

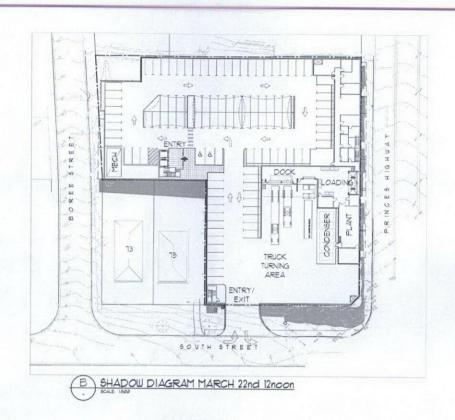
project
ULLADULLA MARKETPLACE

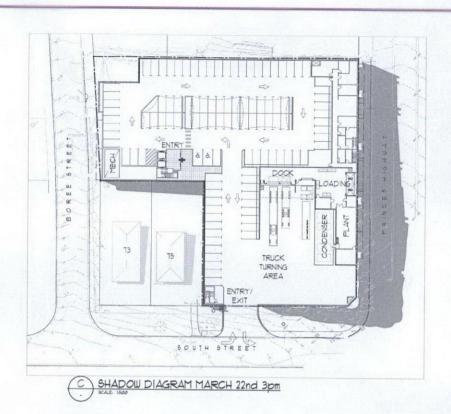
drawing Mis:
ELEVATIONS
NORTH AND WEST

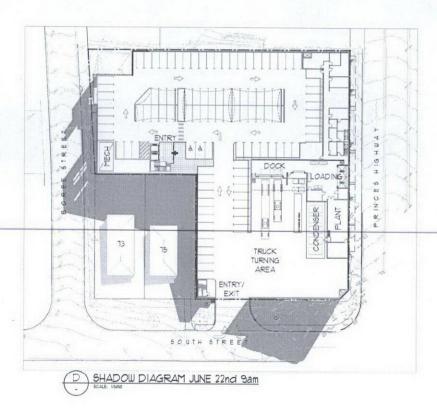
| No. | No.



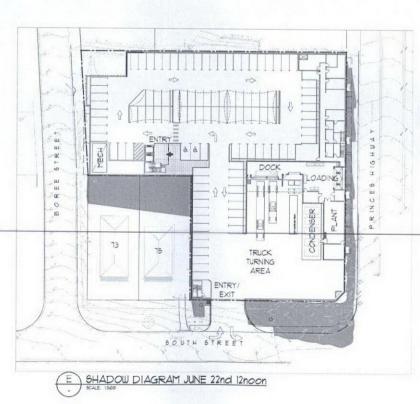


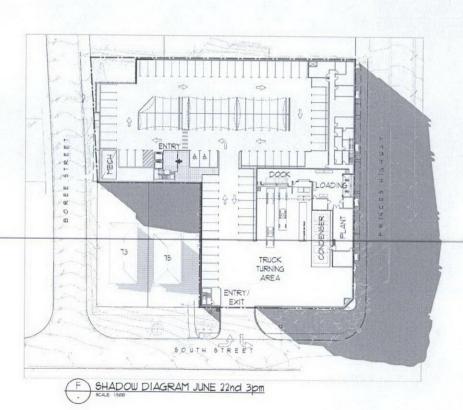






A B8886 PRELIMINARY ISSUE
B 1008 DA 165UE
C 12889 UPDATED COUNCIL SUBMISSION







Our Ref: 404DA249

Contact: Natasa Sarin (4221 2548)

Council Ref: DA08/2630



Shoalhaven City Council

Received

Brett Williams Shoalhaven City Council PO Box 42 NOWRA 2541 19 MAR 2009

DA 08 26.36

1 6 MAR 2009

Referred to:

### SHELLHARBOUR CITY COUNCIL - REGIONAL DEVELOPMENT COMMITTEE MEETING - PROPOSED SHOPPING CENTRE, ULLADULLA

Attached are the minutes to the Southern Regional Development Committee meeting held at the RTA Regional Office on 27 February 2009 for the subject proposal.

