

ITEM 5 POST EXHIBITION - PLANNING PROPOSAL - 163-171 CROWN STREET AND 80-82 CHURCH STREET, WOLLONGONG

On 27 October 2025 Council resolved to prepare and exhibit a Planning Proposal for 163–171 Crown Street and 80–82 Church Street, Wollongong, known as The Globe Hotel site. The proposal seeks to increase the maximum building height to support a mixed-use development including hotel and motel accommodation.

The Planning Proposal was exhibited from 9 December 2025 to 9 February 2026. Sixteen (16) submissions were received.

It is recommended that the Planning Proposal be progressed to finalisation and an LEP amendment made.

RECOMMENDATION

- 1 The Planning Proposal (PP-2025/5) which proposes to amend the planning controls for 163–171 Crown Street and 80–82 Church Street, Wollongong in the following manner, be progressed to finalisation:
 - a introducing a local clause (as indicated in this report) to vary the Height of Building, Floor Space Ratio, Sun Plane Protection clause, and part of the Design Excellence Clause to enable additional capacity in hotel and motel accommodation development to be considered on the site.
 - b Mapping the site as a Key site on the Key Sites Map (Attachment 4).
- 2 The General Manager be authorised to make any minor amendments to the LEP amendment that does not change the intent of the Planning Proposal.

REPORT AUTHORISATIONS

Report of: Luke Musgrave, Manager City Strategy
 Authorised by: Linda Davis, Director Planning + Environment - Future City + Neighbourhoods

ATTACHMENTS

- 1 Location Plan
- 2 Existing Planning Controls
- 3 Summary of Submissions
- 4 Key Site Map

ACRONYMS USED IN REPORT

Abbreviation	Meaning
CBD	Central Business District
LEP	Local Environmental Plan

BACKGROUND

The Site

163-171 Crown Street and 80-82 Church Street, Wollongong consists of five lots which have a combined area of 4,800m² (Attachment 1). The site also includes part of Globe Lane (orientated east-west to Church Street) and Globe Way (orientated north-south to Burelli Street).

The site is zoned E2 Commercial Centre under the Wollongong Local Environmental Plan (LEP) 2009 (Attachment 2). The site has a base floor space ratio of 1.5:1 and maximum floor space ratio of 6:1 for commercial development and 3.5:1 for residential development. The site has a maximum building height of 48m at the Crown Street frontage and 32m at the Burelli Street frontage (Attachment 2). LEP Clause 8.3 Sun Plane Protection, further limits building height to prevent overshadowing of MacCabe Park between 12-2pm (Attachment 2).

In 1966 the David Jones building and car park was constructed on the corner of Crown Street and Church Street. In 1935 the Wollongong RSL constructed a building on the corner of Burelli Street and Church Street. In the 1980s it was redeveloped into the City Diggers club.

Development Applications

On 17 December 2024, Development Application DA-2023/767 was approved as a deferred commencement for a mixed use development containing 8,355m² of commercial office space, a registered club, a 114 room motel and a 236 room hotel. The development consists of three (3) buildings / towers, the 4.5–5 star hotel at the Crown Street frontage, the office building in the middle and the club and motel at the Burelli Street frontage. The approved development has a building height of 16m on the Burelli Street frontage stepping up to 32m and 55m (15 stories, including the ground floor) on the Crown Street frontage.

The approved hotel building exceeds the 48m height of building control by 7m (two stories) but is lower than an extension of the sun plane protection line. The approved buildings will overshadow a small portion of MacCabe Park, in the vicinity of the Integral Energy Building.

On 25 February 2025 Development Application DA-2024/870 was approved for demolition of the City Diggers Building and David Jones car park and bulk excavation earthwork. This demolition work has been completed.

In July 2025 a modification to DA-2023/767/A was lodged seeking to modify the carparking, lift/stair core, inclusion of gym, changes to subdivision, changes to floor plans, rearrangement of roof and façade amendments. The application seeks to increase the commercial office floor space to 11,490m² and reduce the number of motel rooms to 88, with no change to the approved building height or number of hotel rooms. This modification application is under assessment.

On 28 July 2025 Council resolved to close and sell a part of Globe Lane and a small part of Globe Way, to enable the land to be incorporated into the development site.

Wollongong Tourism Accommodation Strategy

On 24 February 2025 Council adopted the Wollongong Tourism Accommodation Strategy which proposes a Planning Proposal be prepared to implement a range of measures to incentivise the retention of existing hotels and encourage the provision of new accommodation offerings. The Strategy proposes a 30% height and floor space bonus for 5-star or equivalent hotel accommodation in the E2 Commercial Centre zone. The 30% bonus is equivalent to the State's 30% bonus for residential developments that include 10-15% Affordable Housing for 15 years.

The strategy also proposes the option of seeking an increase to site-specific planning controls for 5-star or equivalent hotels with more than 200 rooms in the City Centre, subject to design excellence.

On 26 May 2025 Council adopted amendments to the Wollongong DCP 2009 – Chapter E3 Car Parking, which reduced the car parking rate for commercial developments, including hotel accommodation.

