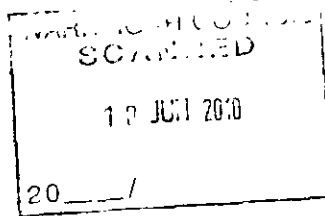
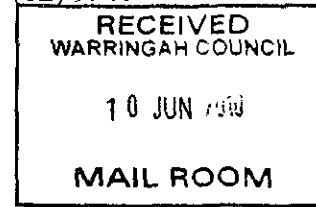


The General Manager
Warringah Council
Civic Centre
725 Pittwater Rd
DEE WHY NSW 2099



Unit 8, 11 Ronald Ave
FRESHWATER NSW 2096
(02) 9905 1230



Re: Development Application No. DA 2010 /0697, incorporating 22-26 Albert Street, 5-12 Lawrence Street, and 18-22 Marmora Street, at Freshwater.

I have concerns about the proposed development, incorporating the above addresses. My concerns are as follows:

Loss of Amenity

I have lived in this location for 27 years and have chosen to stay because of the quiet aspect and understated appeal. I have viewed the proposed development and it looks like every other modern shopping centre. The addition of high rise shops and residences will turn the village into a mini version of Dee Why, with the existing narrow main street being flanked with these buildings. We would lose the character that attracts so many visitors to our suburb. We recently spent a lot of money doing up the footpaths in the main street: what plans are there to make good any damages that such a development must incur on all these recent beautification efforts?

Loss of healthy competition

Freshwater village is attractive because it has a wide variety of businesses that compete on a relatively level playing field. With a new set of shops fronts, this equality will be disrupted, or worse still, threaten more development of the commercial area in a bid to play catch up and lead inevitably to costs being passed on to we who live here.

Loss of access to existing shops and interruption to traffic flow

Currently we experience minor traffic build up during mornings and evenings during the working week, and it develops into moderate traffic congestion on weekends. This would worsen if the commercial centre was redeveloped to attract more passing trade. The shopping centre already struggles to accommodate parking needs, and it is not obvious that there is sufficient planning to increasing the parking to accommodate the increase in commercial activity that such a development warrants.

Inconvenience during rebuild

I am concerned that we would be forced to use the mega centres in other suburbs during the rebuild. Some of us cannot afford to drive everywhere just to pick up the essentials. And what about the existing businesses that rely on steady income? Are they expected to move on to make way for others just for the sake of development?

I'd like to see Freshwater village being developed with a view to what suits the needs of the community, not a developer. I would like to see any individual developments be considered only after community plans are set in place.

For your consideration respectfully,

Kathy Pearce