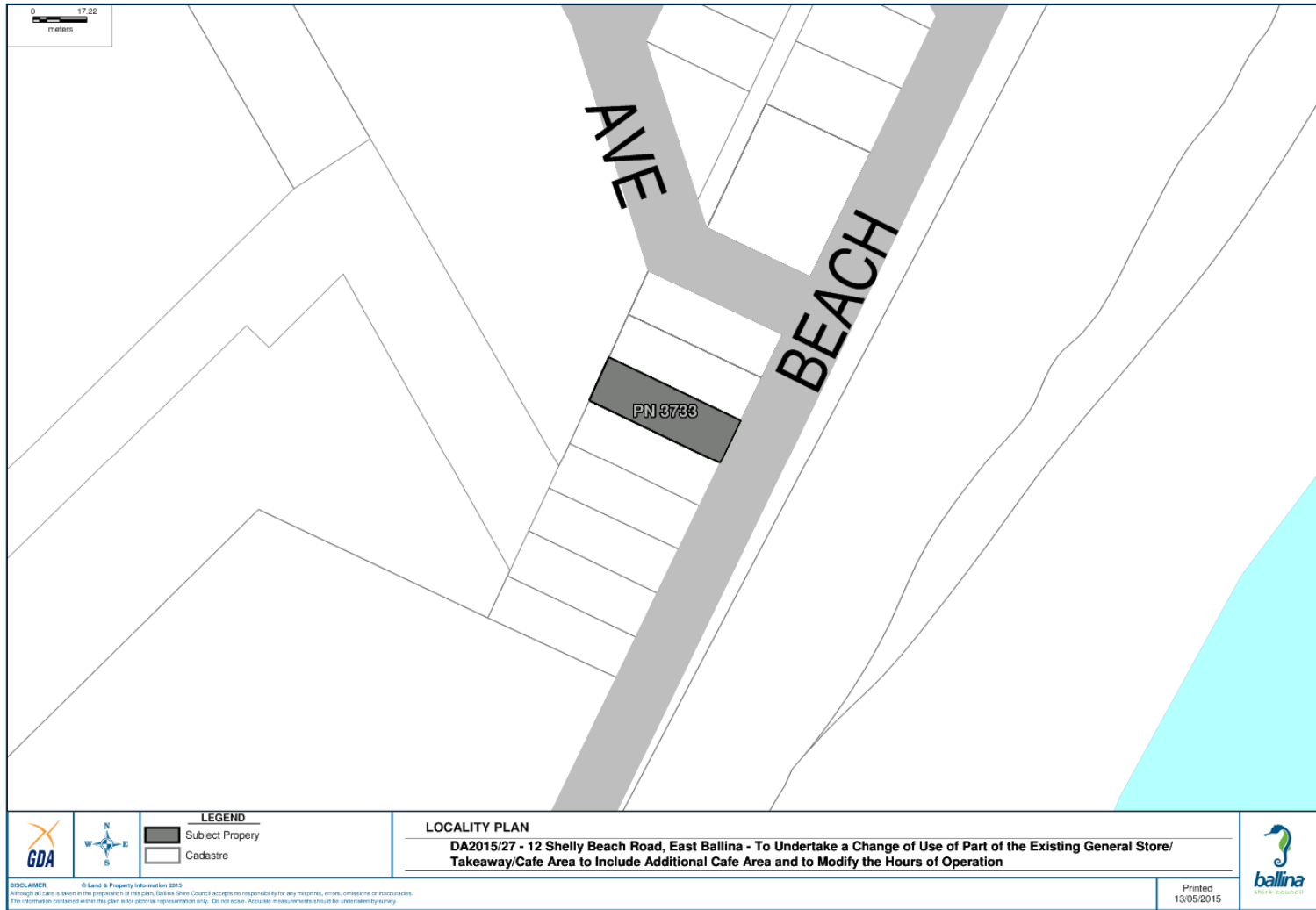
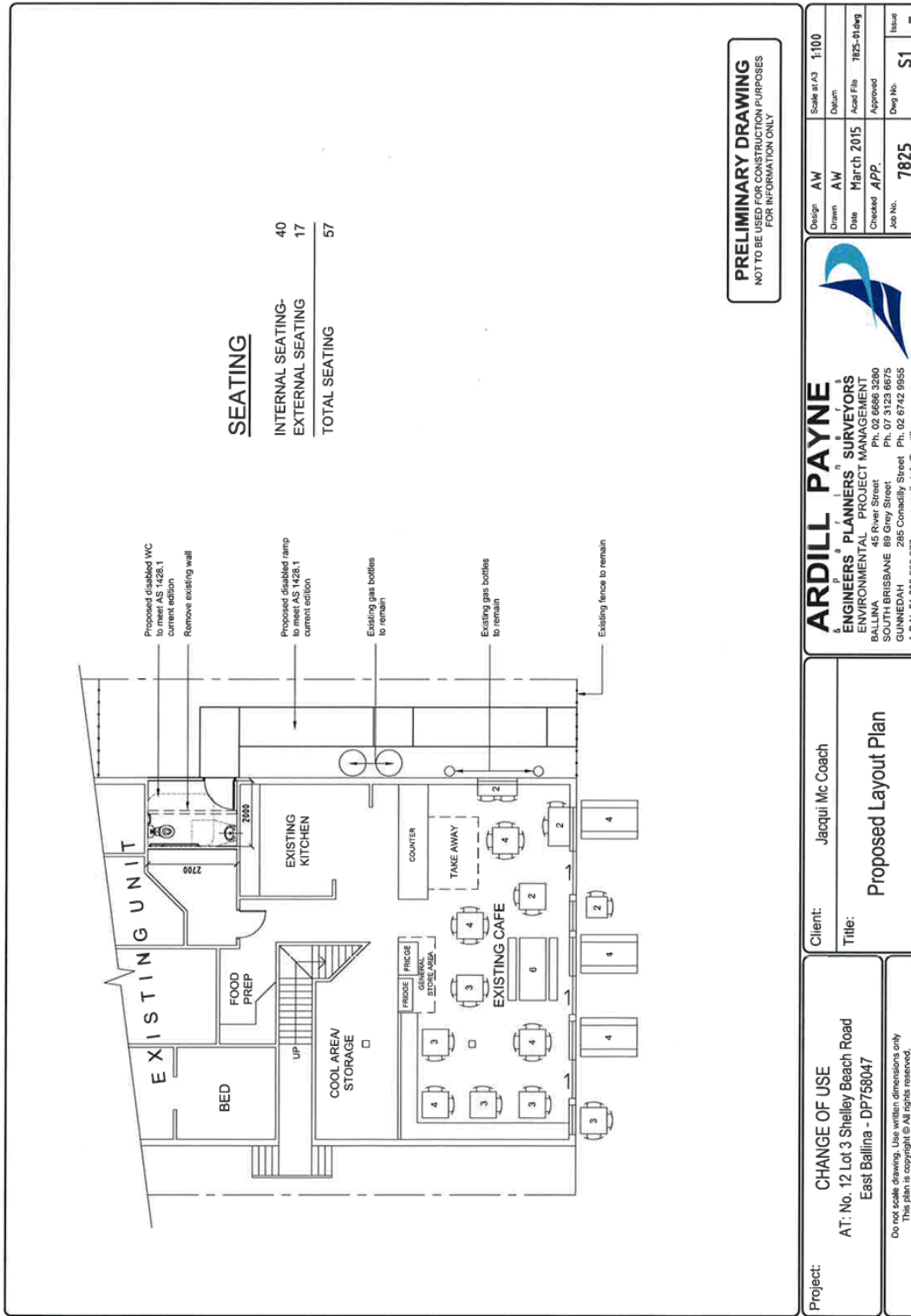


8.2 DA 2015/27 - 12 Shelly Beach Road - Change of Operational Use.DOC





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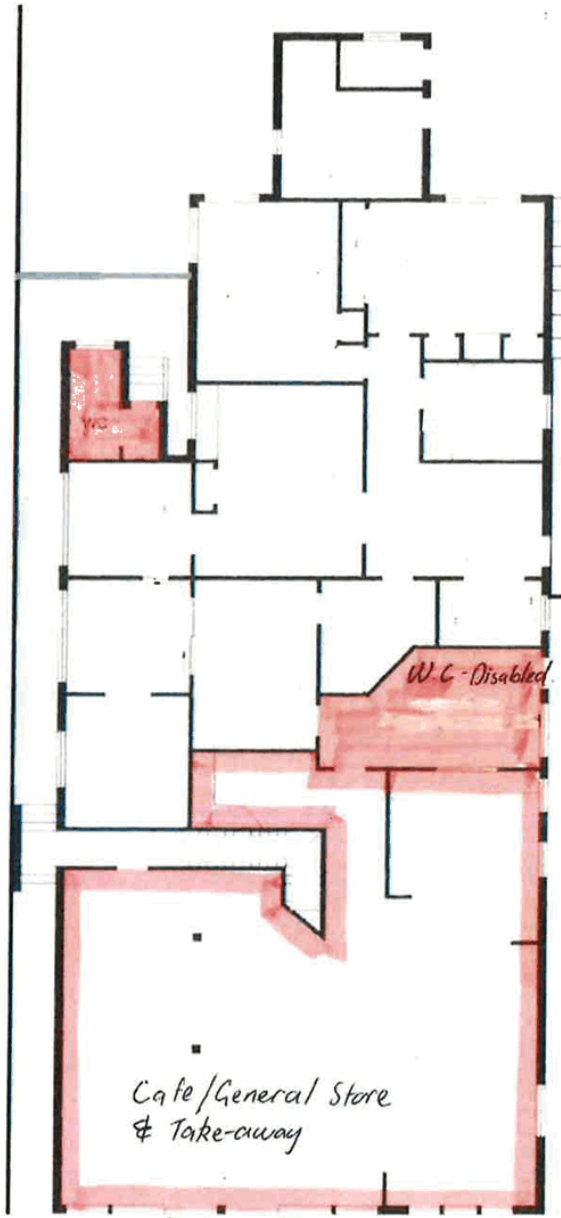
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Date	March 2015	Acad File	7825-01.dwg
Checked	APP	Approved	
Job No.	7825	Dwg No.	S1
		Issue	-

ARDILL PAYNE
ENGINEERS PLANNERS SURVEYORS
ENVIRONMENTAL PROJECT MANAGEMENT
100 West Street
SOUTH BRISBANE QLD 4000
GUNNEDAH 285 Conadilly Street Ph: 02 5742 9955
A.B.N. 51 609 558 977 e-mail: info@ardillpayne.com.au

