
Sent: 8/01/2017 5:11:18 PM
Subject: re: DPP (Rezoning) for 15 Jubilee Avenue, Warriewood.
Attachments: DPP15JubileeSubmissionLtr~8Jan17.pdf;
DPP15JubileeSubmissionLtr~8Jan17.pdf;

[Hello Cheryl,](#)

Attached is my 'signed' submission Letter regarding the above Rezoning matter.

When convenient, would you please confirm successful receipt of this email.

Regards,

Dr Peter McDonald
10/6 Foley Street
Mona Vale 2103
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Apt 10, 6 Foley Street, Mona Vale NSW 2103
m: +61 414 452 231; ph: + 61 02 9979 5570

8th January 2017

Mr Mark Ferguson
General Manager
Northern Beaches Council
PO Box 882
Mona Vale NSW 1660

Dear Mr Ferguson,

Re: DPP (Rezoning) for 15 Jubilee Avenue, Warriewood.

From my perspective, arriving at a 'For or Against' position on the merits of the above Draft Planning Proposal is not really possible without having some understanding of how the two parts of an 'expanded' Blackmores Campus might stitch together.

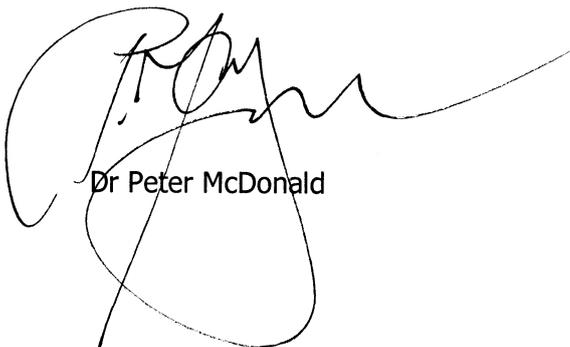
When opened in May 2009, the existing 'Campus' at 20 Jubilee, Warriewood co-located the Head Office, production, and distribution staff for the first time, in one multiple award-winning workplace.

Now that Head Office (i.e. 40% of the current staff) plan to move out, and into a separate workplace, it is reasonable to suggest that the Blackmores' Board would have considered various options for an efficient and effective reconfiguration of this existing 'Campus'.

What such reconfiguration options might look like and their potential impacts in terms of overall production capacity, weekly customer shipments and, ultimately, daily truck/traffic movements need to be provided to complete this Draft Planning Proposal.

Anything less would be at odds with Blackmores' values, culture, brand, and past highly innovative behaviour in creating a 'Campus' that is low scale, sustainable and sympathetic to its surroundings!

Best Regards,



Dr Peter McDonald

e: teamjest@bigpond.com

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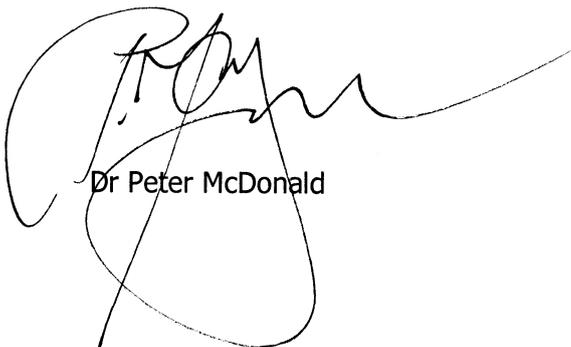
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