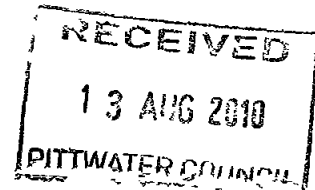


August 12, 2010

Jo Jacket  
111 Macpherson Street  
Warriewood NSW 2102

For the General Manager  
Pittwater Council  
PO Box 882  
Mona Vale NSW 2103



**Please also send a copy to all Pittwater Council Councillors as this is an important and needed community facility**

Dear General Manager,

**RE: 23 Macpherson Street, Warriewood. Planning Proposal to Limit Retail Floor Space**

This letter is being sent to the GM and Councillors as most residents are concerned over the way Council seems to be ignoring the needs of the residents of Warriewood Valley. I live very close to the proposed neighbourhood shopping centre and everybody I talk to wants it and they want a size which will provide a good range of products at competitive prices. We all know that a supermarket has to be of a size to attract customers otherwise shoppers will go elsewhere and if it attracts shoppers, it will assist in helping the smaller cafes and shops to be viable. This vital point seems to be lost on Council and the very few objectors - who I can state with certainty - they are very few, but are very vocal. They do not represent the views, needs and wishes of the majority of the residents of Warriewood Valley. To put it simply, there are around 5,000 residents (with a lot more to come) and only a handful of vocal objectors.

As a close by resident, I strongly object to the manner in which Council is trying to limit the size of the retail floor space of this development and the current Council proposal to modify Pittwater 21 needs to be withdrawn. The reasons are:

1. I moved to the area on the belief that a good sized neighbourhood shopping centre would be provided in the Valley and I understand it has been in Council's planning documents since 1995.
2. The residents currently have to travel out of the area to Warriewood Square or to Mona Vale for daily supermarket shopping needs. There will be less dependency on car usage (something Council is trying to achieve) and there will be less congestion in Mona Vale and Warriewood Square. These places are difficult and uninviting at the best of times.
3. We need a good sized facility close by that provides a wide range of products at competitive prices. If the supermarket is too small, the range of products available is too small (and too expensive) for people to use and any associated shops will struggle or not be used at all. I understand the size of the proposed supermarket at 2,200 m<sup>2</sup> is a mid sized centre and about half of the size of the major Coles at Warriewood and the Woolworths in Mona Vale. Anything less would unlikely attract a quality supermarket operator and therefore would not be able to provide a reasonable range of products at competitive prices.
4. The valley has a lot more residents to come and the Manly Daily keeps talking about Council further increasing the residential density.
5. The new retirement village on Macpherson Street is huge and I know that the residents are very supportive of a good sized centre just up the road. Many can walk or go by buggy. Like most of the residents of the valley, they want a good café and supermarket close by and not have to drive out of the area.

I do not fully understand the workings of Council and I may not be entirely correct, but a number of residents are also concerned that the current proposal from Council to limit the floor space is occurring while decisions are still to be made in the Court. They are also saying that Council has a legal obligation to do things both morally and legally. But with Council staff using an outdated 2006 consultants report to justify this current proposal, when a more recent 2009 report is available, seems very odd. Even more so when Council has previously used the 2009 report to make representations to the Department of Planning in their rezoning submission.

I can only restate that the residents are overwhelmingly supportive of a good sized centre and we therefore ask Council to withdraw their current proposal to limit the retail floor space on this site.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Jo Jackett', written in a cursive style.

Jo Jackett