Client:	Jacqui Mc Coach
Title:	Proposed Layout Plan

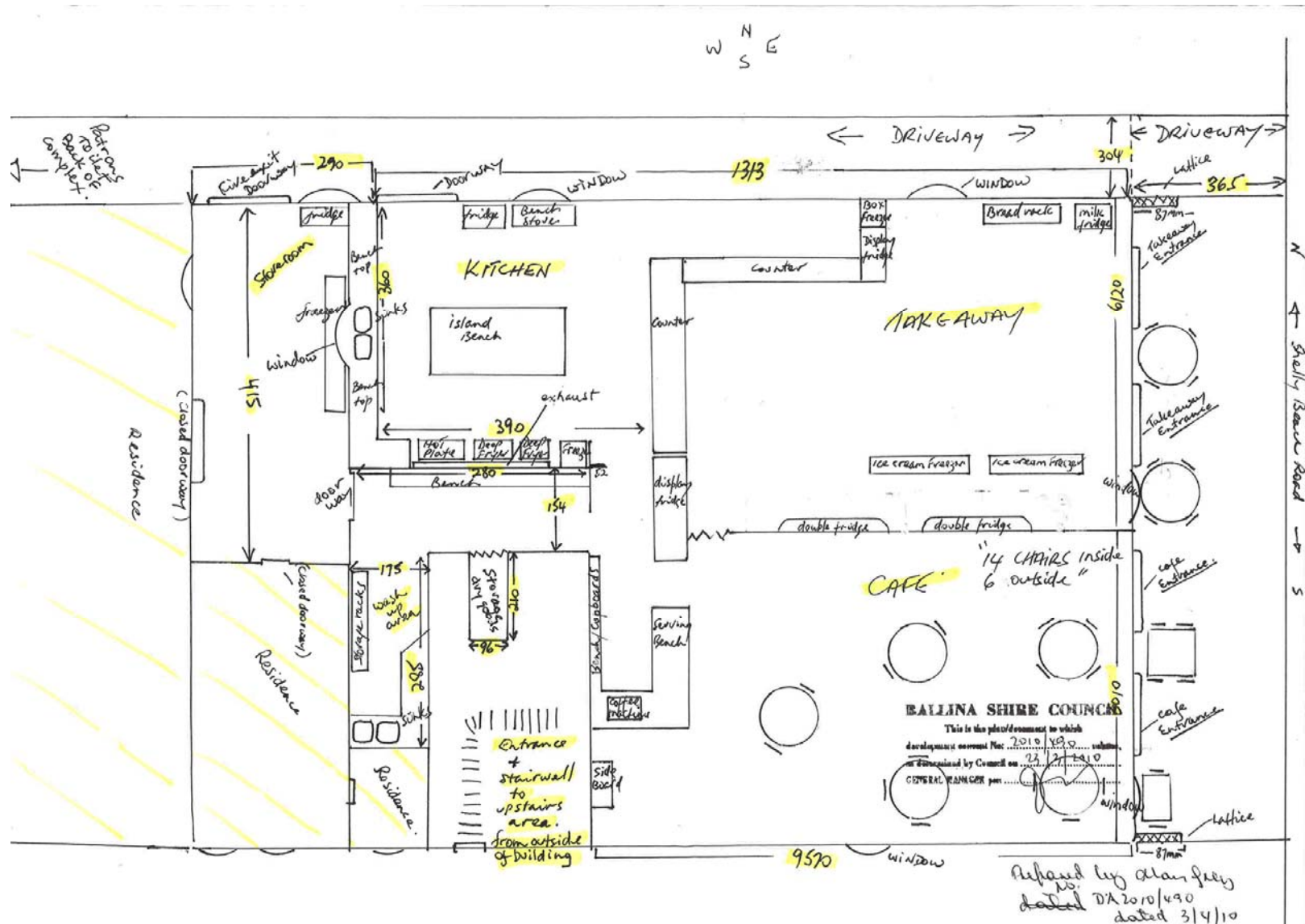
Project: CHANGE OF USE
AT: No. 12 Lot 3 Shelley Beach Road
East Ballina - DP756047

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The Belle General Café – Provision of two x WC's.

8.2 DA 2015/27 - 12 Shelly Beach Road - Change of Operational Use.DOC



Brenda Wright

From: lynne hackett <lmhack1@gmail.com>
Sent: Friday, 6 February 2015 5:04 AM
Subject: DA 2015/27 submission in support of DA

I would like to show my support for The Belle General Cafes DA application, as a regular 730am client we love getting our early healthy food and feel it is one of the best Cafes in Ballina. We also observe The Cafe is very respectful of the neighbours especially with early morning noise and table set ups, we would be very disapproving of any change as this cafe is a great asset to Ballina.

Thankyou Lynne Hackett

8.2 DA 2015/27 - 12 Shelly Beach Road - Change of Operational Use.DOC

Brenda Wright

From: eClaire Sowden <eclaire@eclaire9design.com.au>
Sent: Friday, 6 February 2015 8:42 AM
Subject: DA 2015/27 - Submission in support of DA

I support Team Belle General and any DA that keeps them open, as they are. :)

Best Regards,
Claire Sowden

--
Best Regards, Claire

Brenda Wright

From: jati bean <jati_b@hotmail.com>
Sent: Friday, 6 February 2015 9:00 AM
Subject: DA 2015/27 Submission support of DA

To whom it may concern,

I am writing this email in support of the DA put forth by the owners and staff at the Belle General Cafe in East Ballina. It is a great cafe that has brought a substantial amount of people to the Ballina shire. Staff are friendly, the food is great and unique and as a result it has strengthened the Ballina community.

Thank you

Jati Bean

Ballina resident and frequent customer.

Brenda Wright

From: Rowena Parkes <parkesrowena@gmail.com>
Sent: Friday, 6 February 2015 1:50 PM
Subject: Dining

DA2015/27 - Submission in support of DA

Today I had breakfast at the Belle General. I was bowled over by the food and the service. This is a terrific restaurant and a great asset for Ballina. It is obviously very popular so there is a need for it to be where it is. I fully support it staying right there!

Yours sincerely

Rowena Parkes

Sent from my iPad

Brenda Wright

From: Claudia Mather <cmather13@hotmail.com>
Sent: Friday, 6 February 2015 1:02 PM
Subject: DA 2015/27- SSubmission in support of DA

everything about the business is beautiful!

Brenda Wright

From: Gabriele Conrad <gc2010@me.com>
Sent: Friday, 6 February 2015 4:13 PM
Subject: DA2015/27 - Submission in support of DA

To Whom It May Concern:

I would like to express my support for the Belle General as I really love what they offer and when they offer it.

Just this morning I attended a friend's birthday gathering there; we met at 6:30 and walked on the beach and then had breakfast at the Belle General. I then stopped at the fishmonger's on the way back towards Lismore and got to work on time, just before 9am.

I don't really get to Ballina anymore unless I go to the Belle General, it has become a true draw card for me.

Warm regards
Gabriele Conrad

Gabriele Conrad
p.O. BOX 4207
Goonellabah NSW 2480

Brenda Wright

From: Gayle Cue <gaylecue@internode.on.net>
Sent: Monday, 9 February 2015 7:17 AM
Subject: DA2015-27 Submission in support of DA

Re: The Belle General, Shelley Beach

I love having breakfast at The Belle General - after an early morning walk on the beach and / or before work. I understand one of the points being mooted is the opening time. 7:30am is best as it allows people to have time to eat before work. Also if you are doing an early morning walk on the beach, you have to hang about waiting for it to open at 8am.

Perhaps parking is the issue? I noticed The Belle General had a sign up on the front of the building last time I was there - politely reminding their customers not to park in front of driveways. I turned and had a look. All the driveways were clear so this doesn't seem to be a 'real' issue.

The Belle General is offering what very few cafes are: fresh, yummy tasting (and looking) meals, in portions that fill you up without over stuffing you, served by friendly staff in a very timely manner. Then there is the fact that they cater to gluten free and dairy free needs!

So, yes, of course, their business is booming. I assume their business is in the right zoning since it has been a cafe / take away place for as long as I can remember. Its just that now they are doing such a good job that there is more clientele.....and, of course, there are more people and cars in the world than ever but they can't be held accountable for that.

Please consider that a good business should not be restricted because they are busy by popular demand.

thank you

Gayle Cue
Bangalow

Brenda Wright

From: Fiona Lotherington <fiona3608@gmail.com>
Sent: Sunday, 8 February 2015 9:19 PM
Subject: DA 2015/27- submission in support of DA

Hello,

I visited the Belle General for breakfast this weekend and noticed the DA out the front.

This is one my favourite cafes which I come from Lismore to have a meal. This is a great excuse to make a day of it in Ballina, to do shopping and go to the beach.

I would be very disappointed if the cafe was unable to operate as it currently does.

Yours sincerely

Fiona Lotherington

8.2 DA 2015/27 - 12 Shelly Beach Road - Change of Operational Use.DOC

Brenda Wright

From: Catherine Eales <ceales61@icloud.com>
Sent: Saturday, 7 February 2015 9:17 PM
Subject: DA 2015/27 - Submission in support of DA

To whom it may concern,

I live at 22 Shelly Beach Rd, the cafe Belle General has been a fantastic addition to our area. The food and service is something that has been much needed for a long time. I use this facility most days. They have my 100% support to extend the dining area and opening hours.

Yours sincerely
Cath Eales.


Sent from my iPad

Brenda Wright

From: kynan wall <sales@austbalustrade.com.au>
Sent: Monday, 9 February 2015 9:44 AM
Subject: DA 2015/27 - Submission in support of DA

please register our support for the Belle General to continue with business as usual

--
Kynan Wall
Owner/Manager
Australian Balustrading Systems
www.austbalustrade.com.au

Ph: 0488996707 

Mark and Nicole Twist
6 Napier Street
Goonellabah NSW 2480

council@ballina.nsw.gov.au

Wednesday, 11 February 2015

Dear Sir or Madam:

Re: DA 2015/27

We are writing in support of the DA 2015/27 for The Belle General for the primary licensing as a café, to increase their seating and their opening hours. As customers of The Belle General for the past 12 months we have found it is a busy café and that extra seating would support not only the café but their clientele as well. We have often had celebratory lunches there such as birthdays, where we have invited friends and relatives, so having a large group of people we know we can be accommodated.

If you require any further information we can be contacted on our mobiles. Mark – 0409 444 268 and Nicole – 0488 494 236.

Warm Regards,

Mark and Nicole Twist

Brenda Wright

From: Simon Voysey <info@bodyharmony.co>
Sent: Wednesday, 11 February 2015 6:32 AM
Subject: Re Belle general trading support for D/A 2015/27

Dear council,

I would just like to support the DA for Belle General cafe to continue trading. Their food is wonderful and nutritious, their atmosphere great. So great in fact that when up North, which is frequently, I come to Ballina primarily to eat there.

Thanks,

Simon (Sydney)

Simon Voysey
ph 0468 424 658
simon@bodyharmony.co
www.bodyharmony.co

Brenda Wright

From: Oliver Hallock <oliverhallock@gmail.com>
Sent: Wednesday, 11 February 2015 6:27 AM
Subject: support for DA 2015/27.

I would very much like to support the Belle General in their application for DA 2015/27.

It's a great cafe with quality food and beverage and everyone loves going there. We just can't get a seat sometimes.

Kind regards,

Oliver.

Brenda Wright

From: Cindy Morris <cindy636@bigpond.com>
Sent: Wednesday, 11 February 2015 8:14 AM
Subject: DA 2015/27

Dear Sir/ Madam,

I would like confirm my support for the above application by the Belle General.
My family and I like to call by this cafe whenever we are in the area and have been very impressed by the quality and range of healthy food options. We have also found it to be often times, quite busy and difficult to find seating, so an increase in the seat capacity would be highly welcomed.

Yours Sincerely,

Cindy Morris

97 Central St
Labrador 4215
5532 0932

Brenda Wright

From: Christoph Schnelle <cs@inyourinterest.com.au>
Sent: Wednesday, 11 February 2015 9:48 AM
Subject: Support for DA 2015/27 Belle General

Dear Sir/Madam,

I would hereby like to express my strong support for the Belle General development application.

I have lived 18 years in Sydney and one of my favourites was the sophisticated and strong café culture in Sydney.

Upon moving to the Northern Rivers in 2002 one of the things I missed most was to find places with very good coffee and enjoyable food outside Byron Bay.

I am really glad to have a café of the same quality and class as anything I knew in Sydney in Ballina.

I feel the Belle General very much increases the sophistication of Ballina as a tourist destination and would give many more people a choice to be in the Northern Rivers but to enjoy their mornings and lunchtimes outside Byron Bay. It has been sometimes challenging to get a seat during peak times and I would very much like this to be remedied. I am also an early riser and would prefer to have a good breakfast at 7am.

I highly recommend that you give favourable consideration to the DA as it will particularly benefit Ballina and the Northern Rivers to have high quality food, drink and atmosphere in Ballina.

