

5.0 HISTORICAL THEMES

The Pelican Beach Resort site has had land use changes over time that can be categorized according to historical themes (see **Table 1**).

Table 1. Historical Themes

Use of the Site	Australian Historical Theme	NSW Historical Theme
Plantation	Developing local, regional and national economies	Agriculture
Tourist Resort	Developing Australia's cultural life	Leisure

Reference:

NSW Historical Themes, Heritage Council of NSW, 4 October 2001.

6.0 SIGNIFICANCE ASSESSMENT

This Section of the report assesses the cultural heritage significance of the study area.

The primary significance values of cultural heritage are:

- Social Significance;
- Scientific Significance;
- Historical Significance; and
- Aesthetic Significance.

These values may be enhanced by the qualities of representativeness and rarity and may have local, state or national contexts.

Values are assessed against criteria laid down by the NSW Heritage Council. An item is considered to be of State (or local) heritage significance if it meets one or more of the following criteria (NSW Heritage Office 2001):

- (a) An item is important in the course, or pattern, or NSW's cultural or natural history (or the cultural or natural history of the local area);
- (b) An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area);
- (c) An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area);
- (d) An item has strong or special association with a particular community of cultural group in NSW (or the local area) for social, cultural or spiritual reasons;
- (e) An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area);
- (f) An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area); and
- (g) An item is important in demonstrating the principal characteristics of a class of NSW's (or a class of the local area's):
 - Cultural or natural places; or
 - Cultural or natural environments.

Significance assessment of the Pelican Beach Resort site was undertaken against these criteria.

(a) An item is important in the course, or pattern, or NSW's cultural or natural history (or the cultural or natural history of the local area);

The site is an exemplar of two historical themes: Developing local, regional and national economies (Agriculture) and Developing Australia's cultural life

(Leisure). These are common historical themes in the Coffs Harbour area; from the era associated with banana growing to the current association with the tourism industry.

(b) An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area);

There are no known special associations of items in the resort complex with particular people. The land has some association with Rieck who introduced the Fiji variety of bananas into the area in the 1870s. The resort building is associated with practicing architects Wolski Lycenko and Brecknock.

(c) An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area);

There is some technical achievement in designing the resort building to take advantage of the slope of the block and associated ocean views. The 'dog bone' shape and glass atrium are features that have some aesthetic appeal associated with the excesses of 1980s designs. The significant trees and Environment Protection Habitat and Catchment Zone within the landscape have created some aesthetic visual elements.

(d) An item has strong or special association with a particular community of cultural group in NSW (or the local area) for social, cultural or spiritual reasons;

Although community consultation was not part of the scope of the study, there are likely social values associated with this place; with people who worked in the banana industry and more recently with holiday guests to the resort. However, there does not appear to be a strong or special association.

(e) An item as potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area);

There are no cultural heritage items on this site that would yield information that would make a significant contribution to understanding NSW's cultural history - there is no evidence of former use of the site as a banana plantation and possible caravan park nor are the current buildings exceptional in their ability to yield information.

(f) An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area);

Low rarity values. There are other 1980s resort style developments in this area of NSW.

(g) An item is important in demonstrating the principal characteristics of a class of NSW's (or a class of the local area's):

- a. Cultural or natural places; or**
- b. Cultural or natural environments.**

Although the buildings and recreational facilities within the complex are typical of resort complexes of the 1980s, the declining condition of the buildings and facilities decreases their representative values.

7.0 SUMMARY AND CONCLUSIONS

The history of use of this site mirrors the pattern of development in the local area; from the eras associated with timber getting and banana growing to the current association with the tourism industry.

The buildings in the study area have some historic and social values mainly as a result of their association with tourism in the region. They have minimal representative, technical, research and rarity values. There are some aesthetic values, mainly associated with the significant trees and the Environment Protection Habitat and Catchment Zone.

The study area is not considered to have a level of significance that would warrant its conservation or listing on the State Heritage Register or on the schedule of heritage items in a local environmental plan.

In general, it is considered that items in the study area have minimal cultural heritage significance. Thus there is little likelihood of there being any archaeological relics in or on the land that have State or local heritage significance. Furthermore, excavation or disturbance of the land will have a minor impact on the archaeological resource and cultural heritage values of the site.

8.0 LEGISLATIVE REQUIREMENTS

Sub-section 1.3.5.2, Section 139 of the *Heritage Act 1977* states that an excavation permit is required in certain cases, one of these being:

A person must not disturb or excavate any land knowing or having reasonable cause to suspect that the disturbance or excavation will or is likely to result in a relic being discovered, exposed, moved, damaged or destroyed unless the disturbance or excavation is carried out in accordance with an excavation permit.

