



BYRON BAY TOWN CENTRE MASTERPLAN

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FINAL MASTERPLAN REPORT

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Final Masterplan Report

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Prepared for Byron Shire Council by McGregor Coxall [Sydney]
with sub-consultant services provided by People Place and Partnership, SPACE Studio, Hill PDA, GTA Consultants, Alluvium Consulting, Royal Haskoning DHV, Urban Interactive Studio and Parkland Planners

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Revision	Status	Date	by	Checked
A	Draft Report	28/09/15	MC/MR	MC
B	Draft Public Exhibition	07/12/15	MC/MR	MC
C	Draft Public Exhibition	05/02/16	MC/MR	PC/MC/MR
D	Final Public Exhibition	15/02/16	MC/MR	PC/MC/MR
E	Final Report	20/07/16	MC/MR	PC/MC/MR



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1.0 Introduction

This section introduces the project background, the study area and the teams approach to ensuring an holistic and integrated solution to revitalising Byron Bay Town Centre.

1.0 Introduction

1.1 EXECUTIVE SUMMARY

The vision for the The Byron Bay Town Centre Masterplan is to "connect the centre of Byron Bay with the spirit of the community". Through flexible and responsive strategies the masterplan will have the capacity to evolve as the needs of the community change into the future.

Byron Bay has experienced a rich and interesting history that dates back to the region's geological formation 23 million years ago. The team's early background research identified eight phases in Byron Bay's history that have shaped the town centre we see today. What is evident in analysing the history is the often unforeseen rise and fall of the town's fortunes over the centuries. This was due to an unsustainable dependence on certain industries and the need for reactionary change to address the crises that ensued. During these changing times, what was apparent was the will and passion of the community and their ability to adapt to changing situations.

In 2011 Byron Shire Council undertook research to determine both residents and visitors satisfaction levels with the town centre. 81 per cent of the resident population stated that Council should renew and maintain its existing infrastructure, while 47.8 per cent of residents requested that Council develop new infrastructure. In response, Council undertook an eight month tender process and engaged the McGregor Coxall team to partner with Council and deliver an holistic masterplan that integrates both masterplanning and placemaking together.

The team worked closely with the community, council, various stakeholders and a community leadership group called the 'Bounce Group' over a sixteen month period to first understand and then strategise the future for Byron Bay Town Centre. This included three engagement periods with over 30 interactive workshops, beginning with the Bay Lane Festival in 2014. An interactive website, Byron Bay Our Plan, was also developed to engage with the community and collect feedback. This community engagement has been central to the Masterplanning process, ensuring the outcomes and strategies reflect the community's vision for the future.

The initial understanding, gained through the community engagement activities, highlighted a number of existing features that were strongly valued by the community. In particular, Main Beach, the natural setting and beauty of the town centre and its surrounds, as well as access to local businesses. The team also learnt that traffic congestion was the community's biggest concern, while the prevalence of national chainstores and a lack of safety, particularly at night, were also high on the least favourite list.

The community's feedback was then considered in the context of the six 'Place Vitality Criteria' that underpin the McGregor Coxall team's approach to the Town Centre Masterplan. These criteria ensured the town centre was

viewed holistically, with inter-relationships between the six criteria drawn out and analysed. Critically, the Community sits at the core of the strategies and the uniqueness of Byron and its residents come to the fore.

The Place Vitality Criteria, which consist of Access & Movement, Public Domain, Natural Environment, Culture, Economic Development and Built Form & Aesthetics were used to firstly analyse and then strategise the town centre. In total, 24 sub-strategies were developed that look to set up a flexible framework to guide positive change within the town centre. It became evident the key to unlocking the potential of many of the strategies, including pedestrian prioritisation, increased biodiversity and flexible public spaces, was reducing vehicular movements within the town centre. To kick start this process Byron Shire Council has allocated funding for the 2016/17 financial year to undertake traffic studies in line with the masterplan strategies.

The masterplan is divided into 12 precincts that reflect the varying identity and character of the town centre. Six precincts have been further developed to test the strategies in a series of short and long term priorities. These priorities reflect a synthesis of feedback from the community as well as the team's professional inputs. It should be noted that the priorities, both long and short term, are subject to change as the masterplan evolves. Pilot projects and further studies will test the masterplan and reveal more detail and deepen understanding of the town centre. This is one of the key benefits of this masterplanning process, it has the flexibility to respond and adapt to the changing needs of the community.

Encompassing each of the Place Vitality Criteria, and critical to the delivery of the masterplan, is strong Governance and successful Implementation. The masterplan proposes to establishment an inclusive and committed Byron Bay Our Future Leadership Team, comprising a select group of council representatives, independent experts and engaged members of the community. This team will be tasked with guiding the implementation of the masterplan and engaging with the community into the future. The role of Byron Shire Council is also critical to the successful implementation of the masterplan, through the development of strong partnerships and networks with State Government agencies, local business and the community.

The Byron Bay Town Centre Masterplan lays the foundation for positive change. The community is key to the success of the masterplan and will be responsible for holding the Byron Bay Our Future Leadership Team and Byron Shire Council to account. Things will change, that is certain, whether the change is positive is up to the community of Byron Bay.

1.2 BACKGROUND

An iconic NSW tourist destination, Byron Bay is visited annually by more than 1.4 million domestic and international tourists and is home to more than 30% of the Shire's residents, approximately 9420 people [ABS 2012]. It benefits from major natural attractions and from relaxed and diverse cultural communities, building on sustainable practices and alternate ways of living.

In 2011, Council undertook resident and visitor research to uncover satisfaction levels with the Byron Bay town centre. 81 per cent of the resident population stated that Council should renew and maintain its existing infrastructure, while 47.8 per cent of residents requested that Council develop new infrastructure. In response to this dissatisfaction, Byron Shire Council undertook an eight month tender process to engage the McGregor Coxall team to partner with council and deliver an holistic masterplan that integrates both masterplanning and placemaking together.

The purpose of the Byron Bay Town Centre Masterplan (BBTCM) is to present a vision and strategy to guide the future form of Byron's Town Centre, and to set out realistic actions and projects to achieve that vision. The planning objectives of the BBTCM are to:

- Present a compelling vision for the future of the town centre of Byron Bay that reflects and enhances the Byron identity through sound placemaking principles;
- Review, evaluate and synthesize the relevant goals and objectives of existing projects, plans, technical studies and background materials;
- Work in partnership with Byron Shire Council's BBTCM working group/committee to generate and integrate technical content into the BBTCM;
- Engage and inspire community and stakeholders to be involved with the formulation of the vision and strategies;
- Develop a strategy incorporating contemporary urban design principles and practices, that addresses, but is not limited to the key urban design themes and principles;
- Present a suite of actions and catalyst projects that will achieve the vision in an innovative, affordable and practical manner; and
- Include a robust staged implementation plan with governance and funding recommendations.

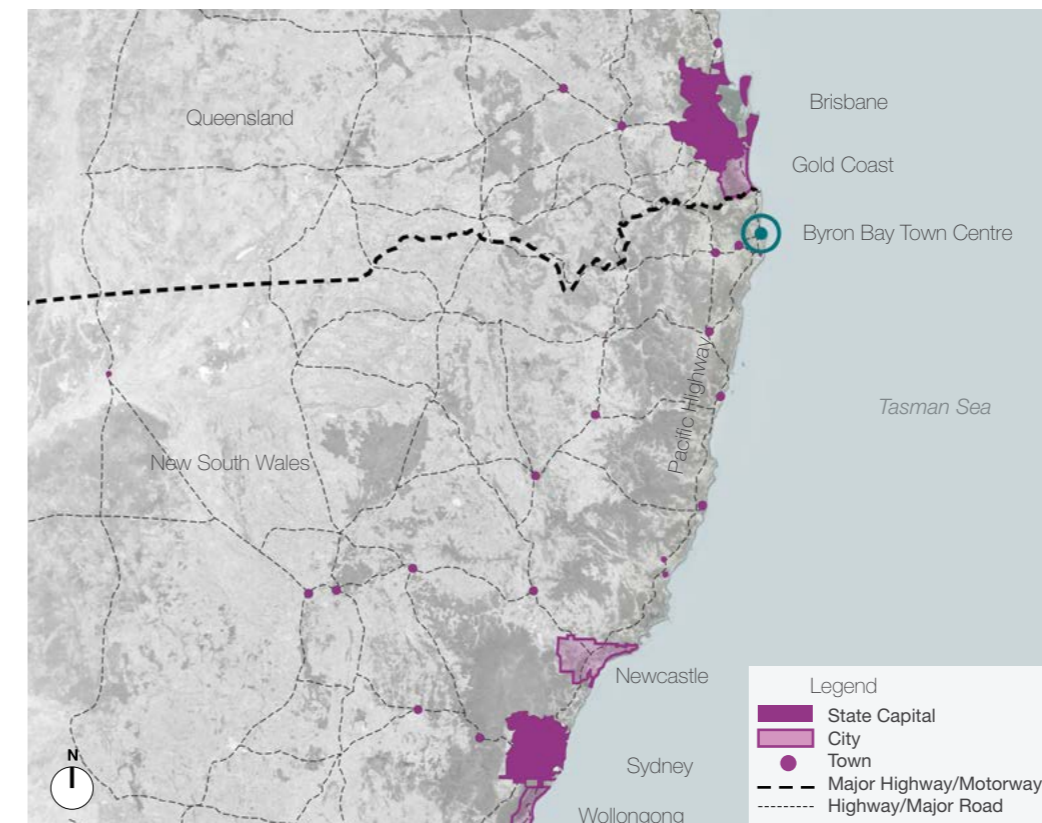


Figure 1.01 - Location Plan

1.3 THE STUDY AREA

Byron Bay is located approximately 165km south of Brisbane and 770km north of Sydney. The nearest major regional centres of Ballina and Lismore are located approximately 30km south and 45km southwest respectively. Byron Bay is located within Byron Shire Council and is the eastern most town in the Shire, on the shores of the Tasman Sea. Cape Byron is the easterly most point of the Australian Mainland.

Byron can only be accessed by road, after the North Coast Railway was decommissioned in 2004. The Pacific Highway passes approximately 6km west of the town, with access via the regional Ewingsdale and Bangalow Roads.

The Byron Bay Town Centre study area is defined by Butler Street to the west, the coastal foreshore to the north, Massinger Street to the east and Browning Street to the south. Key spaces that form crucial components to the masterplan are Butler Street Reserve, Main Beach, Clarkes Beach, Jonson Street, the Recreation Grounds, Sandhills Estate, the decommissioned rail corridor and Railway Park. This study area will be considered in an holistic manner that utilises the expertise of McGregor Coxall's multi-disciplinary project team.



Figure 1.02 - Byron Bay Town Centre Study Area

1.4 REPORT STRUCTURE

The Draft Masterplan Report illustrates the 20 year vision for Byron Bay Town Centre. The following sections form the structure of the Report.

- 2.0 Place Vitality Criteria: This section provides an explanation of the Place Vitality Criteria that underpin the project approach.
- 3.0 Vision and Place Principles: The vision and place principles form the fundamental tests for success to what the masterplan should achieve.
- 4.0 Place Strategies: This section integrates the community's comments into a series of Place Strategies for Byron Bay Town Centre
- 5.0 Town Centre Masterplan: The masterplan identifies key projects for twelve precincts with a focus on six catalyst sites.
- 6.0 Delivery Framework: This section explains how the strategy and actions should be coordinated and delivered over the next 20 years.
- 7.0 Implementation Plan - The Implementation Plan overviews the planning and project priorities for delivery within the short term, initiating the realisation of the Byron Bay Town Centre Masterplan.

1.5 PROJECT METHODOLOGY

The Byron Bay Town Centre Masterplan has been prepared through a five stage process comprising;

Stage 01: Project Understanding

The purpose of this stage is to listen to the community and stakeholders to understand the opportunities, challenges and big ideas for Byron Bay Town Centre. The site analysis findings from this stage established a platform in understanding the town centre and informed the development of Stage 02's Vision and Place Principles. Key outputs in this stage are;

- Historical Evolution of Byron Bay
- Strategic Positioning
- Place Vitality Analysis

Stage 02: Vision and Place Principles

The vision and place principles form the foundation for the town centre strategies moving forward. Key outputs in this stage are;

- The Project Vision
- Place Principles
- Considerations

Stage 03: Strategy Development

Town Centre strategies and actions will be prepared that respond to the stage 01 and 02 outputs. The proposed strategies aim to reposition the town centre in an holistic manner, that seamlessly integrates the social, economic and environmental processes together. Key outputs in this stage are;

- Town Centre Strategies
- Key Actions
- Stage 03 Report

Stage 04: Draft Masterplan

The conclusions from stage 03 will be refined and developed into a draft masterplan that forms a visual illustration of the town centre. Key outputs in this stage are;

- Town Centre Masterplan
- Delivery Framework
- Draft Implementation Plan

Stage 05: Final Masterplan

The masterplan initiatives tested in stage 04 will be further refined ahead of the masterplan exhibition. Key outputs in this stage are;

- Draft Town Centre Masterplan
- Public Exhibition
- Final Masterplan and Implementation Plan

1.6 PROJECT TEAM

McGregor Coxall leading a multi-disciplinary team were engaged by Byron Shire Council to develop a masterplan for Byron Bay Town Centre. Working with the community and collaborating with council, stakeholders and a Community Leadership Group called the Bounce Group, the McGregor Coxall team comprises a 'Community Team' and a 'Technical Team'. People Place and Partnership, SPACE Studio and Urban interactive Studio form the 'Community Team', whilst Hill PDA, GTA Consultants, Royal Haskoning DHV, Alluvium Consulting [Water Sensitive Urban Design and Parkland Planners form the Technical Team. The roles of each team member is outlined below.

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Community Engagement and Place Making
<http://ppandp.com.au/>

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Community Engagement and Local Architecture
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Urban Interactive Studio
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Hill PDA
Land Economics and Planning
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GTA Consultants
Sustainable Transport
<http://www.gta.com.au/>

Alluvium Consulting
Water Sensitive Urban Design
<http://www.alluvium.com.au/>

Royal Haskoning
Coastal Engineering
<http://www.royalhaskoningdhv.com/>

Parkland Planners
Recreation Planning
<http://www.parklandplanners.com.au/>

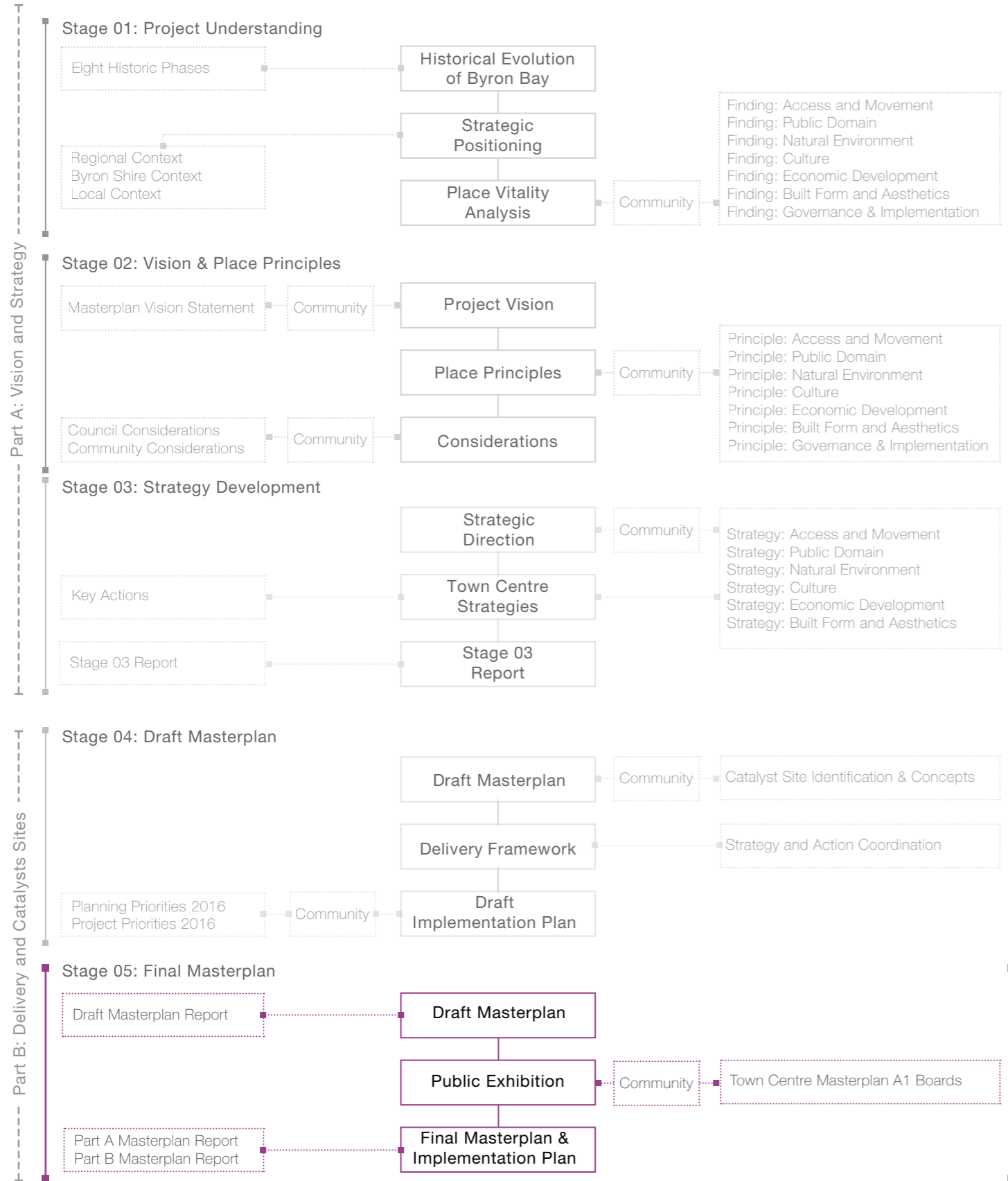


Figure 1.03 - Project Approach Diagram



2.0 Place Vitality Criteria

This section provides a simple explanation of the Place Vitality Criteria that underpin the holistic masterplanning approach applied to Byron Bay Town centre.

2.0 Place Vitality Criteria

2.1 PLACE VITALITY CRITERIA

The traditional masterplanning approaches that characterise modern society have resulted in masterplans that are over-determined, rigid and by their very nature lack the ability to change and adapt over time. They are planners constructs that offer a sense of permanence and are frequently driven by finance rather than real place-making that build on a local community's needs.

