

I am a new resident of Shell Cove, who has been encouraged to move there by the extensive marketing of the Waterfront, including the marina and harbour, as well as the lifestyle and amenities. I am currently renting a property there until our townhome on the Promontory Drive is completed in about a year's time.

I oppose the significant increase in the building heights of the apartments and hotel so close to the harbour with corresponding higher residential density and loss of views. The increase in the building heights and suggested architectural changes will obviously impact negatively on the relaxed but stylish feel of the original concept.

Whilst we may not have extensive, direct ocean and harbour views from our new townhome, any views and morning sun from the front of the house, upstairs bedroom, balcony and street will likely be seriously affected by the proposal to increase sector B2 apartments from 2-3 stories to double or almost double that height (3 - 4 stories now proposed as 6 stories).

I don't believe the proposal is in keeping with the character and appeal of the original approved plan. The Waterfront, as developed under the 2011 Concept Plan, has been marketed very strongly for some time as a beautiful, relaxed coastal environment. It has encouraged individuals and families, including my wife and I, to move to the area and make significant investments in the future for themselves and families. The impact on these local residents appears to have been passed over by the proponent, with inadequate discussion and belated consultation.

Such a major change to the Waterfront, the central component of the whole development, should not be considered without further detailed analysis and consultation.

These changes will likely reduce the opportunity to enjoy the local area, the coastal environment, views and the marina generally - through increase in traffic, insufficient parking, aesthetics and overshadowing of the whole area. There appears to be no plans to address the impact on local services of the 25% or more additional residents proposed to be located there.

I hope this wasn't a strategy to get the development approved, so that later the proponent could use the NSW Planning system to progressively increase the size and scale of the project, by obtaining approval to increase the population density in the interests of profits.

It appears the object of this proposal is to gain approval to build and sell (at premium prices) additional residences close to the harbour and boasting direct, close water views. However, this objective will be at the expense of the existing residences, whose views will be diminished, local services reduced and the original marina proposal compromised.

I trust the Shellharbour Council partner in this proposal takes a different view and focusses on building the amenity and character as originally outlined to residents, rather than taking an opportunity to sell premium properties close to the water at the expenses of others, previously seduced to move here.