



11 February 2011

DHB:JQ\10-135

Mr Sam Haddad
Director General
NSW Planning
23-33 Bridge Street
SYDNEY NSW 2000

Dear Mr Haddad

Re: MP10-0076 Concept Plan for Mixed Use Residential and Commercial Development at 566-594 Princes Highway, Kirrawee Brick Pit, Kirrawee

We write on behalf of the owners of Menai Market Place Shopping Centre and Lend Lease Retail in relation to the exhibition of MP10-0076 submitted by Henroth Investment Pty Ltd for Concept Plan approval for a mixed use development at the Kirrawee Brick Pit site.

The proposed development is objected to on the following grounds:

- The development is inconsistent with the role of Kirrawee shopping centre in the retail hierarchy. Furthermore the design and layout of the development turns its back on and fails to integrate with existing Kirrawee centre.
- The retail component is inconsistent with the previously adopted Local Area Masterplan for Kirrawee and the site prepared in conjunction with the Department of Planning and, contrary to the economic impact assessment will have an adverse impact on the existing Kirrawee shopping strip.
- The intensity of retail development is contrary to the objectives of the mixed use zone and the provisions of the DCP applying to the site.
- The intensity of retail development is inconsistent with Council's shire wide retail hierarchy and will act to erode the structure of centres within the Sutherland Shire with consequential impacts on the retail function of other centres. The development occurs without any regard to the role of Kirrawee in the retail hierarchy.
- The development is inconsistent with the role of Kirrawee as expressed in the draft Subregional Strategy prepared by the Department of Planning.

- An approval of the proposal would pre-empt the outcome of further strategic retail planning studies that might consider the need for additional retail floorspace on a sub-regional basis in the light of revised population projections for the area and having regard to a range of options for meeting additional needs. A development of such retail intensity should await the outcome of further strategic planning studies and reviews in view of the inconsistency of the proposal with the existing strategic planning framework that other shopping centre owners are expected to comply with.
- An approval of this development would set an unhealthy precedent for other development inconsistent with strategic land use planning and local planning policies and provisions.

Should any clarification of this approval be required please do not hesitate to contact Martin Cunningham of Lend Lease Retail on 9277 2121.

Yours faithfully
BBC Consulting Planners



Dan Brindle
Director
Email dan.brindle@bbcplanners.com.au