

20 April 2018

Mr Peter Mayman
President
Avalon Preservation Association
PO Box 1
AVALON BEACH NSW 2107

Our Ref: 2018/243757

Dear Mr Mayman

Avalon Place Plan

Thank you for your email dated 12 April 2018, regarding the Avalon Place Plan article in the Pittwater Life magazine.

Council was also concerned at the contents and claims outlined in the article in relation to the Avalon Place Plan. Unfortunately, we were not contacted to provide any comments in relation to the article.

I confirm that the project will have a strong focus on community engagement and Council will work collectively with the community to identify what matters most, what is important and what people wish to improve about Avalon Village. The vision statement prepared by Avalon stakeholders will be relied upon to inform the process.

Preliminary work has begun on the Avalon Place Plan with data collection and analysis being undertaken prior to the commencement of the formal community engagement. The engagement phase is anticipated to commence late May/early June 2018, with survey work, two (2) community visioning workshops followed by a number of pop up sessions in Avalon.

The objective of the Avalon Place Plan is to establish a holistic vision and forward path for Avalon Village with a clear focus on:

- Creating places designed for people;
- Attracting the right uses to the right places;
- Providing a focal point for employment and delivery of high quality urban design outcomes;
- Improvement in connectivity in and around the centre; and
- Recognising the importance of streets as community spaces and destinations.

The project information will be publicly available on Council's website and promotional information distributed in Avalon Village prior to the upcoming visioning workshops.

Should you require any further information or assistance in this matter, please contact my office on 9942 2652.

Yours faithfully

A handwritten signature in black ink, consisting of the letters 'DK' followed by a wavy line.

David Kerr
General Manager Planning Place & Community