On 27 October 2025 Council endorsed the City Centre Planning Proposal which includes the 30% bonus for 5-star or equivalent hotel accommodation in the E2 Commercial Centre zone. The City Centre Planning Proposal is awaiting a Gateway Determination to enable exhibition. This report considers a Planning Proposal request that seeks a site-specific change that is more than the 30% bonus for a 5-star or equivalent hotel.

A Planning Proposal to implement the other Tourism Accommodation Strategy recommendations is in preparation for separate reporting to Council.

Planning Proposal Request

In July 2025 a Planning Proposal request was lodged seeking to introduce a site-specific clause that, if approved, would enable a taller development that exceeds the sun plane control. The floor space ratio is also proposed to increase to 7.16:1. The proposal seeks to enable approximately 13,000m² of commercial office space, 172 room motel and 262 room hotel with a proposed building height of 30m on the Burelli Street frontage, stepping up to 45m and 78.2m (20 storeys, including the ground floor) on the Crown Street frontage.

The Planning Proposal seeks support for an increase in the building height of the proposed 5-star hotel. The office and motel buildings that fall into the shadow of the hotel during the lunch time period also seek to benefit from the increased height.

The increased height would enable a further modification to the development consent to be lodged for the increased development. The proposed increased building height would enable a building to overshadow part of MacCabe Park for part of the day. The shadows largely falling on the Integral Energy building (owned by Council) for the period 12–2 pm during the months of March to September. The shadows would not extend to the playground and would be less than the shadows already cast by the Integral Energy building.

On 27 October 2025 Council considered a report on the Planning Proposal request and resolved that:

- 1 *A Planning Proposal be prepared to amend the Wollongong Local Environmental Plan 2009 for 163-171 Crown Street and 80-82 Church Street, Wollongong by:*
 - a *Introducing a local clause to vary the Height of Building, Floor Space Ratio, Sun Plane Protection clause, part of the Design Excellence Clause to enable additional capacity in hotel and motel accommodation development to be considered on the site.*
 - b *Mapping the site as a Key site on the Key Sites Map.*
- 2 *The Planning Proposal be referred to the NSW Department of Planning, Housing and Infrastructure for a Gateway Determination.*
- 3 *Following receipt of the Gateway Determination, the Planning Proposal be exhibited for a minimum period of 28 days.*
- 4 *The NSW Department of Planning, Housing and Infrastructure be advised that Council wishes to use its delegations to finalise the Planning Proposal after exhibition and the consideration of a post-exhibition report.*
- 5 *The Planning Proposal be progressed separately to the City Centre Planning Proposal.*

Following the receipt of a Gateway Determination the Planning Proposal was exhibited from 19 December 2025 to 9 February 2026.

PROPOSAL

In response to the exhibition, sixteen submissions were received which are summarised in Attachment 3. The following table provides a summary of the submissions:

	Support	Opposed	Comment	Total
State agencies (Transport for NSW & Sydney Water)	0	0	2	2
Destination Wollongong	1	0	0	1
Community members	2	4	1	7
Business community	5	1	0	6
Totals	8	5	3	16

Support for the Proposal

Supportive submissions highlighted the strategic and economic value of increasing hotel accommodation within the city centre. Submissions noted:

- The city's existing shortfall of hotel rooms and the need to support visitor growth.
- Economic benefits to surrounding businesses arising from increased foot traffic.
- The role of additional hotel capacity in enabling Wollongong to attract larger events and conferences, supporting the city's tourism sector.
- That projects of this scale contribute positively to investor confidence in the CBD and broader city-shaping outcomes.

These matters are consistent with Council's adopted strategic directions for the city centre and with broader policy encouraging employment-generating mixed-use development in accessible locations.

Opposition to the Proposal

Objections focused primarily on the scale of the proposed height increase and its perceived impacts, including:

- Concerns that the height uplift is excessive relative to surrounding development
- Potential overshadowing impacts on MacCabe Park
- Possible negative impacts on some nearby businesses

These concerns were assessed against the detailed studies accompanying the Planning Proposal and against the objectives of the Wollongong LEP 2009. Built-form and overshadowing analysis indicate that while there is some additional shadowing, the park retains acceptable levels of solar access during key use periods. The proposal remains consistent with the intended future character of the city centre, where increased height and density are anticipated near major transport nodes and civic spaces.

The Planning Proposal aims to support investment into tourism accommodation in the city, which will activate the street and support vibrancy and economic performance of the CBD.

No technical issues were raised by State agencies, and no objections were received from authorities responsible for infrastructure or service provision.

Some matters raised in submissions relate to aspects of the proposed development that are more appropriately considered through a development assessment process including assessment of traffic and transport, connectivity, sustainable design and requirements to address construction impacts.

Suggestions for the use of MacCabe Park are appreciated and can be explored through the future Master Planning process for the park.

Conclusion

All submissions have been reviewed and carefully considered. While the exhibition demonstrated a range of views, the strategic merit of the Planning Proposal remains strong.

The proposed increase in building height to 78.2m on Crown Street, is a significant increase on the existing height limit of 48m, and the approved building height of 55m. However, it is not out-of-character with other buildings in the City Centre which have been built to 80m and others with approved or proposed heights of 120m. The additional building height if approved through a development application modification, will increase over-shadowing of the north-east corner of MacCabe Park in the vicinity of the Integral Energy Building during the key lunchtime period of 12–2 pm.

