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**Sent:** 16/08/2021 4:41:26 PM  
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**RE: DA2020/1756 - 353 Barrenjoey Road NEWPORT NSW 2106**

I believe that the works to be carried out are not in the best interest of the community of Newport. There needs to be a thorough assessment of the communities identity prior to construction and redevelopment. Taking steps to improve the end result will encourage business owners and residents to feel comfortable in their local suburb and others travelling into the area. I think we all know how important our local suburbs community areas and surrounds have been over the last year. I find it concerning that the northern beaches council would allow a development of this nature take place without some vision of the overall aesthetics to the community. It seems like there is a bare minimum approach to the development with no creative vision towards encouraging business and residents to unilaterally live as a world class suburb should. To be honest it is an embarrassment to the integrity of the northern beaches. There is a great opportunity here to develop something great. It's in nobodies interest to have a baron street scape. Thank you for your time.