



Wagstaffe to Killcare Community Association Inc.

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June 1st, 2010

The Director,
Metropolitan Projects,
Department of Planning.
GPO Box 39
Sydney NSW 2001

Re: MP09 0121 Proposed Tesrol 8 floor development at Ettalong

Very recently the L/E Court rejected a multi – storey development (Bespoke Developments) at Hardys Bay, just across the water from Ettalong. It was rejected on the grounds of loss of character and scenic quality. The proposal elicited an extraordinary level of public opposition (over 700 objectors) who were motivated to prevent another oversized building such as the Memorial Club at Ettalong. The visual impact of this building is overwhelming. It can be seen from miles away and is totally out of character with the surrounding area. Even across the water from our peninsula it dominates the landscape and ruins our otherwise delightful views.

Allowing the club building was a mistake. Let's not add to it and attempt to create Gold Coast style development on the Central Coast. Local people have had their say in developing local character statements. The proposed building is not needed or wanted. It can't be justified on the grounds that it is at a transport hub. It's just a money making project in a prime beachfront location which will change the character of Ettalong forever.

Much of Woy Woy is being sacrificed to high rise near the railway station. The same excuse cannot be used for Ettalong which has already been transformed by villa developments, most of which are single storey. It should be kept that way.

Ettalong has its own distinct low key character and is a popular tourist destination. If this character is destroyed by high rise developments it will lose its attractiveness and tourism will suffer. Current tourism relies on an appreciation of natural values, the unspoilt nature of the waterfronts, picturesque views, the flora and fauna of the adjacent National Parks, opportunities for camping and bushwalking and the absence of major developments.

The creation of a high – rise centre in this environment is totally inappropriate. A seven – storey development adjoining the offensive club, will consolidate an urban style “concrete jungle” will be totally at odds with existing building patterns. The impact will be felt even in far distant suburbs because of the dominant visual mass.

Residents of the Central Coast are proud of their environment and desire an ecologically sustainable future, free of the excesses of developers who are driven only by short term gain.

This non – compliant development should be rejected because of its adverse impact on Ettalong itself and the area as a whole.

Our Association has over 200 members, none of whom are in favour of this proposal. We all hate the visual impact the existing multi – storey building has had on the two peninsulas, renowned for their natural beauty and landscape dominance.

We have attached three typical photographs of the Ettalong area as viewed from various points on the Bouddi Peninsula. The visual impact and out of character nature of the existing Ettalong Memorial Club development is clearly illustrated. It may well be argued by this developer that the non-compliant development of the Memorial Club sets a precedent. That argument is totally fallacious, a second building of similar size **doubles** the visual offence. Two wrongs do **NOT** make a right.

Please don't let it happen again. The purpose of SEPP 71 is coastal **protection**. Please apply both it and the many other controls which this development flouts.

Yours faithfully,

Gay Bull (Mrs.)
Secretary
Wagstaffe to Killcare Community Association Inc.

Attachment – Photo 1. Ettalong & Brisbane Water viewed from Killcare
Photo 2. Ettalong viewed from Wagstaffe
Photo 3. Ettalong & Memorial Club Building viewed from Bouddi National Park