However, as varying social, economic and environmental factors become ever present the static planning processes embedded within western culture are exposed. We deceive ourselves in believing that the world is permanent. In reality, the only certainty is that everything changes. This acceptance of change has led to the emergence of more informal planning processes that embrace the transitory nature of our centres.

The McGregor Coxall team has developed a town centre revitalisation approach that intrinsically integrates both masterplanning and placemaking together. Crucial to this approach is that masterplanning strategies show a commitment to establishing flexible and changeable solutions to people's needs.

To ensure a well considered and holistic masterplanning process, six town centre vitality criteria have been identified. At the core of the vitality criteria is the community and the crucial role they play in informing the strategies, actions, future governance and future implementation of the masterplan.

Community

Town centre's have always been about much more than shopping. Retail is an important part of the town centre mix, but people also come for many other reasons, such as to visit cafés, restaurants, pubs, galleries, museums, cinemas, parks, hairdressers, beauty parlours, doctors and dentists, libraries, banks, solicitors, and estate agents. The town centre can provide a setting for shared experiences, and be a focal point of local identity, community pride, and common heritage and values.

High streets and town centres that are fit for the 21st century need to be multi-functional social centres, not simply competitors for stretched consumers. They must offer irresistible opportunities and experiences that do not exist elsewhere, are rooted in the interests and needs of local people, and will meet the demands of a rapidly changing world.

We believe that at the heart of any response to the challenges facing our town centres must be a recognition of the uniqueness of place and that these unique places are created and shaped by people who use them.

That is why the community form a central component to the BBTCM process. Their views, perspectives and values ensure the development of a town centre masterplan that is both responsive and flexible to accommodate their varying needs.

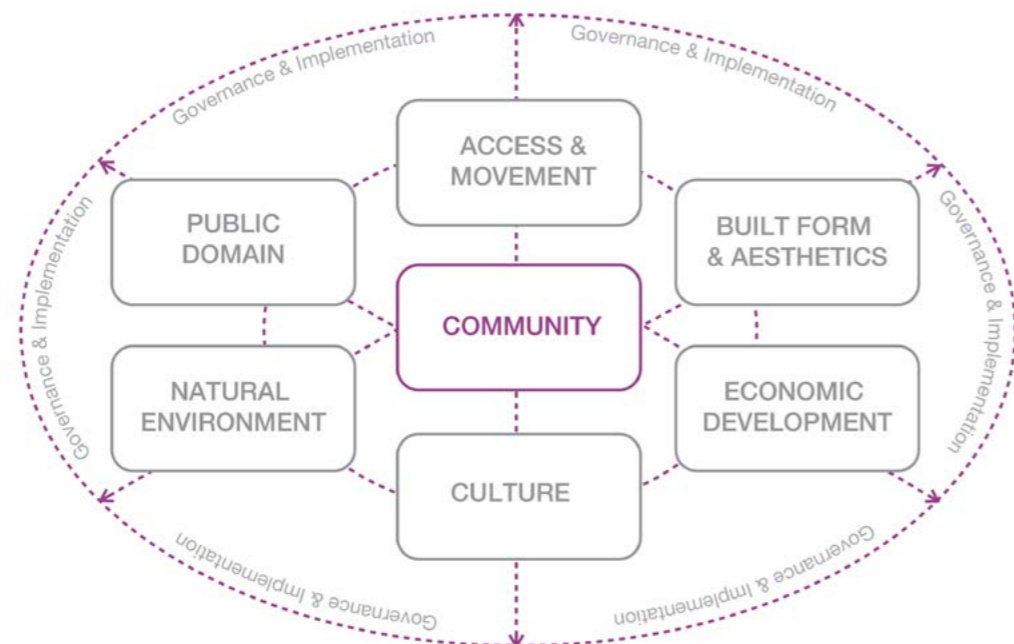


Figure 2.01 - Place Vitality Criteria Diagram

Access & Movement

Motorised vehicles form a dominant characteristic in many town centre's today. However, the most vital town centres reconcile the dominance of the vehicle by prioritising pedestrians, cyclists and modes of public transport. Emphasising walking, cycling and public transport as a viable mode of transportation, with a strong impact on health is leading towards more sustainable town centre's. Key points to consider when evaluating and strategising 'Access and Movement' are as follows

- Street Hierarchy and Traffic Volume.
- Access and Parking.
- Public Transport Network.
- Pedestrian and Cycle Network.

Public Domain

A quality public domain, beyond providing an aesthetic component for town centres, can support a legible, safe and well connected network of streets and public spaces. It is important that a town centre's public domain responds to the local user requirements establishing a responsive town centre environment. Key points to consider when evaluating and strategising 'Public Domain' are as follows;

- Open Space Network;
- Safe and Unsafe Zones;
- Streetscape Elements;
- Streetscape Materials.



Community



Access & Movement

Natural Environment

Essential to any vital town centre is the balance between hard and soft landscape, ensuring a symbiotic relationship between the urban and natural environment. As town centres expand, natural habitats are enveloped by the urban environment, altering the natural ecosystems and bringing the urban environment into direct contact with the natural environment. Key points to consider when evaluating and strategising 'Environment' are as follows

- Natural Hazards;
- Nature and Biodiversity;
- Street Trees and Planting;
- Topography and Views.

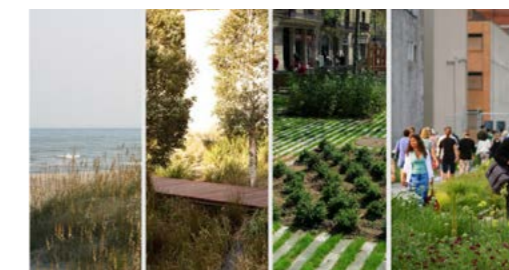
Culture

The cultural uniqueness of a centre comes from the very community that inhabit it. Typically it's the spontaneous outcomes and the diverse demographic that foster cultural richness in town centres. It is through a town centre's community that the cultural values, unique features and history can be interweaved into a town centre, creating the 'spirit of a place'. Key points to consider when evaluating and strategising 'Culture' are as follows;

- Events and Festivals;
- Public Art and Performance;
- Community Facilities;
- Heritage.



Public Domain



Natural Environment

Economic Development

Successful town centres typically have animation, vitality, and an discernible ‘buzz’. To create this vitality and vibrancy a diverse array of uses should be accommodated that cater for all user groups. This variety of uses within a town centre reinforces a multifunctional centre and ensures town centre’s are economically resilient to market changes. Key points to consider when evaluating and strategising ‘Economic Development’ are as follows;

- Market Economics;
- Land Uses;
- Active Frontages.
- Economic Heart and Mix;

Built Form & Aesthetics

The built form and aesthetics of a town centre is rooted in its urban structure, quality of architecture and the nuances of building height, style, texture and colour. Successful town centres ensure that the built form offers a sense of arrival and enclosure to a collective entity or place. Good built form also forms a physical extension to the public domain. Key points to consider when evaluating and strategising ‘Built Form and Aesthetics’ are as follows;

- Village Arrival;
- Building Heights;
- Town Centre Character;
- Architecture.



Culture

Governance & Implementation

Governance has become a hot topic over the last decade as evidence mounts for the critical role it plays in determining the delivery of widespread plans, policies and projects. There is a growing consensus that good governance is perhaps the single most important factor in any projects ultimate delivery.

For good governance to exist in both theory and practice, the community must be empowered to participate in meaningful ways and have a role in the decision-making processes. Crucial to this, is engaging the community so that we begin to empower them from the outset, as well as take the opportunity to up-skill the community on key issues while capturing some of the local champions of the project along the way.

In developing a strong governance framework for the delivery of the Masterplan the overall goal is to form a strong, effective and representative group that will manage the implementation of the Masterplan in a professional and coordinated way. Along side establishing an ongoing governance management group it is equally important that a set of Critical Success Factors (CSFs) are created. Key points to consider when evaluating and strategising ‘Governance and Implementation’ are as follows;

- Planning Controls;
- Landownerships;
- Community;
- Governance and Funding.



Built Form & Aesthetics



Economic Development



Governance & Implementation

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What is your big idea for 'Byron Bay Town Centre'

Car shopping zone

Train Please. ♡

beach side restaurants & cafe's

better parking facilities

Alternative transport
-> train

Legalize Weed! 😊

Encourage local artists/owners in shopping precinct

MORE BIKE PATHS

Proper Bike Paths (FAMILIES)

Coconut recycling Bins!!

Proper toilets they are a disgrace

Limit Sale so much so people

SAVE THE TREES

Traffic free Skateboard

Skate park Main Beach

FREE CAMPING GROUNDS

3.0 Vision & Place Principles

The vision and place principles form the foundation of the masterplan. They integrate the analysis and community findings discussed in the Project Understanding Report and form the fundamental tests for success and a shared understanding to what the masterplan should achieve.

3.0 Vision & Place Principles

3.1 VISION STATEMENT

The Bay Community Spirit

The development of the vision statement has been informed by the community values and what the community perceive as unique about Byron Bay Town Centre. The words captured by the engagement highlight it's the spirit of the Byron Bay community that makes Byron Bay Town Centre

so unique. It's what Byron Bay represents to the community that makes the centre so important.

The vision statement aims to capture the true essence of the community and the spiritual relationship they have with the town centre.

“Connect the Centre of Byron Bay with the Spirit of its community”

Figure 3.01 - Community words describing Byron Bay Town Centre

Byron Bay the Centre

Byron Bay's historical role as a 'Meeting Place' for all people is a key reason why the town centre is so unique. A key aim of this vision statement is to ensure that the uniqueness of local community is connected to the Byron Bay Town Centre of the future .

| ENTERTAINMENT | MUSIC | PEOPLE | SPIRITUAL | LIVELY | OPEN | CONNECTIONS | LOVE | MIXTURE | VIBE | BAY | FAMILY | MIXTURE | BEACH | CHILLED | MULTICULTURAL | YOUNG | COASTAL | BEAUTIFUL | ETHNIC | SOUL | LIVELY | BUSKERS | IDENTITY | BAREFOOT | CULTURE | BLENDED | TOWN | ATTITUDE | UNIQUE | RELAXED | YOUNG | BYRON | LOCAL | FOOD | NATURAL | DIVERSE | OLD | SHOPS | TOURISTS | HIPPIY | ATTITUDE | LIFESTYLE | ATMOSPHERE | ENTERTAINMENT | MUSIC | PEOPLE | SPIRITUAL | LIVELY | OPEN | CONNECTIONS | LOVE | MIXTURE | SOUL | BAY | VIBE | LIVELY | BUSKERS | IDENTITY | BAREFOOT | CULTURE | BLENDED | TOWN | ATTITUDE | UNIQUE | RELAXED | YOUNG | BYRON | LOCAL | FOOD | NATURAL | DIVERSE | OLD | HERITAGE | MUSIC | CHARACTERISTIC | MULTICULTURAL | YOUNG | COASTAL | BEAUTIFUL | ETHNIC | URBAN | VIBE | LIVELY | BUSKERS | IDENTITY | BAREFOOT | CULTURE | BLENDED | TOWN | ATTITUDE | UNIQUE | RELAXED | YOUNG | BYRON | LOCAL | FOOD | NATURAL | DIVERSE | OLD | HERITAGE | MUSIC | CHARACTERISTIC | MULTICULTURAL | YOUNG | COASTAL | BEAUTIFUL | ETHNIC | URBAN | COMMUNITY | SHOPS | TOURISTS | HIPPIY | ATTITUDE | LIFESTYLE | ATMOSPHERE | ENTERTAINMENT | MUSIC | PEOPLE | SPIRITUAL | LIVELY | OPEN | CONNECTIONS | LOVE | MIXTURE | SOUL | BAY | FAMILY

3.2 PLACE PRINCIPLES

The 'Place Principles' were developed based on all the learnings and community feedback provided in the Project Understanding Report. They respond to the Place Vitality Criteria and

form the fundamental 'tests for success' for the masterplan and reflect the future directions the masterplan should pursue.

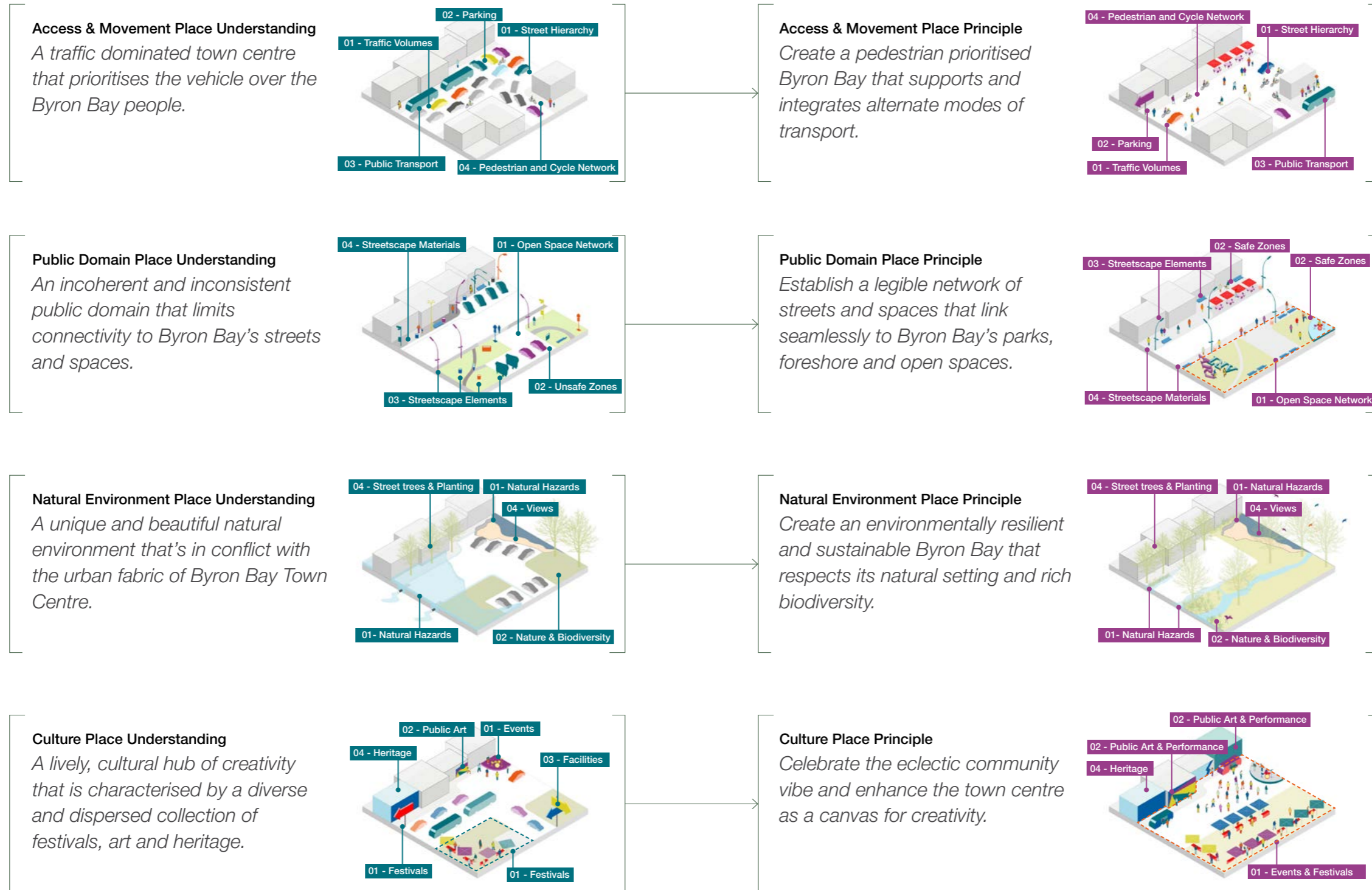


Figure 3.02 - Byron Bay Town Centre Place Principles

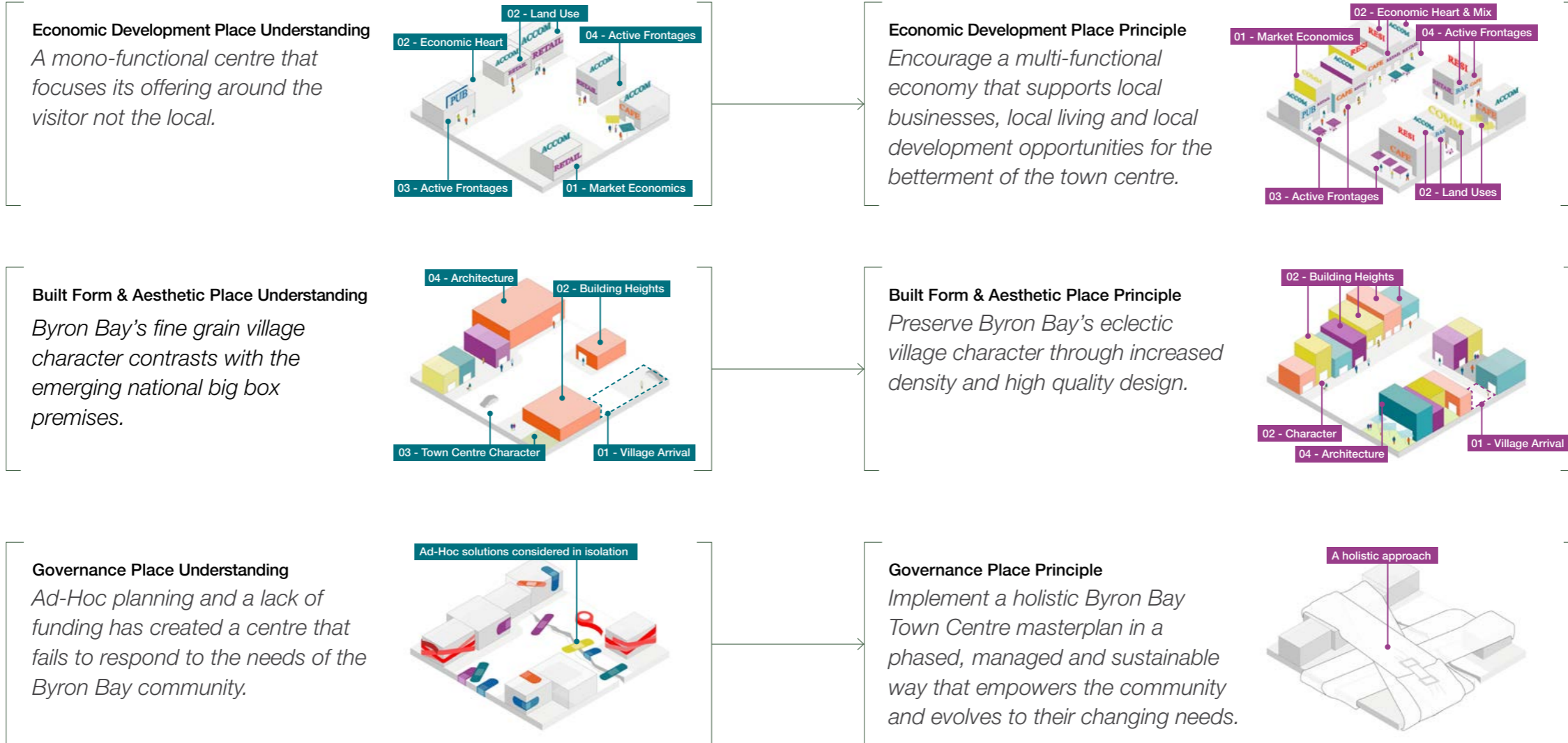


Figure 3.03 - Byron Bay Town Centre Place Principles



4.0 Town Centre Strategies

The aim of this chapter is to integrate the community's comments into a series of Town Centre strategies for Byron Bay Town Centre that respond to the Issues Analysis, Vision and Place Principles. Each Town Centre strategy section is supported by a summary on 'What We Heard' from the community followed by four sub-strategies, which aim to guide the future direction of the town centre. The six town centre strategies are:

1. Access and Movement Strategy.
2. Public Domain Strategy.
3. Natural Environment Strategy.
4. Culture Strategy.
5. Economic Development Strategy.
6. Built Form Strategy.

