

From: [Wendy Merkel](#)
To: [IPCN Enquiries Mailbox](#)
Subject: AGAINST - Holdmark Shepherds Bay Development modification application
Date: Friday, 17 August 2018 2:40:52 PM

Dear Sir/Madam

As a long-term resident of Meadowbank I learned with utter dismay that IPCN has given its support to Holdmark's proposed 42 serviced apartments and to have an additional floor area of 1300sqm for commercial use.

I plead with IPC to respect the wishes of the majority of the Meadowbank residents by saying a firm "No" to Holdmark.

To grant Holdmark its unjustified wishes has the devastating effect of endorsing its insatiable greed, at the expense of further plight to those who have bought into that particular development specifically and the local community in Meadowbank in general.

Meadowbank and its immediate surrounds are already experiencing diabolical traffic and parking. Also, there is absolutely no need for the area to have another supermarket. Aldi vacated Meadowbank shopping centre at the end of July 2018 due to insufficient business. Following Aldi's departure, the existing IGA supermarket in Meadowbank remains in a struggle to get more customers through the door as many locals shop at the larger and better equipped shopping centres in neighbouring Top Ryde and Rhodes.

While I can understand IPC's desire to give Holdmark some sort of "consolation price" for its efforts (although misguided) as we are all humans after all. As a business Holdmark is entitled to pursue profit. However, a line must be drawn between profit and greed. Holdmark has a proven track record of being a large scale developer with below par standards when it comes to meeting its responsibility towards the local community. It seems that the sole objective of its owner is to squeeze every dollar it possibly can by trying to increase density and renege on any promise it made to the local community, with total disregard to any significant adverse impact on the local community.

Meadowbank has made Holdmark what it is today, but in return Holdmark has practically destroyed Meadowbank. A tour of Meadowbank is all it takes for anyone to see what Holdmark has done to Meadowbank by building ultra high density and low quality developments.

When the Masterplan for Meadowbank was first released in early 2000, Ryde Council optimistically hailed it as the future "Vaucluse of Ryde". Fifteen years later, the reality is that Meadowbank looks more like the "slum of Ryde", largely thanks to Holdmark.

Thank you for considering my submission.

Best regards,

Wendy