

16-24 Lord Street & 21-27 Roseville Avenue, Roseville

Residential development with in-fill affordable housing

My name is Sarah Cameron. I live at 33 Oliver Road, Roseville (hereafter **"Our Property"**).

I object to, and would like to provide comment upon, the State Significant Development (SSD-78996460), 16-24 Lord Street & 21-27 Roseville Avenue, Roseville (hereafter **"Proposed Development"**).

My objection is based upon:

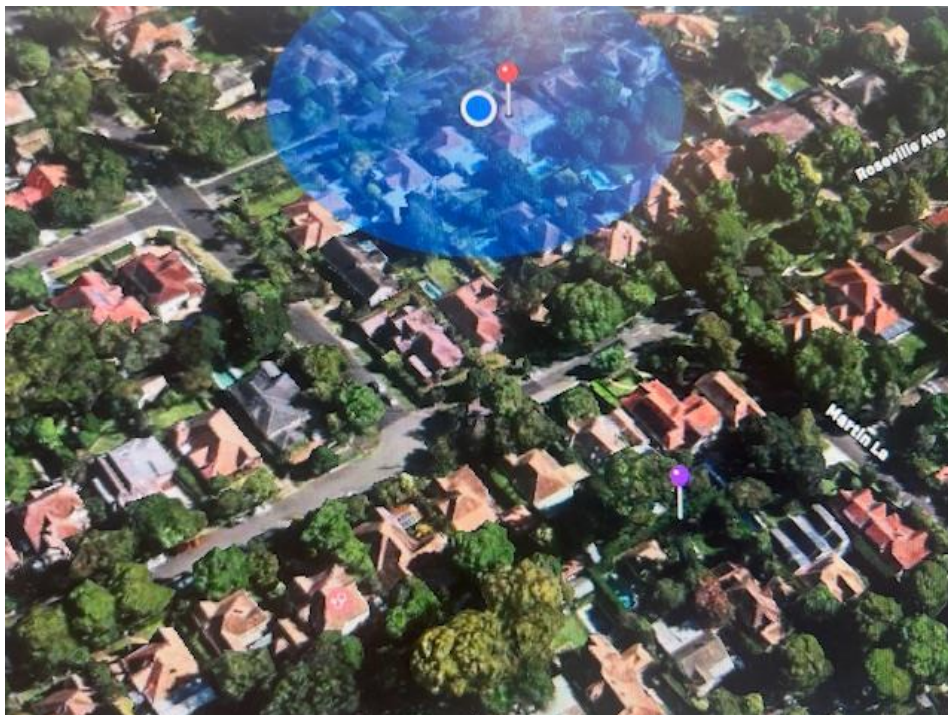
- (a) the lack of community engagement undertaken as part of the Proposed Development application; and
- (b) the detrimental impact the Proposed Development will have upon the aesthetic and historical significance of Roseville as a suburb; and
- (c) the personal impact of the Proposed Development.

(a) the lack of community engagement undertaken as part of the Proposed Development application

I would have liked to object to the Proposed Development earlier, but I have not been given that chance by Hycorp. I appreciate the opportunity to do so now, provided by the State Government of NSW (hereafter **"State Government"**).

Our Property is located just north of the Proposed Development. The homes immediately to the rear of Our Property have street frontages on Roseville Avenue across the road from the Proposed Development.

Below is a satellite image of Our Property (red pin) and the location of the Proposed Development (purple pin).



It is extremely disappointing that, despite the proximity of Our Property to the Proposed Development, neither Hyecorp nor any of its representatives, have to date come to my door or placed in my letter box, or otherwise provided me with, any flyers or documentation in relation to the Proposed Development.

I first heard about the Proposed Development when a neighbour called my husband on the morning of 16th March 2025. This neighbour informed my husband that there had been a community engagement session conducted by Hyecorp on 14th March 2025 (hereafter “**Engagement Session**”) of which he had also been unaware. My husband and I would have attended this Engagement Session had we known about it. The Engagement Session seemingly had a poor turn out and I have seen a photo showing only four resident attendees and one Hyecorp representative.

Following the poor attendance at the Engagement Session, Hyecorp purportedly distributed an extra 200 flyers (Engagement Outcomes Report, p11). The total number of flyers distributed is alleged by Hyecorp to be 1,355, comprised of 1,155 prior to the Engagement Session and 200 following the Engagement Session. “A flyer was distributed to approximately 1,355 residences and businesses surrounding the site” and this was followed up with “a community newsletter, an online survey....a dedicated webpage” Environmental Impact Statement (hereafter “**EIS**”)” (p51).

Despite working at home most weekdays and residing in such close proximity to the Proposed Development, I have not to date received a flyer, community newsletter, nor information in relation to either an online survey or dedicated webpage about the Proposed Development.