4.0 Town Centre Strategies

4.1 ACCESS & MOVEMENT STRATEGY

What We Heard

Overview of Engagement Period 01

Access and Movement during Stage 01 received the most comments from the community, totalling 444 comments. The community's main concerns were;

- Traffic congestion;
- High parking demand;
- Lack of public transport opportunities;
- Lack of pedestrian only streets and cycle routes.

The project team identified that a critical component to the access and movement strategy was understanding the community's preferred response to car parking and public transport.

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to car parking and public transport within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Parking Decision Tool;
- Public Transport Location Tool.

To assist in the access and movement engagement process an A1 map was prepared that zoned the town centre into four categories [figure 2.01]. The intention was for the community to identify a preferred location for parking and public transport.



Figure 4.01 - Parking and Public Transport Tool

PARKING DECISION TOOL

The parking decision tool allowed the Byron Bay community to identify the preferred approach to relocating car parking and confirm where parking should be relocated. Through sticky notes and four identified zones, solutions were identified to resolve the parking issues experienced within Byron Bay Town Centre.



Access and Movement Key Findings

Accessibility into, around and within the town centre continues to be the highest priority for the local community. The consistent views provided were the following:

- Pedestrian prioritise the town centre heart and introduce parking restrictions.
- Create a kiss and drop at beach front, ensure adequate disability access, reduce car speeds, limit delivery times to businesses.
- Introduce paid parking in the town centre heart.
- People are to be the priority in the town centre and parking out of the town centre.

- Butler Street Reserve considered as the most appropriate location for additional parking.
- The Kendall Street property and the Sports Centre Park were identified as additional sites for park and ride facilities.
- Public transport hub should be made accessible from the other side of the railway line.
- A longer term co-located transport interchange was identified at the Kendall Street property.

All suggestions raised at the Community Engagement Period 02 have informed the development of the Access and Movement strategy.



Local community identifying parking locations.



Discussions about relocating parking from the heart.



Comments raised by the community on access and movement.



Discussion on possible locations for public transport.

PUBLIC TRANSPORT LOCATION TOOL

The public transport location tool allowed the Byron Bay community to identify the preferred approach to establishing an integrated public transport hub and confirm where it should be located. Through sticky notes and four identified zones, a preferred location for public transport was identified within Byron Bay Town Centre.



Redirect traffic around the centre and introduce traffic calming measures in the centre.

Sub-Strategy 01: A Traffic Calmed Centre

Byron Bay Town Centre is characterised by large streets that at present are focussed on supporting the large volumes of traffic in and around the centre. A key aim of the access and movement strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre.

Key actions and initiatives to guide traffic reduction in the centre are;

- Establish the Butler Street Bypass to reduce vehicle numbers entering the town centre and allow traffic to travel around the centre;
- Introduce street characteristics along the Butler Street Bypass between Wordsworth Street and Sommerset Street including street trees,

- wide pedestrian footpaths, pedestrian crossing facilities and cycle ways;
- Reduce traffic speeds within the town centre core through treatments including but not limited to planting, widened footpaths and texture treatment changes;
- Increase footpath widths within the town centre pedestrian friendly zone to improve amenity;

- Introduce pedestrian facilities to reduce traffic speeds;
- Limit servicing/deliveries to early morning hours.

Note: All future upgrade works and development within the town centre core should align with a pedestrian friendly and traffic calmed town centre environment.



Footpaths can be widened to reduce speeds.



A street that prioritises the pedestrian over the vehicle.



Raised pedestrian crossings reduce speed.

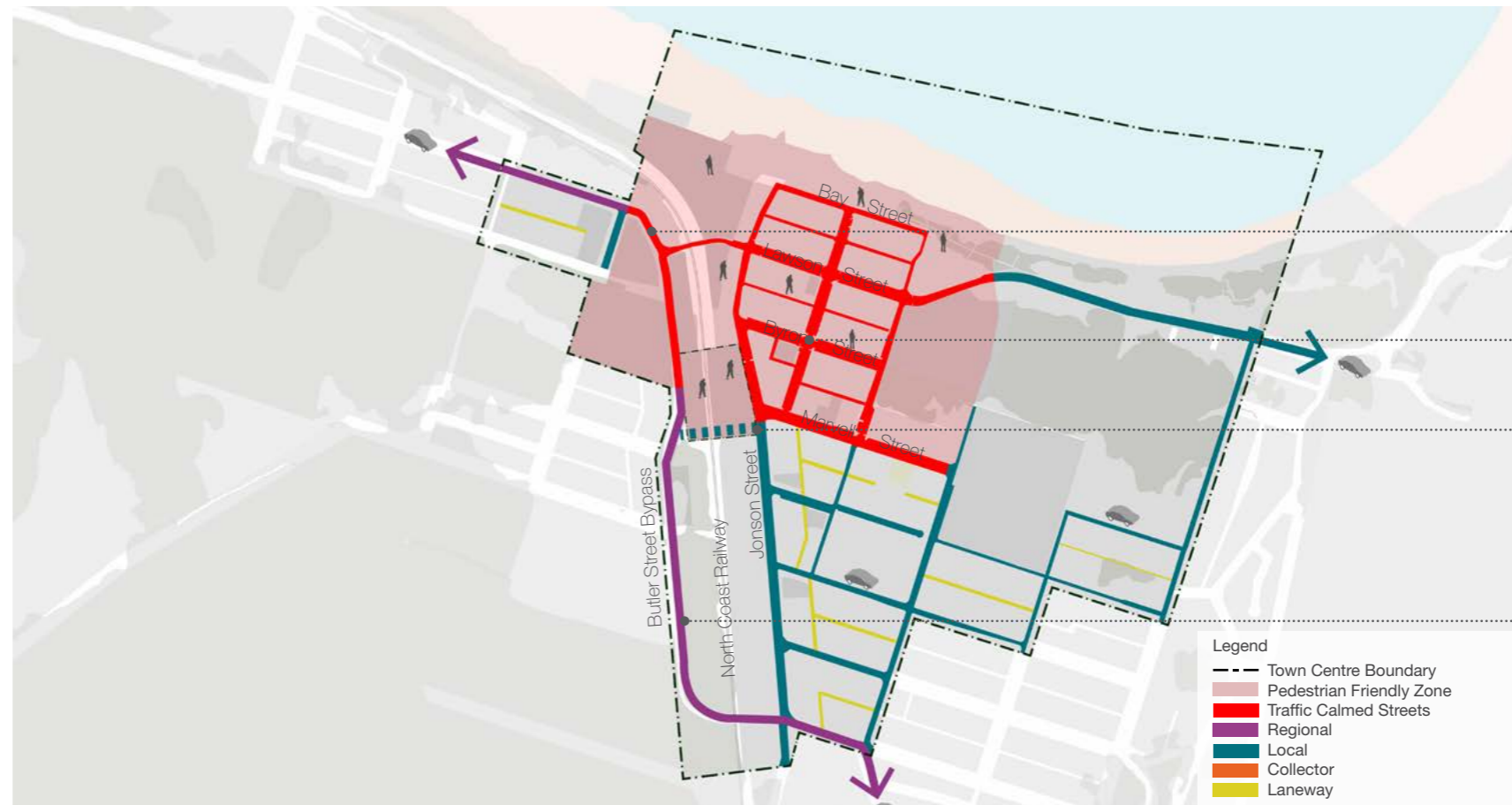


Figure 4.02 - A Traffic Calmed Centre

Further investigation to reduce traffic speed between Wordsworth Street and the Sommerset Street is needed.

Reduce traffic speeds within the town centre core to establish a pedestrian friendly environment.

Investigate potential link route south of Railway Square that could accommodate vehicles and local buses. This has the potential to reduce the traffic pressure on Lawson Street.

Butler Street Bypass has the potential to redirect 15-20% of traffic around the town centre.

DELIVERY PRINCIPLES: TRAFFIC REDUCTION

Existing: Traffic congestion due to vehicles entering and exiting the town centre.

Short Term: Redirect traffic around the centre and introduce traffic calming measures.

Long Term: Establish a traffic calmed centre that creates a pedestrian friendly feel..



DID YOU KNOW?

Copenhagen demonstrated to the world in the 1960's that a traffic focussed centre was not beneficial to the community. Since implementing a pedestrianised main street in 1962, Copenhagen has incrementally redirected traffic away from the centre, reduced traffic speeds and incorporated shared/ pedestrian streets throughout the centre. Although sceptics said this approach would never work, Copenhagen is an international example in creating a livable and pedestrian friendly centre.



Relocate some parking to the edge and limit parking in the town centre.

Sub-Strategy 02: Parking Out! People In!

At present parking dominates the town centre core, creating a poor pedestrian environment. If people are to be prioritised within the town centre large portions of existing parking need to be removed to the outer fringes. A number of sites on the peripheral edge of the town centre have been identified as potential locations for car parking. Relocating parking, and introducing paid parking zones, should be undertaken incrementally, to avoid mass disruption within the town centre.

Key actions and initiatives to guide access and parking in the centre are;

- The Kendall Street site and Butler Street Reserve, due to their size and close proximity to the town centre, should support longer term parking capability, through surface and multi-storey car parking facilities;
- All multi-storey car parks should have an active/flexible ground floor and offer other functions for the community to utilise;
- Improve signage and parking information within close proximity to the centre to assist drivers in finding available parking;



Car 'PARK' reduction measures.



A plant covered Multi-Storey Car 'PARK' facility.



A Car Park doesn't just have to be a car park.



Figure 4.03 - Parking Out! People In!

Kendall Street property site established as parking facility.

Establish a flexible space along the foreshore that redesigns and reduces the scale of the existing carpark while retaining short term and accessible parking

Butler Street Reserve established as parking facility.

On-street parking along the south of Jonson Street efficiently designed to accommodate an increase in street parking.

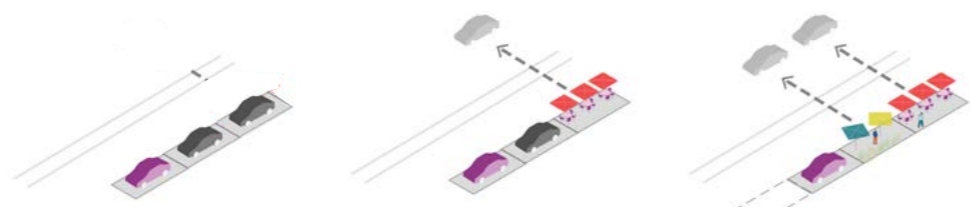
Note: Additional out of town car parking should be investigated to cater for long term visitation and park and ride opportunities.

DELIVERY PRINCIPLES: PARKING RELOCATION

Existing: On-street car parking contributes to a congested the town centre.

Short Term: 30% of on-street parking relocated to edge of centre.

Long Term: +60% of on-street parking relocated to edge of centre.



- Additional out of town car parking should be investigated to cater for long term visitation;
- The southern end of Jonson Street should be utilised for efficient on street parking close to the core of the town centre;
- Selective reduction of on-street and surface level car parking within the centre to increase footpath widths, reduce traffic congestion and increase public domain opportunities;
- Short term paid parking within the town centre should be imposed to discourage non-essential

- visitor parking with special residential permits enabling essential uses to continue;
- Long term parking should be located on the periphery of the town centre core;
- Existing and future underground car parks with in the town centre core should assist in providing public car parking;
- Introduce a balance of car parking time limit rights (eg 1P, 2P and all day).

DID YOU KNOW?

In 1970 Manly Town Centre re-prioritised the Corso from a road into a pedestrian street. Since the Corso's inception, Manly has continued its progress through gradually pedestrian prioritising the town centre. Key initiatives include;

- Relocate multi-storey car park to edge of centre car park located under the existing sports oval.
- Incrementally converting internal town centre roads to shared and pedestrian streets.



Relocate an integrated transport interchange to the western side of the rail line.

Sub-Strategy 03: An Integrated Transport Hub

Byron Bay Town Centre's public transport service is characterised by a disused rail line, a congested Railway Park (referred to as Railway Square) and an infrequent local bus service. Railway Square Precinct and Butler Street Reserve have been identified as the prime locations for an integrated transport hub, utilising existing infrastructure and creating an interchange that accommodates alternate modes of transport.

Key actions and initiatives to guide public transport



Rail buses provide a cheap mode of transport.



Electric buses encourage sustainable travel.



Long term potential of tram or light rail.

in the centre are;

- Establish an integrated transport interchange along the western side of the railway line that is accessed from Butler Street, removing bus congestion in the town centre;
- Re-route interstate, intercity and tourist coaches to travel along Butler Street and Browning Street, avoiding Jonson Street and the town centre core completely;

- Allow local bus routes to access Jonson Street via a link road south of the interchange ensuring sustainable transport options are available to the periphery of the centre;
- Locate a town centre 'Park and Ride' facility at the Kendall Street property that supports access to the tourist rail line and local shuttle buses;
- Re-in state the North Coast Railway line to allow rail bus transport in the short term and

light rail transport in the long term.

- Locate a foreshore transport node along the rail line within close proximity to Main Beach;
- Improve the existing bus network through an increase in bus frequency encouraging greater community use of the bus system;
- Investigate opportunities for solar, electric and other sustainable transport methods along both road and rail.

Park and Ride facilities link directly to rail line. Sustainable park and ride methods include light rail, solar electric buses, road rail vehicles etc. Re-instate the rail line for rail bus and light rail transport. Note: Heavy rail is not recommended as it would impact access and building frontage within the town centre.



Figure 4.04 - An Integrated Transport Hub

Foreshore station node. Bus access along Lawson Street should be retained. Transport interchange access shifted Butler Street Bypass. Ensure local bus network access point to Jonson Street. Tourist buses enter and exit via Butler Street Bypass.

DELIVERY PRINCIPLES: PUBLIC TRANSPORT RELOCATION

Existing: Transport interchange congests the existing town centre streets.

Short Term: Relocate bus access to the western side of the rail line.

Long Term: Establish an integrated transport node that offers a variety of uses.



DID YOU KNOW?

Leiden Centre in the Netherlands looked to free up the centre from congestion through relocating the public transport interchange to the other side of the rail line. This initiative allowed the following benefits;

- New and enhanced connections allow pedestrians and bicyclists to travel on street level;
- Strengthened connections across the Railway.



A pedestrian prioritised centre that establishes a better place for walking and cycling.

Sub-Strategy 04: A People Prioritised Centre

Byron Bay is a town centre where pedestrians and cyclists have emerged as second class citizens to the vehicle. Walking is the most sustainable, affordable and healthy way of getting around. People should be prioritised within the centre as they are the key component of a vital town centre. Walking is first and foremost a type of transportation, but it also provides an opportunity to spend time in the public realm. As such, streets should be welcoming to all of us.

Key actions and initiatives to guide pedestrian and cycle movement in the centre are;

- Improve pedestrian priority at intersections;
 - Establish a pedestrian prioritised core, with a comprehensive of cycle network to create an active, safe and memorable town centre. Key initiatives that can drive a people prioritised centre are;
1. Increased footpath widths and crossings;



Shared streets prioritise the pedestrian.



Crossings for pedestrians and cyclists.



Dedicated cycle lanes improve cycling opportunities.