The proposal aligns with Council's long-term vision for a vibrant, mixed-use city centre, and supports economic development and tourism growth. The proposal is seeking to provide additional hotel accommodation in the City Centre, and the first 5-star or equivalent hotel accommodation, consistent with Council's Tourism Accommodation Strategy.

It is therefore recommended that the Planning Proposal be progressed to finalisation and that the associated amendment to the Wollongong Local Environmental Plan 2009 be made.

The following draft local clause is proposed to be included in the Wollongong LEP 2009 (although may be amended through the legal drafting process):

XX Use of certain land at 163 - 171 Crown Street and 80 - 82 Church Street, Wollongong

(1) This clause applies to the following land at Crown Street and Church Street, Wollongong -

- (a) Lot 1 DP 505840,*
- (b) Lot 1 DP 621464,*
- (c) Lot 1 DP 60149,*
- (d) Lot 1 DP 53465,*
- (e) Lot 1 DP 548304,*

- (f) *Part of Globe Way,*
- (g) *Part of Globe Lane.*
- (2) *Development for the purpose of a mixed-use development that involves hotel or motel accommodation is permitted with development consent if the height of buildings does not exceed:*
 - (a) *80m on 163-171 Crown Street and part of Globe Lane for the purposes of a development predominately containing a 4.5-5-star or equivalent hotel, with more than 200 rooms, and*
 - (b) *where development consent is granted for development with a height allowed by subclause (2)(a) (prior to or concurrent with a proposal on other lots to which this clause applies):*
 - (i) *30m at the Burelli Street street-wall frontage of 80-82 Church Street and part of Globe Way, increasing at an angle of 4.0/6.6 from the horizontal,*
 - (ii) *to a height plane of 45m on 80-82 Church Street and part of Globe Way, for the purpose of a development predominately containing motel accommodation, registered club and office premises.*
- (3) *Clauses 4.3, 4.4, 4.6(8)(ca), 7.18(4)(d) and 8.3 do not apply to development for the purpose of a mixed-use development that involves a 4.5-5-star or equivalent hotel accommodation and motel accommodation on the land to which this clause applies.*
- (4) *This clause does not apply to any other types of development, including residential accommodation, on the land.*

The site will also be mapped as a key site (Attachment 4).

CONSULTATION AND COMMUNICATION

The Planning Proposal was exhibited from 19 December 2025 to 9 February 2026. The Planning Proposal was advertised through:

- Advertisement in the Illawarra Mercury
- Council’s Our Wollongong Exhibition website
- Emails to Neighbourhood Forum 5, Destination Wollongong, Property Council of Australia – Illawarra, Business Illawarra
- Letters to nearby and surrounding landowners
- the NSW Planning Portal
- Council’s social media
- Emails from peak organisations to members’ network

Council’s exhibition webpage received 273 views, 104 documents were downloaded and six (6) comments were received.

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong Our Future 2035 Goal 2 – ‘We have well planned, connected, and liveable places’ and Goal 3 – ‘We foster a diverse economy, and we value innovation, culture, and creativity’. It specifically delivers on the following:

Community Strategic Plan 2035		Delivery Program 2025-2029
	Strategy	Service
2.1	Urban areas are planned and well maintained to provide a healthy and safe environment for our community to live, work and play	Land Use Planning
3.4	Continue to build Wollongong CBD as a vibrant employment precinct with an active evening economy.	

CONCLUSION

On 27 October 2025 Council resolved to prepare and exhibit a Planning Proposal for 163–171 Crown Street and 80–82 Church Street, Wollongong, known as The Globe Hotel site. The resolution is consistent with Council's Tourism Accommodation Strategy which seeks to increase the number of hotel rooms in the City Centre, to better support visitation, conferences and sporting events.

Sixteen (16) submissions were received commenting on the proposed changes to the planning controls. The submissions in support highlighted the need for additional hotel rooms and investment in the City Centre. The submissions opposed where concerned about over-shadowing of MacCabe Park due to the increased building height.

It is recommended that Council progress the Planning Proposal to finalisation and an LEP amendment be prepared and made.