If you require further information please contact Nicole Stevenson on 4221 2523.

Yours faithfully

Joanne Parrott

Mariager, Road Safety and Traffic Management

Southern Operations and Services

Roads and Traffic Authority

## MINUTES OF THE MEETING OF THE SOUTHERN REGIONAL DEVELOPMENT COMMITTEE

Date:

**27 February 2009** 

Time:

9:30pm

Location:

**RTA Wollongong Office** 

Proposal:

Proposed shopping centre

**RTA File:** 

404DA249

#### Present

Brett Williams

Shires Representative (Shoalhaven City Council)
Shires Representative (Wollongong City Council)

Mitchell Lee Mick Tebbett

NSW Police Service NSW Police Service

Beau Rickard Melanie Musgrove

Roads and Traffic Authority

Tracey Ford

Roads and Traffic Authority

Nicole Stevenson Tim Rogers Roads and Traffic Authority (Chairperson) Traffic Consultant (Background Only)

Tony Pratt

Woolworths (Background Only)

#### **Development Proposal**

The subject DA is for a new Marketplace Shopping Centre with a floor area of approximately 4789m2. The site is located at 119-121 the Princes Highway, Ulladulla. Vehicular access to the site is proposed via the Princes Highway, South Street and Boree Street.

#### **Background**

Tim Rogers provided the Committee with an overview of the proposal. Mr Rogers outlined previous discussions with Shoalhaven City Council and advised that access to the Princes Highway is supported by Council Officers. This statement was confirmed by Brett Williams from Shoalhaven City Council.

Mr Rogers identified that the traffic analysis undertaken for the proposal indicates that an upgrade is required to the junction of the Princes Highway and South Street however this was not directly attributed to the development. Mr Rogers stated that the developer was willing to contribute to the upgrade of the junction to traffic signals however was not willing to fully fund this upgrade. Mr Williams indicated that he had no objections to this approach.

Mr Rogers requested the RTA's position in relation to access via the Princes Highway and was advised that as vehicular access is available via the local road network, the RTA did not support vehicular access to the site via the Princes Highway. The RTA advised that this is consistent with RTA policy and is aimed at reducing potential conflict along the Princes Highway as well as maintaining traffic efficiency along the arterial network. Mr Rogers advised that requiring vehicular access via the local road network would increase vehicle movements on both Boree Street and South Street and is not considered ideal from a local road perspective.

After providing this background Mr Rogers and Mr Pratt were thanked for attending the meeting and left the Committee to discuss the proposal.

#### **Discussion**

The RTA representatives asked Mr Williams if analysis had been undertaken examining the impact of the proposal without access to the Princes Highway. Mr Williams advised that this had not occurred.

Given the impact on the local road network had not been quantified and the numerous guidelines and policies including Clause 101 of State Environmental Planning Policy (Infrastructure) 2007 recommending vehicular access to land be provided by a road other than the classified road, the RTA questioned Council's support for the access from the Princes Highway. Mr William's advised that recommending access to the Princes Highway was aimed at reducing potential impacts on the local road network. Mr William's was asked if providing access via the classified road, when local road alternatives are available, was consistent with Council's Development Control Plan. Mr William's advised that it is not.

The Committee then discussed the application in detail and provides the following comments for Council's consideration:

#### **Recommendations**

- 1. Vehicular access to the site via the Princes Highway should not be permitted. The proposal should therefore be amended to ensure all access to the site occurs via the local road network.
- 2. The submitted SIDRA analysis should be revised to allow for the redistribution of traffic created by the removal of the Princes Highway access point. Electronic copies of this analysis should be forwarded to Council for review.
- 3. The traffic impact study does not provide a justification for the traffic distribution adopted within the study and applied to the SIDRA analysis undertaken for the proposal. This distribution, including vehicle movements into and out of each vehicular access point to the site should be justified. The applicant should address this matter.
- 4. Based on the submitted information, significant road works including road widening are required on South Street to accommodate the turning movement requirements of a semi-trailer with a minimum length of 19.0m. Concept design plans demonstrating these works should be prepared and submitted to Council and the RTA for consideration.
- 5. The Committee has concerns in relation to the shared access to the loading dock and the roof top car park. Based on the swept path analysis, large vehicles including semi-trailers cannot access the site without crossing the centreline of the proposed South Street driveway. This creates potential conflict between delivery vehicles and customers attempting to enter or exit the site and is also likely to increase queuing associated with this access point. This is not supported by the Committee. The proposal should be designed to address this matter.
- 6. The loading dock should be designed to ensure vehicles accessing the each of the bays can enter and exit the site assuming the adjacent bays are occupied.
- 7. The Committee has concerns regarding the proposed loading dock arrangements for the specialty stores. Based on the submitted information the proposed loading bay is located on the north-eastern corner of the roof top car park and does not have direct pedestrian access toward the specialty stores or the office area. This is not considered practical. The proposal

should be designed to ensure loading docks to the stored are located as close as possible to pedestrian access points. These bays should be designed to accommodate the largest vehicle likely to make deliveries to these stores and should be physically separated from the main car park area.

- 8. The separation between the car parking levels is not considered ideal as vehicles unable to find parking within a particular level will be required to exit onto the road network and circulate around the block to access additional car parking. Whilst the applicant has suggested dynamic signposting will be used to advise customers of parking availability this is not considered ideal. The proposal should be amended to address this matter.
- 9. Internal traffic calming facilities should be provided in accordance with AS2890.1-2004.
- 10. Bicycle parking facilities should be provided within the site in accordance with AUSTROADS Part 14- Bicycle.
- 11. Parking allocation, including disabled parking, should comply with Council's Parking Code. All car parking space dimensions should be in accordance with Council codes or AS2890.1-2004.

The meeting closed at approximately at 10:30pm

OFMAINEO

Development Committee 7 July 2009 - Item 11 Attachment E

18 May 2009

The General Manager Shoalhaven City Council PO Box 42 NOWRA NSW 2541

Attention: Peter Johnston, Senior Southern Development Planner

Dear Sir,

## Re: Addendum to Statement of Environmental Effects - Ulladulla Marketplace (DA08/2630S)

Woolworths Limited has engaged City Plan Strategy and Development Pty Limited to prepare an addendum to the Statement of Environmental Effects submitted with development application DA08/2630S, lodged with Council for the development of a neighbourhood shopping centre at Nos. 119-121 and 123 Princes Highway and No. 77 South Street, Ulladulla ("the site").

#### 1. Background

The original proposal, as outlined in the Statement of Environmental Effects ("SEE") lodged with the application, is for development of a three level neighbourhood retail centre featuring a Woolworths supermarket, Woolworths Liquor, speciality stores, basement and roof top car parking and roof top loading dock.

Subsequent to the lodgement in November 2008, the proposal has been subject to a number of amendments with the current addendum prepared to address proposed alterations to the façade of the building as it presents to the Princes Highway.

The addendum is lodged following requests from the local community and Council to

proponent by Council's Director, Development & Environmental Services and Mayor during a meeting which took Dievelopment Compatition 2909 - Item 11 Attachment E

#### 2. Proposed Amendments

In summary, the proposed modifications are as follows:

- Revised façade treatment of the eastern elevation to the Princes Highway including cantilevered awnings
- Addition of speciality retail space to the first level (street level to Princes Highway)
- Addition of landscaping and street furniture to the Princes Highway frontage
- Minor modifications to the internal layout consequential to the Princes Highway facade amendment
- Introduction of a splayed corner at the Princes Highway vehicular exit
- Relocation of the speciality shop loading space in the roof car park
- Alterations to the vehicular ramp to the basement car park from Princes Highway
- Traffic calming measures in the basement car park

A numerical summary of the principal elements of the revised proposal is as follows:-

Lival Const		aalgrossiiloorAreta
Basement	Car Parking – 113 spaces	117m²
Level1	Travelator and lift	
	Specialty Retail	
	Pedestrian Access	
Level 2 retail	Supermarket	5167m²
level	Supermarket BOH	
	Specialty Retail	
	Woolworths Liquor	
	Mall area	
Level 3 roof	Car Parking – 107 spaces	91m <sup>2</sup>
	Office Facilities	
	Loading Area	
TOTAL	<u> </u>	5375 m <sup>2</sup> GFA

In response to Council's request, the primary component of changes to the plans, as lodged, relate to the treatment of the presented consequence, it is this element of the proposal that is the core subject for this addendum.