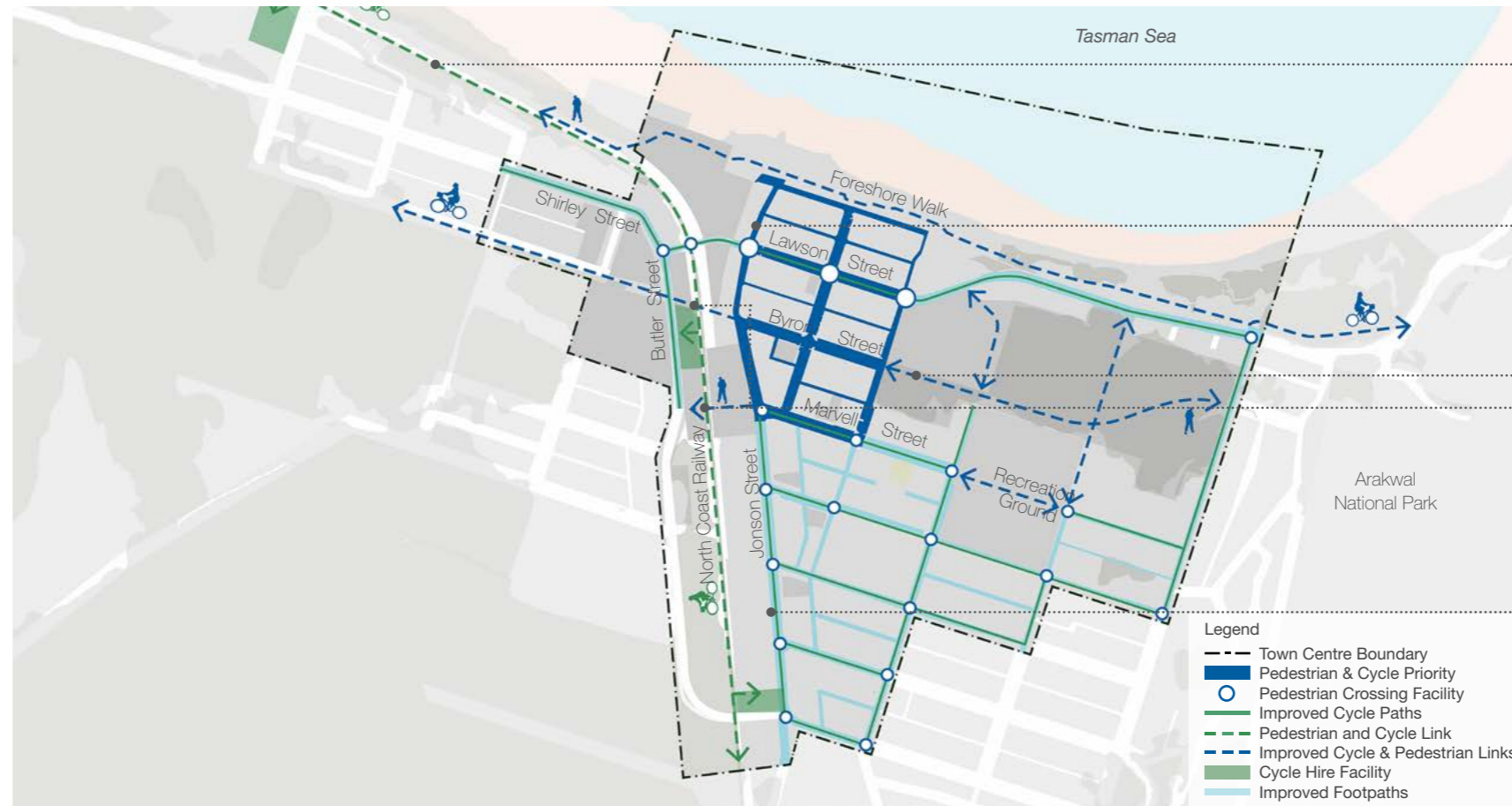


Figure 4.05 - A People Prioritised Centre

2. Introduce shared and pedestrianised streets where pedestrians and cyclists have priority;
 3. Ensure clear cycle links through out the town centre enabling safe routes for all members of the community.
- Strengthen Byron Street's role as the town centre's main east to west link, connecting the Arakwal National Park through to Belongil Creek;
 - Incorporate a pedestrian and cycle links along the rail corridor encouraging both pedestrian and cycle movement to neighbouring areas [Note: Requires discussion with Railway Land [Transport for NSW and John Holland];
 - Introduce cycle hire facilities at major access points to encourage Park and Ride initiatives;
 - Establish a continuous foreshore pedestrian walk that links seamlessly to the pedestrian and cycle links along the rail corridor.

Cycle link located along the Railway corridor. Park and Ride opportunities for future visitors.

Establish a pedestrian prioritised Jonson Street linking directly with Main Beach.

Byron Street forms the key east to west link in the town centre.

Establish a key pedestrian link across the railway line between Railway Square and Butler Street. Note: Requires discussion with Railway Land [Transport for NSW and John Holland]

Improve footpath and cycle path treatments along town centre streets.

DELIVERY PRINCIPLES: PEDESTRIAN PRIORITISATION

Existing: Vehicle and parking dominated streets limit pedestrian amenity.

Short Term: Increase footpath widths through gradual relocation of on-street parking.

Long Term: Establish shared ways to support flexible use of streets.



DID YOU KNOW?

New Road in Brighton, UK was an under-performing street that developed into an hub of anti-social behaviour. Failing to attract small businesses council identified a need to pedestrian prioritise the street. In 2007 New Road became the UK's first shared street.

- Traffic levels have dropped by 93%.
- Pedestrians increased by 22% to 162%.
- 600% increase in social lingering activities.



4.2 PUBLIC DOMAIN STRATEGY

What We Heard

Overview of Engagement Period 01

The public domain had 397 comments that were diverse and covered many key issues. The community's main concerns were;

- Open spaces need improvements;
- A lack of safety in key areas;
- Eclectic streetscape that needs improving;
- Incohesive materials palette.

The project team identified that a critical component to the public domain strategy was understanding what public domain character reflects the community's aspirations for the centre and what key locations need enhancing.

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to the public domain within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Public Domain Mood Board;
- Public Domain Issues Board.

To assist in the public domain engagement process a series of mood boards were developed. The intention was for the community to identify images they like and disliked to assist in the development of a public domain strategy.

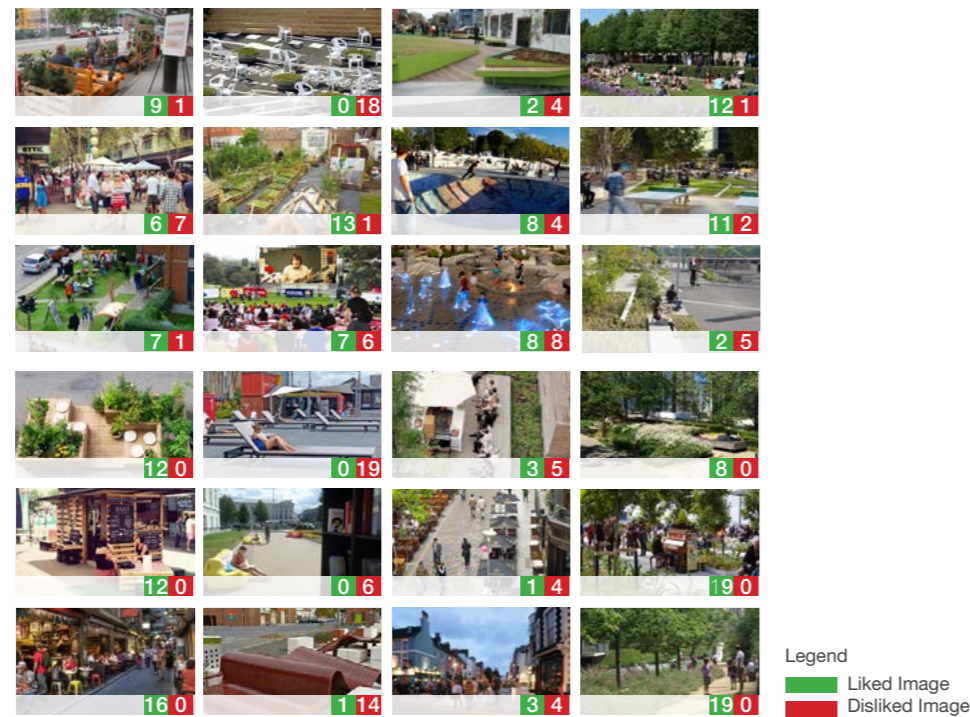


Figure 4.06 - Open Space and Safety Board

PUBLIC DOMAIN MOOD BOARD

The community were provided with a series of public domain mood boards that illustrated the potential public domain character of the town centre. Red and green sticky dots were provided so the community could highlight what they liked and disliked. Each group then discussed why they liked and disliked some of the images.

Public Domain Key Findings

Participants were able to clearly indicate what they liked and didn't like within public spaces. We have learnt that there is:

- Support for a more informal public domain to encourage community expression;
- A need to incorporate the environment and ensure that there are green streets with not too much colour;
- A desire for less structured, not overly planned and limited hard surfaces.

The consistent feedback that the community gave for "likes" were:

- Light/neutral/subtle/with colour;
- Colour/contrast/quality;
- Recycle, green and natural materials.

The consistent feedback that the community gave for "dislikes" were:

- Break up hard into soft;
- Informal not formal.

All suggestions raised at the Community Engagement Period 02 have informed the development of the public domain strategy.



Figure 4.07 - Street Elements and Materials Board

PUBLIC DOMAIN ISSUES BOARD

An A1 board of the town centre study area allowed the community to mark what aspects of the town centre's public domain is in poor condition and does not respond to their needs.

Establish a clear and coherent network of open spaces.

Sub-Strategy 01: An Open Space Circuit

Byron Bay Town Centre presents a rich array of open spaces that, at present, are in poor condition and lack any formal connection with each other. Enhanced open spaces and strengthened walking links between the spaces form the two key vital ingredients in establishing a well connected Open Space Circuit. Temporary interventions should be explored in open spaces to best determine long term uses and activities for all demographic groups

within the town centre, especially with a focus on spaces for youth and the elderly.

Key actions and initiatives to guide open space in the centre are;

- Main Beach should be established as a continuous foreshore park, catering for large events, spaces for hanging out, picnics, passive and active recreation;
- The Recreation Ground should transition to a

Establish a single, coherent and connected foreshore open space that links Denning, Peace, Apex and an extended foreshore park to the North Coast Railway line.

Jonson Street should form the primary open space link allowing safe and easy access to Main Beach.

Renew and extend Railway Square to incorporate transport interchange on western side of railway corridor.

Establish a safe pedestrian movement link connecting Byron Street, Main Beach, Tennyson Street, the Recreation Ground and Sandhills Scrubland Walk together.

Recreation Ground to focus on local sporting activities, particularly flexible, informal recreation opportunities.

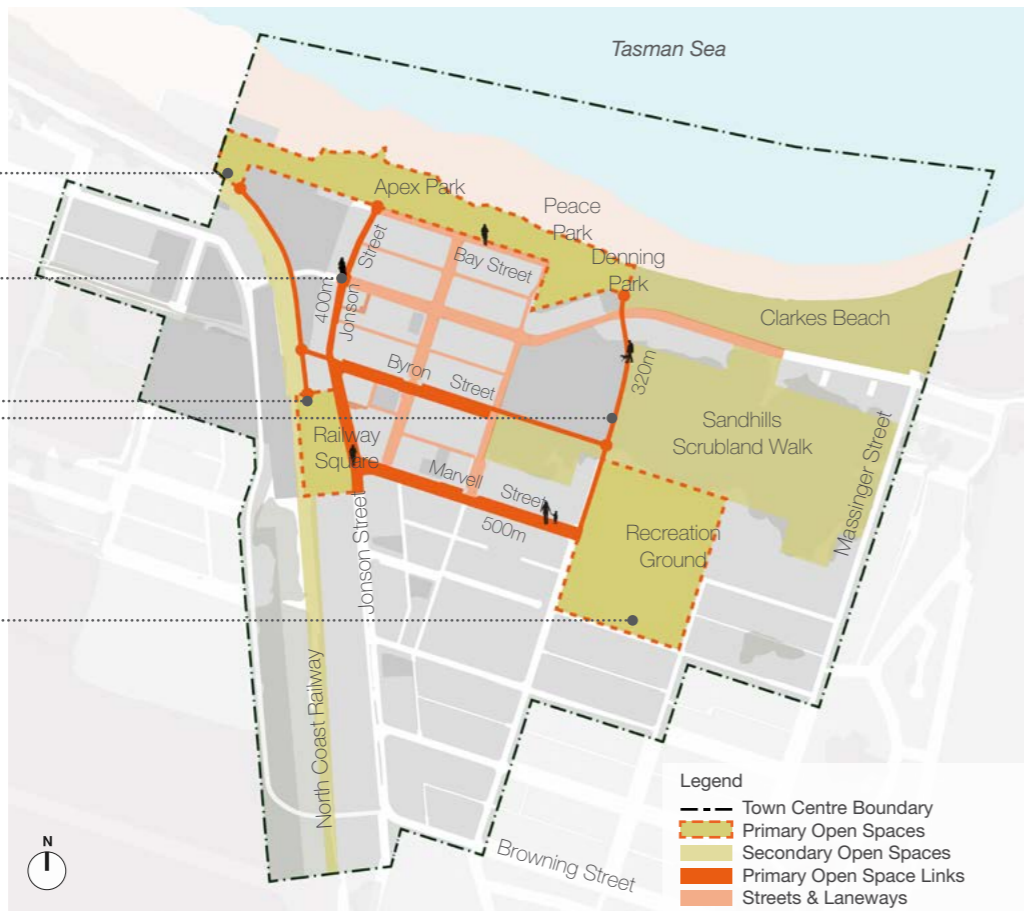


Figure 4.08 - An Open Space Circuit

DELIVERY PRINCIPLES: OPEN SPACE

Existing: A Disconnected open space circuit.

Short Term: Improve existing open spaces and the primary open space circuit.

Long Term: Expand and strengthen the open space circuit.



secondary sporting facility, which is used for a range of compatible activities for all ages, but with a focus on children and youth. The BRG should be strongly linked to the Town Centre, Sandhills Estate and foreshore reserves, local schools and adjoining residential areas;

- Railway Square should become the community meeting point, the town square, and a tourists first point of call with spaces for community gatherings, hanging out, leisure and recreation;

- Jonson, Marvell and Byron Street should be established as the primary open space links supported by the town centre's streets and laneways;

- Strengthen walkability along town centre streets, particularly those streets that have been identified to prioritise pedestrians.



Reclaiming streets one parking spot at a time using cheap and readily available materials.



Active recreation spaces bring many benefits including increased safety, health, amenity and community building.



Temporary interventions test viability of spaces to determine if longer term uses are viable.



Table tennis and other small scale activities encourage participation and can become destinations for community.



Think differently...a wide range of objects and materials can be re-purposed to inject life into public open spaces.



Open lawn areas provide space for a wide range of activities including picnics, informal games or relaxing.



Temporary outdoor library's can be integrated into the open space network, increasing participation and use.



Open air cinema's encourage night time activity as well as providing a revenue stream.

Improve surveillance, access control, space management and territorial reinforcement.

Sub-Strategy 02: A Safe & Friendly Centre

The perception of safety is critical to a vital town centre. Safety is created by activity and having 'eyes on the street'. The current situation in the town centre sees many back of house areas, particularly along laneways which create unsafe environments. A number of principles go in to making these areas safe, and creating a friendly town centre.

- centre are;
- Utilise Crime Prevention Through Environmental Design [CPTED] principles;
 - Increased surveillance;
 - Controlling access;
 - Territorial Reinforcement;
 - Space Management.

Key actions and initiatives to guide safety in the

Apply CPTED principles to town centre through increased surveillance; control access; territorial reinforcement and space management.

Activate streets and lanes to improve safety within the town centre.

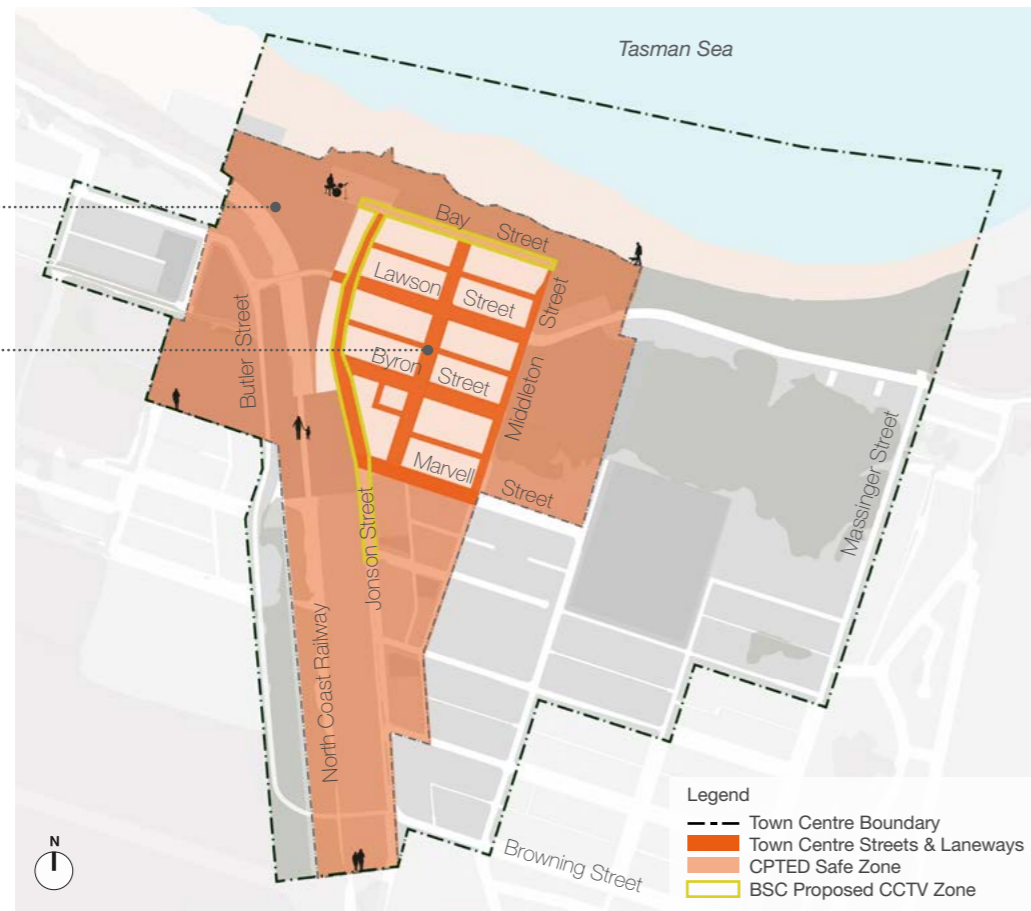


Figure 4.09 - A Safe and Friendly Centre

DELIVERY PRINCIPLES: SAFETY

Existing: Distinct fronts & backs of buildings.

Short Term: Temporary/Small scale changes to reorient backs.

Long Term: Two fronts to buildings = safe & friendly town centre.



- Encourage night time activation, particularly by businesses. It is crucial to safety after dark that businesses operating during the evening and night are encouraged in the town centre;
- Install 'sense of security' CCTV networks to give people a sense of safety and also enable monitoring and review of incidents that occur within the town centre;
- Promote temporary activities that engage the

- community and activate under utilised areas in particular. These activities increase safety and contribute to CPTED outcomes in a quick and cost effective manner;
- Stronger emphasis on safety through partnerships, including engaging with local homeless people, building business and community relationship programs, for example food rescue programs.



Temporary activation interventions increase surveillance of the street and reduce opportunities for crime.



Active laneways improve passive surveillance and can be particularly useful for creating safe night time environments.



Pop up bars/cafes increase activity and are cheap and easy to install and remove.



