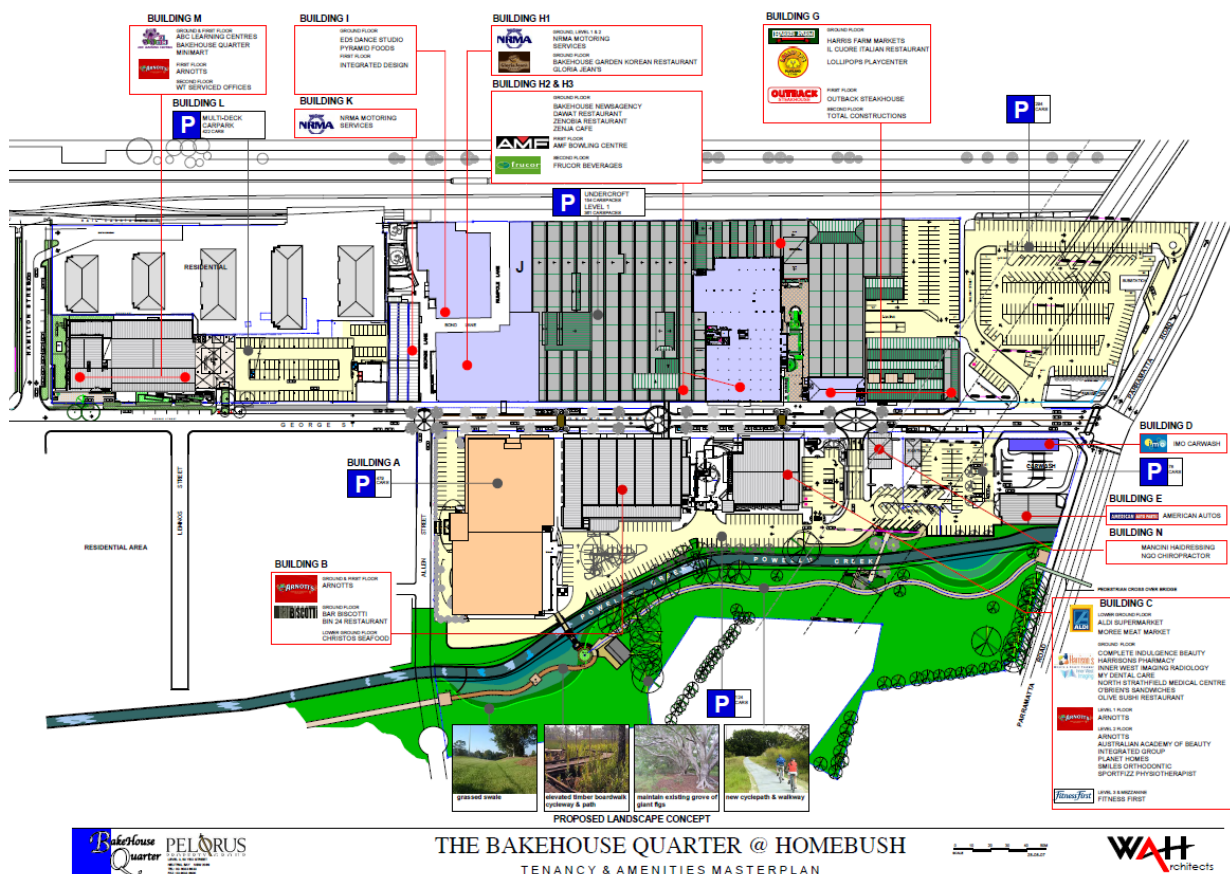
- Building A has been demolished and this part of the site is being used as an at-grade car park.
- Building B has been refurbished and extended to accommodate an Asian Supermarket on the lower ground, a series of indoor/outdoor cafes and restaurants along George Street and commercial offices on Level 1.
- Building C is a new building that accommodates a wide range of local retail and commercial uses, including an Aldi Supermarket on the lower ground level, and a Fitness First gymnasium.
- Building D comprises a new development accommodating an IMO carwash.
- Building E is a new building that accommodates American Autos.
- Building G has been refurbished and tenants include Harris Farm Markets, Il Cuore Italian Restaurant and Lollipops Play Centre (Ground), the Outback Steakhouse (Level 1) and Total Constructions (Level 2).
- Building H has been redeveloped and refurbished. A number of cafes and restaurants are located along George Street, including the Bakehouse Garden Korean Restaurant, Dawat Restaurant, Zenobia Restaurant and Zenja Café. NRMA Motoring Services accommodates a large commercial tenancy within Building H1. An AMF Bowling Centre and Lasertag are located to the rear of the public space (Gate 4 entry) in Building H3.

- Building I has been refurbished and accommodates the ED5 Dance Studio and commercial office tenancies.
- Building K has been refurbished and accommodates commercial office tenancies.
- Building L is currently under construction and will comprise ground floor uses to activate George Street and a multi-deck car park.
- Building M has been refurbished and tenants include two childcare centres and serviced offices.
- Building N accommodates a café/takeaway restaurant and a vacant tenancy.

On site car parking has been provided across the site, including multi-deck car parks and at grade car parking areas in accordance with the site masterplan. The car parks have been and will continue to be constructed in stages to supply the required car parking to meet development consent requirements when tenants commence operations. This approach has ensured that adequate on site parking is available to accommodate activated uses.

