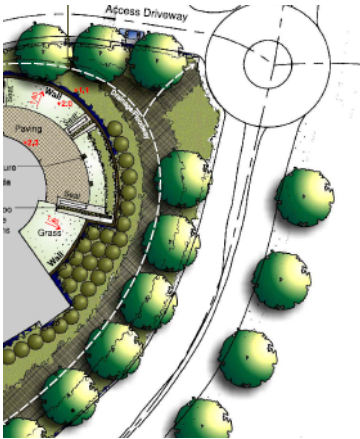


Section

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 cane 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:
- The construction of the southern end of the Ballina Western Bypass;
 - Failure to recognise the opportunity of establishing a "highway service centre" consistent with the Far North past Regional Strategy;
 - Denial of access to convenient fuel, automotive repairs and food services for motorists;
 - 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 Service Centre, signs and road 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. As a result, the proposed development represents an opportunity to:
- commence construction of the Ballina Western Bypass within the eastern portion of the site;
 - provide motorists with a convenient service centre, providing fuel and 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



from of the town, whilst also providing visitors with a sense of arrival;

- 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 Service Centre component to the intersection of the Pacific Highway Bypass and existing Pacific Highway. The proposed development is also consistent with the provisions of the North Coast REP, and various applicable SEPPs, and notably will satisfy the desire to establish a "highway service centre" along the Pacific Highway Bypass as outlined in the Far North Coast Regional Strategy.

The proposed development is also 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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