

AdelaideNOW...

Kara Adams, City North Messenger , March 12, 2013 11:49AM



Developer Steve Maras wants to build a cinema on Prospect Rd. Picture: Noelle Bobrige Source: AdelaideNow

A VISION for a cinema on Prospect Rd may be lost if planning guidelines are not set in the next three months, developer Steve Maras says.

He is urging the State Government to make changes to Prospect's development plan to allow a cinema to be built.

Mr Maras said Palace Nova, which would operate the cinema, would not proceed with the project unless some certainty was given on whether planning changes would allow it to go ahead.

"If this goes on past mid this year, we're going to lose them," he told the *City North Messenger* last week.

The State Government announced last November proposed changes to building height limits along three of the inner-north's main thoroughfares as part of zoning changes for inner-rim councils. The height of buildings along part of Prospect Rd would increase from two to three-storey.

But Mr Maras had hoped height limits would be increased to four storeys to allow his cinema to be built at the corner of Prospect Rd and Rose St.

"(The cinema group) will have to look at other locations," he said. "And we can't blame them. We'll have to look elsewhere too."

In a submission to the State Government on the development changes, the Maras Group said the boutique cinema venue would act as an "anchor" to attract visitors to the area and generate income and activity. "By being limited in size, it will ensure the numbers of visitors coming and going can be managed in terms of parking and access requirements," the report said.

"Because cinema-goers often dine or shop before or after the cinema, the precinct benefits more broadly."

Palace Nova Eastend Cinemas referred inquiries from the *City North Messenger* to Mr Maras.

Planning Minister John Rau said changing the development plan was a "statutory process that cannot be fast-tracked for any specific project".