The land that is the subject of the Part 3A application currently accommodates two large at-grade car parking areas as shown in the reduced sized version of the Landscape Concept Masterplan in **Figure 7** below. The redevelopment site also includes a substation building located on the Parramatta Road frontage and part of Building G, which is located on George Street.

Figure 7 – Bakehouse Quarter Masterplan

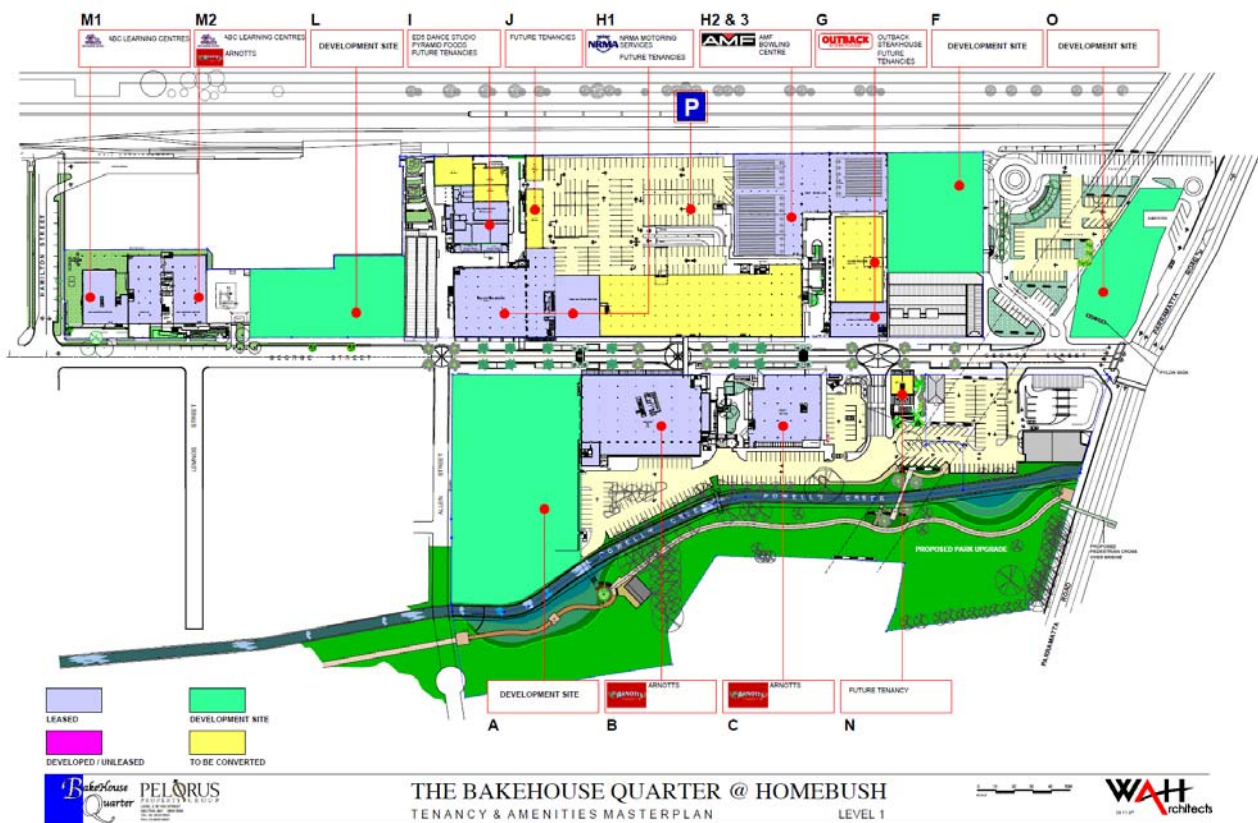


3 Development Proposal

The proposal comprises the redevelopment of the south eastern portion of the site on the corner of George Street and Parramatta Road, as described previously in **Section 2.3**. The redevelopment site is partly located beneath the M4 Motorway and the planned future widening of the Motorway.

This portion of the Bakehouse Quarter site is shown as Development Site F, Development Site O and an at-grade car park in the Level 1 Masterplan (refer to **Figure 8** below).

Figure 8 –Level 1 Masterplan



The existing features of the redevelopment site are described below, with photographs provided in **Figure 9** on the following page

- Development Site F comprises an at-grade car park at the rear of Building G (refer to **Picture 9**). Building G (shown in **Picture 10**) is to be partially demolished to facilitate access to the future car park.
- Development Site O is currently undeveloped. The previous factory building has been demolished and the site is currently being used as an at-grade car park. The only structures on the site are a substation building on the Parramatta Road frontage (as shown in **Picture 11**) which is to be relocated and a pylon/billboard sign near the intersection of Parramatta Road and George Street (refer to **Picture 12**) which is to be retained. The existing access from Parramatta Road (refer to **Picture 13**) is to be retained, however, it will be restricted to one-way entry movements.
- The at-grade car park shown on the masterplan comprises the land beneath the M4 Motorway. This land is currently being used as car parking (refer to **Picture 14**).

