

30 August 2010

Mr Michael Woodland
Director - Urban Assessments
Department of Planning
23-33 Bridge Street
SYDNEY NSW 2000
michael.woodland@planning.nsw.gov.au

cc. Anthony Witherdin – anthony.witherdin@planning.nsw.gov.au

Dear Michael,

Crown Street Wollongong (MP 09_0257) - Wollongong City Plaza Pty Ltd

Final Preferred Project Report

Since the submission of an initial Preferred Project Report on 27 November 2008, a series of discussions have ensued with the RTA on traffic matters. A number of additional information packages have been submitted in response to requests of the RTA, all of which the Department of Planning have been party to. A full record of the correspondence and additional information can be provided if necessary.

We understand that the RTA has agreed to issue their General Terms of Approval and therefore the assessment of the proposal can now proceed.

In terms of the issues raised in the initial feedback from the Department, we remind the Department that responses addressing each of these issues has been tendered previously (letter and additional information dated 27 November 2008).

We understand that there is a single issue at the heart of the proposal, retail premises larger than 400m² outside the commercial core. So as to be clear as to the proponent's position on this matter, the following points are submitted for consideration:

- As outlined by economic expert Peter Leyshon, the four premises over 400m² are essential for the viability of the centre and in his words:

"if the above tenants were excluded from the proposed development by virtue of the provisions of LEP...it would, in my opinion, render the retail component of the development unviable."

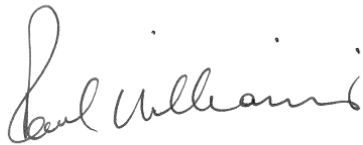
- It is submitted that the proposal will compliment and not detract from the viability of the existing commercial core for the following reasons
 - The overall Major Project Site includes a portion zoned commercial core (the Oxford component) that permits retail premises greater than 400m². This portion of the Site proposes limited retail due to the location of retail on the remaining portion of the site (the Dwyer's component). Were the site amalgamated and not separated by a road, this would not be an issue.
 - The retail centre includes a DDS and a multi-cinema complex that currently does not exist in the City Centre, both being uses which are essential to the City's regional role.

- The retail centre in this location would coexist comfortably in an economic sense with Wollongong Central, being an alternative anchor that draws customers along the Crown Street retail strip connecting the two.
- The retail centre would assist in the revitalisation of the eastern end of Crown Street and would complement the existing outdoor café feel through the inclusion of alfresco dining and a widened footpath facing north.
- The retail centre would provide a much needed attractor that would link the City Centre with its best attribute, the beach.

In these exceptional circumstances, it is requested that the Minister use his discretionary powers to allow these uses and advance the economic viability of the Wollongong Region.

Please call to discuss anything arising from the above. We look forward to receiving a report on the status of the assessment in due course.

Yours sincerely,

A handwritten signature in dark ink, which appears to read 'Paul Atree-Williams'. The signature is fluid and cursive, with a large initial 'P'.

Paul Atree-Williams
Associate Director