**Planning Proposal
Location
Map**

 Subject Site

Folder: K:\CST\Arcgis\1 Planning Proposals\1_PP_ArcGISPro\The Globe\

Name: The Globe Location

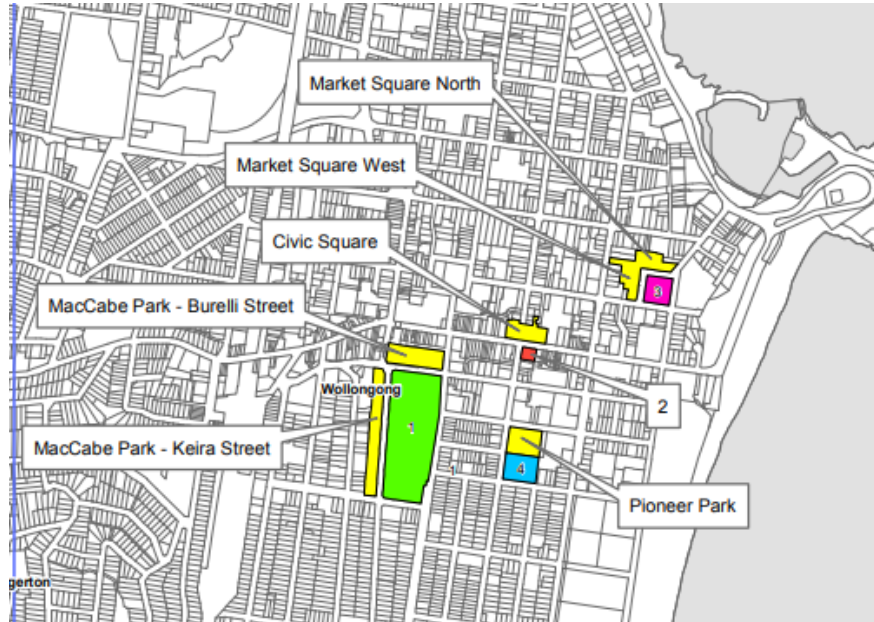
Drawn: H. Jones
Date Printed: 10-10-25
Scale: 1:1,500







Clause 8.3 Sun Plane Protection Map



**Sun Plane Protection
Map - Sheet SPP_ 025**

Protected Areas

- 1 MacCabe Park 12-2pm, 21 June
- 2 Civic Square 11-3pm, 21 June
- 3 Market Square 12-2pm, 21 June
- 4 Pioneer Park 12-2pm, 21 June
- Sites affected by sun plane controls

Globe Hotel Planning Proposal PP-2025/5 – Summary of Submissions

		Comments
1.	Transport for NSW	<p>No objections</p> <p>The proposed development will likely generate increased pedestrian and vehicular movements within the surrounding transport network. If a Development Application (or modification) is lodged for the increased development, TfNSW requires the following to be addressed:</p> <ul style="list-style-type: none"> • An updated Transport Impact Assessment (TIA) should be prepared to ensure the additional impacts are assessed and appropriately mitigated. The TIA should be consistent with the Guide to Transport Impact Assessment (GTIA). • Should the TIA identify any modifications to the surrounding signalised intersections are required, TfNSW assessment and approval is required.
2.	Sydney Water	<p>No objections</p> <p>There should be water and wastewater capacity to service future modifications to the existing Development Application (DA-2023/767) which currently applies to the subject site. Amplifications, adjustments, deviations and/or extensions may be required.</p>
3.	Destination Wollongong	<p>Destination Wollongong fully supports the proposal to increase the maximum building height for mixed-use development. Reasoning includes:</p> <ol style="list-style-type: none"> 1. Wollongong is currently experiencing a shortage of hotel accommodation, with Destination Wollongong having co-commissioned a Hotel Demand Study to further address the issue, on the back of strong foundational work by council in the Tourism Accommodation Review Strategy. 2. The Destination NSW Visitor 2035 Economy Strategy has set an ambitious goal of adding 40,000 new hotel rooms by 2035, with 10,000 to come from regional destinations. The Globe development is a crucial indicator to State Government that we are an early adopter of this strategy and can be a significant contributor in helping achieve this bold vision. 3. Increased hotel room capacity is required to meet current and projected visitor demand, especially when considering the recently proposed upgrades to Wollongong Entertainment Centre and WIN Stadium, along with BlueScope’s unprecedented Land Transformation project. These large-scale projects will markedly increase the need for accommodation capacity across the region, both in build phase and upon completion. 4. An additional 84 rooms across the hotel and motel will enhance the conference capacity of Wollongong, which attracts one of the highest-yield sectors in the visitor economy. It will also enable greater capacity to accommodate those attending major events in the region, which is a key investment pillar of Destination Wollongong and provides \$30+ million annually in economic impact to the LGA.

		Comments
		5. Increased hotel room supply will deliver greater social and economic benefits to the CBD. The additional accommodation and mixed-use assets will support the State Government's Uptown Accelerator program, designed to stimulate the evening economy, with the adjoining Globe Lane precinct being a recently announced participant in the program.
4.	Business owner	<p>Strong support for Planning Proposal, which I believe will play a pivotal role in revitalising our area and boosting the local economy through increased hotel accommodation.</p> <p>Our community has long been seeking avenues for growth in tourism and visitation on the area. The initiatives outlined promise to breathe new life into our neighbourhood, creating fresh opportunities for residents and local businesses alike. By encouraging thoughtful development and modernisation, this proposal will enhance the vibrancy of our streets, attract visitors, and foster a greater sense of community pride.</p> <p>The economic benefits of this proposal cannot be overstated. The planned improvements are expected to stimulate investment, generate new jobs, and support the growth of existing enterprises. Small businesses, in particular, stand to gain from increased foot traffic and the overall uplift in activity, helping to ensure the long-term sustainability of our local economy.</p> <p>As a neighbouring property owner, I wholeheartedly endorse Planning Proposal. I am confident that its adoption will deliver positive outcomes for residents, business owners, and visitors, making our area an even better place to live, work, and spend time.</p> <p>I look forward to seeing its positive impacts unfold in the near future.</p>
5.	Resident	<p>Opposed to this planning proposal. It is ridiculous that this is even being considered a 14 meter increase in height.</p> <p>The impact on MacCabe park with the lack of light and sun should in no way be approved.</p> <p>This proposal should be rejected.</p>
6.	Resident	<p>My objection to the proposal concerns the height. Wollongong's skyline has changed dramatically and not for the better. We need to protect the beauty of this landscape. Not anti-development.</p> <p>However, taller does not equate to sustainable, stylish or attractive architecture for this small area of land.</p>
7.	Resident	<p>Do not support building heights that will result in partial over shadowing of MacCabe Park. This will negatively impact Councils attempts to increase public usage of the park. The development should also include extensive green space and garden areas to support Councils strategy to improve green space across the LGA and CBD</p>
8.	Resident	<p>Wollongong desperately needs to encourage Tourism by offering motel/hotel accommodation options. Although Tourism will be immediately deterred by the dilapidated appearance of Wollongong CBD both by the calibre of demographic often yelling abuse, the for lease signs, graffiti, unused shop fronts, it is an embarrassment. We</p>

