
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 outline my objection to CPDM's (Developer) proposed development at 3-9 Park Avenue, Gordon (SSD - 78775458).

I have reviewed in depth the documents on exhibition and note how unethically biased they are towards the Developer.

The Consultant (Urbis) and the Developer have rose-coloured glasses on if they think this proposal is capable of approval. A read of the documentation is somewhat entertaining and flawed on many fronts.

All facets of their assessment have been manipulated to conclude the development is acceptable when what is really the case, is affordability and TOD planning laws are being leveraged to rush through a disproportionate and overbearing set of high-rise apartments before mediation can be concluded with the Council, whereby key planning considerations can be applied in a historically significant setting.

Surely the game being played here by Developers will be clear to you.

Below are some of the key issues whereby "black" is viewed as "white" in the Developer's application:

Height: 31m on a ridgeline, immediately opposite and adjacent heritage listed homes and a HCA is an insult to the existing streetscape. This abrupt structure will have visual dominance right across the proximate area, destroying privacy of low-rise heritage listed dwellings and a HCA that the Government has called for preservation. Transition is explicitly inappropriate.

Justification: The Developer focuses on what it believes will be the 'future context' of the area. This is one-sided, with no appropriate consideration of the existing streetscape and therefore visual harmony, privacy, or heritage cohesion in an area to remain undeveloped and preserved.

Design: The jail-like boxed structure demonstrates the Developer's prioritisation of density over design, with cosmetic heritage considerations applied. As the saying goes, "you can't put lipstick on a pig".

Heritage: Further to the above, fundamental heritage considerations are ignored, including requirements for context, streetscape, and visual setting. A gesture of acknowledgement is provided to the homes adjacent to the development (e.g. 11 Park Avenue), however there has been a total lack of consideration to the heritage listed dwellings opposite the site and the Gordondale HCA. This extends to the Visual Impact analysis, with justification it is 'acceptable' from a heritage perspective centred primarily on a typical two-way suburban road of 10m wide.

Social Impacts: Community concerns regarding heritage preservation and protection measures have been totally disregarded. I suggest you review the recent Council survey results relating to their Preferred Alternative Scenario whereby this is one of the strongest areas of feedback. The impacts on traffic have also been down weighted, along with environmental concerns.

Gordon, as one of the earliest Municipalities of Ku-ring-gai, surely deserves far better than this!

Regards,

Alex Black