Under the *Heritage Act 1977* (Notice of Order under Section 139(4)), where the excavation or disturbance of land will have a minor impact on archaeological relics, an excavation permit under s.139 of the *Heritage Act* is not required provided that the Director of the NSW Heritage Office is satisfied that the criteria has been met and the person proposing to undertake the excavation or disturbance of land has received a notice advising that the Director is satisfied.

In order to satisfy the Director of the NSW Heritage Office, and given:

- the absence of archeological relics associated with agricultural use of the land and possible caravan park prior to the building of the resort in 1986; and,
- the minimal cultural heritage values associated with current items on the property,

an Excavation Permit Exception Notification Form (Sec 139(4), *Heritage Act 1977*) should be submitted to the NSW Heritage Office.

The following assessments in this report are relevant to filling out the Excavation Permit Exception Notification Form:

1. That there is little likelihood of there being any archaeological relics in or on the land that have State or local heritage significance;
2. That excavation or disturbance of the land will have a minor impact on the archaeological resource and cultural heritage values of the site.

8.0 RECOMMENDATIONS

Based on the above discussions, the following recommendations are made:

1. Documentation be collated prior to any demolition of buildings on the site and this documentation is to be lodged in the Local History section of the Coffs Harbour Shire Council Library. The documentation is to include:
 - a. Photographs of the buildings and facilities (historic and current photos showing internal and external aspects of the buildings. Some current photographs are available on the Pelican Beach Resort web site);
 - b. Information where architectural plans for the building (including floor plans) are available. The availability of this information should be confirmed with Wolski Lycenko and Brecknock Architects (129 Military Road, Neutral Bay, NSW 2089); and
 - c. A copy of this cultural heritage assessment report.
2. An Excavation Permit Exception Notification Form under the Heritage Act 1977 is to be lodged with the NSW Heritage office to exempt the developer from seeking an Excavation Permit (http://www.heritage.nsw.gov.au/docs/S139notification_form.pdf).

Volumes 1

11. Letter from Coffs Harbour & District Local Aboriginal Land Council



Coffs Harbour & District Local Aboriginal Land Council

PO Box 6150, Coffs Harbour Plaza NSW 2450

Phone (066) 52 8740

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1st August 2006

Attention: Mr Bill Jenner

Sapphire Beach Development Pty Ltd
C/o Attentus Projects and Properties
PO Box 1748
North Sydney NSW 2059

RE: CULTURAL HERITAGE ASSESSMENT REDEVELOPMENT OF PELICAN BEACH RESORT COFFS HARBOUR

Dear Mr Jenner,

Thank you for the opportunity to comment on any Aboriginal Cultural Heritage issues in relation to the redevelopment of Pelican Beach Resort, Coffs Harbour.

On the 27th July 2006, Mr Chris Spencer, Cultural Heritage Officer of Coffs Harbour and District Local Aboriginal Land Council performed a walk over assessment of the property to ascertain if any Cultural Heritage constraints exist for the redevelopment.

During this inspection it was noted that there was previous high levels of ground disturbance (previous land use) and that the likelihood of objects being located within the development envelope would be minimal.

No objects of Aboriginal origin were identified during the assessment.

Please be advised as per our conversation on site, that the area of hind dunes marked for beachfront homes does have low potential to contain archaeological deposits. It is also understood that this construction has restrictions and would need to be performed with machinery, during this activity your workers need to be made aware of this possibility and should any stone, bone and/or shell material/s be located that are suspected to be of Aboriginal origin, all works must cease immediately in the vicinity of the find and Coffs Harbour and District Local Aboriginal Land Council notified immediately to enable the inspection of material/s and all clear given for works to recommence.

If you require anything further or have any questions, please do not hesitate to call me on the above number.

Yours truly,

Chris Spencer
Cultural Heritage Officer

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12. Economic Impact Assessment

Sapphire Resort

Economic Impact Assessment

For Sapphire Development Pty Ltd

June 2006



This Report has been prepared on behalf of:
Sapphire Development Pty Ltd.