Warm Regards,

Christoph Schnelle

Christoph Schnelle

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Life Risk Specialist
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w: www.inyourinterest.com.au
e: cs@inyourinterest.com.au
m: 0415 888 884
f: 02 6619 1033

Brenda Wright

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Sent: Wednesday, 11 February 2015 9:48 AM
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I am really glad to have a café of the same quality and class as anything I knew in Sydney in Ballina.

I feel the Belle General very much increases the sophistication of Ballina as a tourist destination and would give many more people a choice to be in the Northern Rivers but to enjoy their mornings and lunchtimes outside Byron Bay. It has been sometimes challenging to get a seat during peak times and I would very much like this to be remedied. I am also an early riser and would prefer to have a good breakfast at 7am.

I highly recommend that you give favourable consideration to the DA as it will particularly benefit Ballina and the Northern Rivers to have high quality food, drink and atmosphere in Ballina.

Warm Regards,

Christoph Schnelle

Christoph Schnelle

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Financial Advisor and Life Insurance Broker
AFP LRS Adv. Dip.FS (FP) EPA Acc GCBiostats
Life Risk Specialist
SMSF Specialist Advisor
Appointed Rep 308223 - Credit Rep 402866



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e: cs@inyourinterest.com.au
m: 0415 888 884
f: 02 6619 1033

Brenda Wright

From: matthew brown <matthewbrown333@gmail.com>
Sent: Wednesday, 11 February 2015 1:11 PM
Subject: Support For DA 2105/27 The Belle General

I would like to acknowledge the Belle General and give my support to them as a fantastic local business that clearly has the customer as their primary focus. I have visited The Belle General once from Perth on a recent trip and really enjoyed their food and service. It was very popular with many people coming and going the whole time I was there.

I would fully support their DA as it was obvious they work with care and responsibility and can really be an asset to servicing the local community going forward.

With kind regards

Matthew Brown (Perth, WA)
0410 410 778

Brenda Wright

From: Raymond Graham <raymond@macright.com.au>
Sent: Wednesday, 11 February 2015 1:44 PM
Subject: Re: DA for The Belle General

Dear folks,

I am a frequent tourist to the area and always go to The Belle General as it is the only place for miles that has my required gluten and dairy free foods.

I hope you are able to approve their DA for slightly increased trading hours and seating.

Fond regards,

Ray Graham

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8.2 DA 2015/27 - 12 Shelly Beach Road - Change of Operational Use.DOC

Brenda Wright

From: Michelle Bourke <michelle.ballina@gmail.com>
Sent: Wednesday, 11 February 2015 2:15 PM
Subject: DA 2015/27-submission in support of DA

Dear Sir,

I would like to support the above DA.

The cafe has added much needed life into the Shelly Beach area and it is essential that it maintain and improve its services.

Please note my support

Michelle Bourke

Brenda Wright

From: Jane Keep <janekeep@me.com>
Sent: Wednesday, 11 February 2015 3:07 PM
Subject: The Belle General

Dear Sirs,

Im writing in support of the Belle General - so that it can continue to trade at its full capacity. It has been a resounding success, with people from far and wide - even UK going along to use its services. The customer care and attention to detail, as well as the integrity by which the business runs is second to none. This is a business that I definitely support to do whatever it needs to continue to be as great, if not even more great than it is.

Kind regards
Jane Keep
Phd, Mphil, MSc, - Senior Lecturer, and Hospital Manager

Brenda Wright

From: Simone Lewis <simonemirandalewis@gmail.com>
Sent: Wednesday, 11 February 2015 7:06 PM
Subject: support for DA 2015/27.

To whom it may concern

I am writing to support the application 2015/27 for the amendment for an update of the seat capacity and opening hours for The Belle General in East Ballina.

I enjoy dining at this restaurant - it is actually one of the few local cafes in the region I can find food that suits my dietary requirements. So any application which allows the cafe owners to operate their cafe more easily, is given my support.

If you would like to discuss my submission please feel free to contact me via email.

Warm regards
Simone

Brenda Wright

From: Jean Gamble <jeangamble54@gmail.com>
Sent: Wednesday, 11 February 2015 9:28 PM
Subject: support for DA 2015/27

Dear Ballina Council,

I am writing in support of the above DA in respect of the Belle General Cafe in Ballina. Although I live in Sydney I am a frequent visitor to the Northern Rivers region and I always eat breakfast and lunch at the Belle when I am in town. They have superb food, great service and the cafe has a really lovely vibe.

Sincerely
Jean Gamble
Psychotherapist
0412 396917

Brenda Wright

From: Cartaar <cartaar@bigpond.com>
Sent: Thursday, 12 February 2015 1:38 PM
Subject: Support for DA 2015/27 - Belle General

Dear Council member,

I wish to put forward my support for the Belle General DA relating to increased seating and change in operating hours. This is a marvellous and consistent cafe that is offering unique, fresh food and service to the community and worthy of our support.

Many thanks
Francene Cartaar



This email has been checked for viruses by Avast antivirus software.
www.avast.com

Brenda Wright

From: Peta Hewett - MTA Travel <phewett@mtatravel.com.au>
Sent: Friday, 13 February 2015 2:27 PM
Subject: Support for the Belle General Cafe to get new DA approved

Hi

I am writing in support of the Belle General to get approved for their new DA of extra seating a earlier hours, I'm not a local but visit the area regularly for b'fast and coffee and would love to be able to get into see them earlier than 8am!

Kind Regards

Peta Hewett
Travel Co-ordinator

m: +61 413 964 820 | p: 1300 365 688 Ext 702
f: +61 (07) 5597 3700

phewett@mtatravel.com.au | www.mtatravel.com.au/phewett



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Brenda Wright

From: Nikki Strudwick <nikkistrudwick@hotmail.com>
Sent: Friday, 13 February 2015 1:26 PM
Subject: DA 2015/27

I'm writing in regards to the current DA motion for Belle General Cafe in East Ballina.

This cafe is the first cafe of it's kind in Ballina... Unlike all the other cafes in the area, they are different. They serve wholesome & healthy foods at a beautiful coastal location. It's an amazing attraction for Ballina.

People are now visiting Ballina to go to Belle Cafe, when they usually wouldn't come to Ballina at all.

To see Belle General now have to open at 8am instead of 7am is sad, this cuts out so many people (like myself) who head there between 7:30 and 8:00am to get their coffee and/or brekky before work.

The seating arrangement at the moment suits the amount of people the cafe get, it's extremely busy at times and you may have to wait, but cutting the current amount of seats to 27 would see Belle lose customers, which means losing the huge amount of people that travel to Ballina just for it.

Belle General is a beautiful place to eat... It would be a shame to see it lose business because of these new regulations.

Kind Regards,
Nikki.

Brenda Wright

From: Brian Bragg <brian@npr.com.au>
Sent: Friday, 13 February 2015 9:55 PM
Subject: DA 2015/27

To Council,

This is a great little business keeping a whole lot people happy enjoying healthy food with Great atmosphere... and as I am a small business owner in the northern rivers (Ballina residence) it is absolutely amazing how many people in our area enjoy coming here. You would be surprised how many people that come from Byron to enjoy the whole Belle General experience and as you are well aware Byron bay has a massive amount of variety to choose from. We believe there is nothing in Ballina shire council that can match what they offer to all their customers.

This works, why would anyone like to suffocate this successful, enjoyable asset we all can enjoy

Brian, Amanda and family

Brenda Wright

From: Lisa Martin <lisamartin@nestleinccc.com.au>
Sent: Friday, 13 February 2015 11:28 PM
Subject: DA 2015/27

To Whom It May Concern

I would like to offer my support in the opening times of the Belle General located at Shelley Beach (DA referenced above).

I believe the 7:00 am opening time reflects the community spirit as the location lends itself to many early risers who are exercising, making use of the beach and the walking and cycling tracks.

These people are enthusiastic to purchase a well made coffee to take-away or enjoy within the cafe. I have no doubt the residents would appreciate the quality of the coffee and breakfasts served which entices residents and visitors to explore, resulting in the support of our local community.

Let's not forget we are supporting local business and given they have an excellent product to serve.

The question needs to be asked.... do we want another empty shop in such a beautiful location resulting in local people out of work? Surely, one hour difference in opening times cannot sustain the benefits of such a unique family business.

Please consider the application with the merit it deserves.

Regards
Lisa Martin

Lisa Martin
Director
Nestle In Childcare Centres
Email: lisamartin@nestleinccc.com.au
Mobile: 0414 240 049

Brenda Wright

From: Brooke Taylor <brooketaylor81@gmail.com>
Sent: Saturday, 14 February 2015 5:59 AM
Subject: The Belle General

Hello

I am writing in support of the Belle Generals request to extend their opening hours from 8am to 7am opening time, and increase their seat licence.

The Belle General is a community, more than a cafe. The owners take great love and care for their clientele and offer something to the Ballina community that is not offered elsewhere.

They are respectful to their neighbours and provide the perfect post surf/beach walk, pre-work / pre- weekend activity destination...

There is rarely an empty seat & It would be a shame to see the business dwindle due to reduced earning potential.

If you would consider the application, it would be most appreciated by the locals of ballina and the many people who travel from interstate to eat here.

Warmest regards,
Brooke

Brooke Taylor
E: brooketaylor81@gmail.com
M: 0411 131 819

Brenda Wright

From: Nicole Nash <nicnash@live.com.au>
Sent: Saturday, 14 February 2015 12:05 PM
Subject: DA 2015/27 submission in support of DA

Dear Sir/Madam,

I am writing this email in support of the above submission. I would love to see the cafe operating as is. It's the best place in Ballina for food & coffee.

Yours faithfully,

Nicole Mensinga

Brenda Wright

From: Penny Anderson <pennyanderson77@hotmail.com>
Sent: Sunday, 15 February 2015 5:14 PM
Subject: Letter of Support - DA 2015/27

Sent from my iPhone

13th February 2015

Penny Anderson
5/23 Barwen St,
East Ballina, NSW
2478
0413 271 223

Ballina Shire Council
council@ballina.nsw.gov.au

Dear Sir or Madam,

Re: DA 2015/27

I wish to provide in writing my strong support of the DA 2015/27 for The Belle General to increase their seating and their opening hours.

This busy local café produces food of unparalleled quality whilst also supporting local and regional food producers. These types of local businesses need to be encouraged and supported by council. At present The Belle General is leading the way and giving many many people, local residents and tourists alike who head straight to Lennox Head and Byron Bay for quality, nutritious food, a reason to come to Ballina! I have the pleasure of being a local, regular customer and have witnessed the success and popularity of The Belle. I support without hesitation any extra seating.

I'm also in strong support for an earlier opening time. As The Belle General's core business is breakfast/coffee/lunch it makes sense to open at times that support this. The location of the café lends itself to morning trade from both tourists and locals enjoying the beach and the walking tracks and also caters to people grabbing a coffee or nutritious breakfast on their way to work.

If you require any further information please don't hesitate to contact me.

Regards,



Penny Anderson

Brenda Wright

From: Madeline Lynch <madi8madi8@gmail.com>
Sent: Sunday, 15 February 2015 5:40 PM
Subject: DA 2015/27

Hi my name is Madeline and I am supporting The Belle General's new DA.

I absolutely love the food, people and location of this cafe. Every time I am in Ballina, going to the Belle General Cafe for breakfast is one of the first things I do. It would be awesome if this cafe could blossom into a greater and more accessible cafe. I always look forward to the chefs amazing creations and how it just gets better every time I am there.

