



The General Manager
Hornsby Shire Council

Dear Sir,

DA/739/2021 - Change of use of premises to a chemist and consolidation of three retail shops into one

The Beecroft Cheltenham Civic Trust has serious concerns with this DA. The existing Chemist Warehouse is painted bright yellow. The Trust is concerned that the new premises will be eventually painted yellow as well. This 'trademark' form of advertising is not supported by the Trust.

The sole reason for the yellow colouring is to strongly advertise the business. The distinctive yellow colouring has the effect of replacing any need for a prominent advertising sign. In other words the Trust regards the yellow colouring of the existing premises as one huge advertising sign.

The Trust notes that the SEE states that advertising will be addressed via a second DA, if required. But it is important to state at this initial DA stage that the Trust strongly objects to any consideration of painting the front or even rear exterior facades of the new premises with the company's trademark yellow. Stating the Trust's clear position at this stage may influence the applicant's decision to proceed with this proposed development.

The Trust also notes that the existing internal toilets will be removed but not replaced. This appears to be an omission.

Also, while it is likely to be considered a separate matter, the Trust understands that there is a serious issue with an absence of staff parking in the Council owned car park. Many of the staff need to regularly leave their premises to move their vehicles to avoid being booked for overstaying. Council needs to urgently consider how this problem of staff parking can be addressed.

The applicant does not state in the SEE in what condition the existing building will be left in when it's vacated. The Trust does not want this prominent building left in its current state, but instead it should be reinstated to its original colour and fabric with all traces of yellow paint removed. After all, it is in effect one huge advertising sign.

In summary, while there appears to be little to object to the way the DA is submitted, this DA has the potential to create serious issues at a later date. It is in the public interest that the issues raised above should be addressed at this early stage.

Yours sincerely,

Ross Walker OAM
Vice President
Beecroft Cheltenham Civic Trust
17 August 2021