



THE PADDINGTON SOCIETY Inc.
For Community and Heritage
Est 1964

The General Manager
Woollahra Municipal Council
PO Box 61, Double Bay NSW 1360

12 September 2021

Attention: Records, GM, Mayor, Councillors and Planning and Development Division

Dear Mr Swift-McNair, Mayor Susan Wynn, Councillors, Planning and Development Division staff

Draft Edgecliff Commercial Centre Planning and Urban Design Strategy

This is one of the most significant proposals in the Woollahra Council area in many years, and it is important that residents be given sufficient time and information to make their views known. The Council acknowledges as much at 'Your Say' Woollahra, where it is stated that:
"Your feedback will help us refine the draft strategy."

The Edgecliff shopping Centre certainly needs to be upgraded, and public input is essential to determine what residents want from an improved centre.

The Paddington Society has more far reaching concerns, including transport, traffic congestion, parking, impact on historic precincts, provision of affordable housing, community infrastructure, building bulk and heights, overshadowing of public and private spaces, and the blocking of views. We intend to address these in our submission in response to the Draft proposal.

This location of the Edgecliff Centre is at the gateway to the Eastern Suburbs, on a road network already performing close to capacity. The New South Head Road / Ocean Street / Ocean Avenue is the most constrained of its junctions, indicating that there is limited capacity for the network to accommodate more traffic. So a major redesign of the Centre affects not just local residents, but will have a wide-ranging influence on all those living and working in Woollahra.

The draft strategy was originally on public exhibition for three months, from 31 May until Friday 30th July 2021, subsequently extended, first until 3rd September, and now until 17th September. During this time seven pop-up information sessions were planned, of which six were cancelled. One webinar took place on 25th June. This is obviously completely inadequate given a project of this magnitude and long term impact, for which planning started at least five years ago.¹

Our area was locked down from 24th June, and because of the stress of this time many have not had the time or energy to pay attention to the proposal; in fact, many residents are not even aware of it. Certainly a great number of our members, local residents, and Woollahra residents further to the east and south, are not aware that the scope of the Draft Strategy includes proposals relating to properties and roadways on both sides of New South Head Road to the west and east of the shopping Centre.

We request that Council considers a further extension of the submission period to provide all residents with additional time to concentrate on the wider implications of this Draft Strategy.

Yours faithfully

Will Mrongovius, President, The Paddington Society - per MS: 0408 276 796; EH: 0411 109 770

¹ The YourSay website links to a total of 350 pages of documentation in five separate reports pertaining to the Draft Strategy from 2017 onwards.