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Subject: Online Submission

04/06/2020

MR Andrew Goldsmith
227 Whale Beach Road RD
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RE: DA2020/0442 - 231 Whale Beach Road WHALE BEACH NSW 2107

Attention: Lashta Haidari

Dear Northern Beaches Council,

We are writing in support of DA 2020/442 for 231 Whale Beach Rd, Whale Beach.

I am the founding partner of the Boathouse Group, having 4 hospitality sites in the Palm Beach Whale Beach area, including in the Neighborhood Centre at 231 Whale Beach road and the Whale Beach Surf Club. We have successfully run our "Whale Beach Deli" from the subject location for the past 4 years and look forward to working with the owners in the newly developed retail spaces.

Our neighbouring clients that frequently visit and dine at the Whale Beach Deli are extremely happy with having the ability to sit and have coffee, breakfast and/ or a casual lunch and takeaway. Many visit the Deli more than once a day as it is a meeting place to catch up with friends or business meetings. We are excited at the prospect to be able to expand our services to the local community and visitors in the new building, potentially even adding spa treatments in one of the shop fronts. As a business we feel that the new design greatly enhances the economic viability of the retail spaces. We feel that the new spaces will also assist with more employment opportunities for locals on the peninsula.

The owners have consulted with us during the design process and we are delighted to see the high-quality contemporary design they have submitted.

We are excited that the new design logically and usefully utilises both street frontages with the potential to give our Deli much better access and integration with the adjacent beach and public park spaces via Surf road as well as Whale Beach Rd. Our customers would be easily served by walking across the level carpark from Whale Beach. Many of our local and visiting customers are of retirement age and having underground parking, including disabled parking and level access to the Surf Road retail area with lift access to the Whale Beach Road retail area are huge improvements.

We like that the new building design seamlessly fits within the surrounding area and appears to be within the bulk and scale of the existing building on the site, which is dilapidated and in major need of redevelopment. Working with the Cassars' on consulting with the new design we understand that the development cleverly stays within the council's height controls and utilises louvers to minimise overlooking onto the neighbouring properties in protecting their privacy.

The new design is a significant improvement on the current building in terms of: its aesthetic appearance; public amenity as a neighbourhood centre; proximity of the retail spaces to the beach and public park areas; better disabled access; improved waste management and storage areas; large increase in secure underground parking for both the retail and residential spaces.

In our view the proposed development is in keeping with the surrounding buildings, topography and will enhance the area's seaside village character. We like that it is in line with the Whale Beach surf club two doors down to the south.

We love the open corridor through the centre of the building which we feel gives the entire structure a nice flow of light and air as well as breaks up the space where you can enjoy walking through and around the retail shops and restaurants. This also gives safer and quicker access from the Whale Beach Road (Deli) retail space, in walking down through the building to Whale Beach.

Whilst these plans already offer increased street visible landscaped areas, we as a group aesthetically pride ourselves in adding our own personal landscaping touches in our retail spaces such as succulent pots and hanging plants - which will contribute to the overall beachy vibe throughout the building.

We wholeheartedly support the development application as submitted and hope the council moves forward with approval on the application as soon as possible so the development can commence.

We are excited to be part of enhancing this local social hub in bringing the community together through much needed improved dining spaces and further possible retail opportunities.

If you have any questions or would like to discuss our groups views further please feel free to get in touch.

Best Regards,

Andrew Goldsmith  andrew@theboathousegroup.com.au