		Comments
		<p>host many interstate travellers but whom commonly state “what is going on here, it looks like the zombie apocalypse” when driving down crown street. Encourage businesses with this approval, although, empty spaces are needed to modernise, industrialise and welcome traffic both in the people & driven form. Although, this approval seeks commercial space. Wollongong already has an oversupply of commercial space, often up for lease. I strongly suggest this application focuses on the aesthetics of encouraging artistic appeal, along with hotel/motel accommodation options only or includes communal space whether that be a free/managed playground, pool or a paid for cinema, etc</p>
9.	Resident	<p>Given the potential overshadowing of MacCabe Park, a trade-off can be to open the park up to the commercial city again. Currently buildings around the perimeter of the park close off the park from the city, isolating it from regular users and leading to antisocial behaviour. If a trade-off was to require the developer to demolish the council building within the park on the corner of Burelli and Church and reinvigorate the park, this could create an overall benefit. Ideally it should embrace the park rather than build a wall and ignore it. The current Wollongong Central does that and it adds to the isolation of the park from the city. The park, well linked to the commercial heart of Wollongong, is an asset and should be embraced as such by any future development</p>
10.	Resident	<p>This planning proposal looks like a great adjustment and should proceed</p>
11.	Resident	<p>I object to the proposed increase in development height for the subject site. The revised proposal, when considered alongside the development already granted approval, represents an excessive scale and bulk that is inconsistent with the existing urban character of the Wollongong city centre.</p> <p>The resulting built form will be visually dominant, intrusive, and detrimental to the skyline, creating a significant visual impact and loss of amenity. Comparable developments near Wollongong Hospital and along the Crown Lane-Rawson Street-Regent Street area have demonstrated how excessive height and massing can negatively affect streetscape quality, solar access, and the overall liveability of surrounding areas.</p> <p>Of particular concern is the impact of the proposed towers on nearby public open space, particularly the overshadow of MacCabe Park. This issue was already recognised as a serious concern and small concession to address it in the existing approvals but even the small concession is wiped from the discussions with these mega tower proposals. The increased height and bulk will result in substantial overshadowing, reducing sunlight access and diminishing the usability, environmental quality, and community value of an important green space. Such outcomes are contrary to sound urban design principles and the objective of protecting and enhancing public amenity within the city centre.</p> <p>The traffic and transport implications of this development are also significant. A substantial increase in residential density will place</p>

		Comments
		<p>additional pressure on an already congested road network. Wollongong’s existing traffic conditions and majorly limited public transport capacity are not sufficient to support development of this scale without considerable adverse impacts. Increased congestion, reduced road safety, and further strain on surrounding streets are likely outcomes. Disruption to the surrounding area has already occurred. The first part of demolition works on the site have largely obstructed the roadway along the eastern boundary, effectively severing Globe Lane from the east. This has resulted in reduced connectivity, compromised access for pedestrians and vehicles, and negative impacts on nearby businesses and residents. Should the development proceed, the construction phase will impose severe and prolonged impacts.</p> <p>The excavation required for basement parking is likely to involve extensive works over an extended period, generating significant noise, vibration, dust, and disruption. As is common with developments of this nature, parking provision is inadequate relative to actual demand, increasing pressure on surrounding streets and public parking. The assertions that future residents, workforce and shop customers will primarily rely on public transport are unrealistic given the existing critically limited Wollongong’s transport services. Extended construction activity—potentially lasting several years or longer for the full site development—will negatively affect local businesses, residents, and public amenity. In similar developments elsewhere in the city, excavation and construction activities have led to reduced foot traffic, business closures, and ongoing disruption. If blasting or other high-impact excavation methods are required, these impacts will be further intensified.</p> <p>The cumulative impacts of this proposal are unacceptable. These include excessive overshadowing, wind tunnelling effects, traffic congestion, road closures, increased demand on already stretched local infrastructure, and long-term disruption during construction. The claimed economic benefits are questionable, particularly where construction activity provides limited long-term employment or benefit to the local community. The Wollongong city centre is already facing challenges in maintaining relevance, accessibility, retaining small and medium-sized or large retail and other businesses, and fostering a vibrant, functional urban environment. Introducing development of this excessive scale and height risks further undermining these objectives rather than supporting them. We do not want to be known only as "Wollongong City of Shadows" or the "Grey Mile". For these reasons, I strongly oppose the proposed increase in development height and urge the consent authority to reconsider the proposal in its current form.</p>
12.	Business owner	<p>It all sounds very needed for the area; excited to see this one come to life.</p> <ul style="list-style-type: none"> • The redevelopment of the former David Jones site into The Globe represents a well-needed, transformative investment