From Madeline

Brenda Wright

From: The Fashionable Gypsy <ange@thefashionablegypsy.com.au>
Sent: Sunday, 15 February 2015 6:20 PM
Subject: DA 2015/27 - submission in support DA

The Belle General is an absolute bonus and credit to the Ballina Shire. It has created a hub and a café standard that the area desperately needed to attract locals and surrounding communities. I and many more are in support of this business continuing to thrive and grow.

Warmest Regards,
Ange Cleary

The
Fashionable
Gypsy

Ange cleary
Stylist - fashion | bridal | lifestyle
0403 258 835
<http://thefashionablegypsy.com.au/>
Instagram @thefashionablegypsy
Let's go to Paris...

Brenda Wright

From: Henrietta Chang <henriettachang8@gmail.com>
Sent: Monday, 16 February 2015 5:42 AM
Subject: Support for DA 2015/27

Support for DA 2015/27

To whom it may concern.

I am wiring this letter as a letter of support for the Café Belle General located on Shelly Beach Road in Ballina.

I have been a resident of East Ballina for 10 years and it is the first time that we finally have such a unique and amazing café – the staff are super friendly and supportive especially with regards to food allergies and restrictions, the location is perfect and the trading hours make it easy for many of us to pick up food and or drinks before commencing work or on our way to work. As a family we love the café and often drop by there and have snack and meals – it is our favorite café in Ballina.

We have recently heard that the Belle General is making certain changes in their DA such as trading from 7am (serving from 7:30am) and updating their seat allowance. We are fully supportive of this and would love to hear that the Belle General gets approval via this amended DA to continue to serve the community as it so does already in its beautiful way.

Please do not hesitate to contact us should you have any questions.

With warm regards,

Henrietta Chang

Marshall Chang

Bodhi Chang

--

Henrietta Chang BNat, ATMS, EPA Acc. Level 3 | **Building a Body of Love**
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Health Fund Recognition

Brenda Wright

From: Darren Rosenbaum <dncrosenbaum@bigpond.com>
Sent: Monday, 16 February 2015 9:40 PM
Subject: DA2015/27 - Submission in Support of Application

Please include this email as a submission in support of DA2015/27 - applicant Café Belle General, Shelly Beach Road in East Ballina.

I have been a resident for 12 years and prior to the opening of this particular café would travel to Bryon Bay for the healing food and ambiance that The Belle General has been able to create right here in Ballina. As such, I no longer have to travel to our neighbouring LGA and I keep my business local.

I draw your attention to page 23 of your *2013-2023 Community Strategic Plan*, Ref PE2 which states: 'Council will develop plans that encourage business growth and diversification', and 'Council will reduce barriers to business operation, expansion, diversification or relocation', and at the bottom of that page it states that the community can assist by: 'buying local'.

These statements alone should assist in your decision to approve this particular DA and to work tirelessly with the owners and neighbours to resolve any issues that may arise from this approval.

Kind regards

Catherine Rosenbaum
Minley Crescent
East Ballina

Brenda Wright

From: Jess Saenger <jesssaenger@gmail.com>
Sent: Tuesday, 17 February 2015 9:38 AM
Subject: DA 2015/27 Submission in support of DA

Dear Council Members,

I am writing in support of the revised DA submission for The Belle General Café in East Ballina.

Our family moved to the area 2.5 years ago from a city, while we love the sea change I was disappointed with the absence of café culture or any good quality food in the Ballina area, I would always drive to Byron for my morning coffee and Breakfast.

It was a dream come true for our family when The Belle General opened their doors. Not only does it have at the BEST food and coffee you could ask for, it caters for the many people in our local community who are limited by dietary requirements and keeps us all sane with their flawless coffee.

I could go on for pages about why this DA NEEDS to be approved but the below is a summary...

Business – Bringing people to the Ballina area, I know many people who travel from Byron and beyond on a regular basis to visit the Belle and enjoy all they have to offer (this includes a chair to sit on which seem to be scarce these days!)

Community – Not only do they provide amazing food and service but they bring the community together. I have met many locals who are now connected and doing business together as a result of meeting at the Belle General. "Where did we all go before?" is something commonly heard amongst locals.

Food – THE best quality food in the whole Northern Rivers region without a doubt (the best I have EVER eaten) – sourced from local produce (local supporting local) and the most incredible meals you could dream of - culinary genius!

Caffeine – Who wants a community without happy people? Great coffee = HAPPY PEOPLE!

Entrepreneurpreneurs – We should be rewarding business people who have unique ideas and execute them to perfection like the amazing Belle General team have done and continue to do.

Creating jobs – With a booming business I have seen the Belle General team grow substantially in the recent months.

Females in business – Young females doing something this fantastic in business should be encouraged to grow their business in anyway possible.

Friendship – I have made some wonderful friendships with people I have met at the Belle, I speak to many other locals who have found the same.

These are just a few reasons why this DA needs to go through. We should be encouraging and supporting local businesses with the incentive to grow to their full potential. I am excited to see what comes next and couldn't be more proud to have such a forward thinking, fabulous business in the local area.

Best Wishes,
Jessica Saenger

8 Morton Way
Skennars Head

17 February 2015

Dr & Mrs M & K Jackson
38 Shelly Beach Road
EAST BALLINA NSW 2478

The General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478
By email: council@ballina.nsw.gov.au

Re: DA 2015/27

Dear Sir,

We write in support of DA 2015/27 lodged by the proprietors of The Belle General, 12 Shelly Beach Road.

As residents of Shelly Beach Road we have been delighted to have such a contemporary, popular and high quality coffee shop open in our immediate area. Prior to The Belle General we had seen a progression of businesses take on the lease for the premises and fail. This has been of no benefit to the business owner or the Ballina community.

As decade-long business owners in Ballina, we are only too aware of the current state of Ballina's retail precinct with many long term businesses closing, empty shops and short term bargain style businesses opening to fill empty spaces. In contrast, The Belle General has drawn visitors to the Shire through its high quality reputation. Its popularity is a reflection of a business meeting the needs of the market, whilst also respecting the local community.

As nearby residents we have been impressed by the minimal impact such a popular café has had on the area. The proprietors appear to take every effort to cohere with the community by closing at 3.00pm and posting notices inside the café asking patrons to park with consideration for the neighbours.

If Ballina is to attract and compete with surrounding shires for visitors, it needs to offer facilities, cafes, restaurants and retail experiences similar to those offered by the Belle General. The Ballina Council should be making every effort to support such businesses and I give my strong support to the DA proposing a small extension of opening hours and a modest increase in seating capacity.

Yours sincerely

Michael & Kirsten Jackson

17 February 2015

The General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

Dear Councillors,

**Re: DA 2015/27 for the Change of Use of The Belle General
Lot 3 Sec 96 DP 758047, No. 12 Shelly Beach Road, East Ballina**

We are writing in support of the Development Application above.

The Belle General is the product of three very hardworking local women who strive to deliver great coffee and nutritious, healthy and wholesome food to their customers. In particular, they cater to the largely neglected needs of those of us who suffer food allergies and intolerances by creating delicious gluten, dairy and sugar-free meals.

The Belle General currently provides employment for at least 18 people and supports local primary producers and industry. In addition, the café has become a major draw card for visitors to Ballina from all over the country.

For the first time in many, many years there exists a business on this site which is so much more than just a run-down burger joint. In less than a year it's become a thriving business that has single-handedly put Ballina on the culinary map.

Opening the café at 7am would not produce more noise than the builders just a few doors down who are permitted to fire up their power tools at 7am, or barking dogs or a lawnmower. Clearly there are more cars parked on either side of the road but parking is unrestricted on Shelly Beach road, regardless of whether someone is there to eat at the café or swim at the beach.

As lifelong residents of the Ballina/Lennox Head area it fills us with pride when friends, who visit from Sydney and Melbourne, repeatedly ask to be taken to The Belle General for its "great coffee" and food. We love being able to call this café our "local" knowing that our city friends are not only jealous of where we live but this wonderful gem of an eatery.

This DA has come about as a result of The Belle General's success - which should be applauded. As councilors, you owe it to local business owners - and their patrons - to support them.

Yours faithfully,

Kim & Darren Ford
Angels Beach

Brenda Wright

From: Sherie Foyle <tandsfoyle@bigpond.com>
Sent: Thursday, 19 February 2015 7:21 AM
Subject: DA2015/27

Dear Council,

I am contacting you in reference to DA 2015/27..In full support of The Belle General small business..

I cannot believe these people cannot operate their business as normal..
It is an absolute joke! There is no nice places to eat or get coffee in the whole of Ballina!

Finally a business is doing well in town and you make it difficult..
I so wish you would all wake up!!

Thank you,

Sherie Foyle

Brenda Wright

From: Hannah Flanagan <hannahflanagan8@gmail.com>
Sent: Friday, 20 February 2015 7:50 AM
Subject: support for DA 2015/27

To Whom It May Concern:

I am writing to express my support for DA 2015/27 lodged by The Belle General in East Ballina. In my experience the Belle General provides an outstanding service to its' patrons and an essential amenity that did not previously exist in East Ballina.

I work at a large resort in Byron Bay and not only do we recommend "the Belle" to all our national and international guests – particularly those with specific dietary requirements – but our department regularly makes the trip from Byron to East Ballina for off-site team meetings.

The Belle General appeals to a broad range of people, and has re-energised what was previously a lack-lustre Takeaway/General Store. In my view, the additions requested in the DA - namely additional seating and an opening time of 700am instead of 8am, will not only support the development of a local business, but also meet the needs of local residents, residents from neighbouring shires and visitors who want access to healthy, quality food and coffee, warm service and a relaxed atmosphere.

Sincerely,

Hannah Flanagan

Brenda Wright

From: Megan <mjoykelder@gmail.com>
Sent: Friday, 20 February 2015 10:04 AM
Subject: DA 2015/27 submission in support of.

We are contacting you in support of The Belle Generals DA submission.
Every month we have a weekend getaway from Brisbane. "Belle" is where we head for the best coffee and brunch ever. We are in the over 60s age bracket so have had lots to compare however the coffee/food experience is a stand out for us.
Gluten and dairy free choices mean my daughter can enjoy with us as she has an intolerance to both.
The young women who own and operate Belle General should be congratulated.
Yours sincerely

Megan and Jan (John) Kelder

Brenda Wright

From: Shannon Everest <shannoneverest@me.com>
Sent: Monday, 23 February 2015 5:05 AM
Subject: Support for DA 2015/27

Dear Ballina Shire Council,

I am a Goonellabah resident and proud supporter of The Belle General Cafe.

I am writing in support of the DA application 2015/27 to extend tradings hours and number of seats. This is a great local business that I see bringing business into Ballina from as far as the Gold Coast & Brisbane and well worth my support for the service they offer and the great Cafe it is.

Warmest regards,
Shannon Everest

Brenda Wright

From: Francesca Leaton <franjipannie@gmail.com>
Sent: Sunday, 22 February 2015 9:54 AM
Subject: DA2015/27-Submission in support of DA

Dear Sir/Madam

I write in support of The Bell General continuing its regular operation.

It is my understanding that this area is well located for locals to enjoy networking and community get togethers. The Bell General is a wonderful venue and one that is well positioned to take advantage of the local scenery. I live in Casuarina and frequently visit Ballina and The Bell General, it would be disappointing to see this local restaurant/cafe have to relocate.

Perhaps a forum may be the way to go. This would offer the Bell General and the residents a way to openly discuss their views. Perhaps this would lead to a WIN/WIN situation.

Yours sincerely

Francesca Leaton
04305 91552

Brenda Wright

From: Miletic, Nikola <Nikola.Miletic@leicon.com.au>
Sent: Wednesday, 25 February 2015 3:17 PM
Subject: DA2015/27 - Submission tin Support of DA

In reference to DA2015/27, I fully support The Belle General in its endeavour to operate as business as usual.


There have been many attempts to "get it right" in regards to food/dining in the area and now finally someone has.

