

Attachment Folder

**Under Separate Cover
Attachments**

**Special Meeting
(Planning Scheme Amendments)**

Monday, 27 April 2015

TABLE OF CONTENTS

ITEM	SUBJECT	PAGE NO
4.1.1	CONSIDERATION OF PROPOSED PLANNING SCHEME AMENDMENTS	
	ATTACHMENT 6 INFORMATION SUBMITTED BY SEKISUI HOUSE	5

Tuesday, 31 March 2015

Our Ref: 080124 / Office: Sunshine Coast



SUNSHINE COAST REGIONAL COUNCIL
LOCKED BAG 72
SUNSHINE COAST MAIL CENTRE
NAMBOUR QLD 4560

ATTENTION: Mr John Knaggs – Chief Executive Officer

Dear John

SEKISUI HOUSE YAROOMBA INVESTIGATON AREA – SUBMISSION FOR PLANNING SCHEME AMENDMENT

Further to Council's previous correspondence in regards to the Yaroomba Investigation Area we submit on behalf of Sekisui House the attached submission requesting Council undertake a planning scheme amendment to the Sunshine Coast Planning Scheme 2014 in order to deliver a master planned, integrated, tourism/residential development that will create an iconic destination for the Sunshine Coast.

When Sekisui House made its initial submission to the Draft Planning Scheme in December 2012, over 2 years ago, they were advised that their submission arrived too close to the end of the planning scheme review process to permit enough time for Council to consider a project of such scope and complexity.

At that time Council undertook a commitment to defer the proposal until the first round of amendments to the Planning Scheme.

Sekisui House subsequently undertook a number of studies to inform a planning scheme amendment and has continued to develop and refine a conceptual master plan, taking into consideration the feedback of Council officers and elected representatives. As Sekisui House undertook that conceptual design process and before the proposal was publically released for consultation and community engagement, an ill-informed and ill-intentioned treatment in the media, has been apparently facilitated by a small sector of the community.

In response Sekisui House has undertaken community engagement and research to inform the community of its proposal and seek feedback based on the facts of the proposal. That engagement and research has shown that with greater awareness of the project in the community, acceptance of the proposal has increased significantly.

The updated proposal issued today, incorporates the feedback from the community engagement.

Likewise, Sekisui accept that the issue of built form, height & open space has proved contentious. We believe the fundamentals of Sekisui's urban planning principles will produce an iconic precinct for the Sunshine Coast. Accordingly, Sekisui request the involvement and assistance of Council to determine the optimal balance of height and open space over the duration of the planning scheme amendment period.

PLANNING | DEVELOPMENT & PROJECT MANAGEMENT | SURVEYING

Sunshine Coast

Suite 1, Corner Surf Road & Gardak Street
Alexandra Headland Qld 4572
PO Box 6380, Maroochydore BC Qld 4558
p | 07 5443 2844 f | 07 5443 7446

Brisbane

1/34 Commercial Road, Newstead Qld 4006
PO Box 266 Albion DC Qld 4010
p | 07 3257 4371 f | 07 3666 0641

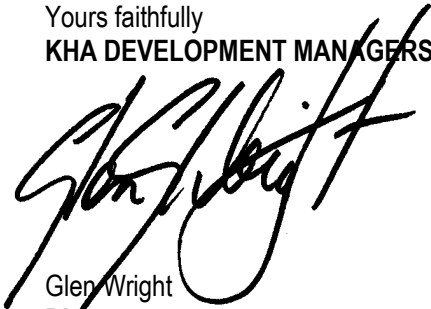
Web

w | www.khadm.com.au
e | info@khadm.com.au

Accordingly, we submit the attached submission for Council's consideration.

Should you have any questions with respect to the above, please do not hesitate to contact me direct.

Yours faithfully
KHA DEVELOPMENT MANAGERS

A large, stylized handwritten signature in black ink, appearing to read 'Glen Wright', is written over the typed name and title.

Glen Wright
Director

cc. Mr Warren Bunker – Sunshine Coast Council
Mr Stephen Patey – Sunshine Coast Council



**SEKISUI HOUSE SUBMISSION - YAROOMBA INVESTIGATION AREA
TO REQUEST A PLANNING SCHEME AMENDMENT TO THE
SUNSHINE COAST PLANNING SCHEME 2014**

Prepared by KHA Development Managers and HASSELL

31 March 2015

PLANNING | DEVELOPMENT & PROJECT MANAGEMENT | SURVEYING

Sunshine Coast Suite 1, Corner Surf Road & Gardak Street Alexandra Headland Qld 4572
PO Box 6380, Maroochydore BC Qld 4558
p | 07 5443 2844 f | 07 5443 7146 w | www.khadm.com.au

CONTENTS

1.	EXECUTIVE SUMMARY	3
2.	BACKGROUND	6
2.1.	SUBJECT SITE	6
2.2.	EXISTING APPROVALS	7
2.2.1.	Operation/Structural Changes within the Preliminary Approval	8
2.3.	SITE ANALYSIS (HASSELL).....	9
2.3.1.	Views.....	9
2.3.2.	Drainage and Earthworks.....	9
2.3.3.	Connections	10
2.3.4.	Vegetation and Buffer.....	10
2.3.5.	Dune.....	11
2.3.6.	Aspect	11
2.4.	LAND OWNERSHIP	11
3.	PROPOSAL OVERVIEW.....	12
3.1.	DEVELOPMENT INTENT.....	12
3.1.1.	Sustainability and Technology Objectives.....	13
3.2.	PRECINCT PLAN.....	14
3.2.1.	Staging.....	14
3.3.	PUBLIC OPEN SPACE/LANDSCAPE.....	14
3.4.	ACCESS ARRANGEMENTS.....	15
3.4.1.	David Low Way Roundabout.....	15
3.4.2.	Public Pedestrian and Bikeway Access	15
3.5.	SITE SECTIONS	15
3.6.	VISUAL ASSESSMENT	16
3.7.	SHADOW ANALYSIS.....	16
4.	COMPARISON BETWEEN ORIGINAL PROPOSAL AND CURRENT PROPOSAL.....	17
4.1.	COMPARISONS TO OTHER SUNSHINE COAST TOURISM PRECINCTS.....	17
4.2.	DENSITY AND HEIGHT	17
4.3.	PROGRESS OF DEVELOPMENT NORTH OF THE MAROOCHY RIVER FOR THE SUNSHINE COAST	18
5.	ECONOMIC FUNDAMENTALS	20
5.1.	SOCIAL AND ECONOMIC EVALUATION	20
5.1.1.	Local Industry Participation Plans.....	21
5.2.	UHL HOSPITALITY REPORT	21
REDACTED - COMMERCIAL-IN-CONFIDENCE		
5.3.	EMPLOYMENT & COMMUNITY BENEFITS	22
5.4.	SUNSHINE COAST HOUSING REQUIREMENTS	24
6.	ENGAGEMENT.....	25
6.1.	YAROOMBA COMMUNITY & STAKEHOLDER FEEDBACK REPORT	25
6.1.1.	Anti-Development Group Misinformation	25
6.1.2.	Feedback Incorporated Into Revised Proposal	26
6.2.	MARKET RESEARCH FINDINGS.....	27
7.	CONCLUSION	28

1. EXECUTIVE SUMMARY

This submission is made to Sunshine Coast Council on behalf of Sekisui House the owner and developer of The Coolum Residences at Beachside.

The purpose of this submission is to request Council undertake a planning scheme amendment to the Sunshine Coast Planning Scheme 2014 so as to establish new development criteria in order to deliver a mix of resort, residential, retirement living with supporting commercial and retail opportunities.

The subject site represents a significant landholding in Yaroomba and will be a pivotal in the establishment of a diversified tourism offering, which will attract not only domestic but international visitors to the Sunshine Coast. Key site attributes include:

- The site is not fragmented by a significant number of landowners (the site is owned by Sekisui House);
- The site is predominantly greenfield (undeveloped) and represents one of the last coastal infill development opportunities in the region;
- The site is directly accessible from the major arterial road network and within close proximity to the Sunshine Coast Airport;
- The site is separated from surrounding development to the north by the parabolic dune and to the west and south by existing vegetation buffers; and,
- The site is adjacent to Yaroomba beach which provides the opportunity to create a direct connection to the coast.

The Sekisui House proposal for the subject site, delivers a master planned, integrated, tourism/residential development that will create an iconic destination for the Sunshine Coast with domestic and international appeal.

Crucial in developing this new tourism precinct is to ensure the establishment of a commercially viable 5 star hotel. This includes a requirement for the hotel design to integrate the facilities, amenities and services expected of a premium provider more efficiently with the accommodation in order to cater for the broad variety of guest (leisure, business, functions, conferences, etc) that the venue would attract. This design philosophy drives a smaller building footprint with a taller more vertical integration. This is reflected in the proposed master plan achieving the best urban planning outcome for the precinct with significantly larger open space, opportunities for increased landscaping and public spaces, and medium density buildings, which produces superior sustainability outcomes and more visual corridors for residents and visitors.

