

31 August 2025

Objection to State Significant Development – Broadlands South West Rocks Multi dwelling housing – Gregory Street, South West Rocks

As a long term resident and rate payer of South West Rocks, I am writing to express my strong objection to SSD-82352708, Broadlands South West Rocks Multi dwelling housing in Gregory Street, South West Rocks for 101 dwelling sites.

This development is inconsistent with:

- 2045 Your Future Community Strategic Plan
- Future Macleay, Growth & Character – Local Strategic Planning Statement (2020)
- Kempsey Local Growth Management Strategy 2041 (2023)
- South West Rocks Structure Plan (2023)

This development threatens to irreversibly change and degrade the character, social, tourism and environmental values of South West Rocks.

The Site is zoned as R1 General Residential and R3 Medium Density Residential under the KLEP2013. Caravan parks are prohibited in these zones under the KLEP2013. Manufactured home estates are not permissible on the Site under the Housing SEPP. This development is grossly inconsistent with the intent of the LEP and permitted development.

The South West Rocks Structure Plan identifies that first amongst what the community loves is the beautiful natural environment and the peaceful relaxed nature of our town, and the community values the relaxed coastal village atmosphere. A development of this size and density so far from the town centre will grossly change the peaceful relaxed nature of the town and relaxed coastal village atmosphere. The significant clearing that has been undertaken to prepare the site has already degraded the beautiful natural environment, including precious koala habitat.

South West Rocks is already struggling under exponential development and visitation increases since Covid. The town does not have the infrastructure to support the current rate of growth. There are already significant traffic and parking issues and this development is one of many developments already underway. The town cannot support the likely 100 additional vehicles associated with this development, let alone the myriad of other infrastructure issues. The relaxed nature of the town is at immediate risk of being lost forever.

This proposal is not consistent with the vision or objectives of several adopted strategic plans and strategies, and is a significant threat to the character and amenity of South West Rocks. South West Rocks represents one of a handful of places left on the north coast of NSW that delivers a special set of coastal values and experiences for the community of NSW. If economic growth is relentlessly pursued through the simplest option of increased visitation and population alone, these values are at risk of being eroded and becoming extinct. Many places on the coastline between Sydney and Brisbane have pursued endless high rise and development, the closest examples being Forster, Port Macquarie, Nambucca and Coffs Harbour. The South West Rocks point of difference is its natural beauty, lack of crowds, small town character, natural coastal amenity and rustic charm. If we pursue mindless, endless growth, the very values that are our greatest asset and offer our greatest economic potential will be lost.

Please reject this development application to preserve the values and character that make South West Rocks special and the point of difference that will offer the greatest sustainable economic potential into the future.