We NEED an establishment like this in East Ballina.

Regards,

Nik Miletic
Survey Manager | Pimlico Road to Teven Road Enabling Works

Leighton Contractors Pty Limited ABN 98 000 893 667
Cnr Pacific Hwy and Bruxner Hwy West Ballina, NSW 2478
T 02 6683 5000 F N/A M 0434 070 509
E nikola.miletic@leicon.com.au
<http://www.leightoncontractors.com.au/>

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Brenda Wright

From: Courtney Webb <humanushabilitation@gmail.com>
Sent: Sunday, 1 March 2015 9:18 AM
Subject: DA 2015/27

The Belle General is an asset to the community as it provides East Ballina with a healthy, holistic cafe like no other in our area! people travel from all over to experience the beautiful cafe setting upon Shelley Beach.

I vote for its DA to be approved!

--

Courtney Webb
Holistic Mind-Body Health
Creative Introspection
Human Biodynamics
Athletic Development



humanushabilitation@gmail.com
Humanus.com.au
+61402365335

Brenda Wright

From: Charlotte Hand <wolfpackleather@gmail.com>
Sent: Sunday, 1 March 2015 9:26 AM
Subject: DA 2015/27

Hi,

I am writing to inform that I, Charlotte Hand have nothing but positive experiences at the Belle General and that a lot of cafe's have tried to occupy that space in the past and have failed. The Belle General supports the health of individuals not only from surrounding neighbourhoods but throughout Byron Bay community and a 30km radius. I myself see people i know who have travelled from 30km away. There is no other cafe in Ballina that supports organic sustainable & healthy food like the Belle General. They have an eco friendly approach, offer free filtered water to customers, and a friendly attitude. If any cafe should have a DA approved in Ballina, it should be THE BELLE GENERAL.

I hope you acknowledge the best interests of the community!

Yours sincerely,
Charlotte

Brenda Wright

From: Deidre Medbury <deidrelaura@bigpond.com>
Sent: Wednesday, 4 March 2015 5:51 AM
Subject: DA 2015/27 - Submission in support of DA

Dear Sir,

I would like to add my support to the Belle General Cafe the delicious food and the great unimposing service that is provided.

I heard of the Belle General from a friend and since going there even though I don't live in Ballina I have taken family members there when they have been staying with me. I also go to Ballina to meet sometimes with a friend or friends for breakfast or lunch there and then because I am in Ballina we sometimes go into Ballina itself or to Ballina Fair to check out the shops to do some shopping. Or just to go for a lovely early morning walk on Shelly Beach.

I feel this is a great draw card for Ballina. Please allow the Belle General to keep operating.

Yours sincerely,
Deidre Medbury

Brenda Wright

From: Ridgway, Lynne <Lynne.Ridgway@ncahs.health.nsw.gov.au>
Sent: Thursday, 12 March 2015 2:05 PM
Subject: DA 2015/27 - submission in support of DA

Please note my support for the earlier opening hours of this wonderful business.
I used to be able to go before work and I no longer can as it opens too late.
Thank you
lynne

This message is intended for the addressee(s) named and may contain confidential information. If you are not the intended recipient, please delete the message and any attachments and notify the sender. Views expressed in this message are those of the individual sender, and are not necessarily the views of NSW Health or any of its entities.

TRIM 15/19086

Peter Drew

From: Julie Casey <juliecasey17@gmail.com>
Sent: Wednesday, 25 March 2015 8:34 AM
To: Peter Drew
Subject: 2015/27
Attachments: IMG_3211.MOV; ATT00001.txt

Dear Peter

Please see attached video of supply truck for The Belle Cafe that blocked my driveway this morning as I was leaving for work. Please note my husband's car waiting behind the truck trying to get into our home too! Time stamps and videos from my iphone are available for verification. Please also lodge these on your internet. Its important to separate the casual coffee patrons from the tax paying owner locals.

Regards

Julie Casey

TRIM 15/19085

Peter Drew

From: Julie Casey <juliecasey17@gmail.com>
Sent: Wednesday, 25 March 2015 8:34 AM
To: Peter Drew
Subject: 2015/27
Attachments: IMG_3204.MOV; ATT00001.txt

Dear Peter

As discussed noise this morning from our bedroom and balcony at 6.45 am.

Please turn up noise to street level.

Please also post on your internet as an objection.

Yours sincerely

Julie Casey

From: <sdchoco61@gmail.com>
To: "Ballina Shire Council" <council@ballina.nsw.gov.au>
Cc: <adrian@civiltech.net.au>
Subject: Objection to DA 2015/27 attn. Hugh Johnson
Sent: Wed, 11 Feb 2015 21:53:14 +1100

To whom it may concern,

My wife and I have been trying to live with the new restaurant that has been allowed to operate outside of its conditions for over a year now, we are "seriously" at breaking point. It's gone way too far, we are night workers, so not early risers. We haven't been able to sleep with our balcony door open to get the ocean breeze since they opened due to all the incessant car movements and slamming car doors, it never stops, not an exaggeration, especially on weekends, haven't slept in for months, we are very stressed.

The restaurant is the wrong demographic for the area, it's a square peg in a round hole. It was only ever a beachside shop and general store for the beach goers and their kids, much like the One Stop Shop on Bentinick street, with cheap hot snacks and general store incidentals. It's way too specialised and expensive for the general public that has come from the surrounding area for a day at the beach. There is NO general store at all, we locals miss it.

It now seems to attract a certain club/group that has no regard or consideration for the local community. It's now a 100% profit driven enterprise that's trying to squeeze as much as they can out of as little as possible with absolutely no thought or benefit for the Shellybeach residents, we already have two restaurants within walking distance which have off street parking and are not impacting on the residents!! We never had any problems with any of the previous owners over the last thirty years, by the way, none of them went broke.

We now can't park any where near our houses some days, my elderly parents (father not very mobile) now phone an hour before and we try to block a space in front of our house for them, very difficult when they park for hours at a time, what a bloody hassle, why should we have to fight to park near our houses, let alone in front of them.! All our friends and family feel sorry for us, it has been called "obscene"..

Imagine what it'll be like when shellys on the beach re opens and maybe an ocean pool (great idea) is operating. The restaurant already causes a ripple effect with cars trying to park as close as possible to the premises and clogging up the side street (Norfolk,Ave) as well. There have been some tense moments between residents and very rude customers parking over driveways and right up to the corners which makes for dangerous situations.. People won't walk, they park as close as possible often leaving their cars running and filling our houses with exhaust fumes, most of our houses are close to the street.

There are 10 children under twelve years old that live within 100 meters of the restaurant and all its associated traffic, it's a very worrisome situation!! The kids can't get to each others houses with all the people sitting all over the footpath, they now cross the street. How can they have so many people sitting on benches bolted to the concrete? There is nothing for the local community, no benefit at all. Only negatives, where's our general store?

Apparently there are three owners that can rotate shifts and obviously get a day off and go home to a quiet neighbourhood, when do we get a day off? Next Christmas Day, !! CANT WAIT...

Two days off a year!!.. PLEASE ... It's essential that we also get a break from the never ending, everyday,early morning barrage, it's like a swam of bees descending on us every morning, it's not fair to us all here. We were here first. Why weren't we consulted before they opened ?,they open

from 7am, 363 days a year. Whatever club/group they are members of there are too many of them. They're having an immeasurable impact on their immediate neighbours and a flow on effect throughout the whole little community of Shellybeach .

We feel that our lives and properties have been devalued through no fault of our own

Shane and Hiromi Dewhurst

2/16,Shellybeach,road

Sent from

4th February, 2015

Ballina Shire Council
Cnr Tamar & Cherry Streets
BALLINA NSW 2478
Attention: Peter Drew

Dear Peter

Re: DA 2015/27 – 12 Shelly Beach Road, East Ballina

I, Julie Casey, of 3/14 Shelly Beach Road, East Ballina wish to include the following concerns to Council regarding the new DA proposal from The Belle General store at 12 Shelly Beach Road, East Ballina:-

TRADING HOURS

The current hours according to council records are 8 a.m. - 4 p.m. daily The current shop owners immediately began trading from 7.30 a.m. with prep work around 7 a.m. The General Store/Takeaway/Cafe was never to open before or past the agreed times of 8 a.m. – 4 p.m. when it changed from General Store/Takeaway. We strongly stated to the then shop owners (Alan & Julie) that if the times were to change then we would never agree to a cafe and it was to stay/revert back to a General Store. The seating number restrictions for both inside and outside were also carefully considered and any changes to these times/numbers were to be notified to Council and local residents. We were most adamant about these strict changes at the time of the cafe being allowed to operate. Council were left in no doubt about our wishes and if they were not able to uphold them then or in the future, then we would not have agreed for the General Store to be changed to allow a cafe. It was very simply and succinctly put.

TRAFFIC

The amount of traffic and people that stop and casually drive and park from 7 a.m. is dangerous! After 8 a.m. will allow anyone in our building leaving for work to safely exit the driveway. At present, even with a small window of visibility that the shop owners have given, the clear line of vision when exiting our driveway EVERY day is extremely DANGEROUS. I have nearly been wiped out three (3) times by cars with drivers too busy looking for a park for the shop. 8 a.m. open time was acceptable but even this is now causing concern due to the danger of leaving our driveway.

The bus stop which is a Hail and Ride would be impossible for anyone to use given the congestion of the shop traffic from pushbikes wrapped around the bus stop pole and cars parked along the road preventing the bus from safely being hailed let alone someone wishing to board the bus (especially an elderly person or child)! This is a serious future safety issue the Council has no choice but to consider.

(-2-)

The proposed increased opening times especially in summer from 7 a.m. – 7 p.m. are totally unacceptable. We believe the shop owners would begin by changing these times and decreasing the space of the General Store – which is much needed at Shelly Beach to cater for the tourists and locals for everyday essentials like bread and milk, than increase the space of the cafe. I believe the owners would start of with increase daytime hours and would finally increase the times to include night time dining or even a liquor license! We have no faith in where these changes will take us with regards to the General Store anymore.

We wish to point out the recent problems with a shop at Byron Bay and also another recent problem with a general shop at Luna Park! Both not being utilised by the proper zoning or regulations and both I believe have been forced to close!

CARPARKING ISSUES

I note from the proposal that the shop owners have stated that they believe they are not creating any parking problems and are adhering to parking regulations. This seems extremely doubtful given that no parking is being allocated for any of the residents of the residential units or for the shop staff (unless they utilise the Council reserve via rear access which is not permitted.) The Northern side driveway has been blocked off preventing direct access from Shelly Beach Road for any off street parking for the shop owners or residents of 12 Shelly Beach Road. There is no allocated parking for any shop customers. The equation of one car with three people for equal seating is questionable. I wish for these figures to be fully investigated. The use of Council's parking lots at the Northern end of Shelly Beach Road for shop customers is outrageous. The reality is that their customers are clamouring for the nearest available spot which at times has been across our driveway where we have been verbally abused by shop patrons when we have asked them to remove their car from our driveway – quote : "You only have to say please" in which we replied "You only have to say sorry". To ask someone to please remove their car from our driveway seems absurd when they should be saying 'Sorry I parked across your driveway'. These stressful moments should not be happening in the peaceful enjoyment of one's home life. (Another incident yesterday across our driveway 6/2/2015 – luckily the driver was obliging about moving his car after my husband having to go into the shop and ask the staff to find out which of their customers was blocking our driveway). Once again these are stressful moments that should NOT be happening in our daily life!

The car parking lots on Shelly Beach Road I believe were designed for families who wish to visit our beautiful beaches. The general store/takeaway was for families wishing to purchase simple items/food to take to the beach or to their holiday apartments. The parking area along Shelly Beach Road was not designed to cater for a tiny shop that was only intended to be a general store/takeaway. The traffic is also creating a safety issue for small children or senior people who have trouble seeing beyond the parked cars.