Low planting maintains sight lines and improves passive surveillance of public spaces while also enclosing space.



Street performers attract crowds and in turn increase safety, particularly if focussed in under utilised areas.



Street furniture provides opportunities for people to gather increasing surveillance and safety.



Night time performance, impromptu or organised, can generate activity and is cost effective.



Well lit spaces reduce opportunities for crime and encourage community participation after dark.

Consolidate street elements to key zones and support less formal design.

Sub-Strategy 03: An Informal Network of Streets

A considered approach to the location of street elements and furniture within the town centre will contribute to an overall sense of order and coherence. The focusing of street elements around intersections will de-clutter footpaths and improve pedestrian access and movement.

However, an informality also needs to be retained to ensure the sense of 'Byron Bay' is not lost. This

can be achieved through a considered but flexible furniture and materials palette.

Key actions and initiatives to guide street elements in the centre are;

- Undertake a Street Furniture Audit and commence selective removal of street elements that clutter streets and open spaces;

Laneways to utilise bolder colour palettes providing variety to streetscape.

Consolidate street elements to key zones particularly street intersections and open space interfaces.

Key town centre public spaces should have individual character through use of colour or bespoke elements.

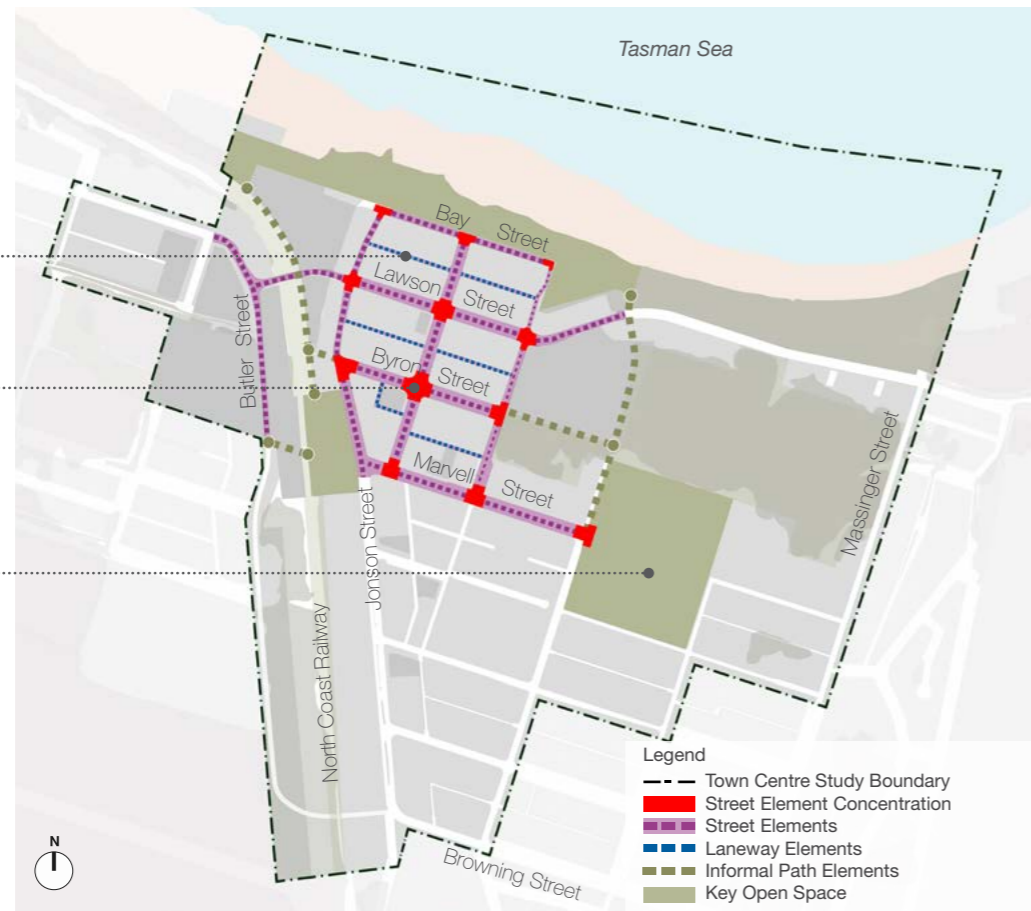


Figure 4.10 - An Informal Network of Streets

DELIVERY PRINCIPLES: STREET ELEMENTS

Existing: Street elements are scattered and clutter footpath.



Short Term: De-clutter streets by selective removal and retention of essential elements.



Long Term: Consolidate majority of street elements to intersections and key spaces.



- Develop a street elements palette focused on natural and neutrally coloured materials that ensure street furniture recedes within the streetscape, while allowing special spaces to be reinforced with pops of colour and unique elements;
- Investigate opportunities to use recycled materials in the street furniture palette;

- Utilise laneways as areas where alternative palettes are tested, with temporary treatments creating a changing and adaptable streetscape;
- Install lighting into public spaces to improve safety and night time use. Lighting can also be incorporated subtly into the streetscape and street furniture or used to define landscape features or buildings.



Movable furniture enables interaction with space and a unique opportunity to engage with the public realm.



Natural materials and neutral colours are sympathetic to Byron's surrounding environment.



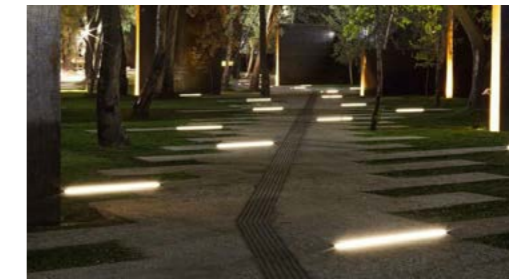
Colour can be used to reinforce key spaces and create vibrancy within selected areas e.g. laneways.



Utilising recycled materials is in tune with the ethos of the Bay community, it can also be cost effective.



Temporary spaces explore potential future use and can be economical ways to improve the public domain.



Lighting adds interest to public space and also extends usability into the night.



Street elements should be consolidated and co-located to avoid cluttering the street.



Open lawn areas provide space for a wide range of activities, including picnics, informal games or relaxing.

Propose a hierarchy of paving treatments that responds to Byron Bay's natural character.

Sub-Strategy 04: A Natural Street Character

As with street elements and furniture, a considered approach to the palette of streetscape materials will help create a coherence and hierarchy within the town centre. Key actions and initiatives to guide street materials in the centre are;

- Develop a Public Domain Design Guidance document that outlines the future direction for the town centre, this document should consider;
- Natural and neutrally coloured materials

that recede into the background and simply become the stage upon which the life of the town centre occurs;

- upgrading Jonson Street with a unique materials palette distinguishing it as the primary town centre street;
- developing a secondary streets palette for streets such as Bay, Fletcher, Middleton and Lawson Streets;

Laneways to utilise bolder pavements, potentially temporary paint markings, adding variety to streetscape.

Key biodiversity link along Byron Street.

Edible streetscape along Marvell Street.

Key open spaces to have individual character.

Maintain and enhance existing grassed verges to benefit WSUD strategy.

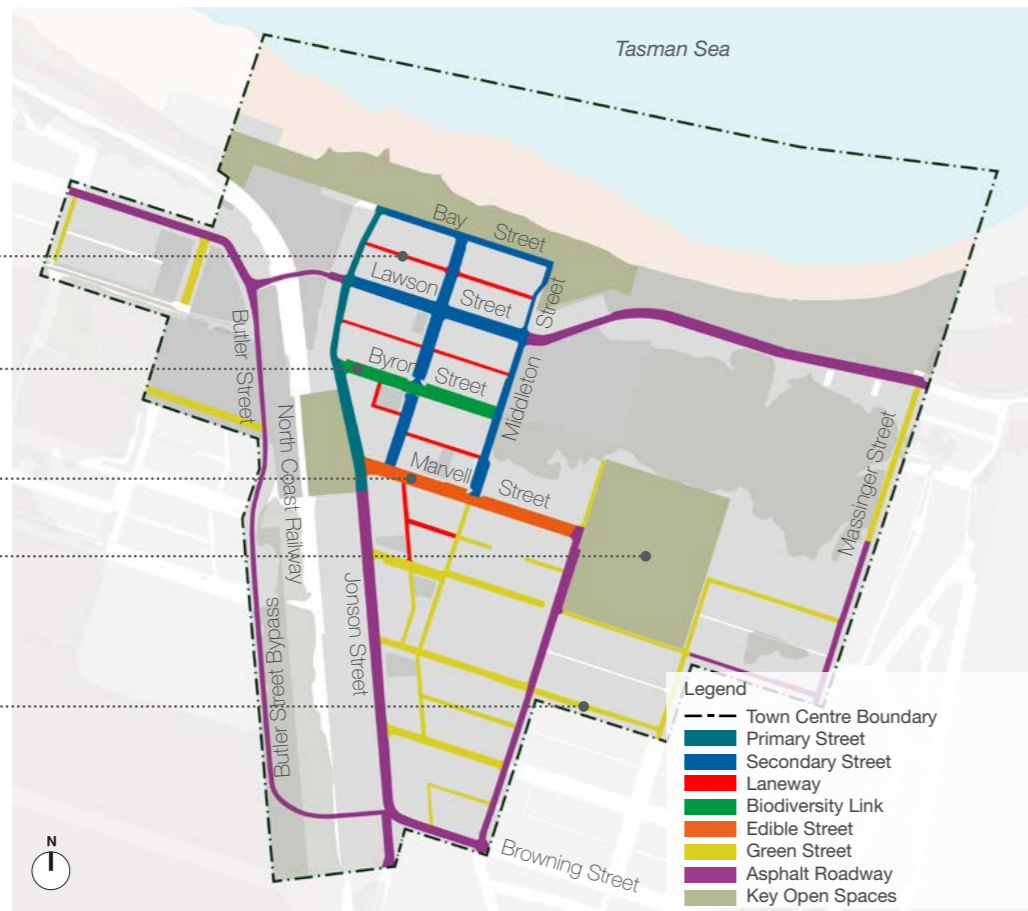


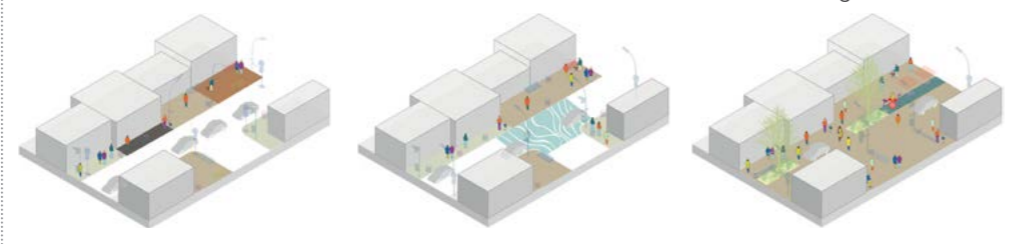
Figure 4.11 - A Natural Street Character

DELIVERY PRINCIPLES: STREET MATERIALS

Existing: Many inconsistent material types in the centre.

Short Term: Begin consolidating street materials.

Long Term: Establish a street hierarchy through subtle material changes.



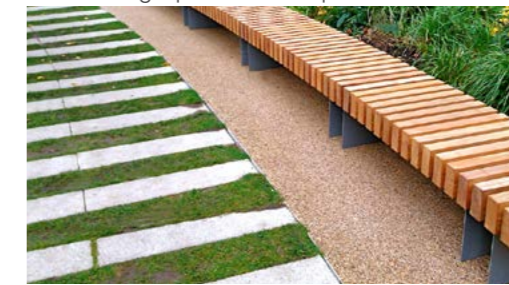
- Byron Street having a unique character due to its use as a biodiversity link across the town centre;
- Marvell Street as an 'edible street' where the community can become involved with the streetscape and grow healthy produce;
- Laneways as testing grounds for new and alternative material palettes;
- Utilising planting areas within the streetscape to break down hard surfaces and increase

stormwater permeability through WSUD elements;

- Retaining and enhancing existing grassed verges on the peripheral 'Green Streets' as they add significantly to the town centre's character. They also contribute to the ecological performance by allowing infiltration of stormwater. These streets should have a solid edge to reduce maintenance and raingardens located at strategic points to filter pollutants.



Simple, temporary and engaging solutions can be applied to existing materials, saving cost and changing its function.



Break down hard surfaces with soft to improve WSUD properties and biodiversity.



Temporary installations create interest, can be cost effective and can involve community participation.



Natural, subtle materials e.g. timber and gravel connect to the surrounding natural environment.



Edible street verges encourage community participation and interaction and provide a community resource.



Incorporating permeable surfaces into streets will assist in flood mitigation by allowing water to infiltrate the ground.



Think differently ... pedestrian crossing.



Robust materials, including stone, hardwood timber, steel & concrete create a quality, low maintenance public domain.

4.3 NATURAL ENVIRONMENT STRATEGY

What We Heard

Overview of Engagement Period 01

Locals highly value the relationship of Byron Bay Town Centre to the natural foreshore setting. The community's main concerns were;

- Improved management of open spaces;
- Significant trees in the centre;
- Retain natural connections to the foreshore and wetlands;

The project team identified that a critical component to the natural environment strategy was understanding the community's preferred response to adequately responding to the environmental issues facing the centre.

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to the natural environment within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Foreshore erosion management exercise;
- Natural flood mitigation tools.

To assist in the natural environment engagement process an A1 map, playdoh and pipe cleaners were used to allow the community to demonstrate medium and soft management tools and mitigation methods.

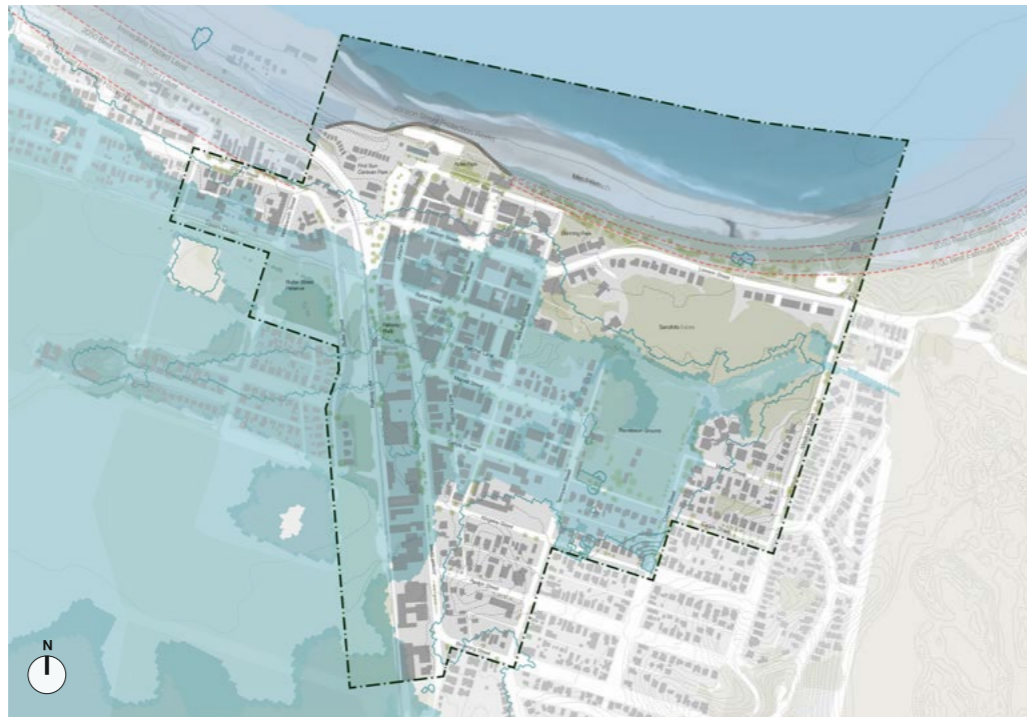


Figure 4.12 - Foreshore Erosion and Natural Flood Mitigation Exercise

FORESHORE EROSION MANAGEMENT EXERCISE

The community were asked to connect with their inner child and use playdoh to represent varying erosion defence treatments including hard [engineered], soft [natural] and hybrid solutions. Overwhelmingly the feedback was that any solution should look to be multifunctional and provide recreation, habitat and amenity opportunities where possible.



Natural Environment Key Findings

We continue to learn how passionate the local community are about the integration of the natural and built environments. Key considerations:

- Connecting to the surrounding natural environmental assets.
- Increasing nature and biodiversity in the streets
- Recognition that the impact of the town centre on surrounding natural areas.
- Ponds and wetlands should be used to mitigate flooding.
- Consideration of the maintenance required with any new environmental mitigation measures

and what role the community could have in assisting this process.

- General consensus that hybrid solutions [mix of hard and soft measures] to create sea walls to increase biodiversity and aesthetics is best way forward.
- Need to look beyond town centre boundary to ensure any works do not have negative impact further up or down the beach.

All suggestions raised at the Community Engagement Period 02 have informed the development of the Natural Environment strategy.



The community collaborating to provide solutions to the exercises.



Best Practice Studies shown for the community to see.



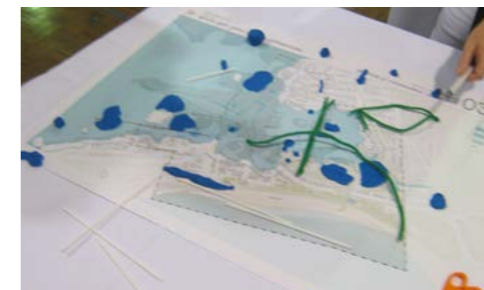
Workshop ideas in resolving coastal erosion issues.



Workshop ideas in resolving flood issues.

NATURAL FLOOD MITIGATION EXERCISE

The community, provided with playdoh and pipe cleaners, were asked to solve the town centres' flooding problems. They explored opportunities for WSUD including wetland systems [blue blobs] and rain gardens in the streets [green pipe cleaners]. Feedback was focussed on ecological solutions which can also improve biodiversity, habitat, amenity, recreation and education opportunities.



Minimise flooding and coastal erosion through balancing soft and hard mitigation measures.

Sub-Strategy 01: A Resilient Town Centre System

Flooding and coastal erosion are two of the most imminent threats to the town centre. Their management is key to the ongoing resilience of Byron Bay, especially in the face of climate change.

