

## HISTORY OF SEKISUI'S DEVELOPMENT SITE AT YAROOMBA

The site on which Sekisui has applied to construct a high-density residential development with a hotel tacked onto the end of it, was once part of the prestigious Hyatt Regency Coolum Resort. Here is a brief history of the site.

TIME (est.)	EVENT
mid to late 1980's	Kumagai Gumi developed the Hyatt Coolum Resort; which incorporated an 18-hole golf course, tennis courts and time-share holiday apartments. The resort was very successful during this time.
Sept 2003	Lend Lease bought the resort property - Hyatt continued to manage resort
Dec 2005	Lend Lease lodged a Development Application (DA) that included a proposal to re-develop the entire Hyatt property, primarily to permit the construction of over 600 residential dwellings. On the land east of David Low Way, it sought approval to replace 6 golf holes with a residential development in buildings from 2 to 6 storeys.
Aug 2006	3680 objections were lodged against the Lend Lease DA
Feb 2007	Lend Lease DA approved but only to 4 storeys, with over 300 conditions.
Mar 2008	Next Council election none of the 7 councillors who voted to approve the Lend Lease DA were re-elected.
Aug 2010	Lend Lease only proceeded with part of its approval and later on-sold the undeveloped balance of the land to Sekisui. This included the proposed development site. Sekisui can develop this site in accordance with these approvals: <ul style="list-style-type: none"> <li>• A maximum of 315 dwellings, of which 175 may be apartments</li> <li>• 138 of these apartments are to be contained in six 4-storey buildings, sited near the old Hyatt Beach Club</li> <li>• Other dwellings to have a maximum height of 2 or 3 storeys, depending on location</li> </ul>
July 2011	Palmer purchases the resort "from Lend Lease"
Oct 2013	With the full support of the then State Premier, Campbell Newman, Sekisui announced a development proposal for its site: <ul style="list-style-type: none"> <li>• 2,300 apartments in buildings to 12 storeys</li> <li>• 300 houses</li> <li>• 450-room hotel</li> <li>• 35,000 sq m retail space</li> </ul>
May 2014	After several years of work, Council adopted a new planning scheme (Planning Scheme 2014). It allows the Sekisui site to continue development in accordance with the existing Master Plan approval. Otherwise, any new development is to be assessed against the constraints of Planning Scheme 2014
Aug 2014	Campbell Newman received over 7000 letters objecting to his demanding the Council to amend the Planning Scheme 2014 to benefit Sekisui
Sept 2014	The community became aware that Council had been having secret meetings with Sekisui in order to amend the Planning Scheme 2014 to facilitate approval of a future DA. If the amendment was approved, Sekisui announced its intention to apply for the following (a revised version of what it had previously proposed): <ul style="list-style-type: none"> <li>• 1,470 apartments in buildings to 10 storeys</li> <li>• 250-room hotel</li> <li>• 3,000 sqm retail</li> </ul>
Early April 2015	Sekisui further revised its development proposal: <ul style="list-style-type: none"> <li>• 1,350 apartments to 10 storeys</li> <li>• 250-room hotel</li> <li>• 3,000 sqm retail space</li> </ul>
27 April 2015	As a result of considerable community pressure, Council voted not to amend the Planning Scheme
May 2016	Sekisui House began an intensive targeted marketing campaign. It comprised "workshops", 'surveys and a public display at a shopping centre. This campaign placed all emphasis on its hotel/resort proposal and no emphasis on its planned high-density (approx. 1077 dwellings) residential development
May 2017	Sekisui lodged its Development Application for a high-density residential development and a hotel. It requests approval for: <ul style="list-style-type: none"> <li>• approx. 1077 dwellings in buildings to 7 storeys; and</li> <li>• 7 storey 220 room hotel</li> <li>• 3,000 sqm retail space</li> </ul>

Of course, history could continue to repeat itself. If Sekisui gains approval, it could build Stage 1 (a 7-storey hotel and 2 x 7-storey apartment buildings) then sell the undeveloped balance of the site to another developer. This new developer could make application for a new high-rise development that would further increase the heights and population density. On and on it goes!