

TO: PLANNING ASSESSMENT COMMISSION

Dear Mr Woodward, Mr O'Connor and Professor Lipman,

Re Shepherds Bay, Meadowbank

I refer to the Concept Plan MP09\_0216 MOD 2 - D439/16 submission by Holdmark for amendments to their huge Shepherds Bay project.

I have looked at the information put up on your website and have talked to a number of people about the suggested amendments. I support these proposed amendments as I believe they will significantly improve the outcome and they will also create a great new public plaza with a supermarket which is badly-needed by local residents.

If a developer is requested to hold a competition to come up with a great design and then, when he does, it is cut back so he can no longer build that design, how are we ever going to create great urban outcomes for our city? The Planning Department recommends reducing the height of the Stage A building down to 15 levels but I could not find in their report any logical rationale for doing so. I understand that the previous conditions of consent required Holdmark to hold a design competition. It appears to me that they have done what they were asked to do but now the Department of Planning doesn't like the result. My view of this is that you can't change the rules when you simply don't like the outcome from the rules you had set previously - it has to be a level playing field. It is clear to me that the winning entry in the competition is a really great design - and nobody can tell the difference between 20 levels and 24 levels. I also note that the shadow cast by the tower does not adversely affect any sunlight access to any residences so I can see no good reason not to support the 24-storey tower design.

I note that the winning design also has shops located around a ground level piazza, including a supermarket. Some good neighbourhood shops within easy walking distance of the surrounding homes will greatly add to the amenity of the area for local residents. If the financial equation for this development shows that a tall tower needs to be built to enable the shops to be provided, then so be it - and the PAC should support that.

I am also aware that Holdmark has made some major contributions to the community in the works it has done in connection with the Shepherds Bay development. The Department's report states that Holdmark is willing to provide more benefits for the local community. Government would be mad to turn down a developer's offer to give back to the community, especially when there is a history showing that Holdmark have delivered on their promises in the past.

Finally, I note that the Planning Department report states that the Stage A site is a "Gateway" site for a key entry into Ryde. The amazing-looking building that Holdmark is proposing will be a real icon for the municipality and a great beacon to have at the entry into Ryde. I believe the Commissioners would have missed a great opportunity if they do not approve the application as submitted by the developer and its project team.