Key actions and initiatives to guide their management and mitigation in the centre are;

- Utilise the entire town centre as part of the stormwater treatment and water quality improvement system. Streets, open spaces and individual lots can all assist in mitigating flooding events caused by stormwater flows

throughout the catchment;

- Ensure new development is resistant to flooding;
- Reduce runoff at source across the catchment as a first tangible measure of reducing flooding, as well as targeted centralised measures to reduce flooding;
- Identify suitable sites to capture and detain runoff to enable infiltration into the sandy soils of the town centre. This can occur through a variety of ways including;

Hybrid erosion defence combines recreation, habitat, amenity & property protection.

Natural erosion defences involve enhancing existing sand dunes.

Where the water table is close to ground level utilise traditional stormwater controls.

Primary stormwater corridor along the Byron Street alignment, supporting drainage to Belongil Creek through retention, detention and stream systems.

Establish a stormwater detention zone through wetland treatments within the Sandhills Scrubland Walk.

Existing grassed verges retained and enhanced.

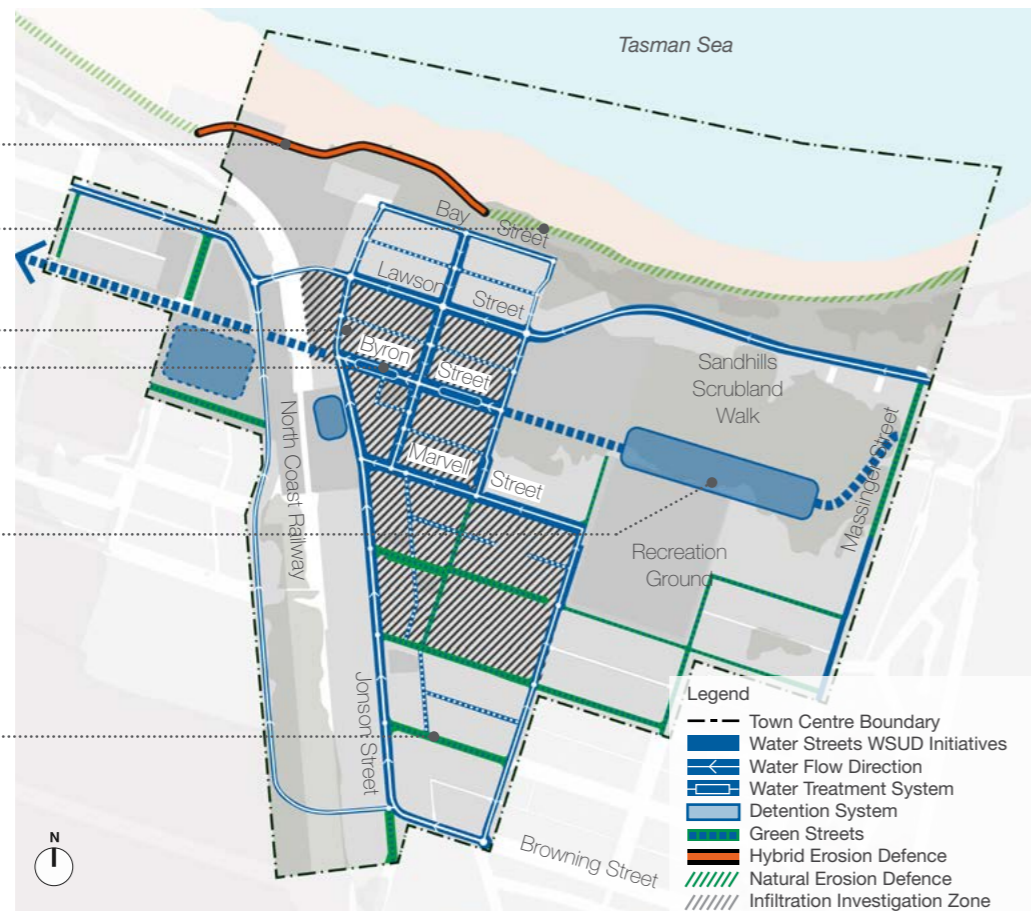
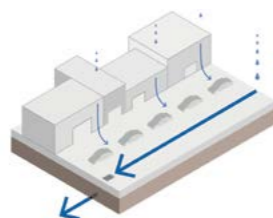


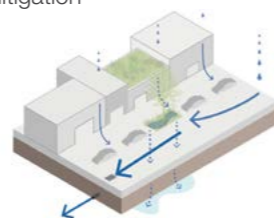
Figure 4.13 - A Resilient Town Centre System

DELIVERY PRINCIPLES: MANAGEMENT AND MITIGATION

Existing: Hard Surfaces = Existing Runoff.



Short Term: Improved infiltration = improved flood mitigation



Long Term: Town Centre system utilising detention & Infiltration.



- On lot soakaway systems to manage runoff from private land
- Streetscape public land to reduce runoff from streets
- Rainwater tanks configured to work in conjunction with soakaway systems.
- Green roofs should be encouraged to reduce runoff volumes;
- Utilise porous paving in hardscape areas not subject to high traffic loads or high sediment loads;

- Explore additional options and opportunities for erosion protection that enhance the Council-endorsed re-design of Jonson Street coastline protection works and maximise the opportunities for habitat creation, recreation and general amenity through a considered approach to their design;
- Continue local community regeneration programs enhancing existing natural erosion defences, namely sand dunes to east and west of Jonson Street. They play a critical role in providing habitat and increasing biodiversity.



Rain gardens collect, slow and clean runoff.



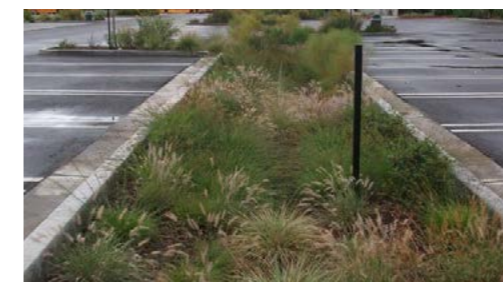
Stormwater basins also provide education opportunities.



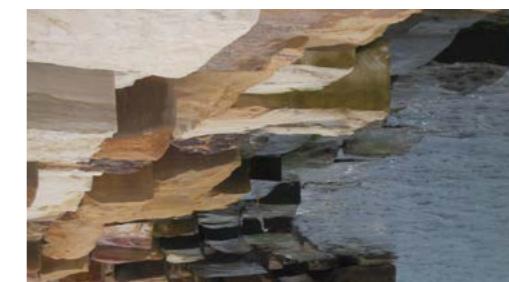
Biodiversity and habitat values are increased.



Dune regeneration provides a natural defence.



Infiltration beds are effective for flood mitigation.



Sea wall defences can be artfully constructed and crafted to provide aesthetic as well as functional values.

DID YOU KNOW?

Flood and erosion defences can be enhanced through the integration of functional, recreational and aesthetic elements.

The Jack Evans Boat Harbour project in Tweed Heads, NSW, provides a combination of protection and recreation through integrating protective rock armour with recreational terraces and boardwalks. The terraces increase the usable public space along the foreshore and could provide opportunities for recreation as well as ecological and historical interpretation.



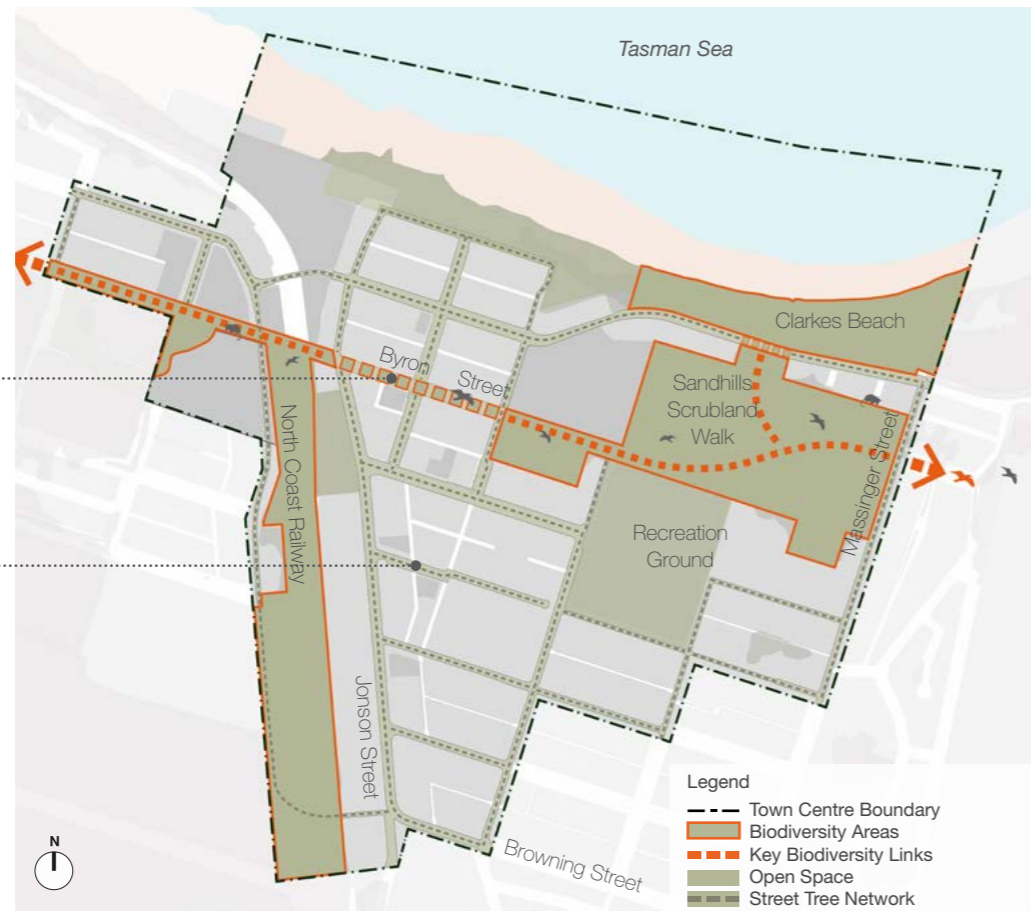
Establish a key biodiversity link between Arakwal National Park and Cumbebin Swamp.

Sub-Strategy 02: A Biodiverse Town Centre Environment

Byron Bay is surrounded by vitally important natural environments. The impact of the town centre on these environments is one of the key considerations of the masterplan. As the town centre creates a barrier between these natural environments it is crucial that links are created to enable safe passage of fauna in particular.

Key actions and initiatives to guide biodiversity in the centre are;

- Byron Street and the Sandhills Scrubland Walk should become the primary east west link across the town centre connecting the Arakwal National Park and Cumbebin Swamp Nature Reserve;
- Strengthen the north south link along the Railway Corridor to improve flora and fauna movement. Secondly utilise it as a buffer between the southern portion of the town



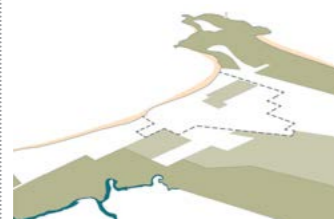
Key biodiversity link between Arakwal National Park and Cumbebin Swamp includes Byron Street.

Street tree network canopy to create valuable north/south and east/west links.

Figure 4.14 - A Biodiverse Town Centre Environment

DELIVERY PRINCIPLES: BIODIVERSITY

Existing: Disparate and disconnected spaces.



Short Term: Primary connections to establish a connected biodiverse network.



Long Term: Strengthen biodiversity through street tree network.



- centre and Cumbebin Swamp;
- Establish the street tree network to improve the opportunities for fauna movement throughout the town centre. Identify suitable streets and open space links to create continuous canopies so mammals in particular are able to traverse the town centre without needing to come to ground level to move about. Byron Street, the Foreshore open spaces and Railway corridor

- are potential opportunities to implement continuous canopies;
- Utilise opportunities presented by biodiversity interventions to create secondary recreation, education and visual amenity uses across the network. Wetlands provide particularly valuable educational and cultural interpretation opportunities.



Recreation spaces combined with habitat.



Habitat, recreation and amenity.



Mixed planting increases biodiversity.



Access enables education opportunities.



Interaction with systems increases awareness.



Continuous canopies are an invaluable part of the network.

DID YOU KNOW?

The Passieg De St Joan in Barcelona, Spain, integrates a multifunctional space into the street network. This green corridor provides the following benefits;

- Multiple spaces for community use including play spaces and seating areas;
- Increased biodiversity values through trees and groundcover planting;
- Continuous canopy connections enabling wildlife movement.



Strengthen the network of trees and introduce an edible plant network.

Sub-Strategy 03: A Rich Tree Network

Byron Bay Town Centre is home to a number of significant avenues of mature street trees. The masterplan aims to build on this solid foundation to create a truly green town centre that will have a range of benefits for the community and local wildlife.

Key actions and initiatives to guide trees and planting in the centre are;

- Undertake a complete audit of all existing trees within the town centre. Use this audit to develop a Street Tree Masterplan that identifies suitable

species to increase biodiversity and habitat and nominates succession planting strategies for key trees, including Shirley Street and Bay Street Norfolk Island Pines.

- Establish a street tree network within the town centre core to reduce temperatures within built up areas, increase pedestrian amenity and reduce cooling requirements within buildings
- Establish Marvell Street as an 'Edible Street' that strengthens the relationship between other

Create a succession plan for culturally significant Norfolk Island Pine avenues.

Use existing mature trees as a foundation to grow a green heart for the town centre.

Develop Byron Street as a biodiversity link bringing nature through the town centre.

Create an edible plant network across open spaces linked by Marvell Street.

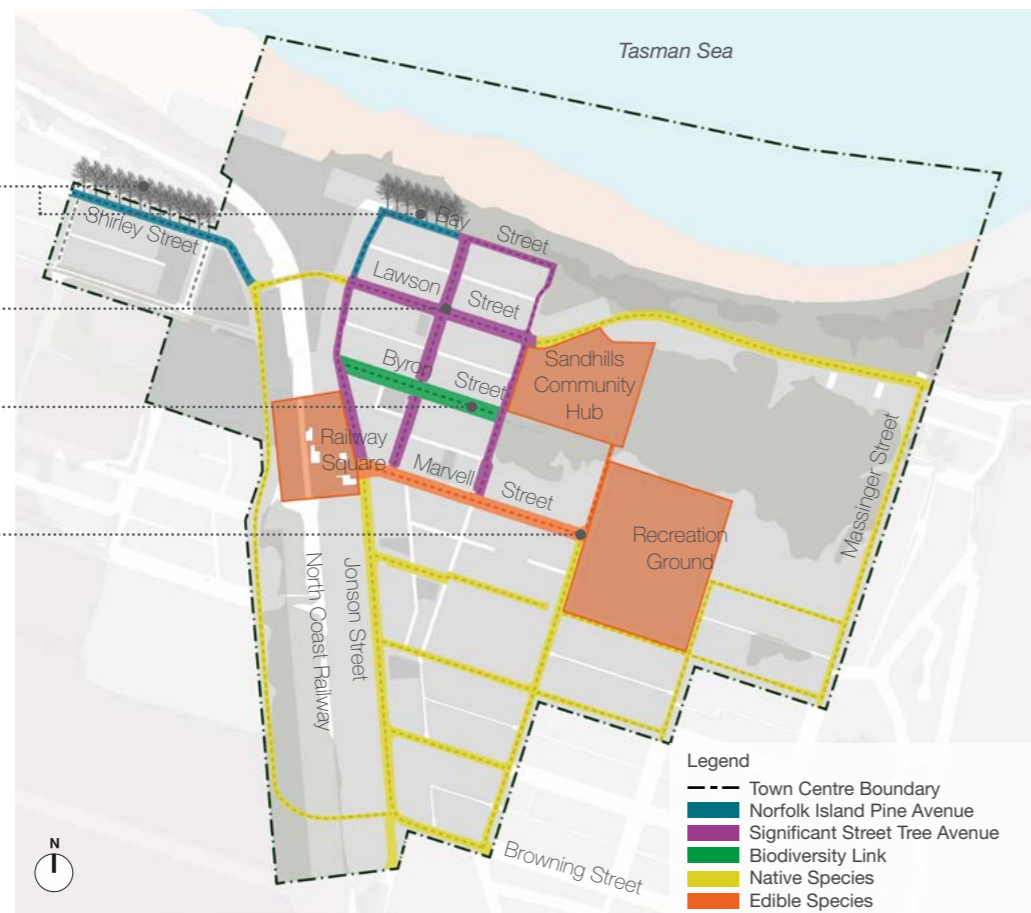


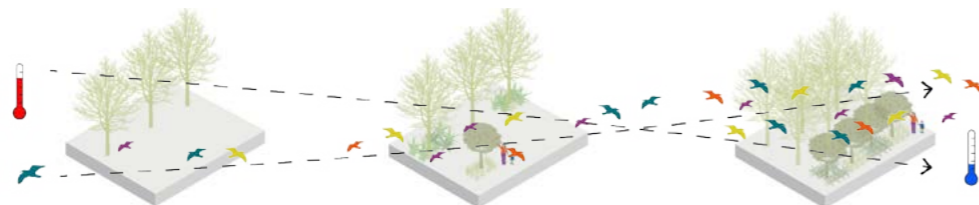
Figure 4.15 - A Rich Street Tree Network

DELIVERY PRINCIPLES: STREET TREES AND PLANTING

Existing: Good foundation of trees to build upon.

Short Term: Establish understorey planting that can be maintained by the community.

Long Term: Support a strong tree canopy along the town centre streets.



edible planting located within the Sandhills Community Hub, Byron Recreation Ground and Railway Square and involves the local community;

- Utilise ground level and under-storey planting as it provides a number of opportunities to increase habitat, in particular for smaller species including birds, insects, reptiles and soil fauna which all contribute significantly to biodiversity values;

- Explore opportunities for funding grants to assist in implementing the street tree strategy. One example is 20 Million Trees by 2020 programme funded by the Federal Government and overseen by the National Land Care Program;

- Engage and educate the local community, particularly children, using temporary planting installations that can be carried out at minimal cost utilising recycled materials.



Enhance Shirley Street Norfolk Island Pine avenue.



Temporary planting can activate dead spaces.



Build on Fletcher Street Melaleuca's.



Understorey planting increases biodiversity.



Continue avenue plantings through Village Heart.

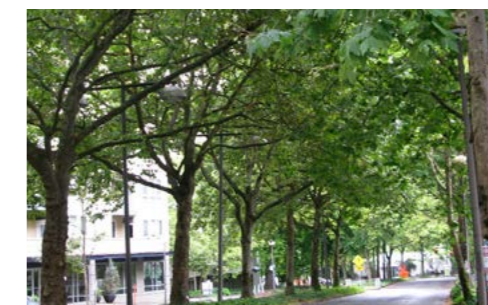


Edible plants encourage community participation.