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Summary and Conclusions

Impacts of the closure of the Pelican Beach Resort:

1. The closure of the hotel will lead to the loss of direct employment of about 45 – 50 from the hotel. However, as other hotels in the region are currently operating below capacity, it is expected that this will be largely taken up by increased employment in other hotels. The net loss of jobs is likely to be about 10, but with a loss of a few relatively higher paid management and supervision jobs and a little change in casual service jobs.
2. Total tourist visitation to Coffs Harbour is unlikely to be affected. The closure of the resort represents the loss of 1.6% of hotel establishments and 6.2% of the rooms in hotels, motels and serviced apartments with 5 rooms or more. There are adequate numbers and variety of other hotels in Coffs Harbour to meet the requirements of most visitors. There are very few days when all hotels are at or near capacity.
3. Many hotels in Coffs Harbour are operating at occupancy levels that are marginally viable. The additional clientele gained by the remaining hotels may contribute to their ability to reinvest and upgrade their establishments.
4. The conference and events sector will lose 9% of establishments but only 3-4% of the delegate days capacity. It is anticipated that most of the events lost can be captured by the remaining venues, although some users may be lost. This is expected to represent less than 1% of the current activity in the sector.
5. As total visitor numbers are not expected to be affected significantly by the closure, employment and turnover in restaurants, attractions, transport, retail and other tourism supported activities are likely to remain unchanged.
6. Given the small overall change from the closure, the multiplier effects of the closure are also expected to be negligible.

Impacts of the new development:

7. The new development is likely to create 3 – 20 jobs associated with visitor accommodation, essentially offsetting the 10 direct jobs lost in the hotel not picked up by other hotels.
8. The new \$65-\$70 million development will create about 225 direct jobs during a two year construction period and about the same number of indirect jobs. These jobs do not represent a net economic growth, as the development will, at least in part, substitute other construction activities due to crowding out effects.
9. The new development will provide housing or accommodation for approximately 235 persons, depending on the time of year and proportion of units permanently occupied and those used for visitors. This will provide for additional holiday unit capacity, a sector in the Coffs Harbour market that has been growing recently in contrast to the hotel sector.
10. The new development will permit flexibility of use, allowing units to be occupied by permanent or short term rentals or transferred to owner occupiers according to the relative demand in these different sectors. This has the ability to reduce over capacity or to generate additional capacity according to changes in demand.
11. The new development represents about 15% of the additional dwellings constructed in the LGA each year or about 25% of apartments approved in 2005. The proposed apartments are expected to be of a premium standard and will represent a major part of that market sector when developed until sold.

12. If the new development attracts additional high net worth individuals including business owners relocating to Coffs Harbour, it will further contribute to the economic development of the region. This development is considered to be more likely than market median developments to attract new residents of this type. However, market median developments are also required for the associated additional employment generated. As this outcome is expected but speculative, no net gain in employment or population is directly attributed to it.
13. To the extent that population gain would be housed in other developments should this one not go ahead, no gain in population is directly attributed to development.

1 Introduction

1.1 The site

The subject property is located between the Pacific Highway and the ocean in Sapphire Beach. The site is 6 km north of Coffs Harbour. The majority of the site is zoned Residential 2E, Tourist.

The site includes three lots with a total area of 41 503 m². The site currently contains the Pelican Beach Resort, a resort hotel built in 1986. The resort comprises 114 suites in a building that steps down the steep slope to the beachfront. It includes a swimming pool, tennis courts, outbuildings, grassed area and direct access to the beach. However, the building is becoming dated, is not trading profitably, and would require major reinvestment to remain competitive as tourist accommodation.

There is a former restaurant building, now vacant, on the 'top' of the site adjacent to the Pacific Highway (western boundary). There is vacant land directly adjacent to this, and an area of grassed land on the lower area adjacent to the beach and resort (north east corner).

The site includes an area of about 2500 m² on a very steep slope (roughly centred toward the north side of the site) zoned as Environmental Protection 7A Habitat and Catchment, which is mostly covered in native vegetation and some weeds.

It is proposed to redevelop the site with a mix of visitor accommodation and permanent residences in the form of apartments and beachside houses. It is expected that this form of accommodation will be more economically viable and the overall development will provide a greater net benefit to the community by providing the flexibility to offer either visitor accommodation or permanent residences according to the relative demand for each. It will also provide premium standard housing for future residents of Coffs Harbour.

1.1.1 Policy context

The proposed redevelopment of the site is subject to the following planning controls:

- State Environmental Planning Policy Major Projects 2005
- State Environmental Planning Policy No 71 – Coastal Protection
- State Environmental Planning Policy 65 – Design Quality of Residential Flat Buildings (SEPP 65)
- State Environmental Planning Policy – The Building Sustainability Index BASIX 2003
- State Environmental Planning Policy 11 – Traffic Generating Developments (SEPP 22)
- North coast Regional Environmental Plan 1988 (NCREP)
- Coffs Harbour Local Environmental Plan 2000 (LEP 2000)
- Coffs Harbour Residential Tourist Lands Development Control Plan
- Coffs Harbour Off-Street Parking Development Control Plan
- Coffs Harbour Subdivision Development Control Plan