Figure 9 – Development Site Photographs



Picture 9 – At-grade car park to rear of Building G, part of which is to be demolished



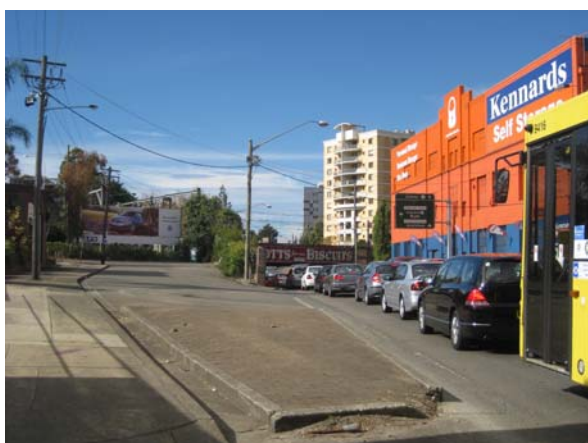
Picture 10 – Western part of Building G, currently occupied by Lollipops play centre



Picture 11 – Existing substation building along Parramatta Road frontage



Picture 12 – Pylon sign, corner of George Street and Parramatta Road



Picture 13 – Existing frontage and slip lane from Parramatta Road



Picture 14 – At-grade car park below M4 Motorway

The Part 3A application seeks to redevelop this land to accommodate the following development:

- Building F – a drama theatre with rehearsal space and retail tenancies on the lower and upper ground and commercial office space on the upper levels, located to the north of the M4 Motorway.

- Building G – use of part of an existing building as a two storey tavern with al fresco dining, located partially beneath the future widening to the M4 Motorway.
- Building O – a single level restaurant with outdoor terrace located on the corner of Parramatta Road and George Street.
- Building P – a multi-level theatre building with rehearsal space and ancillary facilities that physically adjoins the restaurant in Building O.
- Building Q - a hotel and function centre that physically adjoins the theatre building and comprises reception, function, restaurant and ancillary facilities on the ground and first floor with approximately 175 accommodation suites on the upper floors.

Development concept plans are attached as **Appendix A**. A reduced sized version of View 8a is below.

Figure 10 – Development Concept: View 8a



Buildings O, P and Q will be constructed as a single building mass located along the southern portion of the site adjacent to Parramatta Road. Each building will be designed to have a distinct character and appearance. An al fresco dining area is provided to the northern side of the restaurant. A forecourt area is located adjacent to the theatre and the restaurant, adjoining the setdown area and the car park.

Building F is setback to the eastern boundary, consistent with the building line set by the existing development. Building G will be partially retained and adapted for use as a tavern. Partial demolition of Building G is required to accommodate vehicle entry and exit from George Street, however, the building is not of heritage significance. The existing slip lane from Parramatta Road will be utilised to enable direct access to the hotel and the theatre loading area. On-site car parking is provided below the M4 and within Building F. Set down areas are provided adjacent to the hotel entry, tavern and theatre.

The proposed development is forecast to result in an estimated additional 1,400 jobs. A breakdown of the employment generating potential of the redevelopment proposal is provided in **Table 2** below:

Table 2 – Potential Employment Generation

Employment Densities - The Bakehouse Quarter			
Industry	Floorspace	Benchmark	Total Number of Employees
Retail	472	29	16
Office	22,000	19.96	1,102
Restaurant	300	20.54	15
Theatre ¹	4,279	40	107
Tavern	1169	35.44	33
Hotel/Function Centre ²	176 suites	1 employee per 2 bedrooms	88
Total³	36,190	-	1,361

¹ - Based on employment densities from "Employment Densities: A Full Guide", ArupEconomics+Planning, 2001

² - Based on employment densities of one employee per two suites from "Employment Densities: A Full Guide", ArupEconomics+Planning, 2001

³ - Total floorspace calculated including hotel floorspace 7,970 sq.m.

Source: CLUE, 2006; Urbis

4 Planning Context

4.1 Background

Prior to 1996, the site was zoned 4(a) General Industrial. Following the closure of the Arnott's Biscuits factory, Local Environmental Plan (LEP) No 76 was gazetted to amend the Concord Planning Scheme Ordinance (CPSO) and permit the continuation of the Arnott's Biscuits office activities (in the absence of an associated manufacturing use). LEP 98 was gazetted in December 1998 to permit the ongoing use of the site as commercial premises.

LEP 100 was gazetted on 24 December 1999, rezoning the site to 10(b) Enterprise Area and permitting a range of uses with specific built form and use controls including:

- Maximum floor space ratio (FSR) of 0.75:1.
- Maximum of 6,000m² of restaurant/shop floor space.
- Maximum height of 24 metres.

A site masterplan prepared in accordance with the above controls was approved in 2000 and the redevelopment of the site has been undertaken in accordance with subsequent detailed development consents. It is important to realise that while the rezoning facilitated the urban renewal of the site, the associated controls restricted the development potential so that existing buildings are required to be partly demolished or underutilised to achieve compliance.

4.2 Current Local Controls

Canada Bay Local Environmental Plan 2008 was gazetted on 7 March 2008. This LEP was a consolidating instrument, amalgamating the local planning provisions of the former Concord and Drummoyne LGAs, in accordance with the provisions of the Standard LEP Template. The Bakehouse Quarter is zoned Zone B3 Commercial Core under the provisions of the LEP. The key site controls provided in LEP 100 (ie FSR, floor space and building height) were incorporated into the Comprehensive LEP, with minor modifications.

