

Minister for Planning & Public Spaces  
SSD - 78775458 (CPDM Pty Ltd: 3-9 Park Avenue, Gordon)  
4 Parramatta Square, 12 Darcy Street  
Parramatta  
NSW 2150

19 May 2025

Dear Minister,

**I'm writing to express my objection to CPDM's (Developer) proposed development at 3-9 Park Avenue, Gordon (SSD - 78775458).**

I have meticulously reviewed the exhibition documentation and I have grave concerns about the integrity of the submission.

It is overtly clear that the documentation prepared is disingenuous and biased in favour of the Developer. Critical claims of assessment are based on unsubstantiated generalisations, with elements of review excluded from their analysis (e.g. Visual Impact assessment of neighbouring dwellings).

Further, conclusions that it is acceptable from a Heritage Impact Assessment are comical. A proposed 31m high structure prominently situated on a ridge-line and rising straight up from Park Avenue, with limited setbacks, and only a typical two-way road suburban road tempering its impact, is ludicrous.

Below is a list of areas of critical concern, given the importance of the existing surrounding heritage homes and the Gordondale Heritage Conservation Area (HCA), the proposal, which blatantly ignores this setting.

**Building height:** Excessive, disproportionate, and domineering scale at 31m high, adjacent and opposite low rise heritage listed dwellings and a HCA.

**Set-backs:** Inappropriate in this setting, which will further cast a domineering presence of the proposed structure on the existing historical character of the streetscape.

**Design:** Modern, abrupt and jarring structure, unsympathetic to the local context of the existing area which the State Government has earmarked to be retained. Maximising density is the clear imperative for the Developer.

**Heritage:** The proposal has some regard to the adjacent heritage homes, however, has a complete lack of regard for listed heritage low-rise dwellings immediately opposite, as well as the Gordondale HCA.

**Council's Preferred Scenario:** The Developer acknowledges Council's Preferred Scenario would provide for better transitions and would more appropriately consider the local characteristics of the area. We need to apply Council's 7 planning principles to ensure we don't take a short-sighted approach to planning in an area which provides historic value and aesthetic significance to the State, albeit in a local context.

**Social Impact:** Documentation downplays the impact on the area and surrounding dwellings, with visual privacy set to be obliterated for surrounding properties, further exacerbating daily traffic chaos, along with environmental devastation.

**Affordability:** This proposal provides a tokenistic amount of affordable housing (31 apartments), with the majority of the development to remain unaffordable. This is an obvious attempt to have a basic set of high-rise apartments fast-tracked for approval, emotionally targeting the State Government's housing supply and affordability mandate.

We must avoid a limited perspective and give proper consideration to the surrounding heritage value and its significance (as recently reinforced by NSW Heritage Minister Penny Sharpe, we need a strategy to properly recognise, protect, and enhance heritage)<sup>1</sup>.

Regards,

Julianna

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<sup>1</sup> Revealed: The plan to protect Sydney's heritage buildings, Julie Power, SMH, 18 May 2025.