DID YOU KNOW?

Edible streets and spaces offer valuable uses of often left over and under-utilised land, they have the potential to;

- Utilise local waste streams by converting green waste to compost;
- Fruiting street trees can provide shade, amenity and FOOD;
- Remove the onus of maintenance from council, freeing up funds for other uses.



Reveal and improve the town centre vistas through removing some vehicles and car parking.

Sub-Strategy 04: A Visually Connected Centre

Views are vitally important in connecting the town centre to its surroundings and key spaces. The reduction of vehicles in the town centre will have a significant impact on improving views. Through reducing vehicles, sightlines are opened up along streets and safety is also improved, particularly for pedestrians and cyclists.

Key actions and initiatives to guide view corridors in the centre are;

- Improve the visual relationship between Jonson Street and the foreshore through a reduction in town centre traffic, on-street parking, surface car parking and removal of asphalt;
- Maintain and enhance Byron Bay Town Centre's iconic views to the local hinterland

Views across key foreshore spaces improved through a redesign of the foreshore parklands and existing carpark

Reduction in car parking improves view corridors throughout town centre.

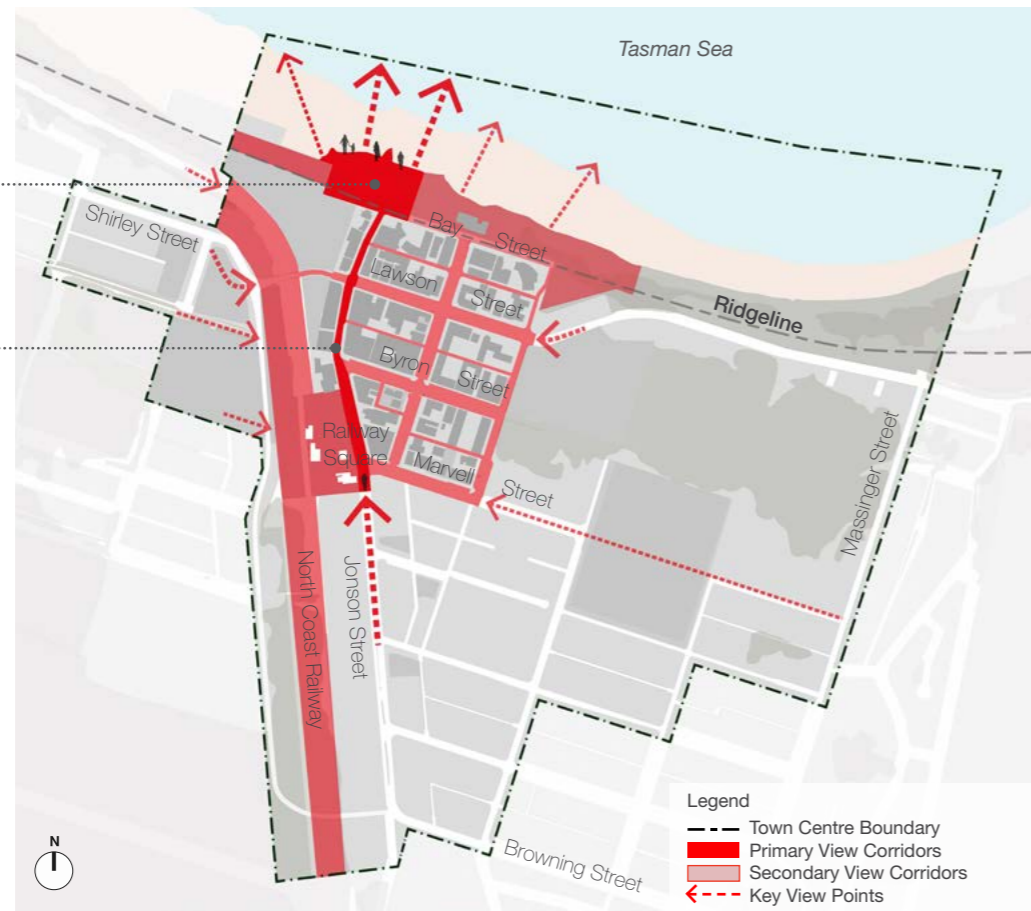


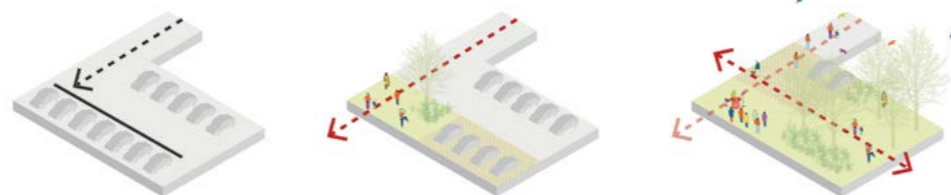
Figure 4.16 - A Visually Connected Centre

DELIVERY PRINCIPLES: VIEW CORRIDORS

Existing: Vehicles block views.

Short Term: Improve visual connections by reducing vehicle dominance.

Long Term: Reinforce views through improved spaces for people.



and Cape Byron through a redesigned foreshore parklands that includes a reduction of the main beach carpark;

- Enhanced entry arrival points into the town centre core through improved building facades, a quality public domain and street tree canopy;
- Improve building facades and public domain along the key streets to strengthen the visual

connectivity within the town centre;

- Ensure views in, out and along the rail corridor are uninterrupted, clear, visible and legible.



Retain and enhance Apex Park's iconic views.



Street trees help to define edges and direct views



Where opportunities exist enhance views to Hinterland



Replace parking with people to improve views.



Foreshore views enhanced through quality public domain



Active facades open directly onto public space.

DID YOU KNOW?

Buildings can be sympathetic to views and even enhance them. The Third Wave Kiosk in Torquay is an exemplar project that;

- Preserves and enhances views, it also has a rooftop viewing platform;
- Has reverence for its natural setting;
- Is a public facility that is robust and resistant to natural forces;
- Utilises recycled materials.



4.4 CULTURE STRATEGY

What We Heard

Overview of Engagement Period 01

Culture received 86 comments that supported the town centre's diverse and unique cultural offering. The community's main concerns were;

- Maintaining the events/ festivals;
- Street art is too restricted
- Need for additional facilities
- Retain existing heritage features within the centre.

The project team identified that a critical component to the culture strategy was identifying the appropriate existing and potential spaces/facilities to enhance Byron Bay's culture and community activities.

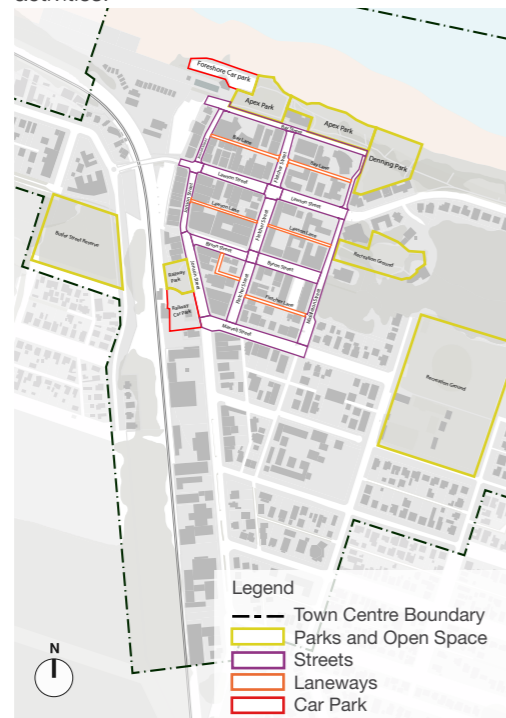


Figure 4.17 - Event Jigsaw Mapping

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to culture within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Event jigsaw;
- Community Facility mapping.

The intention of these two exercises was to understand;

- Explore potential event street networks;
- Indicate potential facilities needed in the centre.

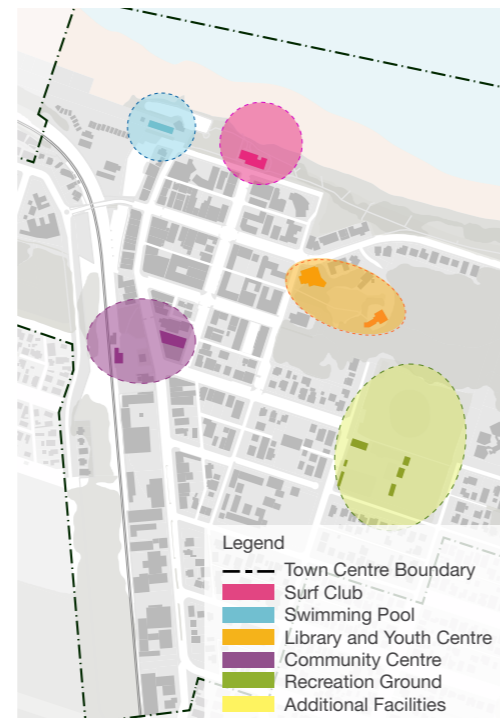


Figure 4.18 - Community Facility Mapping

EVENT JIGSAW MAPPING

Through card, sticky notes and a zonal plan of the centre the community were asked to highlight spaces they felt would be best enhanced by festivals and events. Key questions were;

- Where and what type of events they could see in these spaces?
- Any additional events they would like to see?

Culture Key Findings

Culture is recognised as the heartbeat of Byron Bay and should be recognised physically throughout the town centre. Key considerations include:

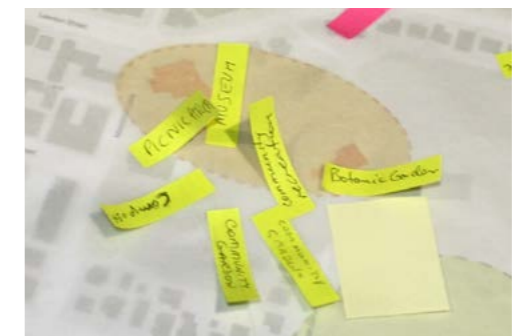
- Increase public art and sculptural opportunities throughout the town centre;
- That the following key spaces should be further enhanced as community and cultural facilities with enhancement and beautification; Surf Club, Railway Park and railway land, Youth Centre, Recreational Grounds and the Foreshore;
- The town centre should welcome the arts and have increased cultural opportunities, particularly for local artists, with busking,

- sculpture walks, public street galleries;
- Community gardens should be considered as a cultural and natural enhancement to the town centre involving children, youth and the elderly in particular;
- Recreational opportunities, particularly for youth, should also be recognised as a priority with skateparks, better playgrounds, cycle paths and flexible play and performance spaces.

All suggestions raised at the Community Engagement Period 02 have informed the development of the culture strategy.



Local community discussing community facilities.



Possible community facilities noted by the community.



Best practice studies on culture.



Possible cultural activities notes by the community.

COMMUNITY FACILITY MAPPING

Through sticky notes and a community facility zonal plan the community were asked to vote on which facilities needed enhancing and what additional facilities they would like to see in their town and where.

Establish an accessible network of events, festivals and market spaces.

Sub-Strategy 01: A Connected Event Network

A town centre environment that supports a variety of connected and integrated spaces is vital to enhancing and sustaining Byron Bays rich calendar of diverse events and festivals. At present existing spaces for events and festivals have been identified as working in isolation from each other. By establishing a flexible network of town centre streets and public spaces different event types and scales can be provided, which are accessible to all cultures and age groups.

Key actions and initiatives to guide event zones in the centre are;

- Through temporary street closure, establish Jonson Street as the primary event spine, linking events, markets and festivals on Railway Square and Main Beach together;
- Bring events and activities into non-traditional spaces such as car-parks and laneways to rethink how these spaces can be used in both

Railway line can establish an improved relationship to the Arts and Industrial Estate.

New extended event zone through an extended to the foreshore.

A small flexible secondary event, festival and market zone established in the car park facility. [Note: Required discussion with Crown Land.]

Railway Square established as a key space for local events and markets through relocated car parking.



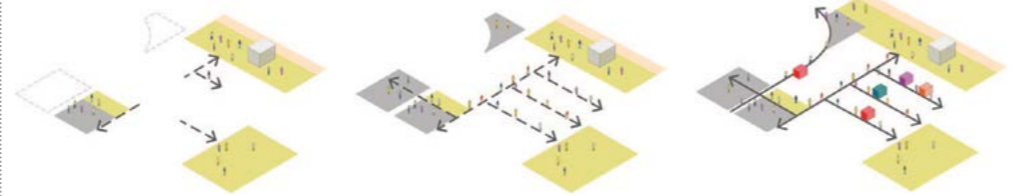
Figure 4.19 - A Connected Event Network

DELIVERY PRINCIPLES: EVENT ZONES

Existing: isolated events spaces, not designed to support large crowds.

Short Term: Spaces extended and connected by neighbouring lane-ways, streets and car-parks.

Long Term: A connected network supports both small and large scale happenings in diverse locations.



- the short and long term;
- Extend and improve the foreshore's ability to better cater for events, encouraging larger events to the centre. This can be through temporary closure of streets, car parking and extended open space;
- Allow for events to grow flexibly in a diverse range of spaces, with a smooth, and simple approvals process accessible to a wide range of cultural and age groups;

- Connect with out of town events by considering the rail lines as a cultural movement spine.
- Butler Street Reserve should retain its role as a zone for small markets, such as the Farmers Market. Note: Alternative locations should be investigated including Railway Square, Lawson Street Car Park north and south, the foreshore and temporary street closures for alternate/additional market zones.



Apex Park enhanced to accommodate events.



Streets that support festivals and events.



Laneway Festivals activate under utilised spaces.



A diverse range of cultural groups supported in the town.



Smooth approval process allows diverse groups to contribute.



Democratic spaces for people.

DID YOU KNOW?

In October 2014 Byron Bay Town Centre held the Bay Lane Activation Festival. Reclaiming Bay Lane for a night the service road was transformed into an active hub containing visual installations, projections, sculptures, street art murals, music and various other activities. This event demonstrated how locals can play a role in revitalising their centre and temporarily transforming a road into a flexible multi-functional space for people.



Enhance the town centre as a place for art, performance and freedom of expression.

Sub-Strategy 02: A Centre for Creativity

It is essential that both the locals and the built fabric actively work together to support creativity throughout the centre to create an environment which encourages flexible creative participation.

Key actions and initiatives to guide public art and performance in the centre are;

- Council to work with building, business owners

& key cultural institutions to encourage public art through strategies and incentives;

- Allow for public art programs which are accessible to a variety of ages and cultures to create a town which visually reflects its eclectic community;
- Establish streets and spaces throughout the

Art should connect the foreshore precinct to the lighthouse.

In the long term Butler Street Reserve could become a multi-storey carpark facility, home for local artists, exhibitions and performance.

Indigenous art and interpretation takes you on an interactive journey through the regenerating Sandhills vegetation.

Art and performance space enhances the public domain in Railway Square.

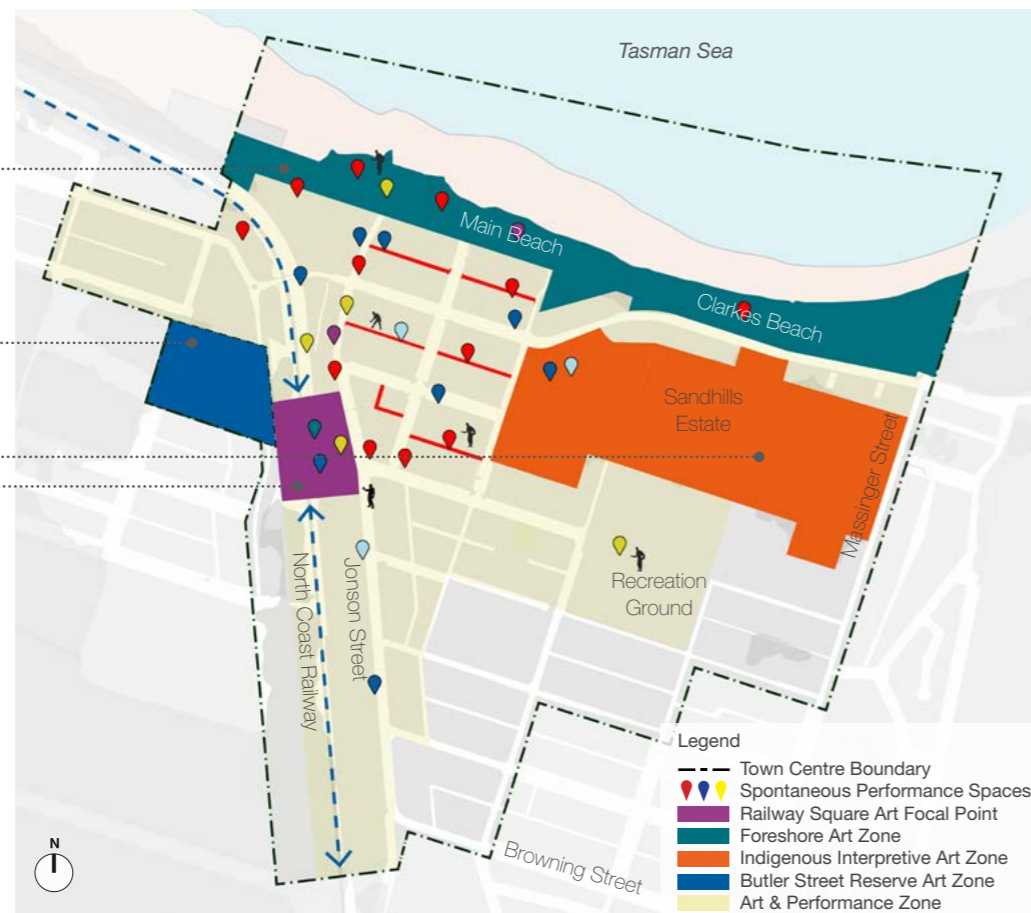


Figure 4.20 - A Centre for Creativity

DELIVERY PRINCIPLES: PUBLIC ART AND PERFORMANCE

Existing: Art is driven on an isolated project by project basis.

Short Term: Incentives and strategies encourage more art and busking throughout town.

Long Term: Town fabric which actively supports its local creatives.



town which support rather than deter both planned and spontaneous public busking and performance;

- Reduce unnecessary red tape though clear, highly accessible and simple application processes for public art and performance;
- Work with existing community facilities to foster

cultural development and encourage creative skills development by supporting, tool access, programs and in kind aid;

- Investigate more opportunities for participation by a diversity of age and cultural groups.