It seems highly implausible that only four residents would have attended the Engagement Session had the flyer distribution actually occurred as alleged, given the number of homes impacted by the Proposed Development and the number of actively concerned residents in Roseville attending recent community run information sessions and sharing information.

I call upon the State Government to reject SSD-78996460 on the basis that the requirements of community engagement were not fulfilled. This rejection will send a message to all developers that they must with veracity, effectively engage with the community.

(b) the detrimental impact the Proposed Development will have upon the aesthetic and historical significance of Roseville as a suburb

Our Property dates back to at least 1st December 1921 when it was recorded as a double fronted brick on stone cottage named “Gowrie” in the Valuation Roll 1916-1927. It is a one and half storey, Federation Bungalow, with Federation and Inter-War period stylistic elements, constructed of face brick, with rough-cast stucco, on a sandstone base. A high pitch, gabled, roof, clad in Marseilles terracotta tiles, with exposed rafter ends and two chimneys placed above a front façade comprised of walls in mid-brown brick with timber framed leadlight windows of vertical proportion with shingles below. Internally many of the original, period, features have been retained including high, decorative ceilings, timber

floorboards and architraves, leadlight windows and fireplaces, contributing to the period charm of Our Property.



A photo of Our Property

Apart from being over a century old, objectively there is nothing particularly unique or special about Our Property. The streets of Roseville are lined with properties of around the same age with period features both similar to, and differing from, Our Property. Many properties, like ours, have undergone sympathetic modifications to the original building, though many of the facades and gardens remain largely intact creating a uniformity of streetscape.

These properties in Roseville, individually as well as collectively, are aesthetically and historically significant as examples of transitional Federation/Inter-War Bungalow style residences. Together they represent the early 20th Century residential development of the suburb and the historical subdivision of the larger land holdings in the area. Individually and collectively these properties contribute to the fabric and character of the Heritage Conservation Areas of Roseville (hereafter “**HCA**s”) and these HCAs should be preserved for future generations.

The Proposed Development will be irreparably detrimental to the HCAs of Roseville and the surrounding areas. The Proposed Development in this location will be completely out of context with, and visually dominate, the surrounding low density, residential area, the streetscape, the natural landscape, and the tree canopy vista.

The Proposed Development will create an overbearing bulk/scale relationship with the surrounding one and two storey properties. Rather than responding to or respecting the scale and forms of these neighbouring properties, it will overshadow, challenge and conflict and completely interrupt the streetscape pattern. With modern light-coloured bricks and rounded balcony design the Proposed Development will not be at all sympathetic with the established characteristics and architectural style of the Clanville HCA in particular and the area in general.

I have read the Visual Impact Assessment dated 16th April 2025 prepared by Urbaine Design Group for Hycorp (hereafter “**VIA Report**”). The following photo and commentary, both in relation to Viewpoint 6, are of particular interest.



(a) Photo – Viewpoint 6, taken from 20 Roseville Avenue (page 25 of the VIA Report).

The visual impact or “*amount of new development visible in view*” is assessed as 81% (VIA Report pg. 26). It is interesting to note that the visual impact of the Proposed Development has seemingly been minimised by the addition of the middle, largest tree on the left-hand side of the photo. This tree does not appear on the Existing Site Photo in the VIA Report. Look closely and the ‘tree trunk’ is in fact a telegraph pole.

(b) Commentary -Viewpoint 6, (pg. 26 of the VIA Report).

Despite the addition of foliage, the visual impact is assessed as “severe”. *“The visual impact from the increased scale of this development, relative to existing houses that adjoin the site, is assessed as Severe, but is permissible within the context of future development within this area.”*

The VIA Report, in this commentary, acknowledges the negative impact the Proposed Development will have upon the neighbourhood, but claims this is justified by the other development which will occur in the affected area. It is extrapolated that the future development referred to is that which would be permissible under the Transport Oriented Development policy (hereafter “**TOD**”). Inferentially this must mean that if the Ku-ring-gai Council’s Preferred Scenario (hereafter “**Preferred Scenario**”), as opposed to the TOD, is approved then the Proposed Development, according to the VIA Report, would not be permissible.

In terms of future development, it is not a question of Not In My Backyard. With three adult children, one of whom is not able to afford to live in Sydney, I am only too well aware of the need for additional housing. I support the development of parts of Roseville under the Preferred Scenario. The Preferred Scenario, after lengthy and extensive community consultation, seeks to minimise heritage impact and preserve the HCAs whilst meeting the State Government’s housing targets and enabling substantial multi-storey residential development in Roseville.

I ask the State Government to (a) SSD-78996460 upon the basis that it will have a devastating impact upon the aesthetic and historical significance of Roseville and (b) allow the Preferred Scenario to proceed.

