
Sent: 18/01/2021 5:34:44 PM
Subject: Online Submission

18/01/2021

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RE: DA2020/1453 - 4 Collaroy Street COLLAROY NSW 2097

To the Assessing Officer

Growing up on the northern beaches I have always loved Collaroy, spending many days each summer at the beach and rock pool. I feel however the tiring and many old buildings in the town centre with little to offer in village other than coffee shops and a few restaurants, Collaroy village has been left behind other suburbs (e.g. Freshwater, Mona Vale and say Newport) in terms of overall appeal and, unfortunately, my desire to visit. I sadly find myself visiting Collaroy less and less, which I put down to Collaroy's lack of a more balanced village offering (apart from the beach) and a lack of available/reliable parking.

I feel that something fundamentally needs to change in Collaroy to attract, say, a butcher, grocer, hair salon, nail salon, retail outlets, etc, to the village.

To my and many locals' frustration, Council has shown a lack of vision and planning for improving the vibe of the village, and appears happy for Collaroy to continue to be a thoroughfare, not a destination. There is sad fact is apparent for all to see.

There needs to be a clear plan to improve things for the many struggling businesses along the strip. It is obvious for all to see that Council's priorities are focussed somewhere other the Collaroy, which is really disheartening.

The above said and on a positive note, it is exciting to submit feed on the development as proposed - a good development - a measured development - a nicely designed development, to elevate Collaroy to the destination it should be. Collaroy needs to get its mojo back and this development will bring a fresh feel and will assist in activating the very tired village and streetscape. The beachy design is perfectly suitable for the suburb, with the added amenity and parking for the locals.

I fully support good and much needed development in Collaroy Town Centre and I sincerely hope that Council also gets behind it, to approve it and to assist make it happen.