		Comments
		<p>for Wollongong, addressing key opportunities in our region's visitor economy, employment and urban activation</p> <ul style="list-style-type: none"> • Greater hotel capacity supports larger conferences and events, encourages longer stays and amplifies economic activity across dining, retail and services <p>The development enhances Wollongong's appeal as both a leisure and business destination, creating jobs and long-term benefits for local businesses and the community.</p>
13.	Business owner	<p>As neighbouring hospitality operators, we are strongly supportive of this project. Please see below a few points outlining our support:</p> <ul style="list-style-type: none"> • Increased accommodation capacity is critical for Wollongong. There is a clear shortage of hotel rooms, and additional supply will support the city's growing visitor economy. • Greater hotel and office presence in the CBD will drive increased foot traffic and activity, directly benefiting surrounding small businesses. • Wollongong currently lacks a strong corporate and business lunch market compared to larger cities. Additional commercial space and the potential attraction of larger companies will help grow this segment, particularly supporting Friday and weekday trade for hospitality venues. • More visitors staying within walking distance of the CBD will contribute to a more vibrant day-to-night economy. • Projects of this scale demonstrate confidence in Wollongong's growth and future, encouraging further investment in the city. <p>Overall, we believe this development will positively contribute to the vibrancy, economic strength, and long-term sustainability of the Wollongong CBD.</p>
14.	Business owner	<p>More rooms on the site will mean a more vibrant Crown street mall and Globe lane precincts, leading to more retail and hospitality spending, raising the appeal of CBD small business investment. More commercial space is going to benefit the immediate CBD area for innovative businesses, and day trade for local hospitality, retail and health</p>
15.	Business owner	<p>I object to the Planning Proposal which is seeking to exceed maximum building heights within Wollongong Mall as this will undermine existing economic stability and amenity for surrounding street-level retail making it difficult to trade as well as impact the comfort and security of street-level pedestrians in Crown Street Mall and Globe Lane which will directly impact my commercial property as well as undermine the long term investment of my long standing street level retail tenants, who rely on both steady pedestrian foot traffic and an active streetscape to both succeed and to minimise malicious damage and other criminal encounters on the street. The Mall was originally purpose built as a shopping Mall with the comfort, congregation and movement along the street of pedestrians in mind and to facilitate and secure retail in Wollongong and, to date, that still remains both the dominant role and choice of reliable long</p>

	Comments
	<p>term business in this area (despite other precincts being introduced around it) and, as such, Crown Street Mall and Globe Lane continue to rely on retail to prosper and that remains the main role of the Mall although it is also true to say over recent years that the strength of that market has been at times compromised as large developments have succeeded in detouring pedestrians from the street via a tight accumulation of overhead pedestrian bridges, pedestrian underpasses and closed entrances to the street as well as through lost parking and transport stop detours which Council have unfortunately allowed.</p> <p>But, despite this, Wollongong's retail market has persisted as the area's dominant market which I can testify as a commercial landowner who has rarely had any retail vacancies in my building for well over 40 years and, as such, it is important that this retail sector is not sacrificed to bolster Council's other goals, Wollongong's short term investors or smaller 4% tourist market which is now being proposed especially at street level and within the Mall in light of already reduced pedestrian amenities that retailers and street shoppers have had to endure but, proposed increased building heights of The Globe will undeniably do this which cannot be allowed!</p> <p>In its currently approved form, The Globe development is big enough! It is already a mammoth development and has been given hugely excessive concessions from Council from ownership of over 3 large areas of highly used public land across its development to being excused from paying developmental contribution levies, to not having to provide sufficient parking, to exceeding sun plane controls to exceeding bulk and heights across its entire sight as it stretches ridiculously 55m over Crown Street Mall surrounded by tiny 2 storey neighbours on all sides which this proposal deceptively leaves out in its photomontages completely destroying mountain to the sea escarpment views which Council once proudly protected as well as already causing significant losses to surrounding business and the public as a result.</p> <p>So, now, to propose increasing heights of the 3 towers is both unfair and unreasonable to the community. It will not just increase shadows on surrounding streets but will most importantly increase existing winds (as tall buildings are known to do as they increase in height) and block out huge chunks of 'natural' light that currently elevates the area and is relied upon every day to attract the public and keep the flow and congregation of pedestrians active within the Mall to maintain and encourage an active streetscape and positive public and retail experience within the Mall but this will be lost if the towers heights are permitted to increase which will drive the Mall into a cold and uninviting place...too unpleasant to visit or spend time in and no amount of foliage or screening could be permitted to compensate without destroying active sight lines for retail which would be catastrophic and undeniably destroy both street life, safety and retail...the Mall's core business.</p>

