

Section

6

Conclusion

6.1 Feasible Alternatives

Alternatives to the proposed development are effectively represented by a 'do nothing' option, which would see the site continue, in the short term, to be used for farming.

6.2 Consequences of not Proceeding

The consequences of a 'do nothing' option (not proceed with the proposed development) are represented by various lost opportunities, many of which effect the wider public interest, and which may be summarised as follows:



- Failure to recognise the opportunity of establishing a highway service centre consistent with the Far North Coast Regional Strategy, Ministerial Direction *Commercial and Retail Development along the Pacific Highway, North Coast* (which identifies the "Ballina: Teven Road interchange" as a highway service centre that "can proceed") and Draft LEP;
- Denial of access to convenient fuel, automotive repairs, tourist and food services for motorists;
- Construction of a floodway through the site linking the floodplain to the north (of the site) to the proposed West Ballina Flood Relief culverts;
- The creation of an attractive 'gateway' to the southern entry of Ballina; and
- The substantial employment benefits and multiplier effects that would result from the development.

6.3 Project Justification

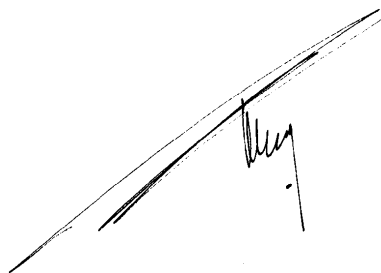
The intention to develop part Lot 11 DP 1011575 for the purposes of a highway service centre is a product of many factors. These include the need to respond to the site's unique location - near the intersection of the Pacific Highway Bypass and the existing Pacific Highway, and as a prominent southern entry point into the township of Ballina. In addition, it is a response to the strategic decisions detailed in the Far North Coast Regional Strategy, Ministerial Direction *Commercial and Retail Development along the Pacific Highway, North Coast* (which identifies the "Ballina: Teven Road interchange" as a highway service centre that "can proceed") and Draft LEP to establish a highway service centre at the site. As a result, the proposed development represents an opportunity to:

- provide motorists with a convenient highway service centre, providing fuel, tourist, food and automotive repairs, particularly those motorists southbound on the Pacific Highway Bypass (via an access from the southbound off ramp);
- provide a signature development at the southern entry point into Ballina, which has aesthetic appeal and contributes to the built form of the town, whilst also providing visitors with a sense of arrival;
- construct a floodway through the site linking the floodplain to the north (of the site) to the proposed West Ballina Flood Relief culverts; and
- provide employment opportunities to Ballina, along with multiplier effects.

From a statutory planning perspective, the proposed development is permissible under the Ballina LEP, with an objection required to clause 19(a) of the Environmental Planning and Assessment Model Provisions 1980 - on account of the proximity of the proposed HSC to the intersection of the Pacific Highway Bypass and existing Pacific Highway, and also to clause 11(2)(b) of the Ballina LEP as it relates to minimum lot sizes for subdivision. The proposed development is also consistent with the provisions of the North Coast REP, and various applicable SEPPs.

The proposed development is able to be developed in a manner whereby continuing off-site impacts can be satisfactorily dealt with, and this includes impacts on the wider road network, stormwater management, and wider implications resulting from the need to fill the site on account of its flood prone nature. As well, short term (construction) issues such as contamination and sediment and erosion control are also able to be dealt with satisfactorily.

The Development Application is recommended to Council for approval.



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