Incorporating these philosophies, along with extensive feedback from discussions with the community, Council and key stakeholders, the Sekisui House proposal is to deliver a master planned integrated tourism/residential development over 19ha that will include:

- 5 Star International Hotel (250 rooms) with conference facilities, restaurants, day spa facilities and other amenities – This will be delivered in Stage 1.
- Serviced Apartments - – This will be delivered in Stage 1
- Boutique Retail
- Residential Apartments – Variety of 1,2 & 3 bedroom apartments
- Retirements Living / Aged Care and Wellness Centre
- Development to be staged gradually over 12 years with the 5 Star International Hotel to be delivered in Stage 1.

To assess the potential impacts of the proposed development Sekisui House undertook a number of studies. These included:

1. RPS have undertaken a social and economic evaluation of the proposed development which identified **4,500 construction jobs** over the life of the project, and **620 direct permanent jobs** and **1,500 indirect permanent jobs** (1,200 of which are estimated to be based on the Sunshine Coast). Sekisui House will commit to a Local Industry Participation Plan for the development of the proposal to support local businesses and employees.
2. Traffic Impact Assessment has been prepared by SMEC, which identifies the new roundabout caters for the proposed development uses and densities. The assessment identifies **certain DLW intersections to be upgraded/modified** (some of which underperform as existing) on a staged basis as the development triggers certain performance requirements.
3. Through an intensive community engagement the Sekisui House engagement team have spoken to more than 1,000 residents across the Sunshine Coast since October 2014. That engagement found strong support across the Sunshine Coast community for the type of development proposed with the key reasons for support being:
 - Job creation
 - New 5 star hotel and iconic tourism destination
 - Ongoing employment benefits
 - Tourism benefits for the Sunshine Coast
 - Sustainable building practice within the project.
4. Sekisui House commissioned an independent market research study in November 2014 which surveyed 400 Sunshine Coast residents evenly across all division. The poll results identified:
 - **64% of residential indicated they were positive or neutral** towards the proposed development at Yaroomba
 - After hearing more about the proposed development, **support for the project increased to 74%** of people positive (50%) or neutral (24%) towards the proposed development

In creating greater awareness and understanding of the project in the community through ongoing engagement, acceptance of and support for the proposal has increased significantly.

5. Hassell have prepared a number of visual assessment montages, site sections and shadow analysis which indicates that:
 - the proposed development is **setback over 200m from the high water line of Yaroomba Beach** and **25m from the David Low Way**
 - **no shadowing impacts on Yaroomba Beach**, David low Way or adjoining properties
 - **no imposition on view lines from Mt Coolum** and Point Arkwright look-outs

The proposed development has undergone a number of refinements and amendments following discussions with Council and resulting from issues raised in the community engagement. These amendments which are now reflected in the proposed revised master plan are:

1. Introduced a New Entry off David Low Way – this addressed the feedback raised concerning the mix of traffic for the proposed tourism/residential precincts and the existing gated housing precincts. The new entry means all traffic into the medium density precincts can be facilitated and will not conflict with the traffic into the existing low density precincts. This has been confirmed acceptable by DTMR. The entry also accommodates the additional Lot 12 amalgamated into the proposal
2. Revised Layout – in introducing a new entry the main vista towards Mt Coolum has been maintained. The 5 Star Hotel and tourism precinct has been moved north on the site, and the Hotel building has been moved further away from the beach.

3. Precincts – the revised layout has allowed definition of 4 precincts. The Tourism precinct is located as a destination point on the main entry. A Retirement living /Aged care / Wellness centre precinct is located adjoining the centre lake/park open space. Two Residential precincts are adjoining the Tourism precinct so there is good connection with amenities.
4. Staging of building heights –this addressed feedback raised on the transitioning of building heights from the existing gated housing precincts and the entries from David Low Way. We have maintained the height of the hotel precinct buildings as this has been based on substantial feedback from hotel operators to ensure the viability of the hotel.
5. Open Space – In designing the new layout we have maintained our urban planning principle of maximising open space and limiting building footprints, with **over 80% open space maintained**. This is 200% better than existing medium density tourism precincts on the Sunshine Coast.
6. Defined park areas, lake precinct and linking pathways will be provided for public use, as public amenities received 79% support from the survey conducted.

Sekisui House is committed to achieving the best outcome for Council and the community. The primary goal is to continue working with Council to ensure a suitable mix of built and open space is achieved to deliver an iconic destination for the Sunshine Coast.

Accordingly, Sekisui House submits that a planning scheme amendment process will achieve the most desirable outcome for this iconic site consistent with the Sunshine Coast's community expectations and overarching regional goals.

2. BACKGROUND

2.1. SUBJECT SITE

The lots to which this submission relates are:

- Lot 20 SP219217
- Lot 25 SP234214
- Lot 15 SP238214
- Lot 16 SP238214
- Lot 12 SP238214
- Lot 340 SP219217
- Lot 336 SP219217
- Lot 337 SP219217
- Lot 338 SP219217
- Lot 339 SP219217

The subject site is shown in Figure 1.



Figure 1 - Subject Site (Extract: QLD Globe 22.03.15)

2.2. EXISTING APPROVALS

A previous resort landowner sought from Council a preliminary approval pursuant to section 3.1.6 of the Integrated Planning Act which provides for overriding of the Maroochy Plan 2000 planning scheme in favour of the preliminary approval.

Council issued a preliminary approval in July 2007 which established the Coolum Hyatt Resort Community – An Integrated Resort and Residential Community in accordance with a Preliminary Approval Document, Coolum Hyatt Resort – Master Planned Document. The preliminary approval took effect in September 2007 and has an ongoing currency.

The Coolum Hyatt Resort – Master Plan provides for the development of five precincts comprising:

- Resort – encompassing existing resort facilities, centralised car park, new beach club facility for club owners and guests and new resort beach club facility.
- Golf course – comprising the existing 18 hole golf course.
- Beachside – a resident precinct bounded on the eastern side of the David Low Way, between Warragah Parade and Tanah Street East, with a maximum residential density of 450 dwellings.
- Vantage – a residential precinct located on the western boundary of the golf course fronting Jenyor Street with a maximum residential density of 85 dwellings.
- Central – currently accommodating the central support and back-of-house facilities for the resort operations and the previous first hole of the golf course, this precinct may be redeveloped for residential accommodation with a maximum residential density of 125 dwellings.

The approved Plan of Development identifying the development precincts

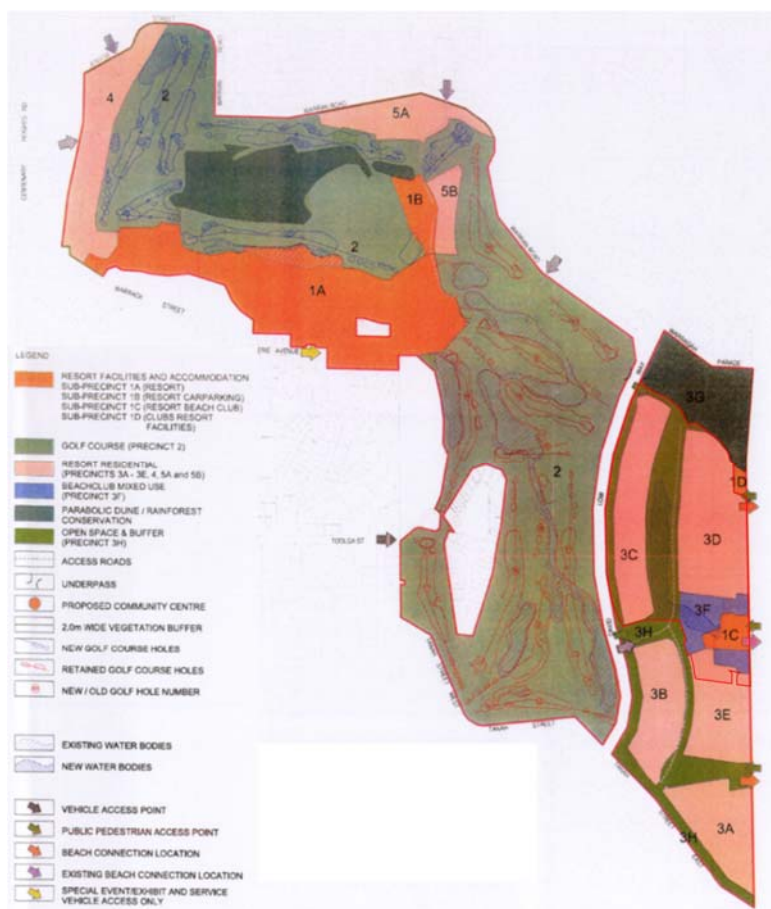


Figure 2 – Approved Plan of Development – Coolum Hyatt Master Plan

The subject site is located within Precinct 3 –Beachside Villages, and comprises the following sub-precincts: *Sub-Precincts 3A-3E (Resort Residential) Sub-Precinct 3F (Beach Club Mixed Use) Sub-Precinct 1C (Resort Beach Club) Sub-Precinct 1D (Clubs Resort Facilities)*

The key development outcomes resulting from the preliminary approval as they relate to the subject site are:

- The subject site currently has a development commitment for a mix of resort, residential and commercial/retail uses.
- The current development commitment is for a maximum of 450 residential dwellings and 500m² of gross floor area.
- The current approved maximum building heights throughout the precinct range from 8.5 metres/2 storeys to 16 metres/4 storeys.
- The approved development commitment has led to vegetation clearing and filling of the development footprints and excavation of a lake for stormwater management.
- Approximately 1/3 of the subject site has been developed in accordance with the preliminary approval and subsequent development permits. This is in relation to sub-precincts 3A, 3B & 3E.