#### 3. Design Justification

Council's Accelerated Growth Strategy indicates that the use of the site for a supermarket is consistent with, and indeed integral to, the desired future character of the retail precinct. In assessing the subject revisions, it needs to be considered that the site slopes such that provision of an entirely activated frontage to the Princes Highway would not only compromise its ability to host a large scale supermarket but is also physically impossible. This is because retail requires level access from the street. The original proposal was designed to provide the requisite level floor area while catering to the topographical constraints of the land. The amendments, the subject of this addendum, seek to further maximise the capability of the site to provide a well articulated and interactive presentation to the Princes Highway, however, the amendments need to be viewed within the context of the various constraints relevant to the site itself.

As demonstrated by the drawings attached, Woolworths has responded to community and Council concerns by modifying the façade originally proposed through use of a more sophisticated treatment, presenting an appropriate degree of articulation that integrates positively with the general look and feel of surrounding development.

Characterised by flowing waves of deep blue with the vertical plane interrupted by timber elements spaced along the length of the façade, the design undoubtedly speaks to the "maritime" image desired by Council and the community for the Ulladulla Town Centre. Simple, straight, cantilevered awnings complement the wave feature and assist in the definition of a base, middle and top to the overall presentation. The minimalist simplicity of these awnings is juxtaposed to the flowing feel of the remainder of the façade which ensures an element of classic design that has been intentionally included to maintain a contemporary feel to the building into the future. As has been discussed with Council, from a design perspective, these simple awnings appeal to a sense of design longevity for the façade and are therefore preferable to curved awnings.

centre from the Princes Highway. This modification ensures the proposal has an overt address to the Highway alanment amount to the Highway alanment amount to the Highway alanment amount to the Highway alanment and the Hig

The overall concept is further enhanced by landscaping along the entire Highway frontage which is to be complemented by street furniture placed to encourage active use of the area, creating the sense of a modern, safe, pedestrian friendly and visually attractive pedestrian promenade.

It has been suggested by the Council that 'advertising panels' placed on the Princes Highway façade may assist in presenting a more active elevation. However, it is considered from an urban design perspective, that such advertising would detract and potentially 'dumb down' the design of the façade and potentially offer opportunity for vandalism. Moreover, such panels and the advertising material contained within them are prone to deterioration through sun and water damage which results in a poor and 'tatty' presentation to the street, to the detriment of the building and environment as a whole. It is considered preferable to allow the façade design, together with the landscaping, to enhance that part of the highway.

In conclusion, the design has been chosen in an effort to consciously integrate the proposal with both the fabric of the existing Ulladulla Town Centre as well as the desired future character of the area as a contemporary retail precinct as articulated in Council's controls.

#### 4. Assessment

The original SEE has addressed the proposal's compliance with the relevant statutory and strategic planning framework governing the development and the site. Given this revision relates principally to the modification of the Princes Highway elevation, assessment in this addendum will be limited to assessment against the planning provisions relevant to design as it relates to the façade.

#### 4.1 State Environmental Planning Policy 71 - Coastal Protection

Due to its proximity to the foreshore, the site is within the coastal zone and as such the design provisions of State Environmental Planning Policy 71 (SEPP71) are also of relevance.

"To ensure that the type, bulk, scale and size of development is appropriate for the location and personal communitation in all the surrounding that are a ment to encourage a strategic approach to coastal management".