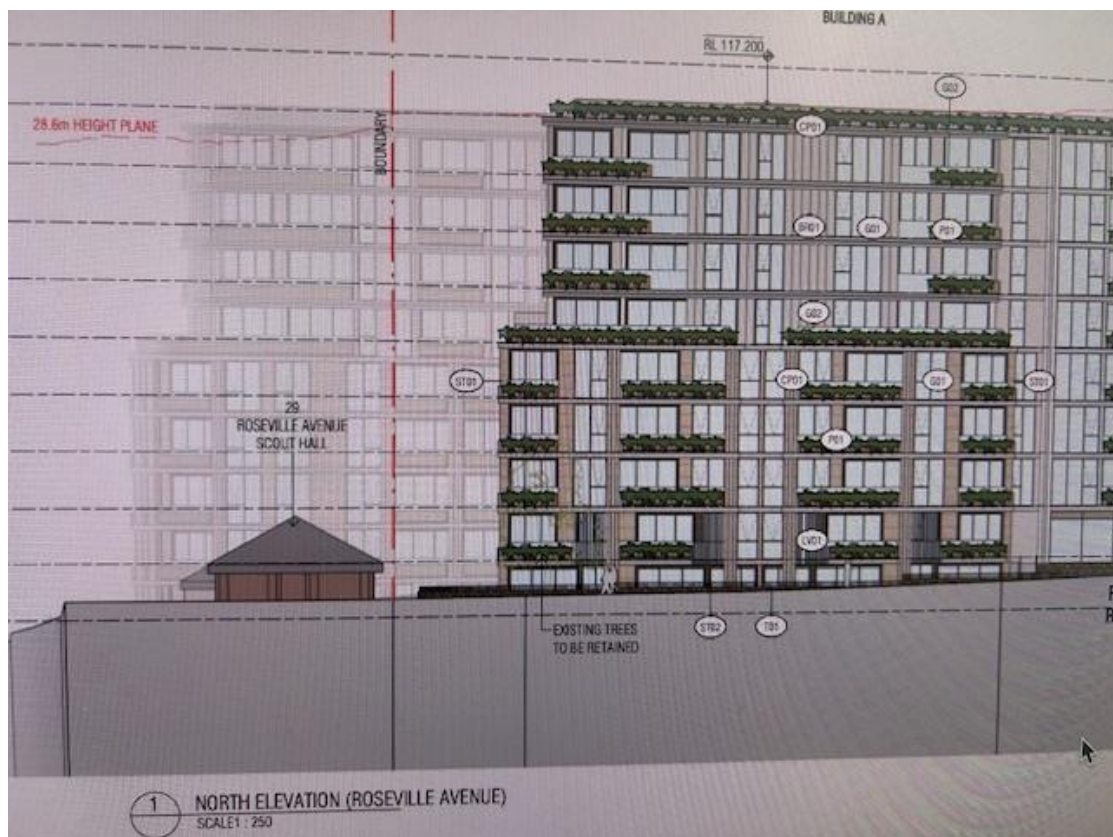
(c) The Personal Impact of the Proposed Development

My husband and I purchased Our Property in 2010. Prior to doing so, from 2001 to 2010 we lived with our three children in two large, apartment buildings in Hong Kong, one being in excess of 25 storeys and the other being 12 storeys in height. Apartment living was difficult at times given the noise from other residents and their pets especially at night, the differing expectations around the appropriate use of common areas and the lack of privacy given the close proximity of adjoining neighbours.

Upon returning to live in Australia, Roseville was appealing due to the proximity to the train line, the preponderance of Federation and Californian Bungalow style homes we desired, the wide tree lined streets and the atmospherically family friendly residential nature of the area. Our Property provided us with a family home, a backyard and a quiet, private place to retreat to at the end of a busy day.

The Proposed development will have an unobstructed line of sight into Our Property at a distance estimated at less than 100 metres. An extract from the Architectural Drawings (hereafter “Northerly Drawings”) below illustrates the northern elevation of the Proposed Development looking towards Our Property. The three photos below are taken from Our Property looking towards the section of the Proposed Development illustrated in the Northerly Drawings.

Extract from SSDA-200 attached at Appendix D of the EIS



Below is a photo from a sitting position on our rear balcony. The Proposed Development would sit in front of the tall tree in centre of the photo



The following is a photo from a seated position at our dining table in our family room.



The following is a photo taken from the window of our master bedroom



The impact to me personally will be the lack of privacy into the living, bedroom and rear garden areas of our home. Occupants of the Proposed Development will be able to look directly into our family room, lounge and dining area. Our rear balcony will be completely visible from the Proposed Development and there will be a direct line of sight from the Proposed Development into our master bedroom and garden.

I am also concerned about the considerable noise that will inevitably be generated by such a large number of apartments, especially at night as Roseville is such a quiet and peaceful area. The increased traffic and lack of available parking will also be a problem.

I ask the State Government to reject SSD-78996460 upon the basis that it will have a severe impact upon me and my family, our neighbours and our extended community in Roseville.

Yours faithfully

Sarah Cameron