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**Sent:** 14/07/2021 9:58:58 AM

**Subject:** SUB-Mod2021/0203-N0119/1 Lot 11 DP 1207743 1102 Barrenjoey Rd PALM BEACH

14/7/2021

Mr. Ray Brownlee  
General Manager,  
Northern Beaches Council PO Box 82  
Manly NSW 1655  
AND

Mr. Jordan Davies

Development Assessment

Northern Beaches Council

Regarding application number:

Mod2021/0203-N0119/14

Address: Lot 11 DP 1207743 1102 Barrenjoey Rd PALM BEACH

Dear Mr. Brownle, and Jordan Davies,

I wish to object to the proposed development of 1102 Barrenjoey Rd, Palm Beach. This proposed building is out of place with the character of our seaside village.

Council states "The design, scale and treatment of future development within the commercial centres will reflect a 'seaside-village' character through building designs, signage and landscaping, and will reflect principles of good urban design. Landscaping will be incorporated into building design."

It's interesting that the "commercial centres" mentioned above in our village have been in the past successfully integrated with housing along the main entrance to Palm Beach. So much so that their visual impact on our environment is minimal. Yet everyone knows where to go to get what they need, whether it is the newspapers, takeaways, wine and special foods, beach gear and of course coffee. Retailers in Palm Beach have to make their yearly income in 4 to 5 months (summer and school holidays) so adding another 6 shops in this proposed development shows no concern for the community's real needs, it's just about maximizing profits.

We have in Barrenjoey House a heritage listed building that should remain a visual beacon for our community. The proposed development will dominate the streetscape and obscure the view as motorists enter Palm Beach. Walkers/pedestrians need to be acknowledged also because there are many and they will have to walk past a building complex that's out of place in the landscape. Look left and you see Pittwater Park with its large, tall Norfolk Pines, lawns, seating areas for visitors, views across Pittwater to Ku-ring-gai Chase National Park and Palm Beach Wharf look right, question mark.

This 3-story concrete and glass building with minimal landscaping is so out of character. Judging by the number of objections to this building proposal, we are taking responsibility for this community's future. We are not against progress, but want buildings that truly reflect our environment and the nature of our village. It's that simple.

I refer you to the fine submission made by Prof. Richard West, President of Palm Beach and Whale Beach Progress Association which references density, height, footprint, length, setback and urban design as an unacceptable building that needs to be redesigned to reflect our community's standards and expectations.

Yours Sincerely

Philip Quirk

Philip Quirk

One Nabilla Road

Palm Beach 2108

M: 0412641479

E: [phil@philipquirk.com](mailto:phil@philipquirk.com)

W: <http://www.philipquirk.com>