

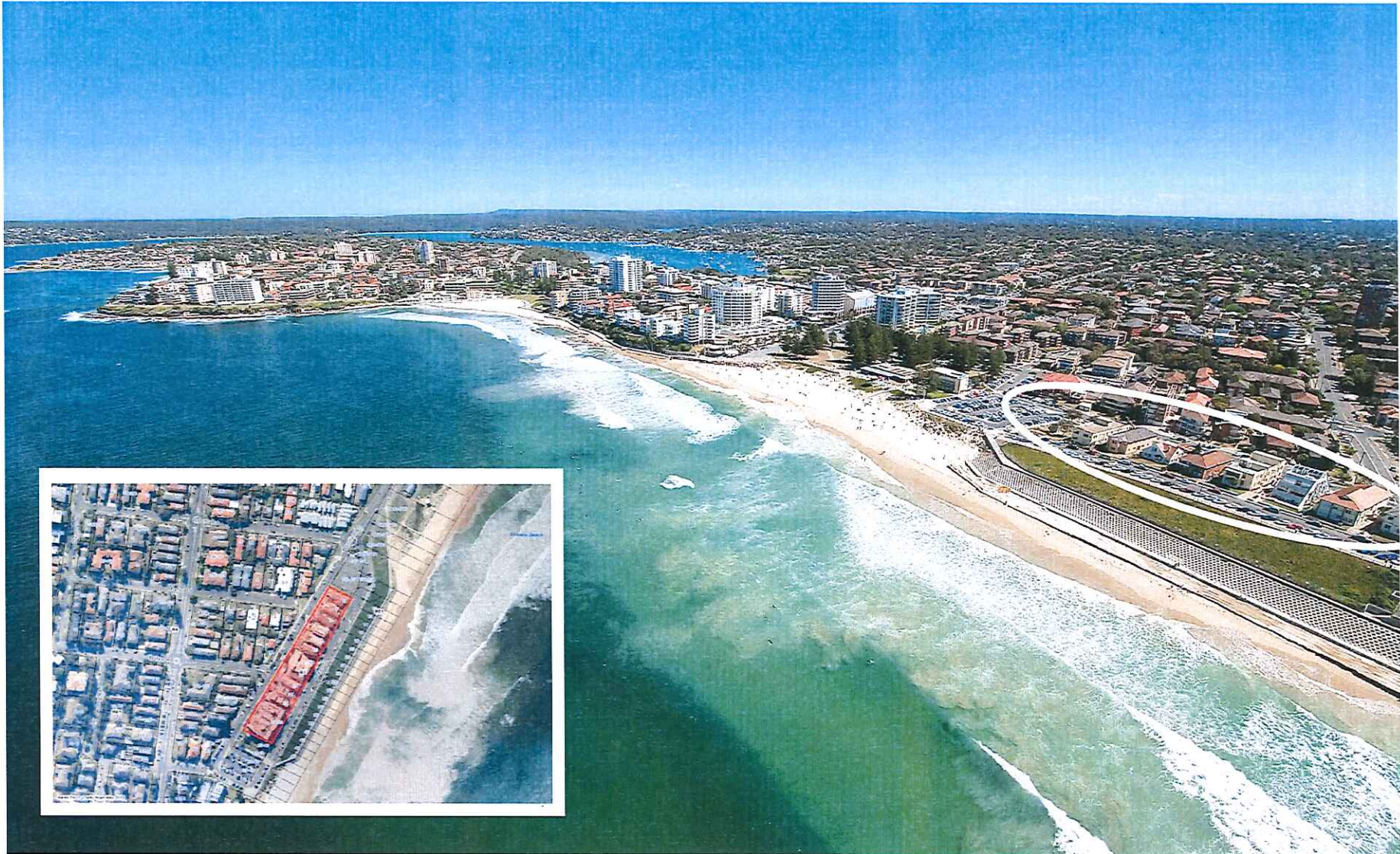
**Sutherland LEP Independent Review
February 2014**

**Submission by the Owner Group of 21 and 23 Prince St,
Cronulla**

- Owner Group represents;
 - 7 owners, ie 100% of owners of 2 adjoining properties
 - Over 20% of Prince St properties that can be developed in the 2031 planning timeframe
- Individual owners made submissions to the LEP process
 - Letters written
 - Discussions with Council officers

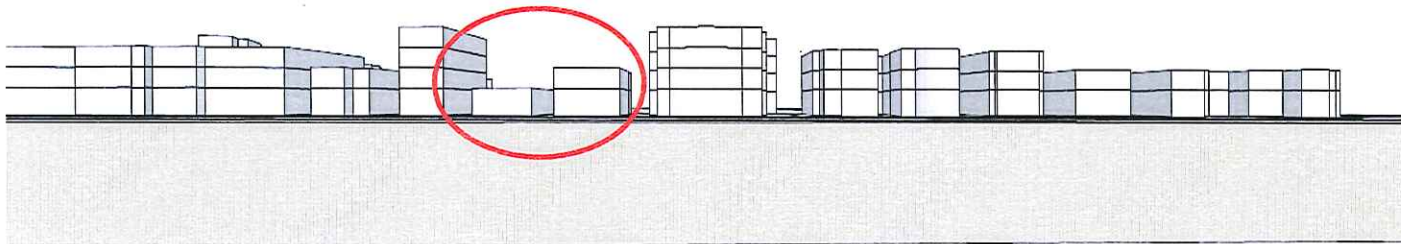
Note: this submission has additional material to that presented to the Panel in the hearings phase

