

Cronulla Chamber of Commerce
PO Box 910
CRONULLA NSW 2230



2 October 2019

Re: Future Potential Development in Beach Park Avenue Cronulla

The executive committee of the Cronulla Chamber of Commerce today met with Sammut Developments. We were provided with an informal presentation of their concept for a new development in Beach Park Avenue.

A robust conversation followed with questions from the committee being fielded by the Sammut team. Our main concern is the compliance of the development within Council DA guidelines and the potential precedence that exceptions create. Overwhelmingly, however, the committee was in favour of the proposed concept. It was the committees view that a dramatic refresh of the south end of the Cronulla CBD precinct is long overdue, and the proposal puts forward a very pragmatic and exciting proposition to achieve such an outcome, which would both support and promote local business. We note that previous developments by the Sammut group have uplifted and activated the surrounds.

To reinforce to readers of this letter, the credibility of the committee, we are composed of a cross section of age groups that represent multi generations. The committee is made up of the following professions; a Cronulla landlord and a former long time business owner in Cronulla Plaza, a digital marketing expert, a real estate agent, an insurance broker and a public accountant. Collectively the group can safely say they represent diverse business backgrounds with sufficient experience to provide valuable and credible feedback for a proposal such as been suggested.

The Chamber executive will provide opportunity for the Sammut team to present their concepts to the entire Chamber membership at the next meeting to be held on 20 November. In the meantime, the executive committee strongly support the proposal as shown to us this morning.

If you require further feedback, please contact myself, Mark Aprilovic, Ph:0449 993 117, in the first instance.


Yours faithfully

Mark Aprilovic
President -Cronulla Chamber of Commerce