		Comments
		<p>The Mall will become a ghost town if Council allows further building height increases as the taller the building, the faster the wind accelerates around their base at pedestrian level. A 40 to 80m building is said to drive pedestrian activity off the street due to the wind tunnel effect that it causes because tall buildings accelerate and redirect wind downwards around the base of buildings which then increases wind speeds, gusts and uncomfortable and even dangerous conditions for pedestrians. This is of particular concern during winter and cooler days where pedestrians are impacted by this at least 130 days per year (as recorded last year) causing unreasonable discomfort to them and considering that Crown Street Mall already feels huge coastal wind gusts, it is clear that the buildings in this development should then NOT be increased in any way especially not the building facing Crown Street Mall or on the other side of Globe Lane. Increasing these unpleasant elements will also convert all walking transport corridors of Crown Street, the new link, Globe Lane and Globe Way into unwalkable spaces reducing the city's connectivity and permeability permanently and as such this will de-activate the city.</p> <p>In its presently approved form, this development is already iconically visible and will still attract much attention from afar without having to raise it's height any further which will still result in negative impacts on the street but at least less so at presently approved heights. Council needs to please consider that supporting street level pedestrian amenity also supports street level business and that helps to maintain security and an active streetscape which all also collectively stimulates tourism, investor interest and trade in the city but this current proposal would actually undermine that future if the street becomes inactive as a consequence of negative environmental impacts caused from increasing heights.</p> <p>As currently approved, this development will more than meet future tourism demands with the proposed increases appearing ingenuine and tokenistic to mask the developer's real goal to increase their commercial office space which will return them a higher return on their investment despite it creating an unsightly and unmanageable burden on the surrounding public and businesses around it which should not be allowed.</p> <p>The huge bulk and scale of any increased building height will also make surrounding areas feel uncomfortable and difficult to manage at street level as the proposed increased heights will create a towering impact on a currently well-lit streetscape that has tiny 2 storey buildings surrounding it. The proposed increased heights would also be an eyesore and are excessive in that they will block abundant natural light from reaching surrounding areas at street level which will cause residual problems at street level on private buildings and on public infrastructure and pavers, etc of moss growth, and other decay especially at the top of Globe Lane and in Globe Way where this would create dangerous slip hazards to pedestrians as both areas slope and are heavily used thoroughfares). And, the</p>

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	<p>building design is also not contextually appropriate being vastly excessive in height and bulk compared to its tiny surroundings. It is also unreasonable to permit the increased heights proposed compared to the losses especially when there are alternatives as facing Crown Street the building proposes an increase from 15 to 20 storeys and yet that will block a huge 25m more of natural light across the city's centre (suggesting room heights could instead simply be lowered instead of raising heights on all towers). This proposal will also unreasonably increase environmental and economic burdens on all surrounding streets, as a consequence, and to all surrounding buildings, businesses and to the street level public as they try to cope as well as unfairly increase reliance on non-green energy sources in the area as a result. Again, if all towers lowered their ceiling heights they would be able to increase their rooms without adding further burdens on others.</p> <p>This proposal also attempts to concerningly justify increasing heights across all of its towers also by claiming entitlements of 30% for 5-star tourist accommodation height allowances across its entire development when only a portion of the development offers 5 star accommodation and even more than 30% height increase of its commercial tower which does not even provide any accommodation asking for it to rise from 16m to 30m which will excessively block natural light facing Globe Way's narrow entry, facing McCabe Park and Globe Lane...all areas that are at risk of malicious damage and public safety and therefore need to be kept bright, open and sunlit and where non-natural light options cannot be relied upon and should not be encouraged.</p> <p>It is also unreasonable for this development to block, disrupt and dominate significant iconic views of Wollongong and its escarpment from the mountains to the sea which should be protected as part of the tourist appeal of the city and increasing heights will also create unreasonable privacy issues not just on this site but also far beyond as most of the buildings in this proposal will intrude in the privacy of many buildings beyond this sight.</p> <p>The claim that this proposal supports and enhances a vibrant streetscape is false as all its buildings lack any openly visible retail character and clear glazed continuity along all their street frontages where pedestrians would feel engaged and motivated to see and search beyond their buildings or to meander along its streetscape. This is of crucial significance as this development is seeking to now increase its capacity across all buildings in an established retail area which has worked hard to overcome lost pedestrian traffic from other mixed-use buildings nearby. This style of development is designed to be inwardly active to contain and isolate its users to avoid escape spending and so permitting any increase in its capacity will undeniably drive away existing street level pedestrians within it and reduce activity and business on the street impacting the streetscape negatively. This creates a growing problem at street level as it causes it to become more inactive which increases risks of unsightly</p>