City of Canada Bay Development Control Plan was adopted by Council on 4 September 2007. The DCP provides the detailed development controls for the LGA, including matters such as building design, car parking and the like. There are no specific planning controls within the DCP that apply to the Bakehouse Quarter, which is the only site that benefits from a B3 Commercial Core zoning. However, the provisions of Part 7 – Mixed Use Areas and Neighbourhood Centres are still considered relevant to the proposal.

A table summarising the preliminary compliance assessment of the proposal with the key local planning controls is provided as **Appendix B**. The detailed controls will be assessed in the Environmental Assessment.

4.3 State Environmental Planning Policies

4.3.1 State Environmental Planning Policy (Major Projects) 2005

State Environmental Planning Policy (Major Projects) 2005 came into affect on 25 May 2005. The SEPP defines development that is a major project as determined by the Minister for Planning.

A submission was made to the Minister on 5 March 2009 requesting the proposal be declared a Major Project pursuant to Clause 6 of the SEPP. The Director-General of the Department of Planning confirmed in correspondence dated 29 April 2009 that the proposed development is of a kind described in Schedule 1, Group 6, Clause 17 of the Major Project SEPP and is a Project to which the Part 3A of the Act applies. The Director-General also authorised the submission of a Concept Plan, however, it is

noted that a Concept Plan is not required to facilitate the development and it is intended to provide sufficient detail to enable a Project Approval to be issued.

A copy of the Director-General's correspondence is attached as **Appendix C**.

4.3.2 State Environmental Planning Policy (Temporary Structures and Places of Public Entertainment) 2007

State Environmental Planning Policy (Temporary Structures and Places of Public Entertainment) 2007 aims to:

- Protect the surrounding environment from noise, parking, traffic and heritage impacts.
- Promote the creation of jobs in the public entertainment industry.
- Increase public access to public entertainment.

The SEPP requires a consent authority to consider a range of matters prior to granting consent for a place of public entertainment. The definition of a *'place of public entertainment'* includes *'any theatre or cinema (including a drive-in or open-air theatre or cinema) that is used or intended to be used for the purpose of providing public entertainment'*. As such, the SEPP will apply to the proposal. The matters that will need to be considered include:

- Maximum number of people permitted in the building at any one time while entertainment is being provided and how that number should be monitored.
- Principles for minimising crime risk set out in Part B of the Crime Prevention Guidelines.
- Potential adverse noise impacts and any proposed mitigation measures.
- Appropriate hours of operation.
- Parking or traffic impacts likely to be caused as a result of the use proposal.

Each of these matters is considered further in Section 5.

4.3.3 State Environmental Planning Policy (Infrastructure) 2007

State Environmental Planning Policy (Infrastructure 2007) aims to facilitate the effective delivery of infrastructure across the State, including consultation with public authorities during the assessment process.

The redevelopment site has frontage to Parramatta Road, which is a classified road. Further, the proposed development will fall under Column 1 in Schedule 3 as more than 10,000m² of commercial floorspace is proposed. As such, the RTA will need to be consulted during the assessment process.

Further, the proposed development will require excavation works in excess of two metres. Accordingly, the chief executive officer of the rail authority for the rail corridor will need to be consulted during the assessment process.

4.3.4 State Environmental Planning Policy 55 – Remediation of Land

State Environmental Planning Policy No 55 states that land must not be rezoned or developed unless contamination has been considered and, where relevant, land has been appropriately remediated.

The site was formerly used for manufacturing and as such, the provisions of SEPP 55 will need to be addressed in the Environmental Assessment.

4.3.5 State Environmental Planning Policy No 64—Advertising and Signage

State Environmental Planning Policy No 64—Advertising and Signage aims to ensure that signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of high quality design and finish.

The development plans include indicative signage locations and dimensions. It will be necessary to articulate whether these signs are to be ‘advertisements’ (third-party signage) or ‘business identification signs’ and assess the proposed signage in accordance with the relevant requirements of SEPP 64. If the signs are to be limited to ‘business identification signs’, the provisions of Part 3 of the SEPP will not apply and consideration will only need to be given to Schedule 1. However, if third party signage is proposed, the provisions of Part 3 will apply and RTA concurrence may be required.

4.4 Strategic Planning Initiatives

4.4.1 Sydney Metropolitan Strategy – City of Cities

The Sydney Metropolitan Strategy provides the strategic policy for the future development of Greater Metropolitan Sydney over the next 25 years. The Metropolitan Strategy, released in December 2005, identified eight key elements in managing the future growth of Greater Sydney and achieving a more sustainable city.

Of particular relevance to this site are the objectives with regard to the Centres and Corridors, including the nomination of the Parramatta to City regional road link as an economic, renewal and enterprise corridor.

4.4.2 Draft Subregional Strategy for Inner West Subregion

The City of Canada Bay is located within the Inner West Subregion of the Sydney Metropolitan Area. The Draft Subregional Strategy for the Inner West Subregion was publicly exhibited by the Department of Planning on 30 June 2008.

The Bakehouse Quarter is classified as a ‘Village Centre’ under the provisions of the Draft Strategy. The appropriateness of this classification was raised in a submission lodged with the Department of Planning, having regard to its existing and likely future role within the centres hierarchy and the employment capacity of the site.

