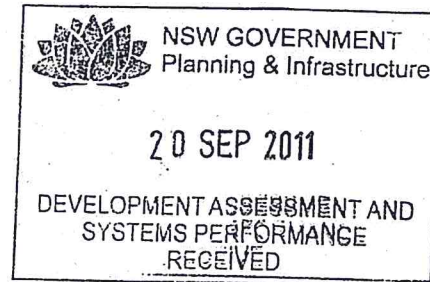


to Kate

An 30/9/11

19 September 2011



Attention: Director, Metropolitan and Regional Projects North.

We object to the proposed development of 330 Church St Parramatta.

The development is out of character both in form and in scale with its surrounds. It is mega density and mega height and will therefore decrease the amenity of the riverbank. The site benefits from open space reserves on the river but this proposal aims to exploit them, not enhance them. The towers at 84.5m and 117.6m are significantly over the allowable height levels. But, they seek variation from the planning standards. If granted this will be the start of the abandonment of the standards by developers in Parramatta and will eventually lead the city to becoming another Chatswood or North Sydney (with its incumbent wind tunnels shadowing, cold, not to mention loss of aesthetic appeal).

The development provides grossly insufficient parking facilities. 390 apartments, 4500 sq m of retail, a child care centre for 68 children, a library and a gym require significantly more than 597 spaces. 597 is significantly less than the 850 (450 and the 400 in the council parking lot) provided in 1961 when David Jones was opened. The very creative statement that the proposed traffic generation will be very similar to that which occurred

when DJs was operating on the site is inaccurate as it fails to acknowledge that DJs has not been operating on the site for over 15 years. As long term residents we recall that the DJs carpark was often insufficient even then.

The information provided by the applicant indicates that it does not satisfy the existing planning principles and compliance. The euphemistic "partially complies" is frequently evident in the papers supplied.

Given the Australian population, surely Parramatta does not need to become Hong Kong or New York. Even there, the twin towers will not be reconstructed.

Hasn't the GFC taught us that infinite extension is not sustainable?

It is noted that cities in the former Eastern Europe are revitalizing by demolishing the Communist era residential blocks.