

Ulladulla CBD East Potential Growth Option



The Ulladulla CBD East (UCBDE) Potential Growth Option is located on the eastern fringe of the Ulladulla Town Centre. The area is currently zoned B3 Commercial Core under the *Shoalhaven Local Environmental Plan (SLEP) 2014* but will change to E2 Commercial Centre through the NSW Government's Employment Zones Reforms, which come into effect in Shoalhaven in April 2023. Existing mapped maximum building heights vary across the area, from 8m on the peripheral lots to 14m in the centre of the area. The area is made up of 18 existing lots, with a combined potential redevelopment area of 2.7ha.

The area is generally rectangular in shape, and bound by Wason Street to the north, Burrill Street South to the east, South Street to the south, and existing commercial development fronting Princes Highway to the west. A large portion of this area is currently developed as an at-grade Council car park, which is significantly underutilised year-round, even during holiday periods. This car park has an existing commercial zone and is classified as Operational Land under the *Local Government Act 1993*, meaning the area already has existing development potential.

Surrounding development is comprised of a mix of land uses, including low and medium-density residential, and commercial. The heritage-listed Marlin Hotel adjoins the area to the north-west, while the recently constructed Pier 32 multi-storey development is located at the north-eastern corner of the area.

Because of the topography of the town centre, many parts of the area enjoy views towards and across Ulladulla Harbour. Vegetation cover is minimal, and there are no mapped watercourses within the area.

Potential Development Outcome

The UCBDE Potential Growth Area has the potential to provide a range of mixed-use development outcomes through the application of a more flexible Mixed-Use commercial zone (B4 under the current land zones, or MU1 under the new Employment Zones). Mixed-use developments could incorporate some higher density residential outcomes similar in scale to the recently constructed Pier 32 apartment development. Subject to future detailed assessment, this area could deliver a potential yield of 100-180 units across a range of development types (for example, shop-top housing, residential flat buildings, or multi-dwelling housing).

Reasons for Identification

The UCBDE Potential Growth Option was identified as a potentially suitable area to accommodate future growth for the following reasons:

- The existing South Street car park is currently under-utilised. A more flexible zoning could potentially support redevelopment opportunities that promote the Ulladulla Town Centre.
- The topography provides an opportunity to sensitively accommodate increased building heights.
- A flexible, Mixed-Use zone allows for a broader range of land uses than the current B3 zone.
- A Mixed-Use zone provides the opportunity to support smaller and more diverse housing types in close proximity to the town centre.
- Higher densities adjacent to the Ulladulla Town Centre would reduce reliance on greenfield areas to provide for future housing needs.
- Appropriate height controls would enable development to complement, and integrate with, the Ulladulla Town Centre.
- Council is a significant landowner within the area, presenting an opportunity to facilitate redevelopment that demonstrates high quality design outcomes.

Planning Considerations

Several planning considerations will require closer examination should the UCBDE Potential Growth Option proceed further, including but not limited to:

- Economic feasibility.
- Traffic impacts and the retention/provision of adequate public car parking.
- The need to sensitively consider height controls and appropriate urban design outcomes to manage potential impacts on harbour views.
- Management of potential overland stormwater.
- How to encourage new residential outcomes to assist with the supply of affordable housing opportunities.
- Limited exposure to higher-density development in the region may inhibit market take-up.