Parramatta Road is identified as an ‘Enterprise Corridor’, having regard to its high traffic volumes and range of economic activities. The proposal is considered to be compatible with the Subregional Strategy, as the redevelopment seeks to revitalise this part of Parramatta Road and will provide an effective buffer between the busy sub-arterial road and the balance of the mixed-use precinct.

The Draft Subregional Strategy also recognises the important contribution of entertainment and nightlife clusters, including restaurants, cafes, bars, hotels, theatres and cinemas, to the cultural life of the city and the economy. The Draft Strategy states:

Development of entertainment and nightlife clusters can enhance the vibrancy and attractiveness of centres. Appropriately located and well designed night time activity can improve public safety through passive surveillance. Providing opportunities to access entertainment and nightlife within the subregion will also contribute to self-containment and reduce transport pressures.

The Draft Strategy also acknowledges that potential issues between residents and entertainment facilities need to be carefully managed to support the local economy while addressing resident needs.

4.4.3 Draft Canada Bay Local Planning Strategy

City of Canada Bay Council engaged SGS Planning to undertake a number of strategic planning studies to form the basis for the preparation of the future Comprehensive Local Environmental Plan.

The most recent of these studies is the Draft Canada Bay Local Planning Strategy, which was placed on public exhibition from 12 May to 9 June 2009.

The Bakehouse Quarter features significantly in the Draft Strategy, taking into account both its existing and future employment potential. Map 3.6 identifies the Bakehouse Quarter as a 'Future Investigation Area (along with Rhodes and Victoria Road, Drummoyne). A number of the Employment Actions are directly and indirectly relevant to the Bakehouse Quarter, including:

- *Action E5 – Continue to advocate for improved public transport access*
- *Action E6 – Investigate opportunities to increase employment and residential land uses around major infrastructure projects*
- *Action E7 – Protect existing employment capacity and provide diverse opportunities for future employment in the LGA*
- *Action E10 – Coordinate the intensification of employment zone in conjunction with transport infrastructure provision*
- *Action E11 - Continue to work with key local industries to support and develop the local economy*

Parramatta Road is also identified as a Special Area and has a number of additional Actions that are relevant to Bakehouse Quarter, including:

- *Action S10 – Promote a mix of employment generating uses on the Parramatta Road Corridor*
- *Action S11 – Improve urban design and pedestrian amenity through design and planting*

The Strathfield Triangle and Rhodes Peninsula are also identified as a Special Areas in the Draft Strategy. The Strathfield Triangle is forecast to accommodate higher density residential development that will potentially benefit Bakehouse Quarter. The existing controls in the SREP for the Rhodes Peninsula are proposed to be integrated into the Comprehensive LEP.

It is acknowledged that a submission has been prepared on behalf of the Pelorus Property Group and submitted to the City of Canada Bay Council to respond to the matters raised in the Draft Strategy that are directly or indirectly relevant to the Bakehouse Quarter. This submission has reiterated the long-held position of Pelorus that the current 0.75:1 maximum floor space ratio for the Bakehouse Quarter is inappropriate and should be increased to at least 2:1.

5 Key Issues and Management Measures

5.1 Social and Economic Impacts

It is anticipated that the proposed development will generate significant social and economic benefits for the Canada Bay Local Government Area, the Inner West Subregion and the Sydney Metropolitan Area. In particular:

- The proposed development will activate the southern end of an established mixed-use precinct by introducing additional night-time uses that complement existing dining and entertainment activities.
- The proposed redevelopment will revitalise the southern end of Parramatta Road, in close proximity of an established and growing residential precinct (Strathfield Triangle).
- The proposed theatre precinct will contribute to the cultural diversity of the Inner West and Greater Western Sydney and offers the potential to nurture and develop young people in the arts through its links with the McDonald Foundation Cultural Trust.
- Approximately 1,400 ongoing jobs are forecast to be created as a result of the proposal. It is anticipated that the development will also create a significant number of construction jobs and ongoing jobs that are indirectly created as a result of the proposal.

The Clause 6 declaration issued by the Director-General on 29 April (**Appendix C**) advised further analysis will need to be undertaken with regard to the impact of the proposal upon the role and function of nearby centres. Further, review of the planning controls has indicated that a number of issues will need to be addressed associated with the proposed entertainment activities.

5.1.1 Centres Hierarchy

The Department of Planning has advised that the centres hierarchy needs to be considered, taking into account the role of Burwood as a Major Centre, Rhodes-Olympic Park as a Specialised Centre and Bakehouse Quarter as a Village Centre. In particular, the proposed commercial development will need to be carefully assessed to determine its likely impact.

It is intended to address this matter in the preparation of the Environmental Assessment for the Project Application. However, preliminary research undertaken regarding the nominated centres as identified the following:

- **Burwood** - the Draft Subregional Strategy for the Inner West states that **9,500 people** were employed in Burwood in 2001 and this is forecast to grow to **13,000 workers** by 2031, with 100,000m² of additional commercial office space. The Draft Burwood Town Centre Local Environmental Plan provides for floor space ratios of up to 6:1 and maximum building heights of up to 70 metres within the city centre.
- **Olympic Park** – the Draft Sydney Olympic Park Masterplan 2030 states that Olympic Park currently accommodates 60 businesses and **6,000 employees**. The Draft Masterplan aims to provide a total of 1.4 million m² GFA, with a projected daily population of **28,500 workers**, 15,000 visitors, 14,000 residents and 5,000 students. The Draft Masterplan also includes floor space ratios of up to 6:1 and maximum building heights of up to 30 storeys.
- **Rhodes** – the Draft Subregional Strategy for the Inner West states that **5,700 people** were employed in Rhodes in 2001, however, this is expected to have increased significantly since that time. The 2031 capacity target is for **11,700 jobs** to be provided in Rhodes, with improved connectivity to existing and future development at Olympic Park.
- **Bakehouse Quarter** - approximately **1,400 people** are currently employed at Bakehouse Quarter. This is expected to increase to approximately **2,800 workers** as a result of the proposed development.

