

Dear Independent Planning Commission

Thankyou for the opportunity today to present on the modification application 321-1-2003 for Magenta Shores integrated residential and tourist development at 300 Wilfred Barret, the Entrance North.

My name is Matt Brown and I am the Director of Perception Planning.

I am qualified and experienced Town planner and a Register Planner with the Planning Institute of Australia.

Perception Planning only became involved in the Magenta shores development, post the issue of the further information requests off the Department of Planning and Environment. Since inception we have been impressed by the developers willingness to make plan amendments to respond to concern stakeholders.

I reviewed the history of this project, the information requested by DPE and in consultation with the client, went about ensuring we addressed all the issues raised and set about making genuine amendments to address the points raised.

On reviewing the assessment report from IPC we were very pleased to see how it outlines how the key issues have been address. The planning process is very fluid and addressing issues raised in the submission process is paramount in achieving considered and robust planning outcomes.

We sought to justify/explain the amendments and we were pleased to see both DPE and the government agencies concurred with our justification as mentioned in the assessment report.

The key issues we have responded to included;

**1. Density** – The proposal advocates for density in order to be consistent with the Central Coast Regional Plan (2016). Density in this location is appropriate due to accessibility, biodiversity conservation, employment lands, diversity and existing infrastructure. Our response identifies that density is a key objective of planning. Whilst it is acknowledged it's not the initial ideal master planned approach, the intention is to not carry out any further amendments and from this point on, revisit the sites master planning in an integrated and holistic manner with a new application covering the entirety of the development lots from this point onwards. The Central Coast Regional Plan (2016) identifies that by 2036, the region is expected to have 36,350 more households, requiring 41,500 new homes. Furthermore, it states that demographic trends towards smaller households and an ageing population will fuel the need.

**2. Visual Impact** - The concern was raised in the further information request about the appropriateness of locating small lots adjacent to the beach/conservation zone and the overall visual impact of continuous rows of lots of similar sizing in this context. In response the Subdivision Plan was amended to increase the size of the lots adjacent to the

beach/conservation zone and thereby reduce the visual impact. Townhouses will now not be constructed in this more visually and environmentally sensitive area.

**3. Pocket Parks** – in the further info request, The Department noted the existing pocket parks within the development are well-maintained, vary the streetscape and line-of-sight and have positive amenity impacts. To prevent the creation of an uncharacteristically straight roads within the development and to ensure the overall character and amenity of the proposal remain, similar to earlier stages, the plans were amended to place ‘curves’ in the road and retain the pocket parks. This is also reflected in the proposed conditions.

**4. Golf Course** – The Department has identified that they want link to the golf course from the proposed development staged maintained. The revised Plans has been amended to maintain links to the golf course with the resultant being a good planning and amenity outcome.

We are really pleased to be working on what we consider such a quality development and one that responds to site constraints, legislative controls and state government need to provide housing for the regions growing population.

We respectfully ask the IPC to support this application and concur with the DPE, Council and government agencies that have all supported the application.