2.2.1. Operation/Structural Changes within the Preliminary Approval

These changes have affected the functionality, coordination and intent of the preliminary approval.

- There have been significant operational changes in the Resort
 - Resort changed ownership in 2011. The new resort owner subsequently terminated the hotel operator, Hyatt.
 - Following the termination of the Hyatt, the resort has continued to operate under a non-hotel brand. This has resulted in significant changes to the operation, maintenance and servicing of the resort. The changes have resulted in a severe downgrading of the resort rating from the previous 5 star rating.
 - Resort amenities (spa, pools, etc) previously available to local residents stopped operation.
 - Resort membership packages to the resort ceased being offered.
 - Events previously held at the resort, when Hyatt was the appointed operator, were not renewed.
 - There have been various media reports of legal disputes between the resort and body corporate owners villa owners, which have not been resolved.
 - The resort recently ceased operation in March 2015 and CDLI closed the resort. From media accounts only access to the golf course is available.
- Structural Ownership Changes
 - In 2014 SH Coolum (Sekisui House) and Coeur De Lion Investments (CDLI – Resort owner) agreed to transact a land ownership swap, which involved transferring:
 - Lot 12 on SP238214 (sub-precinct 1C) to Sekisui House, and
 - Lot 28 on SP238215 (sub-precinct 5B) to CDLI
 - The land swap facilitated an amalgamated land ownership for Sekisui House for the subject site.
 - The land swap facilitated an amalgamated land ownership for CDLI for the resort.

The operation and structural changes require the subject site to have new development criteria in order to deliver a mix of resort, residential and commercial/retail uses as originally intended.

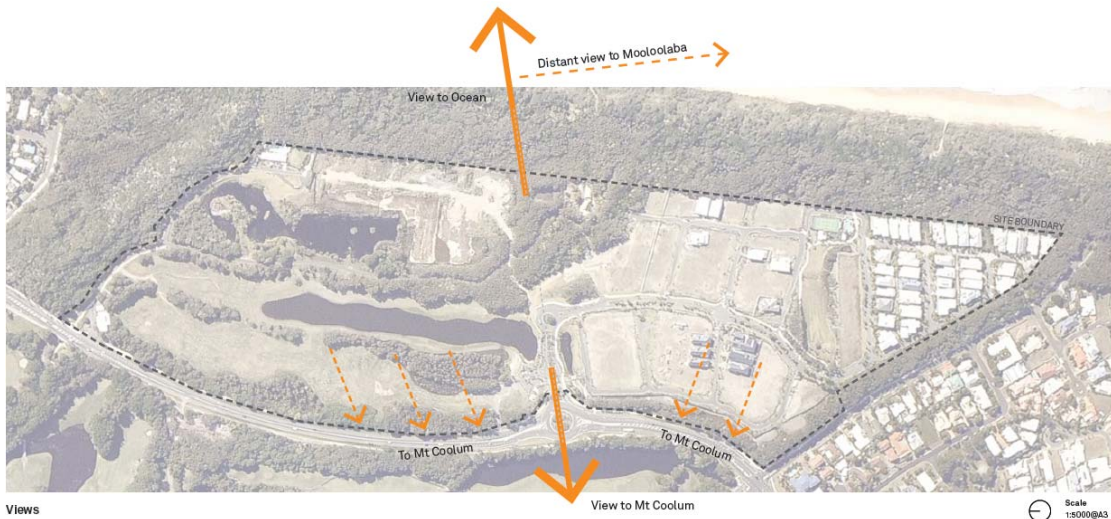
2.3. SITE ANALYSIS (HASSELL)

The subject site is a significant landholding along the coastline of Sunshine Coast and has the potential to be one of the key "Activity Nodes" along the foreshore in accordance with Council's strategic framework. The subject site is only 1 of 2 large beachside landholdings that can accommodate a master planned development. Sekisui House see the development of a 5 star international hotel as a catalyst project for the region, creating a new icon destination for the Sunshine Coast linking the chain of key nodes that are dotted down the coast.



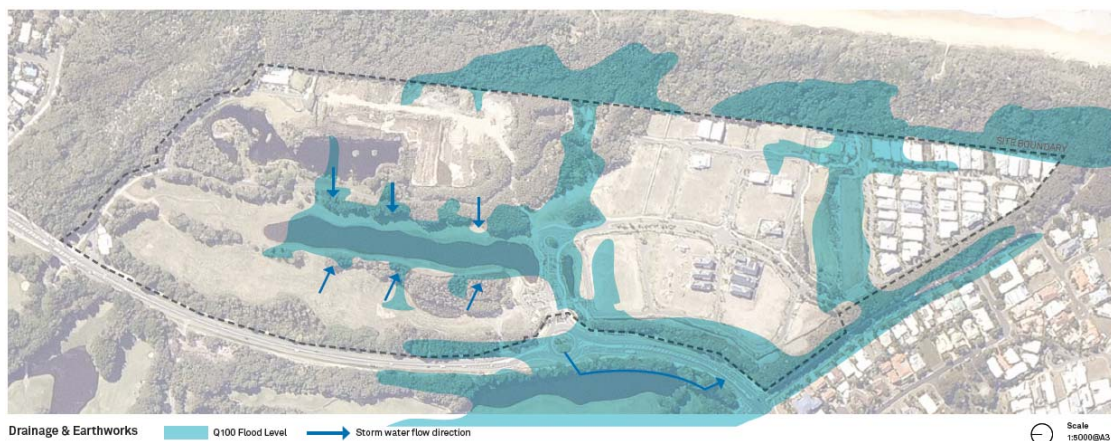
2.3.1. Views

The subject site is surrounded by dune and buffer vegetation which limits views into the subject site itself, but still allows strong views to Mt Coolum from a large portion of the subject site. The axis of the existing entry road allows for a possible alignment with Mt Coolum at one end and ocean views at the other through a possible dune connection. This will be replicated in the new entry off David Low Way for the subject site. However, ocean views will only be possible from the subject site itself via the upper floors of potential buildings due to the high frontal dune topography.



2.3.2. Drainage and Earthworks

Based on existing earthworks approvals the entire subject site is filled to localise flooding to the lake and open space areas with the over land flow passing out the entry road. Low flow drainage will also typically fall to the existing lake.



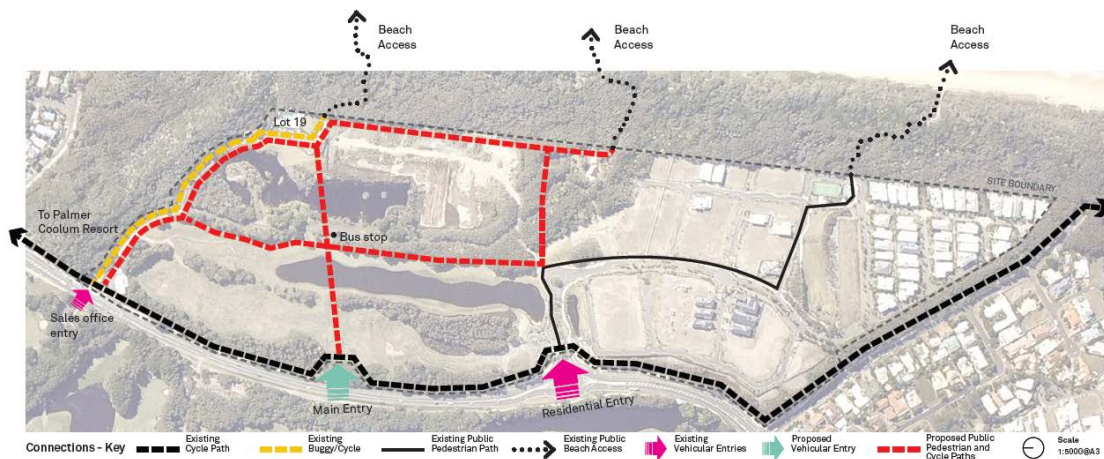
2.3.3. Connections

The subject site currently allows pedestrian access through to the beach via 3 dune access ways, which should be maintained and enhanced by the future development. The subject site also allows buggy, cycle and pedestrian connections to the Palmer Coolum resort via an underpass below David Low Way. This also allows a link from the Palmer Coolum Resort to the beach club facilities on lot 19 and the adjacent beach access.

The existing local cycle path moves around the edge of the subject site along David Low Way. The subject site has the potential to accommodate this shared pathway through the development, allowing the subject site to better connect and integrate with the local context and remove the need to have this key pathway along a busy arterial road.

2 vehicular entry points exist on the site, the first being the entry to the existing sub-precincts developed and the second being to the sales office car park and maintenance access road.

The subject site will have a new entry off David Low Way for the mixed use tourism/residential/retail precinct. This will allow traffic into the tourism precinct and beach access to be separated from the exiting gated / low density sub-precincts developed. The new entry will also accounts for the transfer of Lot 12 on SP238214 to Sekisui House and facilitate suitable access to the site.