The total employment at the Bakehouse Quarter as a result of the proposed development is significantly less than both the existing and projected employment figures for each of the above centres and is consistent with its role within the subregional employment or centres hierarchy. The proposed 22,000m² of commercial floorspace is much less than the established and forecast commercial floorspace for the Burwood Major Centre and the Olympic Park-Rhodes Specialised Centre. Further, it is important to realise that the forecast market for the commercial floorspace at Bakehouse Quarter is quite different to the market for commercial floorspace in the other centres.

The Bakehouse Quarter provides a physical environment that is not able to be replicated within the corporate business parks at Olympic Park and Rhodes and the traditional business town centre in Burwood. Tenants are attracted to the Bakehouse Quarter for its unique aesthetic qualities, arising from the adaptive re-use of the former Arnotts factory buildings. Future tenants are expected to be drawn from creative industries, including advertising, architecture, graphic design, film and television production, marketing and the like. These firms are unlikely to be attracted to the existing and/or future commercial floorspace at Burwood or Olympic Park-Rhodes and as such, are highly unlikely to compete or impact on the ongoing growth at these centres.

Further, it is anticipated that the development of the Bakehouse Quarter may have a positive impact on the growth of the competing centres. The future tenants at Bakehouse Quarter are likely to drive demand for more traditional local commercial services, such as accounting, taxation, IT and legal services and the like, which are already accommodated within the surrounding centres.

A Project Benefits and Impacts Analysis will be undertaken by an appropriately qualified consultant to establish the potential social and economic impacts of the proposed development, including the potential impacts on the centres hierarchy.

5.1.2 Cultural Diversity and Public Entertainment

The Public Entertainment SEPP aims to promote job creation within the entertainment industry and increase public access to entertainment activities. The Draft Subregional Strategy for the Inner West Subregion recognises the important contribution of entertainment and nightlife clusters to the cultural life of the city and the economy.

The Environmental Assessment will provide details regarding the proposed theatres, including their likely future use by the McDonald College and others and their relationship with the other night-time activities at the Bakehouse Quarter.

5.2 Environmental Impacts

The Clause 6 declaration issued by the Director-General on 29 April (refer to **Appendix C**) also cited concern regarding the height of the proposed development. It is assumed that this statement referred to the proposed hotel and commercial office building, each of which is 12 storeys in height.

Further to the above identified issue, it is acknowledged that a range of environmental impacts will need to be assessed, taking into account the highly visible location of the development site and the scale of the project. Each of these issues is discussed in the following sections.

5.2.1 Built Form and Shadow Analysis

The design and appearance of the proposed buildings will need to be assessed in detail, having particular regard to the maximum building height of the hotel and commercial offices and the visibility of the development site from the M4 Motorway and Parramatta Road.

A Built Form Analysis will be undertaken to assess the potential visual impacts of the proposed buildings. Further, shadow diagrams will be prepared to assess the potential impact on solar access and overshadowing.

5.2.2 Public Domain Improvements

The design and appearance of the outdoor spaces will also have a prominent role, taking into account the forecourt areas adjacent to the theatres and the potential detrimental impacts of the existing and future M4 Motorway on the quality and maintenance of these spaces.

Public domain improvements will form part of the proposed site works and will be designed to an appropriate level of detail for submission with the Environmental Assessment.

5.2.3 Traffic and Transport

It is proposed to engage a traffic consultant to prepare a Traffic Impact Assessment that assesses the likely traffic generation of the proposed development, identifies the likely impacts on the local road network, assesses the appropriateness of the proposed access arrangements and makes recommendations for any mitigation measures required to address the identified impacts.

The Traffic Impact Assessment will also assess the on-site car parking to be provided and assess whether it will meet the anticipated demand, while not discouraging the use of public transport, cycling and walking as a means of transport.

5.2.4 Acoustic and Vibration Impacts

The Bakehouse Quarter is separated from the surrounding residential areas by Parramatta Road and the Northern railway line. It is understood that no submissions have ever been received from residents with regard to the development applications for the current night-time activities. However, it is acknowledged that hotel guests may be affected by the on-site activities, road traffic noise associated with the M4 Motorway and Parramatta Road and railway noise and vibration associated with the adjoining railway line.

A Noise and Vibration Impact assessment will be undertaken by an appropriately qualified consultant to measure background noise and vibration and identify potential amenity impacts associated with the existing and proposed site activities, rail and traffic noise and potential sleep disturbance. The assessment may include recommendations to mitigate any identified negative amenity impacts on the hotel operations. The assessment may also establish any particular construction requirements necessary to mitigate potential rail vibration impacts.

