
From: DYPXCPWEB@northernbeaches.nsw.gov.au
Sent: 27/04/2024 2:02:43 PM
To: DA Submission Mailbox
Subject: Online Submission

27/04/2024

MRS Alice Babkenian
148 Pitt Rd RD
North Curl Curl NSW 2099

RE: DA2024/0374 - 142 - 146 Pitt Road NORTH CURL CURL NSW 2099

I am writing to express my concerns regarding the upcoming redevelopment project adjacent to our business premises Application DA2024/0374, which is scheduled to take place over two years. As a business owner in the vicinity, I believe it is crucial to bring to your attention the potential challenges and disruptions that this construction may pose to our operations.

Firstly, one of the primary concerns is the impact on parking availability for our customers. With the construction activities likely to occupy space that is currently utilised for parking, our patrons may face difficulties in finding suitable parking spaces, thus deterring them from visiting our establishment.

Moreover, the noise generated from the construction work has the potential to disrupt the peaceful ambiance of our business premises, which could adversely affect the overall customer experience. Excessive noise pollution may also hinder our ability to conduct business efficiently, particularly during peak hours.

Additionally, I am concerned about the overall accessibility of our business during the construction period. Any road closures or diversions implemented as part of the redevelopment could restrict the flow of traffic and make it challenging for customers to reach our premises easily.

Furthermore, the visual impact of the construction site, such as unsightly barriers or debris, may detract from the aesthetic appeal of our business surroundings, potentially affecting foot traffic and customer engagement.

It is important to note that when we purchased our business, we did so with the understanding that the neighbouring shops, such as the BYO Mexican restaurant, butcher, newsagent, cafe, hairdresser, and baker would contribute to foot traffic in the area. The community-oriented nature of these shops has been a significant factor in our business's success thus far.

However, the new plans for the redevelopment, which only include licensed restaurants, are concerning as they may alter the community dynamic and reduce the diversity of businesses in the area. This change could have a detrimental impact on our business, as we rely on the diverse customer base generated by the current mix of shops.

Given these concerns, I kindly request that the council takes proactive measures to mitigate the impact of the redevelopment on local businesses like ours. This could include:

Implementing alternative parking arrangements to accommodate the needs of businesses and their customers.

Enforcing strict noise control measures to minimise disruptions to nearby establishments.

Providing clear signage and communication regarding any changes to access routes during the construction period.

Regularly monitoring the progress of the project and addressing any issues or concerns raised by affected businesses in a timely manner.

I appreciate your attention to this matter and trust that the council will take the necessary steps to support the interests of local businesses throughout the redevelopment process.

Should you require any further information or assistance from our end, please do not hesitate to contact me at your earliest convenience.

Thank you for your understanding and cooperation.

Sincerely,

North Curl Curl Cellars
Shop B 148 Pitt Rd North Curl Curl 2099
Alice Babkenian
Director