

# *Development Watch Inc*

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[www.developmentwatch.org.au](http://www.developmentwatch.org.au)

2 September 2014

Cr J O'Pray  
Sunshine Coast Council  
Via email

Dear Jason

## **Re: Acceptable Height for Sekisui House Development at Yaroomba**

Thank you for your email seeking our response to this issue. Development Watch is totally opposed to a height beyond 3-4 storeys for the site in question. We made this very clear in our submission to Council on the draft planning scheme.

The final Sunshine Coast planning scheme, gazetted in May 2014, maintains the height limits for the foreshore at Yaroomba at 3-4 storeys. Any increase in height of buildings on the foreshore at Yaroomba, beyond what is in the final planning scheme is unacceptable.

What is the point of the Sunshine Coast Planning Scheme if it is to be amended within months of being approved – particularly given Councillors deliberated for over 12 months on the draft following the public consultation period?

The Strategic Framework in the 2014 planning scheme recognises that the Sunshine Coast is made up of a collection of unique communities each with a distinct character. Locals do not want the Sunshine Coast to become one indistinguishable ribbon of development nor for it to replicate other parts of South East Queensland.

Similarly, not all tourists want a beach holiday in high rise towers – even if they are 6 star hotels. In fact a cursory glance at luxury tourist beachside resorts indicates that many are low rise, offering a much more natural experience.

It seems obvious that to attract tourists, the Sunshine Coast should promote the differences between the Gold and Sunshine Coasts as well as the differences within the Sunshine Coast. It doesn't make economic sense for tourist products to be the same right across South East Queensland. We should market to those who are attracted to the nature of what we have in Yaroomba, not make the North Shore region compete with high rise hotels readily available elsewhere in SE Qld. Tourism Australia recognises this:

***When developing your product you should:***

- ***Define your unique selling proposition (USP), your point of difference from the competition;***<sup>1</sup>

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<sup>1</sup> <http://www.tourism.australia.com/documents/planning-for-inbound-success.pdf>; p34

The community's strongly held views and expectations about appropriate development are reflected in Part 3 of the 2014 Planning Scheme and the community expects that Council, the State Government and developers will act in accordance with these:

*Part 3 sets the policy direction for the planning scheme and forms the basis for ensuring that appropriate development occurs within the planning scheme area for the life of the planning scheme.*

**3.8 Community identity, character and social inclusion**

- (1) Recognition of the Sunshine Coast as a special place with a unique identity.*
- (2) Maintenance of the Sunshine Coast as a place that is distinct from and separate to other parts of metropolitan South East Queensland.*
- (3) Protection of prominent landscape features so that they remain intact and undiminished with high levels of scenic and cultural significance.*
- (4) Urban environments that are generally less intensive when compared with other metropolitan areas in South East Queensland with a further reduction in intensity evident in those areas outside of the Sunshine Coast Enterprise Corridor.*
- (5) Distinct coastal urban, rural town, rural village, rural residential and rural communities.*
- (6) Communities that value their history and cultural associations, with a strong sense of place.*
- (7) Locally responsive built form and landscaping.<sup>2</sup>*

As you have expressed, there are other major concerns with the proposed development. Contrary to the 2014 planning scheme, the proposal reportedly includes an extraordinary number of dwellings, of an intensity far, far greater than is currently envisaged for the site. The consequences of this are of great concern; it would change the character of Yaroomba and Coolumb forever. The traffic problems would be horrendous.

Your support for low rise and low impact development on the Yaroomba site is appreciated. The community supports your views, as expressed in the Daily last Saturday, on this totally inappropriate proposed development.

Yours sincerely

Marian Kroon  
President

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<sup>2</sup> Sunshine Coast Planning Scheme 2014, Part 3, 3.8