
From: Kelly Searl
Sent: Sunday, 12 December 2021 2:33 PM
To: Planning Panels - Northern Beaches; pittwater@parliament.nsw.gov.au
Subject: Subject: Application No. DA2020/1756
Attachments: Subject- Application No. DA2020_1756 - attention Rob Stokes .pdf; Untitled attachment 00008.htm

Categories: DA2020/1756

Attention Rob Stokes,
Please see my letter for Rob Stokes.

We rent premise 10 Robertson Road the Pony Rider Store.
We are so distressed to hear that after numerous submissions by local supporters you have ignored the community to push through the application DA2020/1756

We have held back knowing that the community sentiment was strong but to find out that you have not considered the hundreds of applications to change the offering makes me thoroughly distressed.

Newport is a vibrant community and we are proud to be here.
Our store is a destination bringing numerous people from out of town to the area.
Please see my official letter attached with our sentiment to why this is a bad proposal for the area.

Our building is unique and one of a kind. The original post office for Newport and heritage to the area.
A crying shame to be torn down.

Thanks Kindly



Opposed to Application number DA2020/1756.

Dear Rob,

I am writing as a business owner, friend and community lover of Newport.

As you know we have been supporting the community with local events for the past two years since we took ownership of the tenancy at 10 Robertson Road. Pony Rider took over the 'old lawn mower shop' space and converted it into a destination store that people now travel to come and visit from all over Sydney.

The store, also the original post office adds much character to the street as an original stand-alone building and a hub space with its external carpark that allows us to host community events, live music and creative workshops that draw a crowd.

We recently activated a community event on Saturday 04th December (see images attached) which was a huge success seeing 300 people in the community come down to share in the festivities. All the stores worked together between our spaces creating a great community event. The feedback was infectious as our community supported us on the National Project and were excited to see such events taking place. Once again enjoying reconnecting with each other and inspiring other creatives, a value system that has always been embedded on the northern beaches.

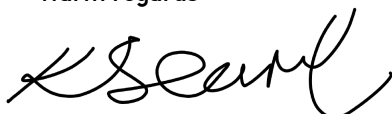
In the past two weeks we have expanded the store in preparation for the coming year to support our community with breathwork on Monday nights, hosted movie previews and other creative community activations.

As a business owner I respect the need for change but fear that this proposed change will affect the community and lose an element of the northern beaches.

As you know I have developed Pony Rider from a cushion business into a lifestyle brand now 12 years strong that supports our community values of slow living. Here's hoping you can help support us by changing the approval of the proposed DA to the planning panel on Wednesday 15th December. Application number DA2020/1756.

Our community needs your help, it will be a loss if it goes ahead.

Warm regards



Kelly Searl
Director
Pony Rider