Prince St area, Cronulla



Prince St

Current view – showing 21 and 23 Prince St



21 and 23 Prince St – current situation

- Old, outdated buildings, poor visual amenity
- Owners have not been able to improve tenancy related issues
 - Low rental returns
 - Buildings not suitable for security upgrades (tried and failed)
 - Tenants see the properties as “common surfer turf”
 - 12 years of trying !
- 2006 LEP Zoned ‘Multiple Dwelling B’, 3 stories, FSR 0.7:1
 - Development uneconomic



Owners of 21 and 23 Prince St, SSC LEP Independent Review Submission February 2014

Prince St – 2013 draft LEP

- The only area of North Cronulla beachfront that can be activated to a new 'look and feel'
- Traffic positives
 - 2 street access
 - Rear premise access from Mitchell Rd (not beachfront)
 - Multiple feeder roads (Capt Cook Dr, Kingsway)
- Public amenity features
 - Prince St currently closed off at night
 - Possibility of 'mixed' parking / pedestrian mall with cafes, small wine bars etc
- Recognised by Council as ;
 - "activation of street front could add to the appeal for visitors"
 - "mixed use redevelopments could be designed to mitigate impacts....for residential flat located over retail"
 - Council options consider 2 block amalgamation
- 2013 Draft LEP (first exhibited) rezoning
 - Zoning B3
 - Height 20m, FSR 3.0:1, LSR 30%

Prince St – Draft LEP2013 not a “Gold Coast” solution

Possible future view – showing 21 and 23 Prince St



Planning Report issues - Zoning

- Councils planning report recommends Prince St precinct be rezoned SP3 Tourist with a range of high density residential (R4) in addition to the tourism related uses. This is not consistent with the recommendations of the Department of Planning and Infrastructure's LEP Practice Note (note PN 09-006, dated 2/12/09). The Practice note states that:
 - 'In general tourism should be encouraged through the inclusion of suitable uses across the majority of zones. This approach provides greater flexibility than applying a separate tourist zone (SP3 Tourist). Generally, the SP3 Tourist zone should only be used for areas where other zones are not appropriate'
- SP3 Tourist zone is not consistent with Council resolution SDC013-12 dated 22 August 2011 (review of proposed SP3 tourist zone in planning for Tourism in the Draft Standard Instrument) which recommended:
 - 1. The SP 3 Tourist zone not be utilised
 - 2. That operators of tourist and visitor accommodation be invited to bring Planning proposals before council in appropriate locations
- The planning report recommendation to adopt SP3 Tourism is inconsistent with both Council and Department of Planning and Infrastructure positions

The B3 Zoning (as per draft LEP) should be adopted

Planning Report issues – Building Options

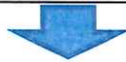
- Option 1.
 - Modelling shows that Option 1. , (with a landscape ratio of 30%) can be architectually designed with adequate side setbacks to comply with SEPP65.
 - Visual impact is much improved over that depicted in planning report diagrams
 - **Option 1 is viable**
- Option 2.
 - Requires amalgamation, however, successful amalgamation is less likely due to reduced FSR incentive
 - FSR of 2.5 may be viable
- Option 3.
 - Modelling shows unlikely to achieve FSR 2.2 due to other planning and site constraints
 - Single site not as visually appealing as amalgamated sites, particularly for mixed use development
 - **Option 3 is not viable**
- Option 4.
 - Modelling shows the FSR of 1.8 : 1 becomes the limiting factor – that is, larger setbacks than stated in the report would result
 - Viability further reduced than Option 3.
 - **Option 4 is not viable**
- Option 5.
 - 5 stories may not be possible under 16m (sloping block, carpark entry issues)
 - Floorspace overall is **too small to encourage the desired mixed use outcomes**
 - **Option 5 is not viable**

To guarantee the desired mixed use outcome requires a height of 20m, and FSR of 3.0

Option1 (as per draft LEP) is viable and can comply with SEPP65

Improvement of 21 and 23 Prince St

- 21 Prince St
 - Owned by locals, all residents of the Shire, some local business owners
- 23 Prince St
 - 2nd generation 'one family' owners
- Owners have **never** (in past 12 years) received developer offers – developers know its uneconomic
- Owner group formed (since 2011)
 - Ready to amalgamate sites
 - ready to make improvement decisions



- Current 2006 LEP is uneconomic
- Council Planning report *recommended* option is uneconomic

Uneconomic to develop



- First and Second (current) exhibited 2013 Draft LEP
- Zoning B3, Height 20m, FSR 3.0:1, LSR 30%

Economic to develop



Summary of group position

First exhibited Draft LEP

- Zoning B3 (Council letters of 15 March and 9 April 2013 apply)
- Height 20m, FSR 3.0:1, LSR 30%



Second (current) exhibited Draft LEP

- Zoning B3 (Mayoral minute added “small bars”)
- Height 20m, FSR 3.0:1, LSR 30%



- Prince St Cronulla **needs** the changes in the 2013 draft LEP
 - there has been no change between first and second (final) draft 2013 LEP.
 - Prince St was NOT referenced as one of the 75 changes in the Mayoral minute of 29/7/13
- The Owners Group supported the first draft 2013 LEP, and supports the final draft 2013 LEP