5.2.5 Infrastructure and Services

The proponent will consult with each of the relevant utility/service providers to confirm that adequate services are available to the site to accommodate the proposed development. It is acknowledged that relocation of the existing substation will need to be negotiated with the relevant electricity provider.

Further, a Waste Management Plan will need to be prepared for the demolition, construction and operational phases of the development in accordance with the requirements of Council and any other relevant authorities.

5.3 Stakeholder Consultation

The City of Canada Bay Council has been briefed regarding the proposed redevelopment of the south eastern precinct of the Bakehouse Quarter on a number of occasions. Meetings have been held with senior representatives of Council, including the General Manager and the Director of Planning & Environment, and representatives of both Pelorus and the McDonald Trust, including an on-site visit. It is intended that Council will continue to be briefed regarding the project.

It is acknowledged that both the Roads and Traffic Authority and State Rail Authority will also need to be consulted during the assessment of the Project Application, taking into account the provisions of the Infrastructure SEPP.

Overall, it is considered that project does not warrant a Planning Focus Meeting, taking into account the established nature of the Bakehouse Quarter. Any stakeholder issues may be raised and responded to as part of the public exhibition and assessment process.

6 Summary

This Preliminary Environmental Assessment has been prepared on behalf of Pelorus Property Group and is submitted to the Minister for Planning pursuant to Part 3A of the Environmental Planning and Assessment Act 1979 and State Environmental Planning Policy (Major Projects) 2005.

The report provides a comprehensive overview of the redevelopment proposal and Pelorus Property Group formally requests that the Director-General of the Department of Planning issue Environmental Assessment Requirements for the lodgement of a Project Application in accordance with Section 75F of the Environmental Planning and Assessment Act 1979.

Appendix A Development Concept Plans

Appendix B DCP Compliance Summary

Issue	Required	Proposed	Complies (Y/N)
Canada Bay Local Environmental Plan 2008			
B3 Commercial Core Zone Objectives	Provide range of retail, business, office, entertainment, community and other suitable land uses to serve local/wider community. Encourage appropriate employment opportunities in accessible locations. Maximise public transport and encourage walking and cycling.	The proposed development is entirely consistent with the zone objectives, taking into account the mixture of existing and proposed uses and the opportunity to accommodate additional employment within close proximity of the site to public transport facilities and residential areas.	Yes
Permitted Uses in Zone B3	Permitted development includes entertainment facilities, function centres, hotel or motel accommodation, office premises, retail premises and tourist and visitor accommodation	Each of the uses proposed in the Project Application is permitted with development consent under the provisions of the LEP.	Yes
Floor Space Ratio	Maximum floor space ratio of 0.75:1	The existing development has a total GFA of 35,583m ² . The proposal seeks approximately 34,671m ² additional GFA (ie excluding the existing floor area). Based on a 7.6 hectare site area and a total GFA of 71,773m ² , the FSR is 0.94:1, exceeding the LEP.	No, however, appropriate on merit
Retail Activities	Maximum of 6,000m ² of gross floor area being used for the purposes of retail premises (excluding restaurants) and 3,500m ² of gross floor area being used for the purposes of a supermarket	The site currently provides approximately 3,000m ² of retail floorspace including Aldi supermarket (1200m ²), Harris Farm Markets (733m ²), Komart Asian supermarket (330m ²), Harrison's Pharmacy (265m ²), Moree Meats (177m ²), Bakehouse Newsagency (123m ²) and Bakehouse Quarter Minimart (109m ²). The proposal seeks 472m ² additional retail space, which is still significantly less than the maximum LEP requirement.	Yes
Building Height	Maximum height of 27 metres	The highest buildings are Building G (theatre/offices) and Building Q (hotel/function centre). Building G has an approximate height of 53 metres and Building Q has an approximate height of 48 metres, each of which exceeds the maximum control.	No, however, appropriate on merit
Heritage	Part of the site is of local heritage significance. The listing applies to 16–18 George Street, which is on the western side of George Street. The eastern portion is not affected.	A Heritage Impact Assessment is not necessary as the proposed development is consistent with the approved site masterplan. Further, the proposed buildings are located some distance from the heritage items and Building G, which is the closest, will largely be retained	Yes