In addition Clause 8 of SEPP 71 which details the design criteria for coastal development states at sub-clause (d) that the following matters should be considered:

- "(d) The suitability of development given its type, location and design and its relationship with the surrounding area". ....
- (f) the scenic qualities of the New South Wales coast, and means to protect and improve these qualities"

#### Comment:

The proposed amendments have been undertaken at Council's request in an effort to further enhance the design of the Marketplace by providing for greater façade articulation and increased activation of the street frontage. It is proposed that the design assists in softening any perceived 'bulk' of the development and allows the development to better integrate with existing and proposed surrounding development. The proposal will not impact negatively on the scenic qualities of the 'coast'; indeed it has been designed to suggest a maritime theme and thereby seeks to reference a contemporary image of Australian coastal life and is

#### 4.2 Shoalhaven Local Environmental Plan 1985 (SLEP 1985)

The site is zoned 3(a) (Business 'A' (Retail) zone) under SLEP 1985 wherein the development, as stipulated in the original SEE is permissible with consent and satisfies the relevant objective of the Plan.

Inasmuch as the proposed amendments relate to those provisions, the following aims and objectives, established by Clause 2 are considered relevant:-

- " (c) to enable a variety of commercial uses while consolidating existing commercial centres,
- (f) to ensure that development and expansion of coastal villages are sympathetic to

(k) to ensure the social amenity and well-being of the City..."

Development Committee 7 July 2009 - Item 11

Attachment E

In all respects the proposed amendments assist in the achievement of these relevant objectives by:-

- providing a desired supermarket;
- (f) the proposal is of a design which attempts to incorporate a 'coastal' and marine' symbolism to ensure compatibility with the coastal environment. Furthermore, the proposal is providing a facility which is in demand by the locals and tourist community of the area;
- (i) the proposed pedestrian access through from the Highway will assist in minimising local vehicular movements in the town by encouraging pedestrian use of the supermarket;
- (j) the proposed supermarket will serve a community need, assisted by the proposed amendments
- (k) the proposed amendments incorporating pedestrian access through from the
  Highway will provide a social amenity to the community by incorporating the centre to
  the eastern side of the town and enabling the development to become an integral
  component of the town.

#### 4.3 Ulladulla Town Centre and Harbour Review Development Control Plan 56

The primary controls relating the original proposal as it presents to the Highway are contained within the Ulladulla Town Centre and Harbour Review Development Control Plan No. 56 Amendment No.4 (DCP 56).

DCP 56 maps the site as being located within the commercial core precinct and specifically within the Boree Street key development precinct. The DCP outlines the following specific controls relating to design, presentation and integration of retail developments.

Part 1 of DCP 56 states under the sub- heading "Built Form and Character" that the Plan

.....Providing Part Committage 7" July 2009 - Item 11 Attachment E

#### **Comment:**

The proposal aims to contribute to the public domain through provision of an attractive façade incorporating a strong articulation which in turn seeks to reference a maritime theme through its use of colour and shape. Further, the proposal aims to activate what would otherwise be an inert frontage through the provision of additional retail uses, landscaping and street furniture.

Part 2 of DCP 56 includes the following design guidance under the sub-heading "Commercial Core Precinct":

# 75) # (stamparena : 6 -4 (atap) # 75- 1-2 # 15- 15- 15- 15- 15- 15- 15- 15- 15- 15-	્રાપ્યાનિકાના જાતા(શકીના)	osimminist <del>i kasa yila es</del>
P4 To consider impacts of new and	A4 Development is to minimise	As discussed previously, the
enlarged development on adjoining	the visual impact of blank walls	proposed use, within the
lands	through acceptable building	context of the constraints of
	façade articulation and good	the site, require a degree of
	urban design	blank wall presentation. The
		amendments seek to
		minimise the impact of this
		consequential element
		through contemporary façade
		articulation complemented by
		landscaping and street
		furniture. It is proposed that
		the impact of the elevation is
		softened by the provision of
		an undercover walkway
		along the highway linking the
		site to other existing retail
		uses. This together with the
		proposed landscaping and
		façade articulation will
		The state of the s

		as providing 'advertising
Develo	opment Committee 7 July	2009 - Itaneis brwind the alment #
		considered undesirable in
		that it would detract from the
		design of the façade and
		likely provide future
		opportunity for vandalism of
		said advertising. Such
		vandalism or even general
		wear and tear from the
		elements would likely present
		poor visual amenity to the
		highway.

