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**To:** DA Submission Mailbox  
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25/09/2024

MS Lauren Jones  
6 / 5 - 7 Careel Head RD  
Avalon Beach NSW 2107

**RE: DA2024/1091 - 5 / 1 Careel Head Road AVALON BEACH NSW 2107**

As a close resident to the proposed development I raise the following objections:

1. Visual and physical impact of the development. The area surrounding the development is made up of largely single level dwellings, a small number of two and three storey unit developments and a further single level commercial development. The proposed development is out of step with the existing developments and constitutes a negative and serious change to the amenity of the area. It is a development which takes up the entire block with no setbacks from existing developments.
2. Traffic. I can not agree with the outcomes of the traffic review. As someone who turns right into Careel Head Rd (from a southerly direction) I find that the cars turning into the current development are often across the road, waiting for other cars in front to move into the car park. This makes it quite dangerous at times, as I can be left partially on Barrenjoey Rd. When cars are parked on both sides of Careel Head Rd the space is very limited and cars coming from opposite directions cannot fit through together. While the development has parking we know people are lazy and further cars will be parking on Careel Head Rd.
3. Dan Murphy's is an inappropriate retailer to be in this spot, They are a huge conglomerate not appropriate to an area which prides itself on supporting local businesses. Given their proven benefits in relation to buying power, they are likely to put smaller, local businesses who have provided locals with an excellent, personalised service out of business.
4. The incompatibility of a child care centre and alcohol shop in the one development. This is an outrageous combination of businesses. At a time when the negative effects of alcohol advertising is becoming more well known (and backed up by strong evidence), especially to young people it beggars belief that this is seen as acceptable.

[https://adf.org.au/talking-about-drugs/alcohol-advertising-social-media-](https://adf.org.au/talking-about-drugs/alcohol-advertising-social-media-youth/#:~:text=Young%20people's%20exposure%20to%20alcohol,likelihood%20of%20underage%20drinking)

[youth/#:~:text=Young%20people's%20exposure%20to%20alcohol,likelihood%20of%20underage%20drinking](https://adf.org.au/talking-about-drugs/alcohol-advertising-social-media-youth/#:~:text=Young%20people's%20exposure%20to%20alcohol,likelihood%20of%20underage%20drinking)

<https://ndri.curtin.edu.au/ndri/media/documents/yaars/yaars04.pdf>

Very young people do not need to begin seeing the purchase of alcohol as 'normal'. Older children visiting the development to pick up siblings or shop in the other retail shops will also be exposed to much more alcohol advertising and marketing than they are in the smaller existing liquor shops.