

3.2 Strategic intent

3.2.1 Shaping growth – an overview

In 2031, the Sunshine Coast is renowned for its vibrant economy, ecological values, unique character and strong sense of community. It is Australia's most sustainable community - healthy, smart, creative.

The pattern of settlement is characterised by well-defined urban and rural residential areas and the progressive transition towards a more compact, efficient and functional urban form.

The majority of new growth is located in the Sunshine Coast Enterprise Corridor, within and surrounding the mixed use *regional activity centres* of Maroochydore, Caloundra, Kawana and Sippy Downs and in the emerging communities of Palmview, Kawana Waters and Caloundra South. Significant new growth is also located in Nambour as the dominant major *regional activity centre* serving hinterland areas.

Major development areas at Maroochydore, Kawana Waters, Palmview and Caloundra South provide integrated, well planned communities which showcase sustainable development, *affordable living* and align *infrastructure* delivery with development. These major developments are the keystones for the shift towards a more sustainable and transit supportive pattern of settlement.

Over time and in conjunction with more detailed local planning initiatives there is an increase in the intensity of development and the proportion of the population living along the Maroochydore to Caloundra Priority Transit Corridor. This corridor links *regional activity centres* and the major development areas, and is part of the integrated transport system for the Sunshine Coast.

Other opportunities for infill development are provided in selected locations throughout the urban fabric, although many established low density residential neighbourhoods are retained in their current form in recognition of the high quality lifestyle and character offered by these areas.

Outside of defined urban and rural residential areas, rural and natural areas are protected and enhanced for their rural enterprise, landscape and environmental values. These areas separate the Sunshine Coast from other parts of metropolitan South East Queensland and provide the landscape setting and biological diversity for which the Sunshine Coast is renowned.

3.2.2 A new economy

In 2031, the Sunshine Coast is a prosperous region with a high value economy of choice for business investment and employment. The region offers an enviable lifestyle and environment, and has a natural (competitive) advantage.

The Sunshine Coast is part of the global community and generates wealth through export, high-value industries and new investment.

A range of high-value industries are established, providing significant new employment opportunities in health and well-being; education; research and knowledge based industries and professional services; tourism, sport and leisure; agribusiness; aviation and aerospace; and clean technologies. High value industries are established in activity centres, employment areas and industry and enterprise areas. Entrepreneurship, talent and creativity, technology and innovative business practices are highly valued.

The traditional sectors of construction, retail and tourism are continuing to grow in response to the delivery of priority *infrastructure* and increased investment. While small business remains at the core of the economy, the Sunshine Coast is home to a number of large businesses which are strengthening the economy and enhancing career opportunities.

The Sunshine Coast Enterprise Corridor, stretching along the coastal strip between the Sunshine Coast Airport and Caloundra South and west to the Bruce Highway, is the leading location for economic development, and residential growth. Within this corridor, 'game changer' projects and associated priority investment areas including the Maroochydore City Centre Priority Development Area, Sunshine Coast University Hospital and adjacent health precinct, the Sunshine Coast Airport and the University of the Sunshine Coast provide focal areas for business, investment and employment opportunities. Caloundra Centre provides a focus for new residential, business and employment opportunities.

Priority investment areas are also located at Nambour and Beerwah, providing focus areas for investment in the hinterland.

A network of well-designed and accessible activity centres is established across the Sunshine Coast providing activities and employment opportunities which reflect their role and function.

Maroochydore Principal Regional Activity Centre accommodates high order activities which make a significant contribution to the regional economy. Maroochydore is supported by other major *regional activity centres* within the Enterprise Corridor at Caloundra, Caloundra South, Kawana and Sippy Downs. The major *regional activity centres* of Nambour and Beerwah support a range of centre uses that showcase and provide resilience to the hinterland economy. Lower order activity centres throughout the Sunshine Coast provide local and district level business and employment opportunities.

