

20 December 2010

Ms Caroline Owen
Major Projects Assessment,
Department of Planning
GPO Box 39
Sydney NSW 2001

Dear Ms Owen

**RE: ENVIRONMENTAL ASSESSMENT EXHIBITION – MP 09_0054 - MIXED
USE DEVELOPMENT AT BAKEHOUSE QUARTER, PARRAMATTA ROAD &
GEORGE ST, NORTH STRATHFIELD**

Thank you for the invitation for Strathfield Council to provide comment regarding the public exhibition of the above Part 3A Major Project application. Council has reviewed the documents and provides the following comments.

There are a number of matters as detailed below which need to be further addressed before the potential social, economic and environmental impacts of the proposed project can be fully considered and assessed.

State Government Strategic Planning Policy

The development proposal in terms of its bulk, size, scale, proposed uses and location is inconsistent with the centres hierarchy outlined in the Inner West Metropolitan Strategy. The Bakehouse Quarter precinct has been identified in the strategy as a 'Village' centre. The strategy describes this as "normally a strip of shops and surrounding residential area within a 5 to 10 minute walk. Contain between 2,100 and 5,500 dwellings." (Inner West Metro Strategy:47)

In terms of the strategic objectives of the Draft Inner West Metropolitan Strategy and the hierarchy of centres, development of this type such as the two large theatres and the 176 room hotel would not normally be considered appropriate for a 'Village' centre but rather a higher order centre such as a 'Town Centre' or 'Major Centre.' In addition the location being more than 400m from a suburban station (North Strathfield) and being more than 800m from a major station (Strathfield) does not adequately support these types of land uses.

The existing B3 Commercial Core zoning for the subject area does however permit the higher uses proposed. However it is noted that this zoning is not consistent with the Inner West Metropolitan Strategy's 'Village' centres

classification or the zoning hierarchy in relation to other similar centres across Sydney.

These inconsistencies have been acknowledged in the EA but not adequately justified. The EA states for example that:

'the inclusion of the Bakehouse Quarter recognizes its role as a centre, even where it does not comfortably fit within the standard hierarchy' (EA:30).

The proposed development does not therefore comply with the Inner West Subregional Strategies strategic objectives for centres.

Traffic and Infrastructure

The development proposal has been accompanied by a Traffic and Accessibility Impact Study which concludes that 'the road network in the area generally has adequate capacity to cater for forecast flows' (Urbis Town Planning Report:32).

However there are considerable existing unresolved infrastructure and traffic congestion issues across the broader 'general area' including road intersections along Parramatta Rd (east and west of the northern rail corridor), the M4 entry/exits, Concord Rd, Leicester Avenue, Pomeroy St/Underwood Rd, Raw Square and Strathfield Town Centre.

The potential approval of this proposal along with other large scale proposed and future developments within this region within the Strathfield and Canada Bay local government areas will potentially have a compounding negative impact on existing local traffic and infrastructure issues. These issues require considerable planning, co-ordination and implementation from all levels of Government to support the increased densities that this proposal and others in the region will be creating (to meet the Metropolitan Strategy targets). This relates particularly to:

- Road traffic access and congestion
- Pedestrian and cycle access (e.g linkages to North Strathfield Station, Strathfield Station, Homebush Station)
- Access to frequent, reliable and accessible public transport (e.g buses and trains)
- Access to other facilities such as open space and community facilities

Built Form

The combination of the architectural style, detailing, bulk, scale, built form and layout of the proposal conflicts with the industrial/warehouse character of the adjoining Bakehouse Quarter (former Arnotts factory building).

The applicant's 'visual analysis' does not fully recognize this conflict, instead attempts to demonstrate the "dislocation of most of the precinct (proposed) from the rest of the Bakehouse Quarter by the M4 Motorway and the precincts adjoining to Parramatta Rd..." This is despite Figure 27 which illustrates a clear visual streetscape and built form connection (along George St) from the existing Bakehouse Quarter buildings through to the potential new buildings (under and over the M4 overpass).

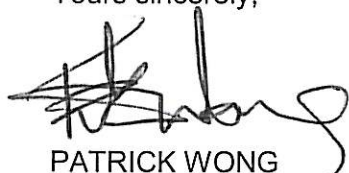
In addition the report does not fully assess the visual impact to the western and eastern sides of the State Heritage listed Arnott's Rail Bridge over Parramatta Rd.

Therefore it is considered that the design of the proposed development does not adequately contribute to and support the existing Bakehouse Quarter character.

It is requested that the above matters be adequately addressed before development approval is considered.

Should you have any questions in regard to this letter please contact Roger Brook, Council's Strategic Planning Co-ordinator on 9748 9932 during normal business hours.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Patrick Wong', written over a horizontal line.

PATRICK WONG
DIRECTOR TECHNICAL SERVICES