It is also fair to note that when we have visitors, it is almost impossible for them to find a parking space.

(-3-)

Increase in Seating

The proposed DA to increase the current seating and it not having any detrimental affect with regards to parking, noise or fire safety is highly questionable. The current seating especially on the footpath is already going over and above what Council regulations states and is extremely crowded and noisy for adjacent residents – especially on Sunday mornings – with noise starting from before 7 a.m. and people talking noisily all day either amongst themselves or on their mobiles.

The increase in waste with extra seats would also be an issue given that the waste bins are already in a place that is not acceptable to the peace and enjoyment of neighbours. If the side driveway was to be accessed then the placement of the waste bins is also of a high question of where they will go especially if they need to be increased to cater for the proposed increase in patrons. The problem is continually spiralling given that the space of the shop is restricted to such a small area. I propose that the owners look for a second premise to expand to or find another premise altogether with larger seating capacity as a true alternative. To ask the residents of Shelly Beach Road to compromise their peace and enjoyment for a cafe that already had restrictions with time and seating capacity is outrageous. The due diligence on the shop owners was theirs. To claim a Real Estate agent misled them and that the owner who was totally aware of the operating times did not inform them is a problem for themselves and is not the problem of the nearby residents. They are being totally unreasonable to think we should all now change our way of life to cater for their shop and its success. They should have done their homework property before signing any lease and before spending money renovating without Council consent.

Council Garbage – Green bins, blue bins

At present the shop and ALL residents of 12 Shelly Beach Road are using the front of our apartment complex to place their garbage bins for collection. There are four sets of bins from next door and three sets of bins from our complex. Our apartment complex is not double frontage so it is crammed with council garbage bins on collection days. The shop and residents do not even bother to take the bins inside after collection at times and are left on the street or in front of our building all day. The added smell from their bins is also unhygienic and unacceptable. They claim they cannot place their bins in front of their building due to the shop. This is totally unacceptable. The shop and residents will have to consider an area in front of their premise which is acceptable for collection.

At times I have had to move their bins to their driveway area on Shelly Beach Road to clear space where the 'Hail and Ride' bus stop is. Totally unacceptable.

The rubbish that is dropped after collection of the bins is also something I have to pick up and dispose of. Their bins and garbage are not the responsibility of the residents of 14 Shelly Beach Road in any way.

Council Waste Bins (large tip bins)

These are now stored adjacent to our Southern Boundary fence line. Both Unit 1 and Unit 3 have their entertaining/living areas adjacent to the Southern Boundary. The smell from the waste bins (which were always stored on Council land at rear of property) is very offensive. We were not consulted about them being moved to this position so close to our entertaining/lifestyle area. When the property was a General Store, we did not have any foul smelling waste bins near our property.

(-4-)

They are collected before 7 a.m. in the mornings and are extremely noisy. Once again this is totally unacceptable in a residential area.

HOSING OF GREASE MATS ON PUBLIC FOOTPATH

The owners are daily hosing their black grease mats from the kitchen on the footpath with the run off going into public drainage.

Exhaust Fan (external along Northern Wall of Shop)

The noise from the exhaust fan is overbearing if the residents of units 1 and 3 are entertaining in the front gardens/balcony. It completely takes away from the joy of the sound of the ocean. The noise begins before 7 am daily and does not end until 4 p.m. There have been times when the cafe owners have decided to cook a slow roast and leave the exhaust and oven on over night! This is not only unacceptable when trying to sleep but also a complete fire danger to not only us but most importantly the residents living above a fibro asbestos ridden building with no external fire escape. Totally unacceptable conduct!

Finally, I would like to take this opportunity to strongly request that Council consider the following:-
Not allowing any zoning changes to a building that is not only old but has asbestos problems;
Not increasing seating that has the potential of fire danger issues, especially if the kitchen area was to increase its workload;
Consider the upstairs residents peace and safety;
Consider the rights of the residents and their peace of mind;
Consider the parking issues and traffic congestion that this small General Store/Takeaway/Cafe has created and also the potential of creating more havoc if extra hours and seating were allowed.

Finally, I believe the biggest consideration for Council would be the ripple on effect it would have to other cafes/restaurants/takeaway food outlets etc. They would be within their right to challenge any future or present zonings too (including bolting seating and tables to council footpaths). It one can get away with it then they all will try!

Yours sincerely

Julie Casey
3/14 Shelly Beach Road
EAST BALLINA NSW 2478

From: "Julie Casey" <julie@walmurray.com.au>
To: "Peter Drew" <peterd@ballina.nsw.gov.au>
Subject: FW: The Belle General - 12 Shelly Beach Road, East Ballina DA 2015/27 Attention Peter Drew
Sent: Tue Mar 24 10:44:25 2015

Hi Peter

Could you please post the following complaint on your website . Previously was sent with name withheld.

Thanks

Jon Casey

AS an owner and resident of 3/14 Shelly Beach Road for the past 15 years, it is highly disturbing that the tranquility and lifestyle we have previously enjoyed to date is being put at risk by the happenings at 12 Shelly Beach Road or more specifically 'The Belle General' store.

The tenants of this shop have previously adhered to all Council zoning requirements for this property but to my amazement the current tenants have quietly gone unchecked changing those standards.

Points that require attention:-

Parking issues are a major concern as to safe access to our dwellings.

The building itself is a fire hazard as the materials used to construct this building would be highly flammable/

The hours designated for this General Store are being violated and seating criteria disregarded i.e.bolted down seating on public access areas.

The noise, pollution, sanitary and waste disposal issues have all been well documented by local residents.

By effectively increasing the seating arrangements and times of operation this store's new proposal will lead to an increase in all current difficulties. They are in fact moving I believe in an orchestrated way to making this a full blown restaurant. Highly unacceptable. A liquor license is no doubt next on their agenda.

This is currently the only facility I know that has avoided council reprimands for violating set council zonings and standards i.e. times of operating - 7.30 a.m. not 8.00 a.m. and bolting down permanent seating on council land. There are no General Store areas

currently in this dwelling as it has been converted to a cafe/restaurant. One toilet to accommodate 50-60-70 patrons is also unacceptable.

Your assistance with this matter is greatly appreciated.

Yours sincerely

Jon Casey
3/14 Shelly Beach Road
East Ballina

Please note:

If past actions by these tenants is any indication, they will mould new guidelines to their benefit and disregard set restrictions. They must be made to adhere to current zoning conditions before being allowed to create new ones. Their desire to be greedy should not come at our expense.

Attached are photographs of cars parked continuously across our driveway making exit or entrance to our homes impossible or very dangerous.

Jon Casey







To Ballina Shire Council re D.A.2015/27re BELLE GENERAL CAFE SHELLY BEACH

As a resident in Shelly Beach Rd I am against the above mentioned D.A.

The increase in the seating capacity of the premises from 28 to 58 is going to cause major parking and congestion problems for the local residents as well as restricting beach access for visitors to the beach area. . New developments have to provide adequate parking for visitors and I do not see why this is not the case with the cafe. Even though it is an existing businesss. Even now they do not provide adequate off street parking.

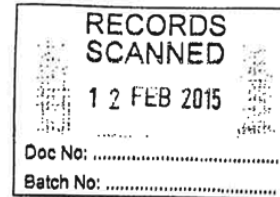
Already the number of cars regularly parking along Shelly Beach rd is causing a lot of congestion in this area. There are over 20 parked there now.... 12.20 pm. Tuesday 10th Feb. This is a residential area and for the seating to double it really should be relocated to a more suitable place that is a designated commercial area like in the town of Ballina. There does not seem to be any additional off- street parking for an extra 20+ cars in the vicinity.

The Shelly Beach Cafe when it was operating was never a problem as plenty of off street parking was available next to the surf club. This did not impact on the surrounding streets and the residents coming and going out of their properties.

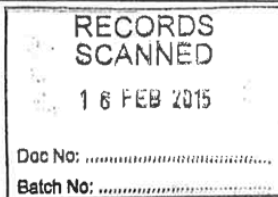
The original shop was originally just a local small takeaway with some cafe seating which had a very low impact on the residential nature of the road. This cafe is not really a general store as it does not provide a good range of newspapers ,groceries and other goods like the One Stop shop in Bentinck Street Ballina.

Therefore I strongly object to the increase in seating and do not support the application at all.

Name withheld.



General Manager
Ballina Shire Council
Ballina NSW 2478



12th February 2015

Re DA 2015/27-12 Shelly Beach Road East Ballina

Dear Sir,

It has come to the attention of Shelly Beach Road local residents 'The Belle General' proposes to extend their trading hours and further develop their site as a restaurant / café. We understand this business has already become a restaurant / café and could now hardly be referred to as a 'general store' as they only sell bread, milk, and newspapers.

Since the new business proprietors commenced trading as a restaurant / café the traffic has increased significantly and the residential zoning now appears 'commercial'. Many residents in this location have invested in residential homes and have lived here for many years. Further promotion of this type of business is not conducive with normal family life as it is associated with lots of people, cars, noise pollution and general disruption to the peace we are used to and expect as in any other residentially zoned community. Already we are experiencing trouble entering and leaving our properties due to parked cars and traffic. Garbage collection has become a problem as cars are being parked in front of the wheelie bins. Furthermore, any suggestion of allowing a nature reserve to be used for car parking would be outrageous particularly when it is adjacent to virgin scrub and home for an abundance of wild life.

Many residents also see this as the likely start of even further development applications leading to eventual full blown commercialism including extended trading hours and the introduction of alcohol. It does not take much

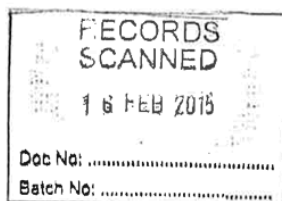
imagination to appreciate that this could well be the next step. BYO or liquor licencing could have an utterly devastating impact on this traditional family and wild life environment.

It is hence not surprising that we as long term family residents of Shelly Beach, with strong links and major capital investment, shall vigorously oppose any changes to existing terms of trade at the premises now known as 'The Belle General'.

Yours faithfully,


Peter Kerkenezov
4 Shelly Beach Road
Ballina NSW 2478

The General Manager,
Ballina Shire Council,
Cnr. Tamar & Cherry Streets,
Ballina NSW 2478



9th February 2015

Ref: Hugh Johnson

re: DA2015/27-12 Shelly Beach Road East Ballina

Dear Mr. Johnson,

For many years the Shelly Beach general/take-away store has been just that. The Belle General is not trading as a general store and can only be classed as a café/restaurant/take-away.

As residence and owners of # 4 Shelly Beach Road, Mrs Lorna Connolly, Dr. Peter Kerkenezov and Mrs Susanne Kerkenezov, are lodging our strong objection to the proposal by the Belle General for the following reasons:

- Parking - has increased three fold and makes reversing out of and entering our driveway a hazard of mega proportions. We are no longer able to get our car, caravan or horse float in and out of our property with ease as cars park over the driveway or so close that we have on occasions had to go to the shop and request the vehicle be removed.
We have an Equine Veterinary Hospital and are on call for emergencies 24/7 and need to be able to reverse out of our driveway in total safety at any given time. The designated car parks are not used by the Belle General patrons. If the restaurant increased its numbers, parking and traffic will be more chaotic than it is now.
- Traffic – the traffic on Shelly Beach Road has never been so bad since the Belle General opened its doors. Entering Shelly Beach Road from Norfolk Street is a huge hazard although new yellow lines have been marked they are being ignored and it is still a dangerous situation of which I have had a number of close misses along with other Shelly residents.
- Essential Services - My mother (Lorna Connolly) who is 97 years of age has care each morning and her nurses are unable to park near our home. A mini bus collects my mother one morning per week and needs to come down the drive way, or park outside our property. This has also been extremely difficult and they have had to assist her to the bus parked elsewhere.
- Garbage collection – the collection of our garbage is not easy any more for the trucks, as the cars are parked in such a manner the collector has to leave his truck and pull the bins to an accessible area or just not empty them at all.
- Noise – Living in Shelly Beach Road is a life style we all love and have chosen for our comfort and cling to the fact it is a residential area. We enjoy the sound of the sea in the early morning and not doors banging, people calling out and talking loudly on mobiles phones. Our bedroom is in the front of our house and people have no consideration, be it morning or evening. This is all having a major impact on Shelly residence and our way of life.
- It is **not** a minor change.

