



**Planning &
Infrastructure**

Office of the Director General

Mr Paul Hickey
General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

RECORDS SCANNED 25 JUL 2012 Doc No..... Batch No.....

12/10861

Dear Mr Hickey

I write in regard to Council's consideration of a rezoning request for a site at the corner of Teven Street and Pacific Highway, Ballina to permit a Masters Home Improvement store.

The purpose of my letter is to request Council to undertake a review of its decision not to support the proposal proceeding in the plan making process.

I acknowledge Council's decisions of 23 June 2011 and 25 August 2011 with regard to the merits of the Masters proposal. Council is requested to review its earlier decision, taking into account;

- the uses are partly permissible on the proposed site for the Masters project (that is, permissible with development consent or as advertised development within some of the zones applying to the land),
- the relationship of the site to existing and proposed commercial/retail and industrial uses and areas along the old highway,
- policy objectives of the Far North Coast Regional Strategy (FNCRS) which classifies Ballina as a 'developing major regional centre'. The focus of the FNCRS is to provide opportunities for employment and to stimulate economic activity in the region. These policy settings necessitate detailed consideration of investment opportunities, and
- NSW 2021 Plan which aims to encourage steady and strategic growth in regional areas. The Plan strives to achieve access for regional communities to economic and lifestyles opportunities of our state.

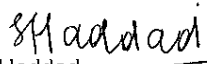
It is noted that one of the Council's priority areas for economic growth in the Ballina Local Government Area is additional investment in key retail and bulky goods projects. This includes the potential for other bulky goods developments. Such investment has the potential to reinforce Ballina as a major retail and employment hub on the North Coast.

I encourage Council to hold further discussions with Masters prior to making a further decision on this matter.

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To assist Council in this endeavour, I am prepared to make available the resources of the Regional team based in Grafton. Please feel free to contact the Department's Regional Director, Mr Steve Murray who can be contacted on phone 02 6641 6602 or email steve.murray@planning.nsw.gov.au.

Yours sincerely


Sam Haddad
Director General

23/7/2012