Regional employment areas are co-located with the 'game changer' projects in the Enterprise Corridor at the Maroochydore City Centre Priority Development Area, Sunshine Coast University Hospital and adjacent health precinct, the Sunshine Coast Airport and the University of the Sunshine Coast. Sub-regional employment areas are located throughout the region providing a range of health, education and training opportunities.

Industry and enterprise areas provide for industry and employment opportunities across the Sunshine Coast. Within the Enterprise Corridor, the Sunshine Coast Industry Park, the Sunshine Coast Airport Industrial Park and other industry and enterprise areas provide opportunities for traditional and high value industries. The Coolum Industry Park also provides regional scale industry and enterprise opportunities. Other industry and enterprise areas at Beerwah, Nambour, Landsborough and Yandina provide economic and employment opportunities which contribute to the hinterland economy.

Tourism focus areas provide for growth, investment and delivery of unique tourism experiences and an array of sport, major events and leisure activities. These areas strengthen the region's national and international appeal as a visitor destination and are provided in well planned and serviced locations across the Sunshine Coast. Creative industries, cultural and community activities are valued and contribute to the economic and social fabric of the Sunshine Coast.

The rural sector has evolved to meet changing market needs, providing rural opportunities and employment throughout the Sunshine Coast hinterland.

Appropriately located and designed rural enterprises are established particularly where these activities provide for agribusiness such as niche food and beverage products and value adding production in a clean environment.

Creative industries, cultural and community activities contribute to the economic and social vitality of the Sunshine Coast. Home based businesses continue to provide for the establishment of new micro and small business enterprises.

3.2.3 Greenspace for generations

In 2031, the Sunshine Coast is one of the most biologically diverse areas in Australia and is renowned for its natural environmental values and leafy, sub-tropical urban environments.

Almost 90% of the region is protected as open space either for environmental or rural and landscape purposes. The Sunshine Coast's protected greenspace and commitment to sustainability contribute to the region's natural (competitive) advantage.

The picturesque natural and landscape elements of the Pumicestone Passage, the Glass House Mountains and the Blackall Range are valued as unique places of national and international significance.

A thriving interconnected biodiversity network supports a variety of ecosystems and species with large areas included in National Park or conservation reserve including Conondale National Park, Mooloolah River National Park and Glass House Mountains National Park. This network is supported by other areas of ecological significance which occur throughout the region.

The pristine *waterways* of the Sunshine Coast protect ecological values and provide a high standard of water quality. The Mary River, Stanley River, Maroochy River, Mooloolah River and the Pumicestone Passage and their tributaries are the lifeblood of the region. Natural coastal foreshores attract residents and visitors for the environmental, scenic amenity and recreational opportunities that they provide.

The natural environment of the Sunshine Coast has an increased capacity to adapt to the impacts of climate change and other emerging challenges because of the size, quality and connectedness of protected areas.

Greenspace, nature and shaded, leafy places are incorporated within creatively designed built environments producing neighbourhoods, streets and places with a relaxed and settled sub-tropical ambience.

3.2.4 A community of communities

In 2031, the Sunshine Coast has a strong sense of community identity based upon the retention of its character, lifestyle and environment attributes.

The character and identity of the Sunshine Coast continues to be defined by the diverse range of distinctive and sensitive landforms and landscapes which contain and weave in and around urban and rural residential communities.

The Sunshine Coast's communities are diverse, inclusive and resilient with high levels of community wellbeing.

Communities are focussed around vibrant and attractive activity centres which support business and community needs as well as providing a range of open space, sport, recreation, cultural and other facilities which contribute to and strengthen the community.

Communities within the Sunshine Coast are distinct and separate from each other, with each displaying an individual character and identity. Places reflect their coastal urban, rural town and village, rural residential or rural setting.

3.2.5 Better ways to move around

In 2031, places on the Sunshine Coast are well connected and efficiently serviced by an integrated transport system which provides a framework for prosperity and community wellbeing.

The Sunshine Coast is connected by a fully integrated and accessible transport system that serves community needs.

The integrated transport system provides the structure for future development, including the 'game changer' projects and the establishment of a high value economy. The system accommodates all travel modes and includes dedicated and priority transit corridors.

The North Coast Rail Line and CAMCOS are dedicated transport corridors that provide high quality public transport services between the Sunshine Coast and Brisbane and between the *regional activity centres* of the Sunshine Coast.

The Maroochydore to Caloundra Priority Transit Corridor connects major business, tourism, education and population centres within the Sunshine Coast Enterprise Corridor.

Dedicated and priority transit corridors are supported by a network of other shared road corridors providing safe and efficient trips and freight movements. Transport infrastructure is responsive to environmental values and the character of local communities.

The Bruce Highway provides improved accessibility and connectivity with South East Queensland and international port facilities.

Development is designed to increase walking and cycling, minimise dependency on private motor vehicle use and contribute to greater levels of regional self-containment. An extensive network of walking and cycling paths are connected to the efficient and safe public transport system.

The Sunshine Coast Airport provides regional, national and international aviation and related services. The Caloundra Aerodrome provides general aviation and related services for the Sunshine Coast.

3.2.6 Infrastructure for the future

In 2031, development on the Sunshine Coast has built upon and leveraged the key *infrastructure* provided by the 'game changer' projects within the Sunshine Coast Enterprise Corridor.

Infrastructure is provided in a coordinated, timely and efficient manner. Development in major development areas has contributed toward remedying the *infrastructure* shortfalls that existed on the Sunshine Coast in 2014.

Development is energy, waste and water efficient with an emphasis on integrated water management in major development areas. A significant proportion of energy needs are obtained from renewable sources and development is energy efficient and incorporates materials that are recycled or have low levels of embodied energy.

Development incorporates rainwater harvesting systems and reuse of wastewater for non-potable purposes. There has been a substantial decrease in the reliance on centralised potable water sources.

Recycling and waste minimisation practices contribute to an overall reduction in landfill and have extended the working life of existing waste management facilities.

3.2.7 A modern sub-tropical coastal region

Under this planning scheme, the Sunshine Coast will become a modern, sub-tropical coastal region.

A region that has successfully tackled the challenges of managing growth, growing the economy, building community capacity and protecting the natural environment.

In 2031, the Sunshine Coast will have in place a sustainable pattern of settlement and remain one of Australia's most attractive places to live, visit and do business.

3.2.8 Sunshine Coast spatial concept

Figure 3.2.8A (Sunshine Coast spatial concept) identifies the major elements of the preferred settlement pattern for the Sunshine Coast to 2031 as expressed in the strategic intent. The major elements illustrated on the spatial concept are as follows:-

- Urban areas;
- Rural residential areas;
- Rural enterprise and landscape areas;
- Major conservation areas;
- Regional Inter-urban Break;
- the *Sunshine Coast activity centre network*; and
- Major transport elements.

Within the urban areas, the spatial concept recognises that the Sunshine Coast is a 'community of communities' comprising 27 places, each with their own role, character and identity. These places are located in coastal urban, rural town and rural village settings. The spatial concept also recognises that the Sunshine Coast is to retain its separation from greater Brisbane and Caboolture by a Regional Inter-urban Break.

One of the critical components of the spatial concept is the function of and relationships between the existing and proposed activity centres across the Sunshine Coast. These functions and relationships are illustrated by **Figure 3.2.8B (Strategic functions of and relationships between activity centres)**.

This figure identifies the following:-

- Maroochydore Principal Regional Activity Centre;
- Major regional activity centres;
- District activity centres;
- Local activity centres;
- Tourism focus areas;
- Employment areas;
- Industry and enterprise areas;
- Major connections between activity centres; and
- the Sunshine Coast Enterprise Corridor.

Figure 3.2.8A Sunshine Coast spatial concept

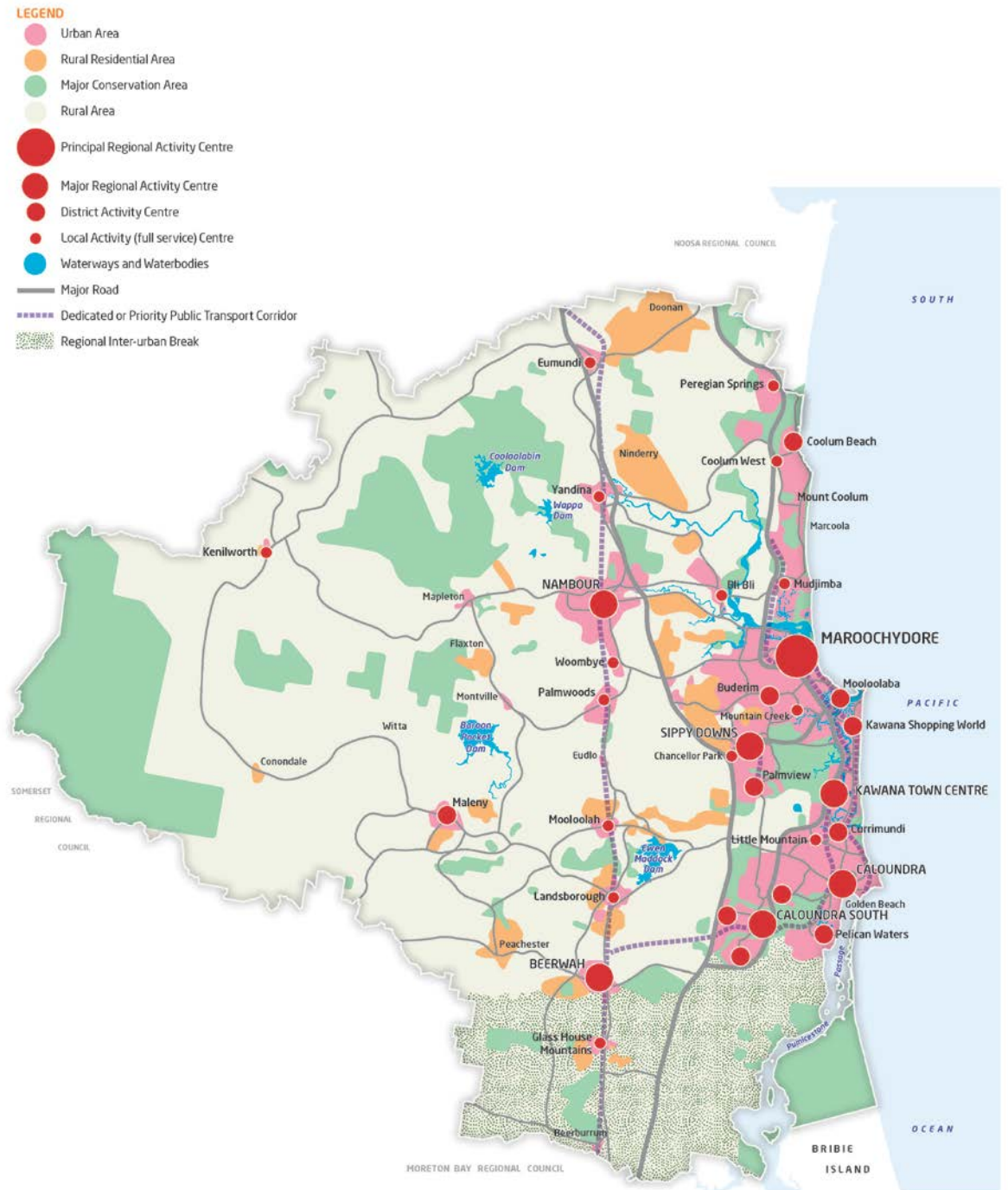
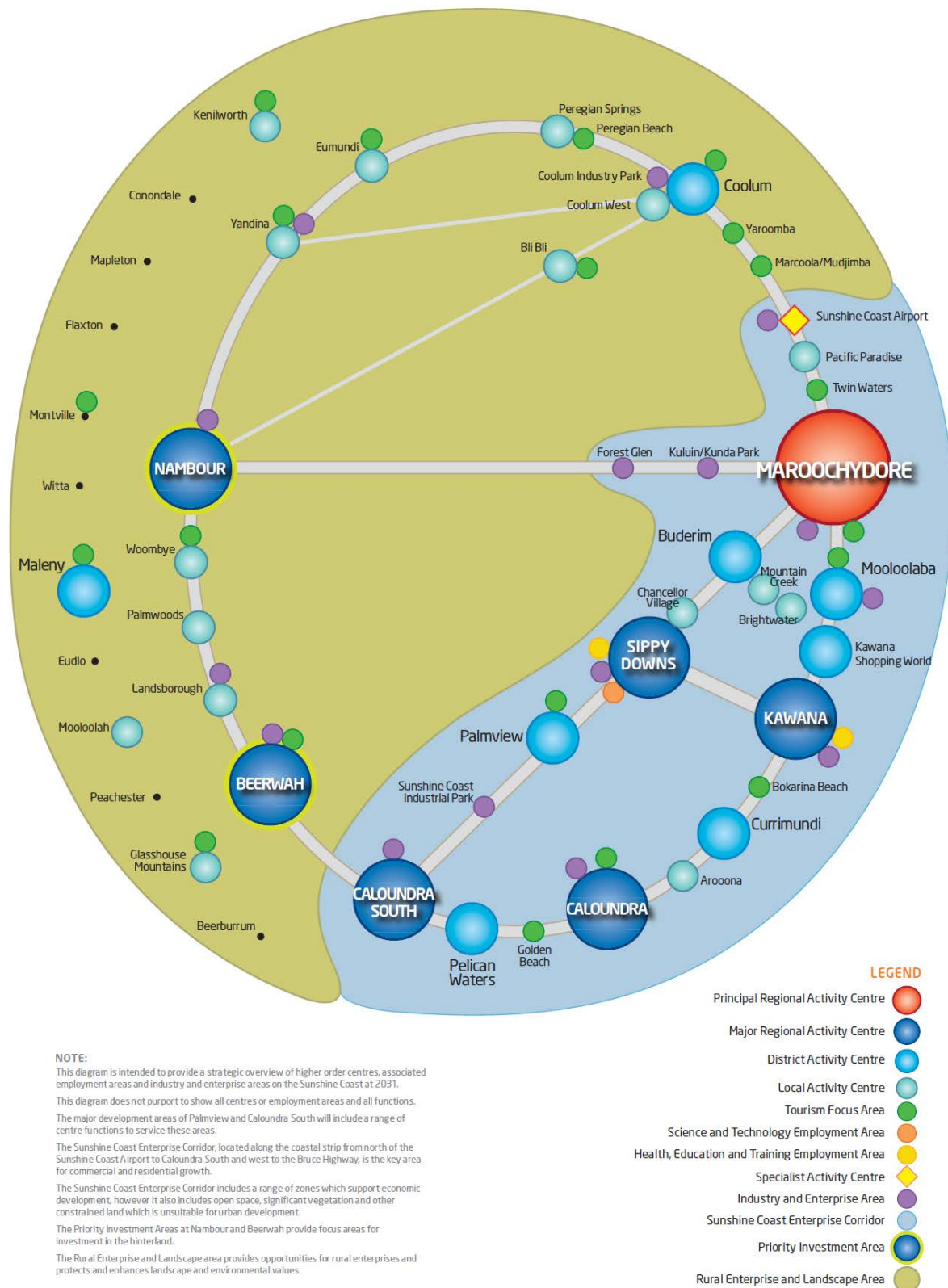


Figure 3.2.8B Strategic functions of and relationships between activity centres



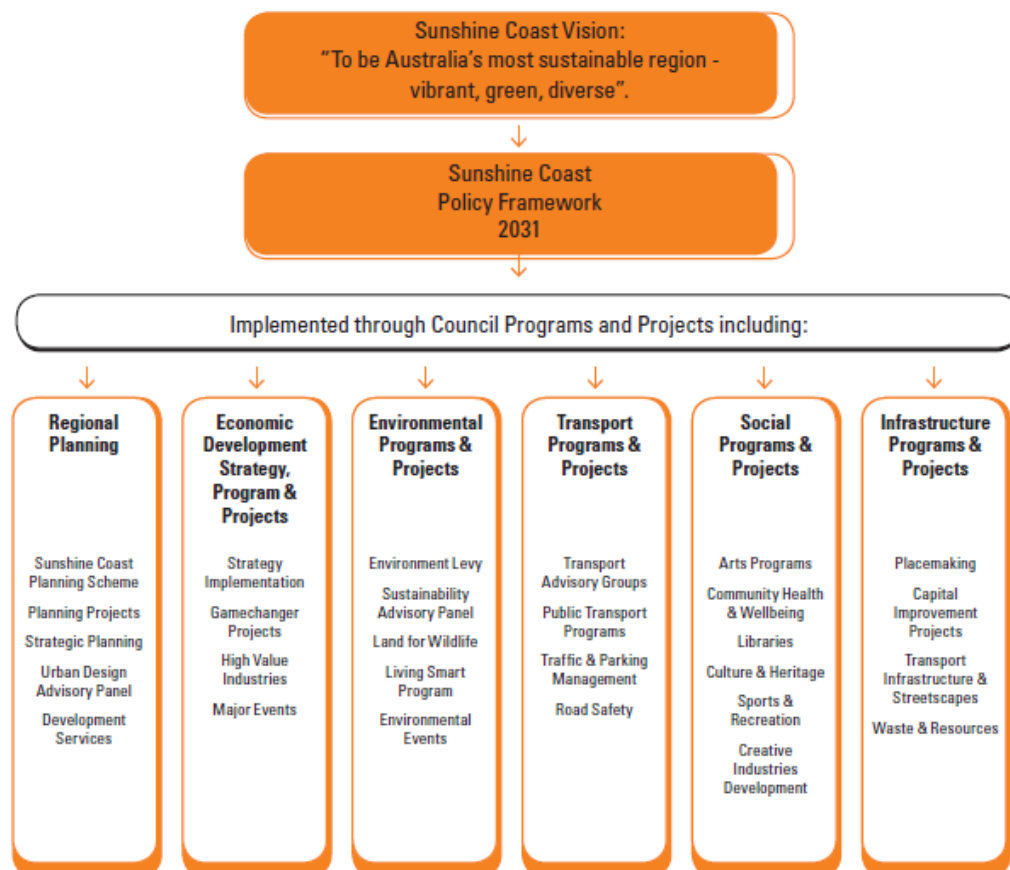
3.2.9 Achieving the strategic intent

The strategic intent and the other components of the strategic framework seek to deliver the best possible outcomes for the Sunshine Coast for both existing and future generations.

Council will work in partnership with the community, business and industry and other levels of government to deliver the strategic intent in terms of managing growth, promoting economic development, providing much needed *infrastructure*, building community cohesion and resilience and protecting and enhancing our natural assets.

However, the planning scheme is only one of a range of tools that are available to *Council* and the community to achieve the vision for the Sunshine Coast to be Australia's most sustainable region – vibrant, green, diverse. The Corporate Plan outlines a number of *Council* programs that contribute to achieving this vision. **Figure 3.2.9A (Council programs and projects)** describes the range of tools available to *Council* to implement the strategic intent.

Figure 3.2.9A Council programs and projects



This planning scheme is the first regional planning scheme for the Sunshine Coast. It makes the first steps towards achieving the aspirations outlined in the spatial vision by addressing short and medium term priorities for sustainable growth management based on current community expectations and other considerations. Further implementation of the aspirations outlined in the strategic intent will be implemented through subsequent planning schemes as demonstrated by **Figure 3.2.9B (A step towards 2031)**.

Figure 3.2.9B A step towards 2031