- The Reserve – residences from # 2 – 10 are all very caring of the reserve and try to preserve it the best way we can e.g. # 2 & 4 mow fortnightly, have planted natives and removal of offending vines. We also oppose having a car park open up in the reserve as there is a lot of wild life in and around the area. I personally have released many rehabilitated native animals there.
- I take a dim view of being sent a '2 free coffee voucher' from the Belle General owners to gain our yes vote as noted on the bottom of the accompanying letter.

Hoping this letter is looked upon favourably.

Yours faithfully,

Lorna Connolly *L. Connolly*
Peter Kerkenezov *Letter submitted seperately*
Susie Kerkenezov *[Signature]*
Pelta Kerkenezov *[Signature]*
4 Shelly Beach Road;
East Ballina NSW 2478

0413 882050
0410618510

Incl: *2*

Copy

Dear Neighbours,

As some of you may already be aware we have lodged a new DA for The Belle General. We are writing to let you know the amendments we are looking to make - these are relating to a change of open time (from 8am to 7:00am) and update the seat allowance from 28 to 57.

The current DA states the following:

- 8:00 am and 4:00 pm, Monday to Sunday - Takeaway & General Store
- 8:00 am and 7:00 pm, Monday to Sunday (Summer Trading) - Takeaway & General Store
- 8:00 am and 4:00 pm, Monday to Sunday - Café

Our proposed change regarding hours is below, the only adjustment to the current DA is the opening time. Also, please note that we currently have the opportunity to stay open later, however we choose not to - and have no intention of changing this. The decision not to open later was one we made with regard to the local area and people who live here, as well as support for our own families and commitments outside of The Belle General. ~~The trading hours we would like are 7.30am till 3pm. We feel like this is more appropriate for the direct community than closing later.~~ New proposal is as follows:

- 7:00 am and 4:00 pm, Monday to Sunday - Takeaway & General Store
- 7:00 am and 7:00 pm, Monday to Sunday (Summer Trading) - Takeaway & General Store
- 7:00 am and 4:00 pm, Monday to Sunday - Café

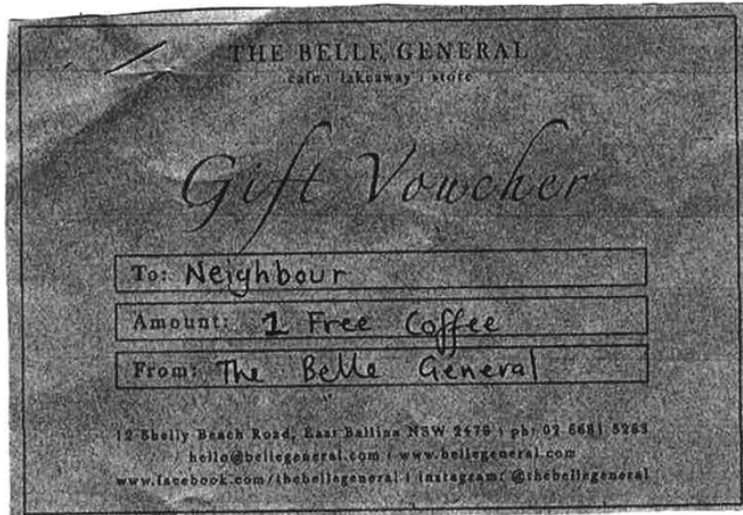
If you have any questions please don't hesitate to call Jacqui on 0402 174 698. For something urgent please speak with one of the owners at the café. However, as you would be aware we have a demanding work load when on shift and sometimes it is hard for us to give you the response you deserve, so alternatively contact Jacqui on the number above, with your inquiry.

Letters of support can be directed to the Ballina Council for the new DA and would be greatly appreciated. The details are: council@ballina.nsw.gov.au DA 2015/27.

Thank you.

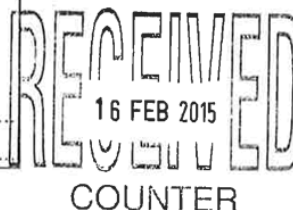
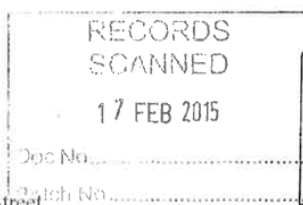
Warm regards,
Jacqui, Kyla, Sarah & Ray

Copy



16th February 2015

The General Manager
Ballina Shire Council
Cnr Tamar and Cherry Street
Ballina NSW 2478



Dear Mr Johnson

Re DA 2015/27
Lot: 3 Sec: 96 DP:758047, 12 Shelly Beach Road EAST BALLINA

I have been a long time resident of Shelly Beach Road. My parents owned and lived in 6 Shelly Beach Rd from 1963 to 1998. My first association with Shelly Beach Rd started in 1963 as a child living with my parents. I have lived and owned 2 Shelly Beach Rd since 1987, so my family and I have had a long association with Shelly Beach Rd.

Over the years my family and I have seen many different owners of 12 Shelly Beach Rd and there has been very little impact on my family and myself until Belle General opened about 12 months ago as a restaurant/café with some take-away.

For most of the years I have been associated with Shelly Beach Rd and prior to Belle General opening there has been a general store and in later years a general store/take-away which serviced the local community. Since Belle General opened there is non-existent "general store" component as the business is operated as a restaurant/café with some take-away.

Due to the location of Belle General the majority of their patrons would have to travel by private vehicle. This has led to an impact on the amount of traffic to the area and this in turn has created a major parking and safety problem and this is with a **current seating allowance of 28**.

The number of residents being directly affected by Belle General being run as a restaurant/café may only be a few in number but the impact being caused is immense. If their seating allowance was to be increased to 57 this would just compound the current parking and traffic issues.

Shelly Beach has always been a popular place for locals, visitors and beach goers and the car parks provided near Shelly Beach Surf club are well used. The Proposal says these parking spaces near the Shelly Beach Surf club could be used by the patrons of Belle General. If these spaces are occupied by Belle General patrons where will the others park. The Proposal also make reference to parking being available on Crown Land. My property, 2 Shelly Beach Road adjoins some of this Crown Land and the only way for Belle General patrons to access this area is by driving across the kerb/gutter or by driving across the public footpath and my driveway.

Access to and from my driveways are being blocked on a regular basis as patrons of Belle General have problems finding a park in the street and just seem to park anywhere without any consideration for the local resident (just imagine the impact if the seating is increased from 28 to 57). My neighbours have told me this is a common problem being experienced by them as their driveways are also being blocked.

Belle General have also applied for extended trading hours and this coupled with the increase in the seating capacity from 28 to 57 will further create a much larger parking and traffic problem as currently exists. The area is principally residential and does not have the capacity to handle the parking required for a commercial activity.

The earlier opening hours will also further impact the Council collection of residents rubbish - as it is now the council drivers often have to dismount the vehicle and move the bins so they can be emptied.

I am lodging an objection to the Belle General Proposal on the following grounds

1. With the increase in the seating capacity from 28 to 57 will further increase the existing parking and traffic problems
2. With the increase in the opening time from 8am to 7am will increase the existing parking and traffic problems, increase the level of noise and this will impact on my quality of life
3. With the increase of summer trading from 7am to 7pm is unacceptable. These hours are more suited to a business area and not a residential area
4. With the increase in the seating capacity coupled with extended summer trading hours this will extend the traffic and parking issues and severely impact the area which has not be designed to accommodate a restaurant

In conclusion, as a long term resident, who has seen many changes along Shelly Beach Road, this proposal is definitely not in the spirit of what is required for a residential area. I feel Belle General are stretching the boundaries in their interpretation as having a general store component when I feel they are really operating a restaurant with some take-away and **not** a general store/take-away/café in a residential area.

I am all for businesses succeeding in Ballina as it plays an important role for the town. However, the residential area around 12 Shelly Beach Rd is not the appropriate area to operate a restaurant.

I hereby ask you to reject the proposal.

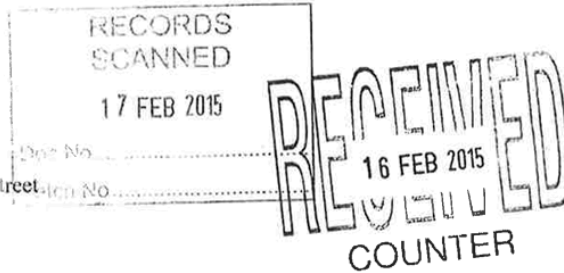
Yours faithfully



June Hardie

14th February 2015

The General Manager
Ballina Shire Council
Cnr Tamar and Cherry Street
Ballina NSW 2478



Dear Mr Johnson

Re DA 2015/27
Lot: 3 Sec: 96 DP:758047, 12 Shelly Beach Road EAST BALLINA

I have been a resident of 2 Shelly Beach Rd for last 24 years

Over these 24 years I have seen many different owners of 12 Shelly Beach Rd and there has been very little impact on my family and myself until Belle General opened about 12 months ago as a restaurant/take-away.

For most of the years I have been associated with Shelly Beach Rd and prior to Belle General opening there has been a general store/take-away which serviced the local community. Since Belle General opened there is non existent "general store" component as the business is operated as a restaurant/café with some take-away.

Due to the location of Belle General the majority of their patrons would have to travel by private vehicle . This has let to an impact on the amount of traffic to the area and this in turn has created a major parking and safely problem and this is with a **current seating allowance of 28.**

The number of residents being directly affected by Belle General being run as a restaurant/cafe may only be a few in number but the impact being caused is immense. If their seating allowance was to be increased to 57 this would just compound the current parking and traffic issues.

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Access to and from my driveways are being blocked on a regular basis as patrons of Belle General have problems finding a park in the street and just seem to park anywhere without any consideration for the local resident (just imagine the impact if the seating is increased from 28 to 57). My neighbours have told me this is a common problem being experienced by them as their driveways are also being blocked.

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The earlier opening hours will also further impact the Council collection of residents rubbish - as it is now the council drivers often have to dismount the vehicle and move the bins so they can be emptied.

I am lodging an object^{ION} to the Belle General Proposal on the following grounds -

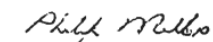
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3. With the increase of summer trading from 7am to 7pm is unacceptable. These hours are more suited to a business area and not a residential area
4. With the increase in the seating capacity coupled with extended summer trading hours this will extend the traffic and parking issues and severely impact the area which has not be designed to accommodate a restaurant

In conclusion, as a long term resident, who has seen many changes along Shelly Beach Road, this proposal is definitely not in the spirit of what is required for a residential area. I feel Belle General are stretching the boundaries in their interpretation as having a general store component when I feel they are really operating a restaurant with some take-away and **not** a general store/take-away/café in a residential area.

As an Accountant, I am all for businesses succeeding in Ballina as it plays an important role for the town. However, the residential area around 12 Shelly Beach Rd is **not** the appropriate area to operate a restaurant.

