
Sent: 29/09/2020 2:32:14 PM

Subject: Proposed Development Application DA2020/1039 15 Jubilee Ave Warriewood
Attention Maxwell Duncan

Attention Maxwell Duncan & Chief Executive Officer Norther Beaches Council

Sirs,

Our Business Central West Packing and Storage P/L occupies 1600 square metres of Factory /Office being Unit 3,4,5,6 and 14 5 Ponderosa Pde/2 Apollo St with Offices and Laboratories Fronting Jubilee Avenue . The Business consists of 3 divisions. Soap Solutions, Our Contract Body Care Manufacturing Business, Freshwater Brands Body Care Brand Umbrella for 5 different brands sold int Major Supermarkets, Pharmacy and other retail channels both based at our Warriewood Production and Distribution Centre as well as our Essential Oils Production Facility Freshwater Farm Based on the mid North Coast but with Administration Offices at our Warriewood Facility.

We have been operating our business out of our Warriewood Facility for 27 years and have seen a steady increase in traffic in this Industrial Park over this period. When we originally looked at establishing our business in Warriewood the LEP showed that the Bridge that now links Ponderosa Parade to McPherson St was to be a Pedestrian only Bridge. That would have meant that only Local Traffic would be found and generated in the industrial area and road system was designed to handle this. Then the plan for the pedestrian bridge only was changed to keep the traffic bridge open and also continue Ponderosa Pde through to Mona Vale Road again with no consultation with occupants of the Industrial Park. As a consequence of these two changes Ponderosa Pde has become a Rat Run to Mater Maria and Warriewood Square and the area has been gridlocked between 8 am and 9.30am and 3 pm and 5.30pm pretty much ever since. On top of this traffic is very congested at all other times during the day creating transport difficulties for delivery of our raw materials and shipment of finished goods.

The traffic study undertaken by SECA on one day in the middle of August During a Covid 19 Pandemic is absolutely farcical as so many people were and still are working from home including some of our staff. This survey can hardly be considered a representative sample on which a new development that is totally out of character and need for this industrial Area is based. This is the last parcel of Industrial Land left in Warriewood after the council rezoned land in Prosperity Pde for Residential land again with no consultation or survey on Industrial land Requirements.

The Warriewood area is crying out for more industrial space, our Business included. This proposed development is typical of a council and Government that only has a plan to cram more residents into the northern beaches with no thought to providing Land that could actually provide these people with Local Jobs.

This Development is totally without merit on any grounds and we object to it on the grounds that it will only increase traffic congestion in an area already at capacity. We as a Business that employs 40 mostly local People totally support and endorse the Turnbull Planning International Report objecting to this development and agree with all their findings particularly regarding Traffic Congestion, Permitted Use and Noise.

If you require any further information please don't hesitate to call me personally.

Best Regards,

Al Hutcherson
Managing Director



freshwater
BRANDS

3-6 & 14 /13 Jubilee Avenue /2 Apollo St Warriewood 2102

AUSTRALIA

Phone [+612 9979 7245](tel:+61299797245) Fax [+61 2 9979 7528](tel:+61299797528) Mobile [+61 \(0\)415 226392](tel:+610415226392)

Skype: allan.hutcherson

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