Part 3 of the DCP 56 provides the following design guidance under the sub-heading "Boree Street Precinct":-

Regulation production of the second s	Cristale tolic Statistical Constitution	a Commantazzak
P2 Any development should be	A2 Access to the existing	The proposal seeks to
designed to enable the centre to	Cinema complex/ and to any	integrate with the fabric of
be integrated into the fabric of the	adjoining shopping arcades/	the existing retail centre and
retail centre.	supermarkets is desirable.	the desired future character
		of the area by adhering to
		Council's vision of
		contemporary Australian
		maritime themes
		underpinned by safe and
		pedestrian friendly outdoor
		areas. The proposal further
		activates the Princes
		Highway frontage,
		encouraging connectivity and
		reference to existing uses.

# Development Committee 7 July 2009 - Item 11 Attachment E Section 4 (C).2 provides the following design guidance under the heading Building Form and Orientation:-

มีสมกับกับกับกับกับกับกับกับเลือนในเลือนให้เลือนใน เรื่องเรียกเลือนให้เลือนในเลือนให้เลือนในเลือนให้เลือนให้เลือนให้เลือนให้เลือนให้เลือนให้เลือนให้เลือนให้เลือน	Trestantes and interest and the	gleolulucines es e
Buildings should be integrated	A1.3 Buildings shall respond to	The proposal seeks to
harmoniously into the townscape	the streetscape and	respond to the streetscape
and relate to one another through	surrounding buildings through	by providing for articulated
their architectural design quality,	the use of a palette of similar	frontages that use colours
landscape or streetscape	elements such as colours,	and shapes that integrate
setting	materials, building elements	with existing development
	and architectural styles.	and speak to the maritime
		theme promoted by Council.
	A1.4 Large expanses of	
	featureless walls and curtain	The use of the 'wave' feature
	walling are to be avoided.	complemented by
		cantilevered awnings and
		punctuated by timber
		elements breaks down the
	A1.6 Buildings over two stories	scale of the wall and
	in height shall contain highly	provides for expression of
	articulated façade elements to	the levels of base, middle
	visually break down the scale of	and top anticipated by the
	the street wall clearly	control.
	expressing base, middle and	
	top.	

Section 4 (C).5 provides the following design guidance under the heading Building Appearance Materials and Finishes:-

aramania calcie was com	ું (તત્ત્વ) પ્રદોગા અંગાળાએ કર <b>ાયા</b> યું	Comment and the second
Development should make a	A1.1 Building materials,	As outlined above, the
positive contribution to generating	colours, textures and styles	façade treatment proposed
a distinctive Australian	shall adopt design clues that	has been designed

		vertical plane by timber
Developme	nt Committee 7 July 2009 -	Itemments and Antimehment E
		horizontal plane by simple,
		understated awnings.

In conclusion, any proposal for the subject site will need to work within the constraints of the land in the provision of retail uses that correspond with Council's desired future character of the area. The topography of the site is such that further activation of the Princes Highway elevation is difficult (if not impossible) and would compromise its ability to play host to a viable supermarket use and therein lies the planning challenge. In rising to this challenge, Woolworths has listened to the community, elected members and Council staff in their consideration of the application. Woolworths and their architects has worked within the relevant controls articulated by Council to present an innovative and attractive façade design as well as activate the frontage to the extent that it will become a pedestrian friendly, safe and attractive walkway that is punctuated by sympathetic landscaping and enlivened by retail uses.

It is therefore recommended that Council approve the application including the proposed amendments as outlined in this addendum.

Yours faithfully

**Sue Francis** 

**Executive Director** 

fua Spri.

Attachment F

