

---

**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 18/10/2024 8:18:43 PM  
**To:** DA Submission Mailbox  
**Subject:** Online Submission

18/10/2024

MS Patricia Dedal  
696B Barrenjoey RD  
AVALON BEACH NSW 2107  
[REDACTED]

**RE: DA2024/1091 - 5 / 1 Careel Head Road AVALON BEACH NSW 2107**

Hello,

I am a resident living on the same block as the proposed Dan Murphy site, and I strongly oppose both the design of the building and the plan to open a Dan Murphy store in this location. The proposed design is unattractive and does not align with the aesthetic of the neighborhood. Additionally, placing a large-scale bottle shop directly across from family sports fields feels inappropriate and out of place.

Avalon is a family-oriented community with a unique character, known for its small businesses that contribute to the local charm. We already have enough bottle shops that cater to the community's needs, and they do so in a way that fits the aesthetic and spirit of Avalon. Introducing a large Dan Murphy store would not only disrupt the atmosphere but also take business away from local, independently-owned bottle shops that are an integral part of our community.

Rather than a bottle shop, perhaps thoughtfully designed complex with character, allowing for a different type of local business, or perhaps housing/apartments would be a much better fit for the space. This would contribute positively to the community, preserve the area's character, and support the thriving small business culture that makes Avalon special.

I urge the council to reconsider this proposal and explore alternative options that better reflect the needs and character of Avalon.

Thank you for your consideration.

Sincerely,