



## Opportunity to balance business with lifestyle

### cbdinsight

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THE Sunshine Coast's first designated central business district presents a once in a lifetime opportunity to create a truly "green city" from the ground up.

The Maroochydore Central Precinct will grow to be the official business centre of the region.

Naming a new CBD is not that new and the Gold Coast recently did it with Southport.

After years of Southport generally being recognised as the unofficial central business district of the Gold Coast because of the government buildings and courts that were located there, finally it was formally announced as such.

That is not what has happened on the Sunshine Coast. The Maroochydore Central Precinct does not exist yet. It is to be a true greenfield development.

The core is a 53ha former golf course that is to be turned into a mod-

ern, fully integrated business district that will ultimately include commercial

offices, government buildings, entertainment venues, retail shops and residential apartments in much the same way as every other city of all sizes around the world.

The unique thing about this city is that it is to be built from concept. Ultimately it will have all the amenities of a city anywhere else but display a truly Coast style through its design by combining water features and green space with usable canals.

It will be a people's business centre, not choked with vehicles. It will be well connected by buses and light rail that link it to important precincts such as the health hub at Kawana.

It will have enormous tourist appeal because of its uniqueness and be a thriving business centre because businesses will want to be a part of it.

But what can be added to ensure all this will eventuate?

The Sunshine Coast is already quite well known overseas, but nowhere near the renown that it could command as having the world's only truly green city.

It would be Sunshine Coast's best advertise-



ment, along with its enviable beaches and lifestyle.

Many international and national firms already embrace sustainable development and this trend is growing stronger every year.

There is plenty of evidence now that the world has to change its thinking on environmental damage. It is undeniable and growing numbers of major businesses want to be closely associated with the ideals of sustainability.

Cities around the world are making efforts to clean up their act and some Chinese cities have made remarkable improvements to reduce pollution and make them more habitable.

Maroochydore has a unique opportunity to show the world how to get it right from the start, from the planning and the services to the rules of development.

The key is to engage with the Green Building Council of Australia, green accredited professionals and other sustainability experts from the start before the roads and services

go in.

The GBCA has a green communities rating for this purpose and it is all about setting out development codes to ensure continuity of the sustainable principles throughout the new precinct.

That means more than just specifying that any new developments have to be a minimum of 4 Star Green Star. It means that the services, water collection, and a number of things have to be planned as sustainable from the start and the GBCA can advise on this.

Will there be extra costs? Probably. But extra reward is certain.

The outcome will be a world acclaimed "green city" to which major firms will want to be associated, where international tourists and students will want to visit, where residents will want to reside and businesses will want to be based, and which together will be a significant boost to the local economy.

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