2.3.4. Vegetation and Buffer

The subject site is enclosed by existing vegetation covenants which screens much of the subject site at ground level. The frontal and parabolic dune, outside of the subject site, protects the subject site from the ocean and an approximate 20m wide buffer of vegetation shields the subject site from David Low Way. The vegetation buffer along David Low Way will be retained and protected, with the exception of the alignment to facilitate the new entry. Vegetation within the subject site itself is not significant and is required to be removed within the approved earthworks to minimise flooding.



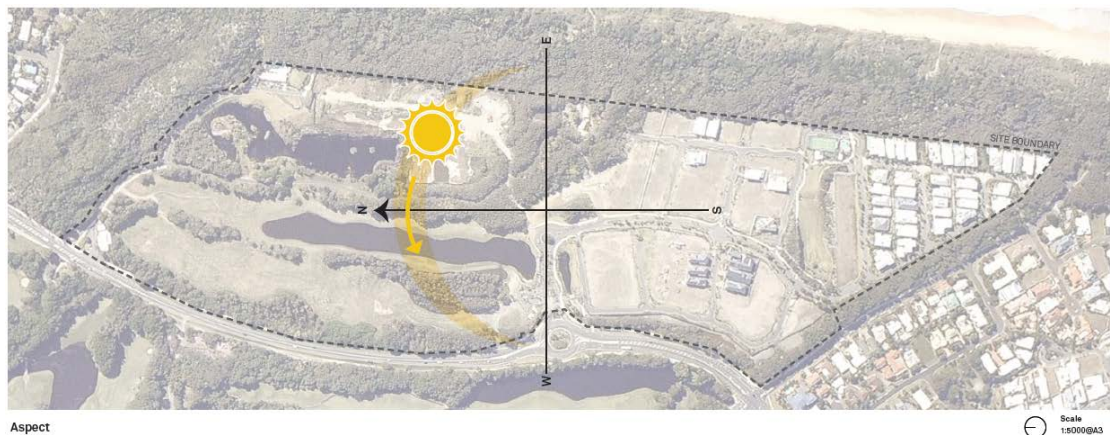
2.3.5. Dune

The dune is an important asset for the subject site and the greater coastline environment. The dune land form and vegetation must be maintained and conserved. There are also areas along the frontal dune, which have been identified, where there are gaps in vegetation. It is unknown why vegetation has failed in certain small sections of the dune, however Sekisui House will work with Council to do subsoil testing, drainage analysis, etc to facilitate the re-vegetation of native tree species to the dunes.



2.3.6. Aspect

The aspect and potential views of the subject site are within conflict, as the most solar efficient building orientation is north-south and the best views are east west. If buildings are to face the key views appropriate solar shading should be incorporated.



2.4. LAND OWNERSHIP

All of the land the subject of this submission is owned by Sekisui House. The proposed development does not rely upon any land under the control of any other party.

3. PROPOSAL OVERVIEW

3.1. DEVELOPMENT INTENT

Sekisui House proposal for the subject site, delivers a master planned integrated tourism/residential development that will create an iconic destination for the Sunshine Coast that will have domestic and international appeal.

The proposal meets the objectives of the Sunshine Coast Council's Strategic Framework and Economic Development Strategy, in developing a new tourism precinct to promote the region whilst supporting the tourism industry, which is a major economic sector of the Sunshine Coast. The development proposal will also meet key objectives of providing variety of housing required under the Sunshine Coast Council's Population and Housing Report.

In developing a new tourism precinct, revised planning criteria for the local area is required for hotels, in order to achieve the objectives of the Sunshine Coast strategic framework, whilst ensuring the hotels developed are viable and service domestic and international visitor requirements. The existing planning criteria of low density resort style accommodation spread over a large land holding does not, and has not, been commercially viable for a 5 star rated hotel facility in the region for over 30 years. This is due to low density resort style accommodation spread over a large land holding requiring unviable:

- overcapitalisation for the development of the facility,
- significantly higher staffing levels and costs,
- operational and maintenance costs.

The commercial reality of these facts is why the Sunshine Coast has failed to deliver a new 5 star hotel to the region for over several decades.

However 5 Star rated hotels are commercially viable if developed to the right criteria. This requires the hotel design to integrate the facilities, amenities and services of the hotel more efficiently with the accommodation in order to cater for the different types of guest (leisure, business, functions, conferences, etc). This design philosophy drives a smaller building footprint and more vertical integration. Operational and maintenance costs are more manageable and the viability of the hotel business is sustainable in the long term.

In applying this criteria to the hotel design, and understanding the constraints of the subject site, formulates the same criteria for the remaining uses on the site, to achieve the best urban planning outcome. Smaller building footprints provide:

- significantly larger open space,
- opportunities for increased landscaping and public spaces that connect precincts,
- medium density buildings which produce superior sustainability outcomes (when compared to low density), and
- provide more visual corridors for residents and visitors..

Incorporating these philosophies the Sekisui House proposal is to deliver a master planned integrated tourism/residential development over 19ha that will include:

- 5 Star International Hotel (250 rooms) with conference facilities, restaurants, day spa facilities and other amenities – This will be delivered in Stage 1.
- Serviced Apartments - - This will be delivered in Stage 1
- Boutique Retail
- Residential Apartments – Variety of 1,2 & 3 bedroom apartments
- Retirements Living / Aged Care and Wellness Centre
- Development to be staged gradually over 12 years with the 5 Star International Hotel to be delivered in Stage 1.

3.1.1. Sustainability and Technology Objectives

Sekisui Principles –Creating communities and “making it a better place”

- For Sekisui House, the term sustainability goes deeper than ecological and environmental impacts
- A sustainable society is based on a balanced, global eco-system –one in which all people can live in comfort. In order to achieve this, we continuously focus on improving value in four key areas: environmental, economic, social and residential.

Current sustainability initiatives being implemented in Australia

- One Central Park NSW. This development has a low-emission central thermal tri-generation power plant, water recycling plant, light reflecting heliostat, rooftop gardens, smart metering systems and wide open green spaces. This project has won several international and national awards including recently Best Innovative Green Building, at the 2015 international MIPIM Awards in Paris.
- Geothermal heating and cooling has been introduced to the NSW housing market at The Hermitage as well as being utilised in the first building at Ecco Ripley in QLD.
- Serrata in VIC was the first apartment building the city to achieve a four-star Green Star rating from the Green Building Council.
- Ecco Ripley was one of the first communities to be approved for the Green Star Pilot initiative (supported by the Green Building Council of Australia).

Sustainability initiatives to be implemented in the project

- Centralised vacuum waste management system throughout the development, for all general and recycle waste plus catering for additional hotel functions. This will be one of the first developments in Australia to utilise this type of technology, which is widely used in Europe and Asia.
- Wastewater treatment, Stormwater reuse
- Solar Power
- Power Generation
- Building design to reduce operation/energy costs
- LED lighting solutions
- Electric Vehicle charging stations
- Utilisation of Demand Reduction Enabling Devices on some electrical equipment
- Centralised plant selection for hot water, and climate control.

Other initiatives Sekisui House would be investigating from a feasibility level are:

- Ocean Optic Fibre connection into the Sunshine Coast
- Hydro power generation through the water supply system
- Development of wetlands for the sewerage treatment plant to improve discharge quality and provide environmental land

Sekisui House aims to position this development as a benchmark for the national property industry. We would seek to establish a communities rating tool for the mixed use development to establish best practice for all uses on the site.

In particular medium density development has been well documented to achieving greater sustainability outcomes compared with low density urban sprawl. As the site would be considered an “infill” site given the

location to existing developed areas and infrastructure, this will drive better sustainability outcomes for the development.

Of note, the Sunshine Coast Council participated in a study by Monash Architecture Studio, commissioned by the Council of Mayors (SEQ), to develop principles for sustainable medium density infill housing in South East Queensland. The definition of “medium density” was further refined to address specifically apartment buildings of approximately 4-8 stories in height.

The outcomes of the study identified that medium density residential dwellings can achieve energy savings of 21-23 per cent in cooling, and 3-9 per cent saved in heating. (Principles for Sustainable Medium Density Infill Housing in South East Queensland – Liveable Compact Cities Project March 2012.

3.2. PRECINCT PLAN

The proposed master plan concept comprises four precincts as detailed in the Master & Precinct Plans included at Attachment 1 and in the following table:

Table 1 - Precinct Plan Breakdown

Precinct	Development Intent	Yields	Building Height above RL5.5 (finished ground level)
Tourism Precinct	5 Star International Hotel Serviced Apartments/Hotel Residential Apartments Retail	251 rooms 200 dwellings 182 dwellings 3,000m ²	38.5m 32.05m 26m
Residential Precinct 1	Residential Apartments	386 dwellings	14m – 26m
Residential Precinct 2	Residential Apartments	393 dwellings	17m – 26m
Retirement/Aged Care/Wellness Centre Precinct	Retirement Community Aged Care Facility Wellness Centre	188 dwellings 3,000m ²	14m – 23m
Total		1,600	

Note: Dwellings is indicated as a 2 bedroom for the calculation

3.2.1. Staging

The proposed development is intended to be staged of a 12 year period, commencing in 2017, on the basis planning scheme amendments can progress in a timely manner

Table 2 - Development Staging

Stage	Precinct	Development Intent	Yields	Timeframe
1	Tourism Precinct	Hotel Serviced Apartments Retail	251 rooms 200 dwellings 3,000m ²	2017
2	Residential Precinct 1	Apartments	90 dwellings	2019
3	Retirement Living/Aged Care/Wellness Centre Precinct		188 dwellings 3,000m ²	2020
4	Residential Precinct 1	Apartments	148 dwellings	2021
5	Residential Precinct 1	Apartments	148 dwellings	2023
6	Residential Precinct 2	Apartments	211 dwellings	2025
7	Tourism Precinct	Apartments	182 dwellings	2027
8	Residential Precinct 2	Apartments	182 dwellings	2029

Note: Dwellings is indicated as a 2 bedroom for the calculation

3.3. PUBLIC OPEN SPACE/LANDSCAPE

The proposed development will include the provision of over 3 hectares of landscape and public open space areas which previously were encompassed in a private body corporate structure and therefore not accessible to the broader community.