Issue	Required	Proposed	Complies (Y/N)
City of Canada Bay Development Control Plan			
<i>Part 3 - General Information</i>			
Sustainable Development	The DCP provides ESD objectives and guidelines, including building orientation, glazing, cross ventilation, insulation, appliances and water conservation.	The proposed development seeks to re-use existing buildings, as well as redeveloping a currently vacant land parcel. The proposal will seek to incorporate ESD initiatives where feasible.	Yes
Equity of Access	The DCP outlines the legislative requirements and provides detailed guidelines associated with achieving equitable access.	The proposal will be designed to address all relevant criteria, including the Disability Discrimination Act, Building Code of Australia and relevant Australian Standards.	Yes
Stormwater, Detention and Sediment Control	The DCP provides guidelines for the management of stormwater runoff and for erosion and sediment control for building construction activities.	The site is currently predominantly hardstand as shown in the previous site photographs. As such, the proposal will not result in any increased stormwater run-off that would warrant OSD. Soil erosion and sediment controls will be provided during the demolition, excavation and construction phase, if required.	Yes
Contamination	The DCP lists the type of land uses and activities that may pose a risk of site contamination and outlines the relevant steps in the assessment process.	The site is currently predominantly used for car parking. It was formerly used for the manufacture of metal springs and coils. Sampling and analysis will be undertaken if required to confirm the existence of contamination arising from the previous activities.	Yes
Bicycle Parking and Storage Facilities	Bicycle parking and storage requirements are outlined for various activities, including cafes, hotels, motels, offices/commercial, restaurants and shops.	It is unlikely that the night-time uses will create a demand for bicycle parking, however, it is acknowledged that day-time staff and visitors, may be encouraged to access the site by cycling through provision of appropriate parking and storage facilities.	Yes
<i>Part 7 – Mixed Use Areas and Neighbourhood Centres</i>			
Building Design and Appearance	Building mass should maintain prevailing vertical character. Disruption of the street wall massing is not permitted. Provide a definitive and articulated street address to both facades when fronting a main road and a smaller road or car park. In commercial areas where parapet skylines predominate, infill development should also include parapet skylines and reflect the	The proposed office and hotel buildings are the most visually prominent, taking into account their overall height. However, each of these buildings are considered to be appropriate, taking into account the surrounding built environment, including the 12 storey buildings in the nearby Strathfield Triangle and Station Street residential precincts. It is proposed that a Built Form Analysis will be undertaken to	Yes

Issue	Required	Proposed	Complies (Y/N)
	existing building rhythm and horizontal control lines. Refurbishment or redevelopment of a building should include an awning of a similar height, width and general appearance to that of adjoining contributory awnings.	assess the potential visual impacts of the proposed buildings. It is anticipated this analysis will guide the detailed design of the buildings to ensure that the proposed development sits comfortably within its visual catchment.	
Retail Frontages	Shopfronts should use materials which match or complement materials in the existing building. Provide direct access between the footpath and the shop. Avoid large areas of unbroken glass and wide sliding doors.	The existing retail frontage on George Street will largely be retained through the adaptation of Building G. The concept design for the new buildings provides for a consistent design approach to ensure that the proposal complements the existing streetscape.	Yes
Parking	On site parking should be below ground or within a building and access integrated with building. Loading facilities to comply with RTA and AS2890.2. Car spaces to be 5.4m x 2.4m. Car parking rates are as follows: <u>Motels</u> : 1 space for each unit + 1 space per 2 employees if restaurant included then add the greater of 15 spaces per 100m ² GFA of restaurant/function room, or 1 space per 3 seats <u>Hotels</u> : Comparisons should be drawn with similar developments Office Premises: 1 space per 40m ² GFA <u>Shops</u> : 1 space per 40m ² GLFA Restaurants/Cafes: whichever is the greater of 1 space per 6m ² of serviced area or 1 space per 4 seats. <u>Pub</u> : Comparisons should be drawn with similar developments	Detailed assessment of car parking will be provided in the Environmental Assessment, upon further clarification of the final additional GFA and the required number of on-site car parking spaces.	To be determined
Waste Management	All DAs involving demolition or construction are to be accompanied by a Waste Management Plan.	A Waste Management Plan will be prepared and submitted with the application.	Yes

Part 9 – Signs and Advertising Structures

General Objectives and Standards	The siting, location, size, heights, scale, design, colour, shape and materials of construction of advertisements should: Complement and enhance the character of the locality; Complement and enhance any building, structure or site of heritage significance; Not obscure the view of attractive	Indicative signage locations are nominated on the concept plans. These include signage types that are not considered to be appropriate under the provisions of the DCP, however, the signs are consistent with the signage objectives and are considered to be appropriate for the site, taking into account the nature of the site activities and the location on	No, however, appropriate on merit
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Issue	Required	Proposed	Complies (Y/N)
	landscapes, streetscapes, or significant buildings; and Not adversely affect the safety of traffic or pedestrians. Signs which are not considered to be appropriate include: More than one projecting/flush/painted wall sign per building or any sign not for business or building identification purposes Signs located on or above awning Signs over 20m ² area or 8m height.	Parramatta Road.	
Sign Proliferation and Dominance	Signs, other than those relating to the occupier are not permitted. Maximum size/area and number included in Table 9.1. Number of advertisements should be minimised to avoid visual clutter and duplication of message. Signs should provide clear property and business identification without dominating site or streetscape. Signage should be visually subordinate to building and its façades.	The indicative signs exceed the maximum size/area provided in the DCP, however, the signs are considered appropriate, taking into account the nature of the site activities and the location on Parramatta Road.	No, however, appropriate on merit
Integration	Signs attached to buildings should be of appropriate colour, scale and proportion and coordinated with the architectural form and design.	The indicative signs have been designed to be compatible with the buildings on which they are located. The large flush wall sign on Parramatta Road will create visual interest where there would otherwise be a predominantly blank façade, taking into account the built form required for a theatre.	Yes
Architectural Amenity and Residential Character	Scale should be compatible with buildings, street widths and other existing signs.	As above.	Yes
Public Safety	An advertisement should not endanger public safety, or cause nuisance or hazard by reason of its location, construction or design by: (a) Glare or reflection (b) Obscuring views (c) Screening hazardous features (d) Designs or messages that may confuse or distract motorists.	The proposed signs are attached to the building and will not cause any public safety issues.	Yes

Appendix C Director-General Correspondence