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	<p>behaviour, malicious damage and economic and employment decline in street level businesses and along the streetscape.</p> <p>I further note that the proposed development lies on sloped flood prone land where overland flows occur. This is also of increased concern if all buildings increase in height as that adds to the overflow drainage burden at the sight and as approved is already far in excess of what was planned and capable in that area. Any further increase would exacerbate this concern and potentially create huge and rapid flows down Globe Way creating risky dangers for pedestrians as well as undue ongoing maintenance that public infrastructure will struggle to cope with.</p> <p>This proposal also appears to raise changes to Council's sun plane control. It is important in this regard to consider that Council intends to transform MacCabe Park into a "mini Central Park" to increase interest and usability of the space and its connection to the city centre and this control helps to secure it from shadowing to feel inviting and pleasant at its frontage facing Burelli Street. Whilst the area exposed to the shadowing at present may seem insignificant to the developer, it is of important significance to public users as it faces Globe Way and Church Street which is the Park's closest and most direct entry routes to the city centre and it is also within a frequently used bus stop that delivers the public into and from the city. These areas are crucial as they lead to essential infrastructure that are heavily used by the public. The park is also a symbol of social, physical and mental well-being that supports the public in Wollongong and is most often accessed from the area under the sun plane control protection and during the hours that is within the sun plane's protection and therefore this should be protected from shadow in order to keep that link inviting. This control should not be sacrificed to private enterprise as it would deteriorate that connection and enable that to be flippantly repeated, reducing fair amenity for the entire community as well as diminishing the functionality and beauty of the city as a place to work, play and rest in.</p> <p>Furthermore, claims of positive economic effects resulting from this proposal flowing on to all based on increasing employment during and after construction also appear wildly inaccurate as this ignores negative impacts during and after construction of this development on surrounding buildings, businesses and employees as noise, reduced amenity and discomfort reduces opportunities and business to surrounding street-life.</p> <p>And it is further concerning to note that Council will make decisions on this proposal which will affect the livelihood of so many surrounding owners, businesses and the public based on the supporting economic impact report submitted by Hill PDA which was included as part of this proposal when Hill PDA directly admit in their disclaimer that their report cannot be relied on for accuracy and that omissions and errors may have occurred in their assessments as well as relating to any forecast or projection.</p>

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	<p>Lastly, this proposal fails to support council LSPS in the following ways:</p> <p>It fails to support 'Our Wollongong Our Future 2032 Community Strategy Plan' as it disconnects and disengages the city's street life with life inside the towers as it reduces natural light and increases winds around all towers on the street making it unpleasant for the street-life public to endure and reduces the quality of local outdoor spaces for the community to gather in and enjoy for events and every day.</p> <p>It also fails to support council's 'Local Strategic Planning Statement' as it deactivates the city by reducing environmental amenities at street level and in doing this will drive the public off the street which will negatively impact local street dependant businesses.</p> <p>This planning proposal is also inconsistent with applicable SEPPs as it would encourage overdevelopment in the city's core, it fails to protect the environment on the city's streets surrounding this proposal which would negatively impact amenity on the street and in doing this would have a negative impact on economic security at street level and therefore business security and confidence. Local businesses need to trust that they can rely on Council to invest long term in the area as well as protect them. Unlike short term developers, they are the investors that hang around and spread wealth and they will disappear in droves if they feel there is no long term economic security.</p> <p>This proposal is also inconsistent with the Illawarra Shoalhaven Regional Plan 2041 as it disconnects and weakens Metro Wollongong at street level by creating uncomfortable environmental burdens at street level for the street level public and businesses which will make street level events surrounding these towers uncomfortable.</p> <p>And, this proposal also undermines Wollongong Council's LEP 2009 (2010 EPI 76), as all proposed tower increases will create difficult and unpleasant environmental conditions for businesses and the public at street level which will drive users off the street making streetscapes inactive and pedestrian flow diminish which will also discourage investment at street level, reducing employment opportunities there and economic continuity which will all collectively weaken the role of the commercial centre as the centre of business, retail, community and cultural activity.</p> <p>This proposal, if approved, will also potentially discourage long term business investment to the area as businesses quickly realise that business security cannot be trusted in the city as planning controls are too flexible and able to manipulate long term planned business models. When a new business sets up and invests in establishing their business at a site they need to be confident that development will not undermine their investment. This proposal creates an environment of investment volatility allowing developers to use planning laws for maximum short term capital gain and then exit leaving long term business investors too afraid to bring their business into the city for fear that they may lose the value of their investment in</p>

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		<p>time because they are unable to guarantee against unexpected changes in the city.</p> <p>I trust Council will consider the gravity of the concerns expressed and the negative long term consequences that the proposed increased heights of all buildings will have on all surroundings as well as how this proposal will undermines pedestrian movement, amenity, safety, street activity and existing long term business and employment in the area as well as the impact that alteration of its sun plane control will have on the community.</p> <p>If approved, the impact of this proposal on surrounding streets will irreparably change the city and dismantle existing retail viability which I expect will force many door closures and diminish pedestrian activity, comfort, interest and safety on the street as it proposes to interfere with essential environmental factors that a communal space needs to successfully function.</p> <p>Please do not allow this proposal to dismantle and undermine the city and ongoing retail business investment in the city.</p>
16.	Business owner	<p>This is a game changing addition to a very tired and under utilised mall.</p> <p>Wollongong lacks a premium hotel, with Novotel the closest thing - although still an excellent regional hotel.</p> <p>Considering the Globe development would contribute some shadowing onto the northern edge of MacCabe Park, is there not the possibility of a single storey convention and Event centre being developed along the Burelli Street edge of the Park? The Event space element could open out onto the Park itself and become a very active recreation and entertainment space.</p> <p>I wish the Globe proponents every success.</p>

