

Officer: Sarah Chalkley
Direct telephone: 07 5420 8768
Email: sarah.chalkley@sunshinecoast.qld.gov.au

21 March 2019

Ms Melva Hobson
Secretary
OSCAR
PO Box 105
COOLUM BEACH QLD 4573

Email: mail@oscar.org.au

Dear Ms Hobson

RE: SUNSHINE COAST DESIGN STRATEGY

Thank you for your letter of 13 March 2019 regarding the Sunshine Coast Design Strategy survey. We appreciate your comments and will take them into consideration.

The intention of the Sunshine Coast Design Strategy, once it has been completed and adopted, is to educate decision makers and inspire good design of the built environment on the Sunshine Coast. It will be a design resource for council, the community, designers and the development industry.

With this in mind, I offer the responses below to your questions:

- The development of the Strategy has involved discussion and workshops with a range of stakeholders. The survey component of the engagement was intended to reach a broad spectrum of the community. It was promoted widely via a variety of means including print media, social media, the Council website, newsletters and in the local libraries.
- The intent of the survey was to help council understand the qualities and features of the Sunshine Coast that the community values and enjoys. It was designed by council staff to encourage community engagement in the project.
- The Councillors were invited to share the survey with their constituents as they considered appropriate.
- In general, council surveys provide a cost-effective opportunity for council to reach a wide range of people in the community. Online surveys are a proven and effective way of reaching a large audience quickly and in an easy-to-use way that allows them to provide feedback in their own words and at a convenient time.

Here are some survey statistics to answer your question about reach and number of responses:

- 963 surveys submitted
 - 2,164 clicks to the survey
 - 5,299 overall clicks to the project webpage during the engagement phase
 - The majority of respondents commented that they were satisfied with the overall survey.
-
- The development of the Design Strategy will be informed by the three key Council policy documents (ie. the Environment and Liveability Strategy, the Regional Economic Development Strategy and the Community Strategy).
 - The proposed Design Strategy is separate from the Planning Scheme, and is not intended to result in any amendment to the current Planning Scheme.
 - In any event, the provisions in the Planning Scheme will take precedence over the eventual Design Strategy for any current development applications recognising that the planning scheme is a statutory instrument and has a specific role in development assessment under the *Planning Act* and the Queensland Planning System.
 - The images used in the survey were chosen to represent a variety of existing Sunshine Coast characteristics and design styles and reflect the current situation on the Sunshine Coast – they are not intended as aspirational imagery. The images were not chosen to represent either good or bad design – they were included to be non-biased and to give the community the opportunity to have their say. The images were also chosen to be largely non-identifiable.

The Sunshine Coast Design Strategy project team would be very happy to meet with you to discuss this project.

In the interim, should you have any further questions about the survey, you are welcome to contact Sarah Chalkley, Manager Design and Placemaking on (07) 5420 8768.

Yours sincerely



Michael Whittaker
CHIEF EXECUTIVE OFFICER

Cc: Sarah Chalkley – Manager, Design and Placemaking