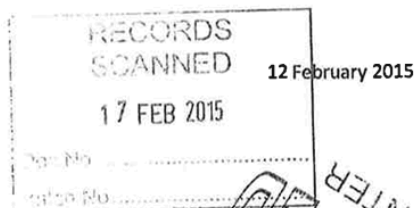
I hereby ask you to reject the proposal.

Yours faithfully



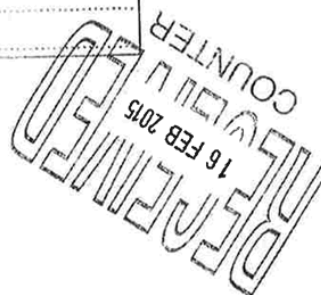
Philip Miller

The General Manager
Ballina Shire Council
Cnr Tamar & Cherry St
Ballina NSW 2478



Refer Hugh Johnson

RE: DA 2015/27 – 12 Shelly Beach RD East Ballina



I would like to submit an objection to the proposed DA 2015/27. I am a resident at 6 Shelly Beach Rd being located 3 houses on the southern side from The Belle General. My objections being the following:

1. 3.1 PROPOSED DEVELOPMENT

I notice the gross floor area in relation to the General Store/Take-away/Cafe is stated as being approximately 135m². I now refer to the proposed Strata Title subdivision DA 2014/553 as mentioned by Ardill Payne & Partners in the currently proposed DA2015/27.

In the Pre-Approval inspection dated 28 October 2014 the tabled classification in accordance with the requirements of Clause A3.2 of the BCA. Restaurant & toilet are specified as being 99m² and the Ground floor unit & Laundry as being 130m².

Both DA's submitted specify different m², as the floor plan submitted by Ardill Payne & Partners is not to scale, unintelligible nor legible. I ask is DA2015/27 increasing the area of the floor space allocated to the restaurant?

Clause 41 of the Environmental Planning and Assessment Regulation 2000 (Regs) (2) an existing use must not be changed under subclause (1)

(b) Does not involve an increase of more than 10% in the floor space of the premises associated with the existing use

(d) Does not involve a significant intensification of that existing use.

If as stated in DA2014/553 the Restaurant & Toilet are only 99m² is this not an increase of over 10%.

The currently proposed DA2015/27 is not a minor change of use as seating will increase from 28 seats currently to 57 seats which is a 50% increase of use. This would appear to be a significant intensification of existing use.

Shelly Beach Rd is zoned as Medium Density Residential with the Belle General operating under 'existing use rights' now prohibited. Has the impact of an increased commercial business use operating in a residential area been taken into consideration for the residents adjoining and living in close proximity to the proposed DA2015/27.

2. 3.2 SITE ACCESS, TRAFFIC GENERATION & PARKING

Ardill Payne & Partners have put forward with their DA 2015/27 submission council's assessment report for DA 2010/490 stating there is "no increase in traffic generated to the site as a result of minor change of use".

As previously highlighted the proposed DA 2015/27 is not a minor change of use as seating will increase by 50% generating increased traffic and parking and pedestrian traffic and noise.

If the proposed DA 2015/27 is to be looked at objectively would not a formal assessment of the increase in traffic and parking to Shelly Beach Rd need to be undertaken to reflect the current conditions. The assessment done in 2010 is now of historic value and does not accurately reflect the true increase/volume of traffic and parking.

If a formal assessment of the traffic and parking where to be undertaken this would surely need to be conducted during the proposed new hours of operation 7.00am-7.00pm Monday to Sunday summer trading to accurately reflect the impact this will have on adjoining and neighbouring homes.

I would also like to highlight there have been numerous occasions where customers of The Belle General have parked across or hindered residents from accessing their driveways. The Belle General and Council are aware of these issues. Can it be assumed the frequency of these incidents will now increase if seating is increased by 50%

3. HAZARDS

I notice Bushfire has been identified but not the risk of internal fires. As a commercial kitchen operating in a residential zone I refer to DA2014/553 as referred to by Ardill Payne & Partners in submission with DA2015/27, to date I believe the building that The Belle General operates from has 18 compliance issues most notably with Fire protection as indicated in the Pre-Approval Inspection dated 28 October 2014.

If the proposed DA2015/27 where to be approved does this not place visitors, residents in the above stairs units and adjoining neighbours at an increased risk of fire.

4. PREVIOUSLY APPROVED REDEVELOPMENT of PELICAN 181 and BALLINA SURF CLUB

I believe Ardill Payne & Partners submission on previously approved commercial Restaurants/Take away/Cafe has no relevance to the current submission DA2015/27 as Pelican 181 now the Wharf is in a commercial/business zone an increase in traffic and parking does not have any direct impact on residential homes.

The Ballina surf club has no adjoining homes and the closest residence is located greater than 200m from the building.

5. SOCIAL AND ECONOMIC IMPACTS

Ardill Payne & Partners have assessed there will be "no unreasonable adverse impacts on neighbouring properties". How have they arrived at this conclusion? I live in close proximity to the

Belle General to date I have not been canvassed, surveyed or engaged in discussion with regard to the social impact on me by way of increased traffic and parking or increased pedestrian traffic and noise in front of my residence.

Ardill Payne & Partners assessment of social impacts on neighbouring properties is subjective and has no merit.

Yours Sincerely

A handwritten signature in black ink, appearing to be 'MC' followed by a long, sweeping horizontal line.

Melissa Clayton

6 Shelly Beach Rd East Ballina

From: "scott lynch" <scottlynch60@hotmail.com>
To: "Ballina Shire Council" <council@ballina.nsw.gov.au>
Subject: ATTN : Hugh Johnson
Sent: Wed, 18 Feb 2015 09:05:00 +1100

Da - 2015/27

We would like to put an objection to the Belle General increasing table numbers and therefore increasing parking numbers, as a near by resident we already suffer from over crowding of parking sites near houses. With this added traffic i have already had several near misses on my motorbike with people making dangerous decisions in order to get available parking. We feel that its only a matter of time before someone has a serious accident.

This is a quiet neighbourhood and we would prefer to keep it that way.

Sincerely

Scott Lynch
25 Pacific Terra

From: "Tas Lemonidis" <Tas.Lemonidis@audicentrebrighton.com.au>
To: "Ballina Shire Council" <council@ballina.nsw.gov.au>
Subject: Objection to da 2015/27
Sent: Thu, 19 Feb 2015 00:47:01 +1100

Dear sir/madam.

I am writing to vent my disappointment as to what has happened to the once peaceful area of Shelly Beach.

What has changed since my last visit in April 2012.
Where have all these people and cars come from?
What has happened to this once quiet residential area?

For many years I would escape Melbourne's turmoil to holiday at a friends house on Shelly Beach. My family and I treasured the calm and tranquility of the area. But on my most recent visit all I got were cars speeding, doing illegal U turns and parking illegally down the side streets. Even the air had the stench of Diesel. I left Melbourne to get away from all this. It didn't even slow up for the week I was there. It was chaotic every day of my holiday.

Where has the quaint cafe/general store gone?
Now in it's place is an overpriced, oversized and noisy barn. The Belle General.
What a joke. The Belle General is too big and too busy for an residential area. The Belle General belongs in Ballina, or in Melbourne, not on Shelly Beach.
I suggest Council consider closing The Belle General or at the least limiting the seating and opening hours to bring some sanity back to the area.
I feel for the local residents that pay their rates and have had no say in the massive changes to their once tranquil environment.

Unless council take steps to stop any expansion, I for one will not be returning to Shelly Beach in the foreseeable future.
You can also rest assured that I will do all in my power to prevent any of our friends, relatives or clients from ever visiting Shelly Beach again.

Tas Lemonidis

Business Development Manager

Zagame Parts Group

tas.lemonidis@zag.com.au

Mob: 0410 665 383

1300 zag parts

Audi Centre Brighton

869 Nepean Highway

Bentleigh VIC 3204

www.audicentrebrighton.com.au

www.zag.com.au

ZAGAME

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From: "toyoshima hiromi" <toyoshima@hiromi@hotmail.com>
To: "Ballina Shire Council" <council@ballina.nsw.gov.au>
Subject: DA 2015/27 objection
Sent: Wed, 18 Feb 2015 21:33:53 +1100

Dear council, I moved to shellybeach from japan in 2001 and have loved living here ever since,for 13 years we used to go to the general store at least twice a week for hamburger and coffee or for small shopping,it was always very handy.We tried the new shop once and found it very expensive and not the proper type of food for a beach shop and lots of flies .

It doubled in size over night with the new owners,nobody asked the local community about this.The traffic is terrible, worse than japan where all shops need to have there own parking spaces of the road.The japanese police are very strict, they would love all the tickets here. It is very dangerous and I now don't have confidence to drive around here .

Too many cars driving around looking for parking near the shop,many many u-turns in front of my house or parking to close to my driveway,I am very worried about my dog and I getting run over by some not very nice tourists, its a scary situation.Why so early in the morning and why no days off? we need time off from all this.

Not even in Japan where there are 130 million people can you do this to the local people of an area.

Thankyou for your help

Hiromi Toyoshima

Shelly beach road resident

Brenda Wright

From: Fiona Gray <fjgray07@hotmail.com>
Sent: Thursday, 19 February 2015 7:11 PM
Subject: 12 Shelly Beach Rd Application.

Dear Sir/Madam,

I wish to offer my objection to the application for extension of opening hours & operations at the cafe currently trading as "The Belle General".

They are operating within a residential area & is the only business operating, north of the newly opened Ballina Surf Club.

Unlike the restaurant in the surf club building, the cafe is flanked by units, townhouses & houses with full-time residents, not tourist accommodation or even close to any of the local caravan parks.

As we live closeby, we have noticed a marked increase in the amount of extra vehicular traffic the cafe has attracted & the number of extra cars parked along Shelly Beach Rd - most of which are parked outside the aforementioned residential addresses.

As they are currently opening seven days a week, the residents either side of the cafe will be suffering the extra noise from not just the extra cars but the noises from the staff & kitchen as the cafe prepares for the day.

This means no sleep-ins or respite if one of their neighbours is home ill or just wants a restful day at home.

We have no objection to the cafe operating in its current state but to suggest an increase in their operations is not fair or respectful of the longtime residents of Shelly Beach Rd who have been enjoying the relatively quiet & peaceful surrounds up until recently.

We understand the current operators are petitioning customers in favour of their application but please note, they are allowing children to add their names to the list.

We hope you consider our view when processing the application & thank you for your time.

Regards,

Fiona Gray & Janelle Cheadle.

Sent from my iPad

Your Ref: DA2015/27

4/18 Shelly Beach Road
BALLINA NSW 2478

18 February 2015

Ballina Shire Council
PO Box 450
BALLINA NSW 2478

Attention: Peter Drew

Dear Sir,

Re: Letter of Objection – DA2015/27 – 12 Shelly Beach Road East Ballina

I write this letter with the intention of objecting to any increase either in capacity or of an increase in trading hours of the Belle General

I live on Shelly Beach Road and have found since the current owners have started trading there is a very big increase in the amount of local traffic.

Cars are constantly moving looking for somewhere to park, doing uturns and reverse parking.

There are cars constantly parking in front of my residence and this is 100 metres from the Belle General.

Some staff start parking their cars before 7am now, what time do we expect cars to start arriving with the proposed opening opening hours.

What will be the next application, a liquor licence and opening for dinner finishing late at night.

The Belle General was proposed in their original letter to the neighbours to be a nice spot where you could get a smoothie or icy pole or coffee and a feed after a surf.

This is not the Belle General as it is now, it is nothing more than a full blown Restaurant / Cafe and is as constantly busy as any Restaurant in Ballina.

I trust that the Belle General has had to meet the same stringent Council requirements that other Restaurants of a similar size have had to comply.

I empathise with those residents who live immediately adjacent the Belle General, their lives must be hell.

Yours Sincerely

Peter Ogg:

