

Case Study – Silver Coast Planning Scheme

Background

Silver Coast City Council is reviewing its local Planning Scheme over the next 18 months.

Local government planning schemes describe a council's plan for the future direction of a particular local government area and can span 20 years or more.

Planning schemes provide a detailed direction for the area focusing on community planning and aspirations, whilst ensuring the needs of the state and the regional community are incorporated. The planning scheme will:

- identify the strategic outcomes for the area
- include measures to achieve the strategic outcomes
- identify the preferred growth pattern
- coordinate and integrate community, state and regional interests
- include a local government infrastructure plan (LGIP).

Local planning integrates and balances economic, social and environmental needs and the aspirations of the local community to provide an orderly approach to land use and change. Planning schemes focus on land use, development, infrastructure and valuable features of the area.

Current Context

Silver Coast sits along a beautiful coastline in Queensland, and stretches inland across manufacturing precincts, agricultural land – some of which has been developed into large master planned communities – and then a large area of protected national park.

Silver Coast has grown significantly since it was last updated in 2006. Its population has doubled and aged, and its traditional manufacturing jobs base been reduced by 25%. The locals are now calling it “Grey-Haired Coast” after a decade of wealthy sea changers pouring into the area.

Meanwhile, it’s become increasingly recognised as a tourism destination, attracting a 40% increase in domestic tourism and a 20% increase in international tourism over the same period.

It’s just an hour’s drive from a major city, but still has a laidback beach community. Plus, its organic food cottage industry, and influx of coffee shops and restaurants are making Silver Coast hot property.

In updating its planning scheme, Council must consider:

- The recently-released Regional Plan says Silver Coast will grow by an additional 10,000 people over the next 20 years
- Council will go the polls in the next 2 years
- Rumours that the Developer BuildingsRUs plans to lodge a DA for a 12-storey beachfront luxury development at Pampling Cove
- There are calls by some residents for a population cap and a halt to development
- Council can’t afford many of the services that the community wants, and is worried about how it will make the budget balance
- Council has been approached by a resident who’s been speaking with an energy company to create a wind farm on the ridge of his property close to the coastline.

What's next?

You're responsible for managing the engagement for the planning scheme and need to create a community and stakeholder engagement strategy within the next month to present to the CEO.

Stakeholders

Residents, ratepayers, businesses, investors, state agencies, community groups and media.