Amenities would include a boardwalk, BBQ shelters/seating and playground equipment.

3.4. ACCESS ARRANGEMENTS

3.4.1. David Low Way Roundabout

Following the community engagement program conducted in Oct/Nov 2014, the proposed development concept for the site has been modified in response to some of the outcomes from this process. A key change is the inclusion of an additional access roundabout to David Low Way. This additional access provides a separation between the existing residential uses and the higher volumes of mixed use traffic from the proposed Tourism Precinct, and removes any issues associated with the incorporation of recently acquired land into the development scheme.

A Traffic Impact Assessment has been prepared by SMEC which identifies the new roundabout caters for the proposed development uses and densities. The assessment identifies certain DLW intersections to be upgraded/modified (some of which underperform as existing) on a staged basis as the development triggers certain performance requirements. A copy of the Traffic Impact Assessment is included at [Attachment 2](#).

DTMR has reviewed the TIA and agrees in principle with the addition of the new roundabout, subject to further technical investigations on the proposed DLW intersection upgrades. Copy of DTMR correspondence is included at [Attachment 3](#).

3.4.2. Public Pedestrian and Bikeway Access

The existing development incorporates a three public access easements through the development between the proposed Community Centre and David Low Way to the three beach accesses. The proposed development will maintain and expand public access through the development with the introduction of public roads, public pedestrian bicycle paths and public open space areas around the lake.

The Coastal Path will be maintained and the opportunity for additional public amenities along the route can be incorporated into the proposed development.

3.5. SITE SECTIONS

Site Sections for the proposed development have been prepared by Hassell and is included at [Attachment 4](#).

The sections indicate that the proposed development is setback over 200m from the high water line of Yaroomba Beach and 25m from the David Low Way.

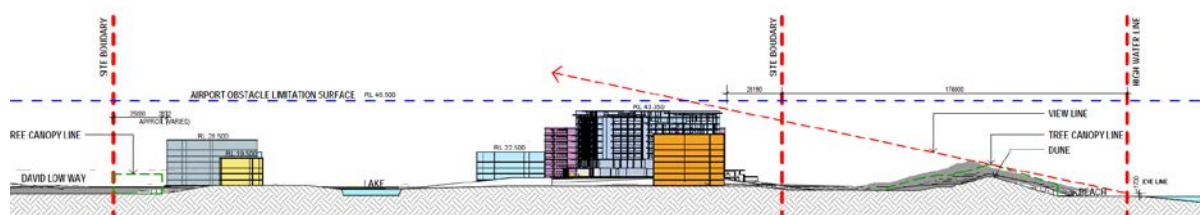


Figure 3 - Extract from Drawing SK110 - Site Sections (Hassell)

3.6. VISUAL ASSESSMENT

Visual montages of the proposed development have been prepared by Hassell and are included at Attachment 5. The visual montages have been prepared for views from Mt Coolum Lookout and Point Arkwright to the site and from Beach Surf Lifesaving Station.



Figure 4 - Extract Photo Montages (Hassell)

3.7. SHADOW ANALYSIS

A Shadow Analysis of the proposed development has been prepared by Hassell and is included at Attachment 6. The analysis shows that shadowing does not impact Yaroomba Beach, David Low Way or adjoining properties.

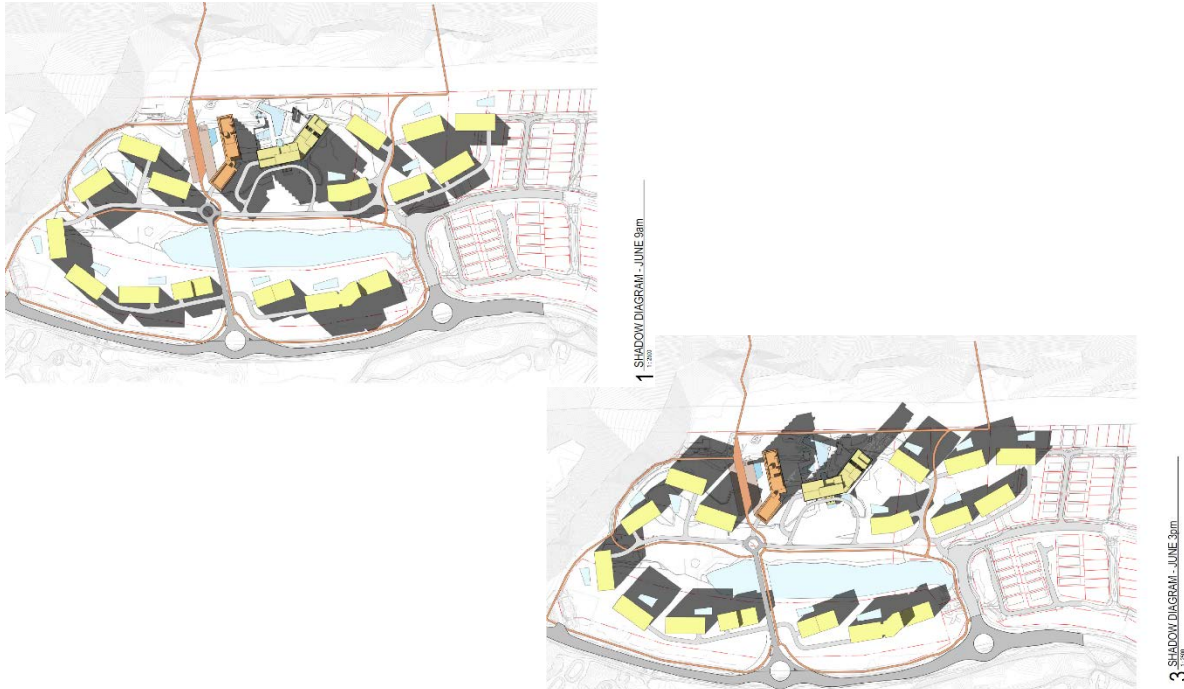


Figure 5 - Extract Shadow Diagrams - June (Hassell)

4. COMPARISON BETWEEN ORIGINAL PROPOSAL AND CURRENT PROPOSAL

The following table provides a comparison of the original proposal put submitted to Council in early 2013 with the current proposal for development on the subject land.

REDACTED - COMMERCIAL-IN-CONFIDENCE

4.1. COMPARISONS TO OTHER SUNSHINE COAST TOURISM PRECINCTS

Sekisui engaged KHA Development Managers to undertake a comparative assessment of the proposed development at Yaroomba with other Sunshine Coast Tourism Precincts which is included at [Attachment 7](#).

The following table provides a summary of the key development criteria comparative to other Sunshine Coast Tourism Precincts.

Table 4 - Comparison of Sunshine Coast Tourism Precincts

Criteria	Yaroomba	Noosa	Coolum	Marcoola	Mooloolaba
Total Area	18.8 ha	7.253 ha	2.8563 ha	7.972ha	1.9573ha
Site Cover	16%	48%	38%	34%	49%
Landscaping	84%	38%	50%	48%	44%
Car Parking		9.8%	12%	15%	7%
Density	85du/ha	97du/ha	111du/ha	69du/ha	261du/ha

Being only one of two remaining coastal development sites of its size provides a unique opportunity to deliver a master planned outcome which achieves a density of development within open landscaped areas. When compared with the existing developed tourism areas of Noosa, Coolum, Marcoola and Mooloolaba a more sensitive and superior urban planning outcome can be achieved for the Yaroomba precinct. With smaller building footprints sensitively placed within large landscaped and open space areas the proposed development outcome achieves an overall lower site cover and mostly a lower dwelling density.

4.2. DENSITY AND HEIGHT

Following the feedback received from the community engagement program and incorporating the new entry on the David Low Way, Sekisui House reviewed multiple layout options for the site to test the urban planning outcomes. Summary of these options and the results analysed are:

1. Residential Lot subdivision surrounding a 10 storey tourism precinct – this immediately presents a conflict of uses between medium density and low density, lack of visual corridors, significantly high building coverage (60%), shadowing issues from the hotel building. The rating of the hotel would have to be reduced due to the less premium layout. Not recommended
2. 4 Storey residential apartments surrounding a 10 storey tourism precinct – lack of visual corridors, significantly high building coverage, shadowing issues from the hotel building. The rating of the hotel would have to be reduced due to the less premium layout. Not Recommended

3. Mix of buildings heights and building forms looking to reduce the number of buildings – although this option provides improved visual corridors through the site and reduces building site coverage, the length of the building forms is too long and introduces unfavourable shadowing issues. Not recommended
4. Mix of buildings heights and maintaining minimal building foot prints – improved visual corridors through the site, building site coverage is still reduced, building forms are contained and shadowing issues are overcome. Recommended as producing the best urban planning outcomes.

Sketches showing the iterations described above are shown at Attachment 8.

Sekisui House is committed to achieving the best outcome for Council and community and wants to continue working with Council to ensure a suitable mix of built and open space is achieved to deliver an iconic destination for the Sunshine Coast.

4.3. PROGRESS OF DEVELOPMENT NORTH OF THE MAROOCHY RIVER FOR THE SUNSHINE COAST

The Sunshine Coast region north of the Maroochy River has experienced increasing change over recent years. There are also significant investments in key infrastructure planned to advance the region. Some examples are:

- Peregrin Springs – master planned community development providing residential housing, retail and schools.
- Peregrin Breeze - master planned community development which has commenced marketing and construction.
- Coolum Coles development plus other retail activities – significant commercial investment in redeveloping the major retail precinct of Coolum, anchored by Coles supermarket. There have also been various retail developments along David Low Way, Coolum, which have substantially changed the street scape activation of the area.
- Lot subdivisions, Townhouse and apartment developments from Twin Waters to Coolum – various small to medium sized developments providing housing options to the market.
- Bli Bli residential subdivisions – various vacant lot subdivisions providing vacant residential land.
- Bli Bli retail - significant commercial investment in redeveloping a suburban retail centre, anchored by IGA supermarket
- Maroochy River Golf Course, Bli Bli - major investment facilitated by the Sunshine Coast Council to construct a new golf course (to replace the Horton Park facility) as part of future planning for the Maroochy CBD.
- Future planned subdivisions between Twin Waters and Coolum to provide much needed vacant land supply to meet projected demand.
- Sunshine Coast Airport Expansion – major investment managed by the Sunshine Coast Council to duplicate the runway and provide key commercial/industrial development opportunities.

From a high level perspective this is a natural progression of the Sunshine Coast, as the areas south of the Maroochy River have been progressively developed over several decades. It is also prudent that regions north of the Maroochy River accommodate further development to take advantage of strong geographic factors and existing infrastructure.

- Connect into existing infrastructure (sewer, water, power, telephone)
- Established multiple access routes to Sunshine Coast motorway
- Established multiple access routes to Bruce highway

- Close access to Airport, which is being expanded.
- Integration into existing public transport routes.
- Access to the shopping and dining precincts of Maroochydore and Noosa.
- Access to commercial centres of Maroochydore and Nambour

The subject site benefits from the factors listed above as well as the being integrated into a community that has previously accepted a major tourism facility.

5. ECONOMIC FUNDAMENTALS

5.1. SOCIAL AND ECONOMIC EVALUATION

RPS have undertaken a social and economic evaluation of the proposed development which is included at Attachment 9. The following table provides an economic summary of the proposed development.

Table 5 - Economic Summary (Extract RPS)

Description	Impact	Notes
Construction Employment	<ul style="list-style-type: none"> 4,512 total construction jobs <ul style="list-style-type: none"> 1,650 on-site 2,863 off-site Or 376 EFT jobs per annum (12 year timeframe) <ul style="list-style-type: none"> 137 per annum on-site 239 per annum off-site 	Assumes all construction jobs can be sourced from within Sunshine Coast.
Ongoing Employment	<ul style="list-style-type: none"> 623 EFT jobs – direct <ul style="list-style-type: none"> 524 retail and hospitality workers 9 qualified tradespeople 90 management, administration and professionals The demands and needs generated by these employees will support an additional 1,500 jobs throughout the community, 1,200 of these are estimated to be based on the Sunshine Coast 	Assumes all ongoing jobs can be sourced from within Sunshine Coast.
Taxes (Federal)	<ul style="list-style-type: none"> Employees - \$3.7m per annum Businesses - \$22.2 m per annum 	Operational businesses only (does not count construction).
Stamp Duty (State)	<ul style="list-style-type: none"> Years 1 to 12 - \$2.14m Year 12 onwards - \$2.5m 	Assumes 12 years sale period for residential and 12% resales per year.
Rates (Local)	<ul style="list-style-type: none"> \$2.1m from year 12 onwards – Residential \$3.3 m per annum (Commercial) when hotel is complete 	Will increase over development life of the project in line with residential sales.
Infrastructure Charges	<ul style="list-style-type: none"> \$30.8m in total 	Includes resort, commercial and multiple dwellings
Economic Multiplier - construction contribution	<ul style="list-style-type: none"> \$765 m construction budget (average \$64m per annum) Additional Impacts - \$709m Total Benefits – \$1,474m Sunshine Coast capture - \$958m 	
Direct Contribution to GRP	<ul style="list-style-type: none"> \$25 m - (does not include actions by tourists when not on-site). Consists of: <ul style="list-style-type: none"> \$18.5m - retail and tourism sectors \$6.5 - all other sectors 	
Economic Multiplier – industry output ongoing	<ul style="list-style-type: none"> Initial Effect - \$73m per annum Total Benefit - \$336m per annum 	Annual impact (initial and total) for the retail and hotel operations (from year 12 onwards – allowance for business establishment).
Expenditure – Tourists (hotel facility)	<ul style="list-style-type: none"> \$73m per annum – total spend by tourists (On site and off site expenditure) 	Includes accommodation, food, services.
Expenditure – residents (1,200/1,400 dwellings)	<ul style="list-style-type: none"> \$23.5 per annum in total retail expenditure (On site and off site expenditure) 	Household retail expenditure with allowance for some units being occupied part time.
Hotel – additional benefit (250 rooms)	<ul style="list-style-type: none"> Approximately 125,000 new visitor nights per year (new to the region) Guests will generate an increase of total regional expenditure of \$63m. 	Expenditure is lower than above figure (\$73m as an allowance is made for transference from existing facilities).

Key Assumptions

- 12 year sale program
- 5 star operator will be identified for the hotel and will draw a national and international audience – will largely grow SC tourist market (not cannibalise). Hotel established by year 6 with additional 6 year maturation/establishment phase
- Hotel will consist of 250 rooms plus conference facilities developed in the first stage

5.1.1. Local Industry Participation Plans

Sekisui House is committed to engaging the local workforce in all developments it undertakes and consequently will require commitment to a Local Industry Participation Plan (LIPP) for the development. As a private development this will be one of the few developments to commit to this type of structure which is usually introduced for government funded contracts.

The LIPP will seek to promote opportunities for local employees and businesses to be involved in the development of the project. Utilising the framework on the Kawana Hospital project, Sekisui house will seek to improve the LIPP framework to maximise local participation, through:

- Communicating future project requirements.
- Registering local businesses for future work.
- Ensuring trade packages are sized to suit the local market.
- Identifying opportunities for partnering of local businesses with national firm to allow skills transfer.
- Ensuring requirements for providing apprenticeships for nominated trades

5.2. UHL HOSPITALITY REPORT

In February 2014, SH Coolum engaged UHL Hospitality to undertake market research into the tourism offering on the Sunshine Coast. As part of this research UHL distributed a survey to hospitality and tourism bodies, tourism wholesalers and tour group operators. The results of this research is included at [Attachment 10](#). UHL further researched the importance of tourism offering for 5-6 star tourism product in particular as it relates to the design of that product. UHL has summarised its findings in the attached correspondence also included at [Attachment 11](#). UHL advises that:

- 1) The design of the hotel must maximise any opportunity to maximise room revenue and reduce operational cost. This supports a higher density tower over a low density 'resort'.
- 2) Given its location beach/ocean and water views must be afforded to guests of the hotel. Ocean views maximise room revenue and occupancy, and with higher occupancies comes more viable food, beverage, conferencing and other operations (e.g. spa, health club etc.)
- 3) The arrival experience at the hotel is one (if not the key) initial attraction for the project. This is the 'hero view' where the guest arriving to check in to the resort is left in no doubt of its beachfront location and ocean vista.
- 4) All hotel rooms should be afforded an ocean view.
- 5) Design efficiencies on a floor by floor basis indicates that high towers with low numbers of rooms per floor are expensive to build and low towers with a high number of rooms per floor are not conducive to a 5 star operation. An ideal room density per floor is 35-40 rooms.
- 6) The Beachside Hotel must occupy a '5 star' category of Hotel design, operation and amenities.
- 7) Modern hospitality market trends indicate a 'twin tower' model preference where the operator of the Hotel tower provides Hotel services to an adjoining Strata Tower, which drives a design where the hotel tower is mirrored in a residential tower.

The above feedback and research has flowed into the revised concept design undertaken by Hassell.

The recommendation from the market research identified for the Yaroomba site indicates support for a:

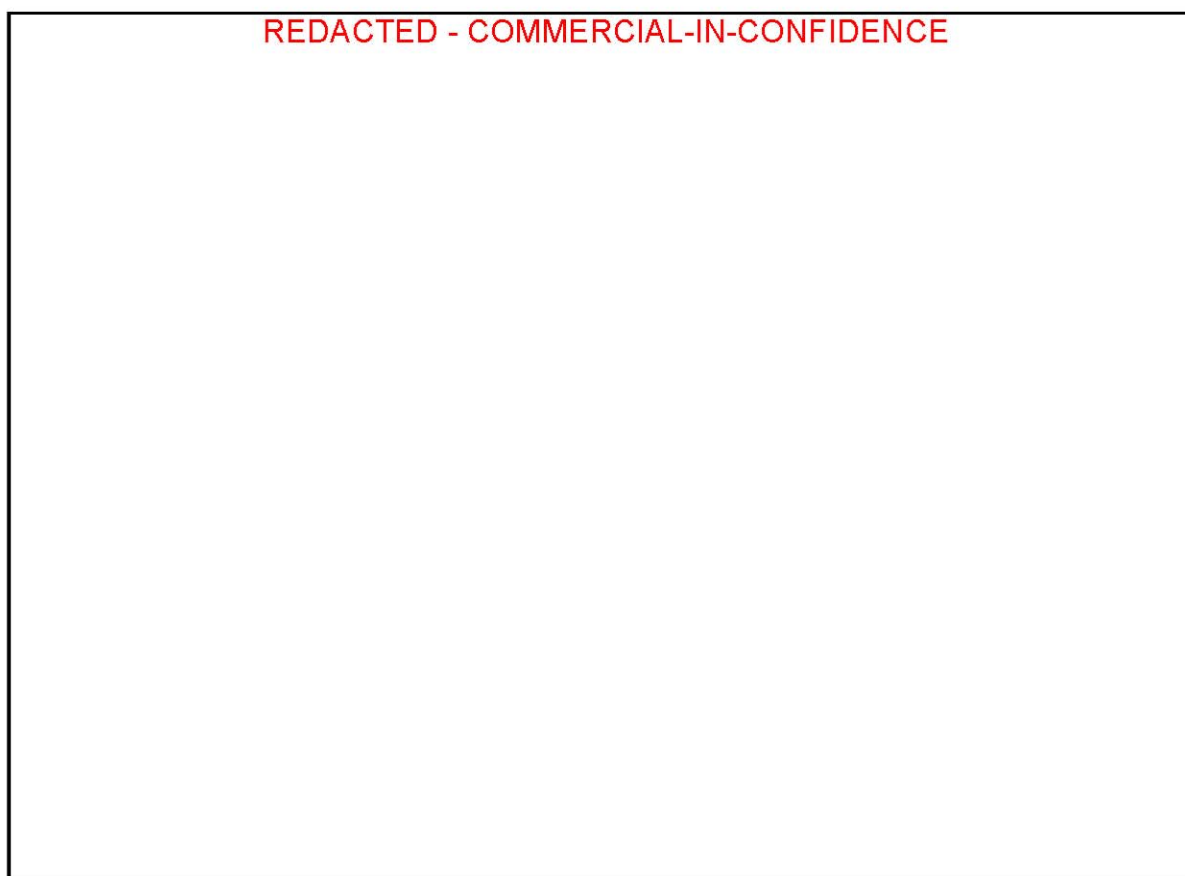
- 5 Star Hotel with 250 rooms, managed by a major international hotel operator.
- 400 seat conference facility
- Restaurants and day spa facilities
- 200 serviced apartments, connected to hotel

A new 5 star hotel as recommended would generate for the Sunshine Coast:

- an additional 125,000 extra visitor nights per year
- an additional \$73m in tourism dollars every year for the region to local businesses
- new domestic and international tourists with the airport 5 minutes away, which aligns with the Council's airport expansion project.

There has also been several recent comments made by Tourism industry leaders from both State and Federal organisations noting that more hotels are required on the Sunshine Coast to support and grow the existing tourism industry, which is one of the main employment industries in the region and supports both State and Federal economic policies.

The CEO of Virgin Australia, John Borghetti, also commented in late 2014 that the Sunshine Coast needs several new 5 star hotels to ensure it is competitive in the tourism market, which is a globally competitive market.



5.3. EMPLOYMENT & COMMUNITY BENEFITS

RPS have undertaken a social and economic evaluation of the proposed development which is included at Attachment 9. The following table provides a summary of the likely employment generated from the proposed development.

Table 6 - Employment Generation (Extract RPS)

Description	Impact	Notes
Construction Employment	<ul style="list-style-type: none"> • 4,512 total construction jobs <ul style="list-style-type: none"> • 1,650 on-site • 2,863 off-site Or • 376 EFT jobs per annum (12 year timeframe) <ul style="list-style-type: none"> • 137 per annum on-site • 239 per annum off-site 	<p>Assumes all construction jobs can be sourced from within Sunshine Coast.</p> <p>Sekisui House commits to a Local Industry Participation Plan to support maximum participation by local employees and businesses.</p>

Ongoing Employment	<ul style="list-style-type: none"> • 623 EFT jobs – direct <ul style="list-style-type: none"> • 524 retail and hospitality workers • 9 qualified tradespeople • 90 management, administration and professionals • The demands and needs generated by these employees will support an additional 1,500 jobs throughout the community, 1,200 of these are estimated to be based on the Sunshine Coast 	Assumes all ongoing jobs can be sourced from within Sunshine Coast.
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The following table provides a summary of the potential effects from the proposed development on the economic and social fabric of the Sunshine Coast.

Criteria	Potential Impact
Economic	
Increases or decreases retail and other services within the local area	Retail uses and restaurants will complement the 5 star hotel and associated facilities.
Increases or decreases facilities within the local area	New hotel and associated facilities, including conference facilities Establishment of new coastal public park and surf saving amenities
Better uses or makes redundant existing infrastructure	The proposed development will enhance public access to the coastal dune and beach through the establishment of a new coastal public park and surf saving amenities.
Impact on existing economic land uses (commercial, tourism, etc)	The proposed 5 star hotel is expected to generate an increase of total visitor nights to the Sunshine Coast of between 125,000 per year.
Employment	
Improves or reduces access to employment	The development of the proposed uses for the Beachside community of The Coolum Residences will provide local jobs through the construction process as well as through operation and maintenance of the hotel and associated facilities.
Increases or decreases long term jobs (temporary or permanent)	Provision of additional employment in the construction process, as well as through operation and maintenance of the hotel and associated facilities.
Investment	
Jobs created directly from the development	The construction workforce is estimated to be the equivalent of 376 EFT jobs per annum over 12 years At completion, the development is anticipated to host 623 EFT direct jobs.
Investment in the development	Investment will occur in the construction and operation of this privately held facility.
Community Networks	
Provides or reduces facilities or opportunities for social interaction	Reinforces the Sunshine Coast as a tourist destination. Provides new public facilities (coastal public park and surf saving amenities).
Improves or reduces community identity and cohesion	Provides new public facilities (coastal public park and surf saving amenities)
Improves or reduces existing residential amenity	Provides increased access to the beach for residents and tourists.
Creates or removes physical barriers between homes and community facilities	Provides increased access to the beach for residents and tourists.
Makes available / enhances or detrimental to public places / open space	Provides new public facilities (coastal public park and surf saving amenities).
Provides or displaces public facilities	Provides new public facilities (coastal public park and surf saving amenities).
Avoids or exhibits overdevelopment / large scale buildings	The development of the Beachside community within The Coolum Residences will make a better use of the site through the addition of new public facilities such as the coastal public park and surf saving amenities.
Housing	
Increases or decreases housing stock	Development of 1,350 to 1,550 dwellings (including 150 apartments within the hotel complex).
Increases or decreases choice in housing	Development of 1,350 to 1,550 dwellings. This provides additional choice in housing for the possible FIFO market and new employees expected to be attracted through the development of major projects such as the Sunshine Coast University Hospital and Kawana Health Campus.
Increases or decreases in the choice of local shopping facilities	Retail uses and restaurants will complement the 5 star hotel and associated facilities.
Increases or decreases local recreation or leisure facilities	Provides new public facilities (coastal public park and surf saving amenities).
Improves or reduces pedestrian access to local facilities	Provides increased access to the coastal public park.

5.4. SUNSHINE COAST HOUSING REQUIREMENTS

The Sunshine Coast Council undertook a Housing Needs Assessment in 2009 which informed their Affordable Living Strategy in 2010.

The Housing Needs Assessment identifies the following as key issues on the Sunshine Coast to be addressed:

- A mismatch between income and housing costs (housing affordability);
- A mismatch between the housing form and the household profile;
- A mismatch between the current urban form and aspirations of sustainability;
- A mismatch between current and required aged care accommodation provision; and
- A low provision of social housing and universally designed housing.

Policy directions from the Housing Needs Assessment proposed to address this mismatch on the Sunshine Coast, through the following:

- Increasing the diversity of housing stock;
- Encouraging the provision of smaller and more modest housing forms;
- Increasing the provision affordable housing, social housing and housing for special needs groups;
- Encouraging housing types to improve sustainability on the Sunshine Coast and encouraging areas of higher density where it is considered appropriate; and
- Improving understanding of housing preferences.

As a response to housing affordability concerns in the Sunshine Coast region, and the perceived mismatch between household size and dwelling size, the strategy puts forward future development target ratios for the types of dwellings to be constructed in the region. These targets included a reduction of detached housing from the current level of seventy-six percent of all dwellings, to fifty-three percent; an increase in town-houses from ten percent to twenty-six percent; and an increase in units or apartments from twelve percent to twenty percent.

The proposed development is consistent with increasing the diversity of the region housing stock and the number of units/apartments within the Sunshine Coast region.

6. ENGAGEMENT

6.1. YAROOMBA COMMUNITY & STAKEHOLDER FEEDBACK REPORT

The BBS Communications Group has prepared a Feedback Report which is included at [Attachment 13](#). A summary of their findings is detailed below:

The Sekisui House engagement team has spoken with more than 1,000 people across the Sunshine Coast since the commencement of the community and stakeholder engagement in October 2014.

Feedback has been gathered via:

- *Stakeholder briefings (28 meetings held to date)* with Sunshine Coast Regional Council; community, business, environment and indigenous groups; local media, plus current home owners and residents at The Coolum Residences. Feedback to-date has shown 71% stakeholders are positive or negative about the proposal and 29% negative.
- *A community information phone line, email and website (68 enquiries to date, and ongoing)* has yielded varied feedback, split evenly between 50% positive or neutral and 50% negative sentiment. This feedback method is ongoing.
 - *Community Information Sessions (648 attendees)* conducted at the Coolum *Maroochydore, Kawana, Caloundra, Maleny and Nambour*. Issues raised at the sessions focused on height, visual impact, and the impact of changing the planning scheme for communities across the Sunshine Coast.
 - Positive feedback at the sessions indicated that a tourism and residential development that would provide future jobs and economic benefits to the community would be highly valued.
 - The community information sessions found 49% were positive (18%) or neutral (31%) to the proposed development, with the remaining 51% opposed to the proposed development.
- *Market Research (outbound telephone calls to 400 homes)* commissioned by Sekisui House showed 64% of people indicated they were either positive or neutral about the proposed development. But after hearing more about the proposed development, support for the project increased significantly to 74% of people indicated they were either positive (50%) or neutral (24%) about the proposed development, and left just 26% opposed to the development. It is also important to note that Division 8 (subject site division) was found to have a higher level of support (50%) but also a higher level of opposition (42%), with only 8% neutral.

Some community groups have been particularly active in campaigning against the proposed Sekisui House development, however the market research across a demographically representative sample of the Sunshine Coast demonstrates that the views of some very active residents and community groups only represents a small percentage of the Sunshine Coast's wider population.

Sekisui House believes that this proposal has the capacity to deliver a range of benefits to the Sunshine Coast into the future. The engagement process conducted thus far indicates that many Sunshine Coast residents support the proposal, once they are made aware of its benefits

6.1.1. Anti-Development Group Misinformation

Before Sekisui House released information on its proposal for the subject site, in early October 2014, there was a concerted antidevelopment campaign based on false and misleading information and images facilitated through the media. Sekisui House repeatedly rejected the claims. Some of the false and misleading images presented in the media included:

- Images depicting site coverage representing over 70% building cover and 19 buildings over 13 storeys high
- Images depicting buildings in excess of 20 storeys
- Images depicting buildings on the frontal dune, outside of the subject site boundaries

After Sekisui House released details of its proposal in early October 2014 this has continued and false and misleading images have continued to circulate

- Incorrect and misleading images asserting the buildings heights shown in Sekisui House images were incorrect. This is false our images have been prepared by professional surveyors and architects using the most up to date computer modelling, based on actual survey data, to correctly show images of the development
- Incorrect and misleading images created using inaccurate applications, removing all dunes and vegetation to falsely claim buildings will be seen from the beach.

It is clear that some community groups are intent on stopping all development, not just Sekisui House's proposal for it Yaroomba site, rather than trying to engage in meaningful debate on the merits of a proposal and community benefits and requirements. This particularly relates to the actions of Development Watch and Sunshine Coast Environment Council.

However, despite this disappointing negative approach by anti-development groups, our market research clearly demonstrates that when the community is able to assess the facts and benefits of the proposal, there is increasing strong support, and the views of the vocal minority groups are not representative of the greater community.

6.1.2. Feedback Incorporated Into Revised Proposal

The main changes to the master plan for the proposal, from the feedback received is summarised below:

- *Introduced a New Entry off David Low Way* – this addressed the feedback raised concerning the mix of traffic for the proposed tourism/residential precincts and the existing gated housing precincts. The new entry means all traffic into the medium density precincts can be facilitated and doesn't conflict with the traffic into the existing low density precincts. This has been confirmed acceptable by DTMR. The entry also accommodates the additional Lot 12 amalgamated into the proposal
- *Revised Layout* – in introducing a new entry the main vista towards Mt Coolum has been maintained. The 5 Star Hotel and tourism precinct has been moved north on the site, and the Hotel building has been moved further away from the beach.
- *Precincts* – the revised layout has allowed definition of 4 precincts. The Tourism precinct is located as a destination point on the main entry. A Retirement living /Aged care / Wellness centre precinct is located adjoining the centre lake/park open space. 2 Residential precincts are adjoining the Tourism precinct so there is good connection with amenities.
- *Staging of Building Heights* –this addressed feedback raised on the transitioning of building heights from the existing gated housing precincts and the entries from David Low Way. We have maintained the height of the hotel precinct buildings as this has been based on substantial feedback from hotel operators to ensure the viability of the hotel.
- *Open Space* – In designing the new layout we have maintained our urban planning principle of maximising open space and limiting building footprints, with over 80% open space maintained. This is 200% better than existing medium density tourism precincts on the Sunshine Coast. Defined park areas, lake precinct and linking pathways will be provided for public use, as public amenities received 79% support from the survey conducted.

6.2. MARKET RESEARCH FINDINGS

Sekisui House engaged Footprints Market Research to undertake research study, which is included at Attachment 14, to measure community awareness and support for the proposed development across the entire Sunshine Coast Regional Council area.

The specific objectives of the research were to measure:

- Awareness of the proposed development at Yaroomba (from detailed description)
- Overall level of support for the development at Yaroomba
- Level of support for individual characteristics of the proposed development
- Comments/potential concerns about the proposed development

The research was conducted in November 2014, and surveyed 400 Sunshine Coast residents across a representative sample of the Sunshine Coast's demographic profile. According to professional research firm Footprints Market Research and Professor Mike Hefferan (Pro Vice Chancellor, Engagement, Sunshine Coast University) a sample size of n=400 is accepted in social and commercial fields as a robust measure of community opinion.

The key findings were:

- Across the Sunshine Coast, 62% of residents had heard of the proposed development at Yaroomba, with most knowing a little rather than a lot of the details of the development.
- When shown a list of potential benefits from the proposal, there was majority support for all elements with greatest support for sustainable building practices (82%) and permanent job creation (80%).
- Younger residents in the 18-29 age group were particularly supportive of the development, in particular regarding permanent job creation (94%). This level of support was also evident across the 30-49 age group (81%) and 70+ age group (83%). Support for the potential benefits was lowest in the 50-69 age group.
- After hearing more about the proposed development, support for the project increased to 50% of Sunshine Coast residents with 24% neutral. This left 26% opposed to the development. When shown a list of potential benefits from the proposal, there is majority support for all elements with greatest support for sustainable building practices (82%) and permanent job creation (80%).

7. CONCLUSION

This submission seeks Council's agreement to undertake a planning scheme amendment to the Sunshine Coast Planning Scheme 2014 so as to establish new development criteria in order to deliver a master planned integrated tourism/residential development over the 19ha site that will include:

- 5 Star International Hotel (250 rooms) with conference facilities, restaurants, day spa facilities and other amenities.
- Serviced Apartments (200 dwellings)
- Boutique Retail (3,000m²)
- Residential Apartments – Variety of 1,2 & 3 bedroom apartments (961 dwellings)
- Retirements Living / Aged Care and Wellness Centre (188 dwellings & 3,000m²)
- Development to be staged gradually over 12 years with the 5 Star International Hotel to be delivered in Stage 1.

Being only one of two remaining coastal development sites of its size, provides a unique opportunity to deliver a master planned outcome which achieves the mixed-use development within open landscaped areas. A superior planning outcome is achieved with smaller building footprints sensitively placed within large landscaped and open space areas to achieve an overall lower site cover and dwelling density when compared with existing Sunshine Coast Tourism Precincts. This will provide greater amenity for visitors and residents.

The proposed development will have significant positive economic and social outcomes in the areas of employment generation (both short term and permanent), expanded tourism offering with additional visitor nights, increased tourist dollars spend, and expanded conference facilities which support Council's Strategic Tourism goals. In addition, the proposed development will increase the diversity of the housing stock and the number of units/apartments within the Sunshine Coast region, assisting Council in achieving its Strategic Housing goals. Further, the proposed development will encourage new international investment into the Sunshine Coast.

The community engagement and independent market research undertaken for the proposed development has indicated that a majority of Sunshine Coast residents support the proposed development, with the key reasons for support being:

- Job creation
- New 5 Star hotel and iconic tourism destination
- Ongoing employment benefits
- Tourism benefits for the Sunshine Coast
- Sustainable building practices within the project.

The proposed development will deliver for the local residents and the community with:

- Enhanced public access to the coastal dune and beach
- Expanded public open spaces and additional community facilities
- Provide for recreational opportunities to promote active living
- Additional food and entertainment facilities
- Expanded social interaction.

Sekisui House is committed to achieving the best outcome for Council and the community. The primary goal is to continue working with Council to ensure a suitable mix of built and open space is achieved to deliver an iconic destination for the Sunshine Coast.

Accordingly, Sekisui House submits that a planning scheme amendment process will achieve the most desirable outcome for this iconic site consistent with the Sunshine Coast's community expectations and overarching regional goals.