Town embraces indigenous culture through street art.



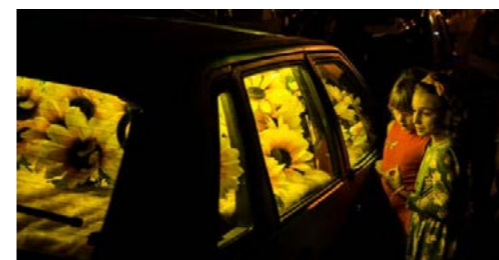
Open art exhibitions in the street encourage local creative development.



Main beach performance space improved.



Street and spaces which support busking of various sizes.



Art engaging the street both during the day and at night.



Art along the foreshore is encouraged.

DID YOU KNOW?

In Philadelphia, art is used as a platform to help the creative development of underprivileged communities, the homeless and youth services. Working with local business for art space, these murals have now become a widely renowned changing city attraction.



Improve and strengthen the town centre's cultural and community zones.

Sub-Strategy 03: A Culturally Enhanced Centre

It is important that cultural and community facilities in Byron Bay work together to provide a diverse range of offerings and spaces. They should be welcome to all and cater for the broad and eclectic community in terms of age, interest and social variety. Establishing community precincts which concentrate complimentary types of facilities ensures regular usage, space activation, a varied demographic and improved integration with the

surrounding areas.

Key actions and initiatives to guide community facilities in the centre are;

- Establish a new Cultural Gallery and Museum at Railway Square strengthening the precincts role as the cultural heart to Byron Bay;
- Support local creative programs at Butler Street

Upgrade the swimming pool site into a year round facility that supports community uses and appropriately addresses the surrounding open space.

Upgrade the Surf Lifesaving Club, ensuring that it appropriately addresses the adjoining parkland space and integrates toilet facilities.

The Sandhills Community Hub should be a community destination for all ages, integrated within an eco-friendly setting, linking to the regenerated Sandhills scrub.

Locate a new Cultural Gallery and Museum on Railway Square supporting local art, events, exhibition and performance.

Recreation Ground to focus on local sporting activities, particularly flexible, informal recreation opportunities.

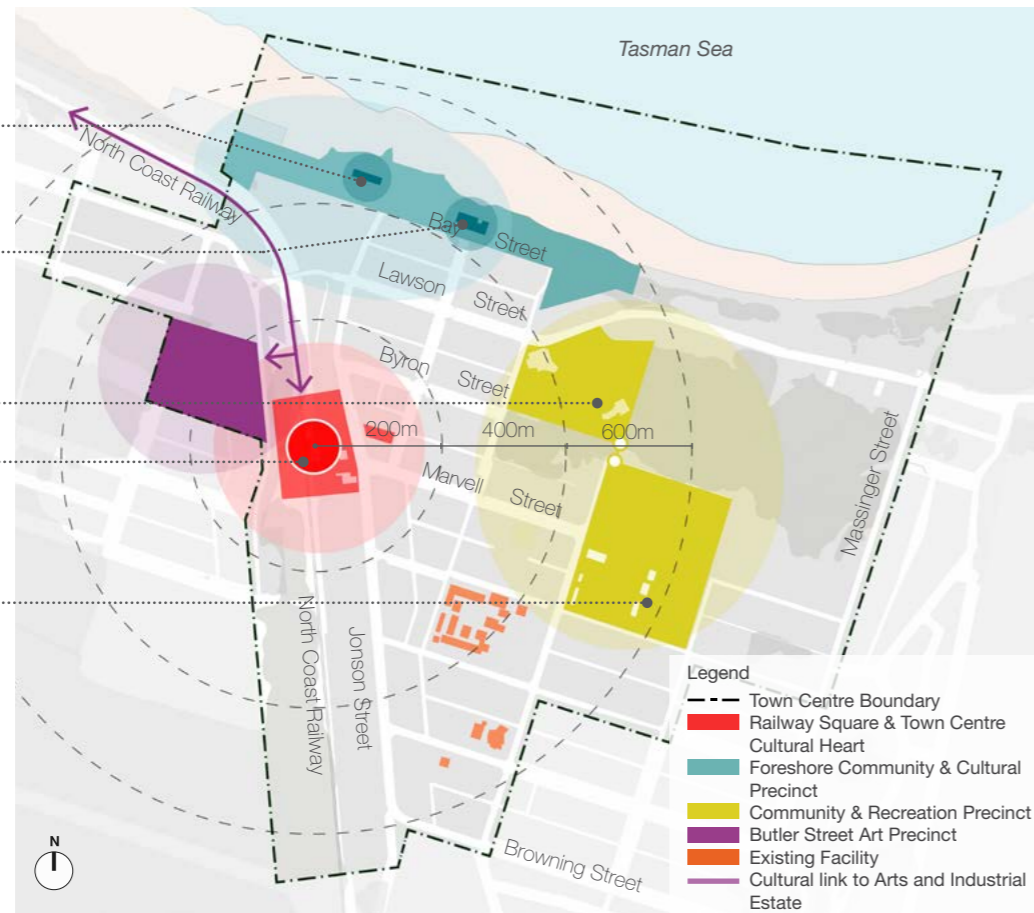
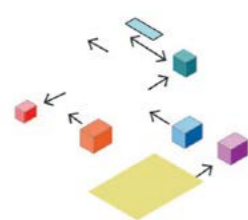


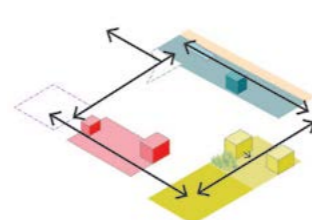
Figure 4.21 - A Culturally Enhanced Centre

DELIVERY PRINCIPLES: COMMUNITY AND CULTURAL FACILITIES

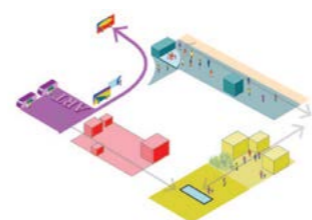
Existing: Many facilities currently working on their own.



Short Term: Improve existing community facilities at key town centre locations.



Long Term: Establish new facilities that support & connect with one another.



- Upgrade the surf lifesaving club so that it responds to and integrates with Apex, Peace & Denning Parks;
- Strengthen the Recreation Ground's role as an informal recreation hub for the community;
- Improve the Sandhills Estates role as a community precinct for the local children,

- elderly, youth and indigenous communities;
- Enhance local amenities and facilities along the foreshore such as toilets and changing rooms;
- Explore opportunities to reuse the swimming pool site if it is removed in the future.

Note: It is important that the location of all community and cultural facilities are considered within their broader context.



Local facilities support children and families.



Community gardens build community relationships.



New facilities address and activate surrounding spaces.



Temporary gallery create space for local artists.



Improved beach-side facilities enhance surf culture.



Environmentally friendly cultural facility addressing the street.

DID YOU KNOW?

The conversion of an inner Sydney community centre demonstrates how a run down facility can be upgraded into a community hub. Largely funded by a \$2 million grant from the Federal Government's Community Infrastructure Program the facility also includes an oval and skate park, offering youth a place to be active and entertained.



Reveal Byron Bay Town Centre's unique history through interpretation and a heritage circuit.

Sub-Strategy 04: A Historically Revealing Centre

Byron Bay or "Cawanbah" has a unique history as a meeting place, industrial township, significant port, and spiritual centre. It is important that this unique indigenous and European history is reflected throughout the town.

Key actions and initiatives to guide heritage in the centre are;

- Create a strong heritage circuit connecting key

indigenous and European sites throughout the town to surrounding significant sites such as the Light House, old jetty sites, railway line, Arakwal National Park and the Cumbebin Swamp;

- Support European and indigenous interpretation along the key town centre streets and the foreshore;
- Integrate indigenous interpretation along Byron Street, the Sandhills Estate through to Butler

Heritage link reveals unique indigenous and European sites throughout the town.

Heritage interpretation embraced in streets & along foreshore.

Byron Street biodiversity corridor uses indigenous interpretation connecting Belongil Creek to the Sandhills Estate, Arakwal National Park & the Light House.

Railway Square established as the Heritage Heart to Byron Bay Town Centre.



Figure 4.22 - A Historically Revealing Centre

DELIVERY PRINCIPLES: HERITAGE

Existing: Scattered historical sites and information.

Short Term: Focus heritage interpretation on education such as WIFI and signage.

Long Term: Connected circuit of indigenous and European significant historical sites.



Street establishing a strong heritage connection between Belongil Creek, the Arakwal National Park & the Light House;

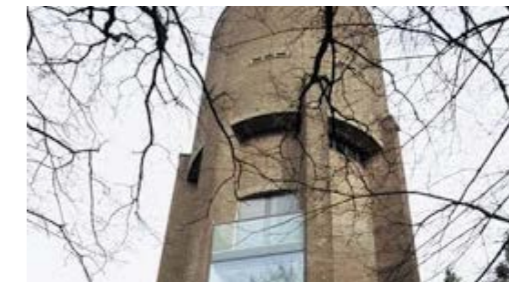
- Retain, enhance and encourage the adaptive reuse of heritage buildings and conservation areas in the centre.
- Establish Railway Square as the towns "Heritage and historical information heart" signified through a new Cultural Museum and Gallery;

- Introduce WIFI and heritage information signage throughout the town centre to educate the local and visiting population;

- Enhance the rail corridor's role as a heritage link and movement corridor, through retaining the rail line and vegetated character.



Existing heritage buildings retained and enhanced.



Water Tower adaptive reuse.



Sympathetic, modern enhancements to heritage.



Indigenous specific interpretation.



WiFi and apps can tell a story.



Heritage interpretation integrated with the natural environment.

DID YOU KNOW?

In Cairns an old heritage terminal has been transformed to become a flexible space which supports cultural and creative events and activities.



4.5 ECONOMIC DEVELOPMENT STRATEGY

What We Heard

Overview of Engagement Period 01

Economic Development received a total of 77 comments that raised concerns on chain stores in the town centre. The community's main concerns were;

- No more chain stores;
- No edge of centre shopping mall;
- Retain local uses;
- Utilise disused laneways.

The project team identified that a critical component to the Economic Development strategy was seeking direction on the appropriate land use diversity and recognition of economic value.

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to Economic Development within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Byron Bay Monopoly board;
- So you are a developer.

To assist in the Economic Development engagement process a monopoly board and A1 map of the centre were provided to understand what makes a diverse community and what are the key opportunity sites in the centre.

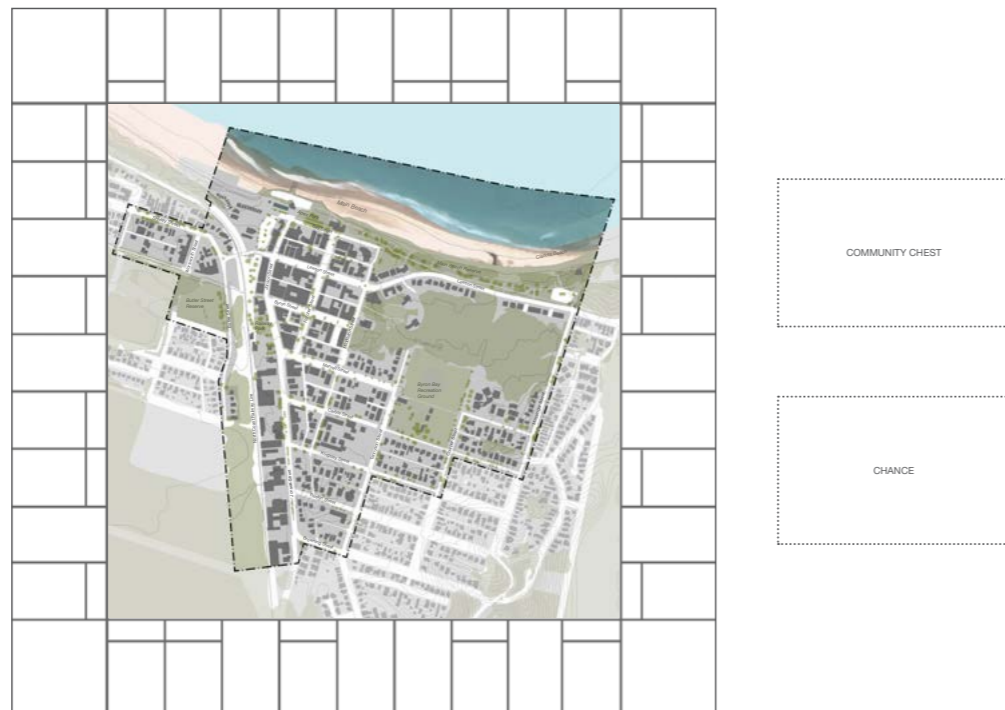


Figure 4.23 - Monopoly Board

MONOPOLY BOARD

Through the community creating their own Monopoly Board for Byron Bay Town Centre participants at the community roundtable were provided with the task of creating a diverse community. The activity was able to show the kinds of elements that a community needs to add economic value to a town (i.e. All towns will have the expensive streets alongside the least desirable, the local services, accessibility and a commitment to work together (i.e. Community Chest).



Economic Development Key Findings

Participants were able to recognise the need to diversify the town centre and increase opportunities for mixed use developments. Key principles include:

- Activate and increase local business opportunities in the Laneways;
- Aim to achieve diversity in commercial floor space size and encourage/support local businesses;
- A number of key sites were identified as opportunities for consideration in the future.

Key opportunity sites identified include;

- Caravan Park Site;
- Western side of the Rail line;
- Lawson Street Car Park;
- Butler Street Reserve;
- Sandhills Estate.

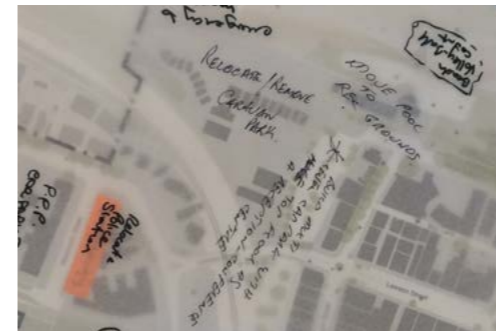
All suggestions raised at the Community Engagement Period 02 have informed the development of the Economic Development strategy.



Workshop ideas on the Byron Bay Monopoly Board.



Community discussion on key sites.



All ideas and notes were collated to inform the strategies.



Key sites and ideas were marked up on plans.

SO YOU ARE A DEVELOPER

An A1 map of the town centre was provided so the community could identify key locations that are under-utilised and in need of improvement.



Increase local residential and commercial opportunities within Byron Bay Town Centre.

Sub-Strategy 01: A Centre for Local Opportunity

For Byron Bay Town Centre to become a resilient and sustainable centre, particularly for local business, a strategy needs to be developed based around the renewal and strategic development of under-utilised town centre sites.

Key actions and initiatives to guide opportunity sites in the centre are;

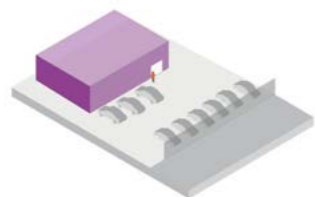
- Review and amend planning policy and regulation for each identified site that does not align with the town centre masterplan;
- Investigate identified sites and engage with stakeholders;
- Undertake detailed concepts and feasibility studies of the identified sites.



Figure 4.24 - A Centre of Local Opportunity

DELIVERY PRINCIPLES: LOCAL OPPORTUNITY SITES

Existing: Dead and under-utilised spaces characterise the centre today.



Short Term: Temporary interventions offer short term reuse of sites.



Long Term: Re-development of under-utilised sites improves the town centre environment.



Key sites identified for development, renewal and regeneration are as follows.

Strategic Development Sites

These sites have been identified because of their significance within the town centre and the potential to act as a catalyst for investment. Developing these sites will require a combination of public and private sector investment. These sites include;

- **1. Lawson Street Car Park [North and South]** - Encourage the pilot activation and redevelopment of Lawson Street Car Park North and South ensuring the site supports local business opportunities.
- **2. First Sun Caravan Park** - Investigate long term relocation of First Sun Caravan Park and revitalisation opportunities of the site as a mixed use extension of Lawson Street Car Park North and South.
- **3. Swimming Pool and Car Park** - Upgrade the existing swimming pool facilities and undertake feasibility studies of the foreshore carpark to determine the appropriate use of the site in collaboration with Crown Land.
- **4. Railway Square** - In collaboration with stakeholders Identify appropriate pop up businesses and alternate revenue streams that accommodate for the removal of car parking.
- **5. Butler Street Reserve** - Establish a surface level car parking facility that caters for visitors and work closely with stakeholders to identify the long term opportunities for the site.
- **6. Sandhills Estate** - Continue to work with Crown Land and foster the revitalisation of the precinct through local community and residential uses.

Renewal Sites

These areas have been identified as renewal sites that offer the potential to be enhanced and redeveloped. Under public ownership, these sites have the ability to improve street address and support an appropriate land use within the town centre. These sites include;

- **7. Hospital** - Work with Crown Land to identify an appropriate land use mix for the hospital site.
- **8. Council Buildings** - Investigate renewal opportunities for the council owned site.
- **9. Surf Lifesaving Club** - Work with Crown Land to prepare a detailed site investigation in upgrading the Surf Lifesaving Club that adequately supports the local lifesaving organisation as well as offering some commercial capacity such as a restaurant, beach-side café and community space.

DID YOU KNOW?

PROXY is a temporary two-block project located in San Francisco which seeks to mobilise a flexible environment of food, art, culture, and retail within renovated shipping containers. PROXY is both a response and solution to the ever changing urban life-cycle, existing as a temporary placeholder for a more permanent development project. Rather than leave a site empty the temporary uses establish a vibrant focal point for commerce and community.



Promote a diverse lower and upper floor land use mix in the centre.

Sub-Strategy 02: A Diverse Lifestyle Centre

Diversity is key if Byron Bay is to become an economically resilient centre in the coming decades. At present, the dominance of retail and tourist accommodation is creating an imbalance with many local businesses forced to relocate further out of town to remain viable, the Arts and Industry Estate is a key example. For Byron Bay to become a town centre that reflects its diverse

community it needs to support a diverse range of uses.

Key actions and initiatives to guide diversity in the town centre are;

- 1. Town Centre Core** - Support a diversity of local land uses such as retail and commercial services within the core. Key actions include;

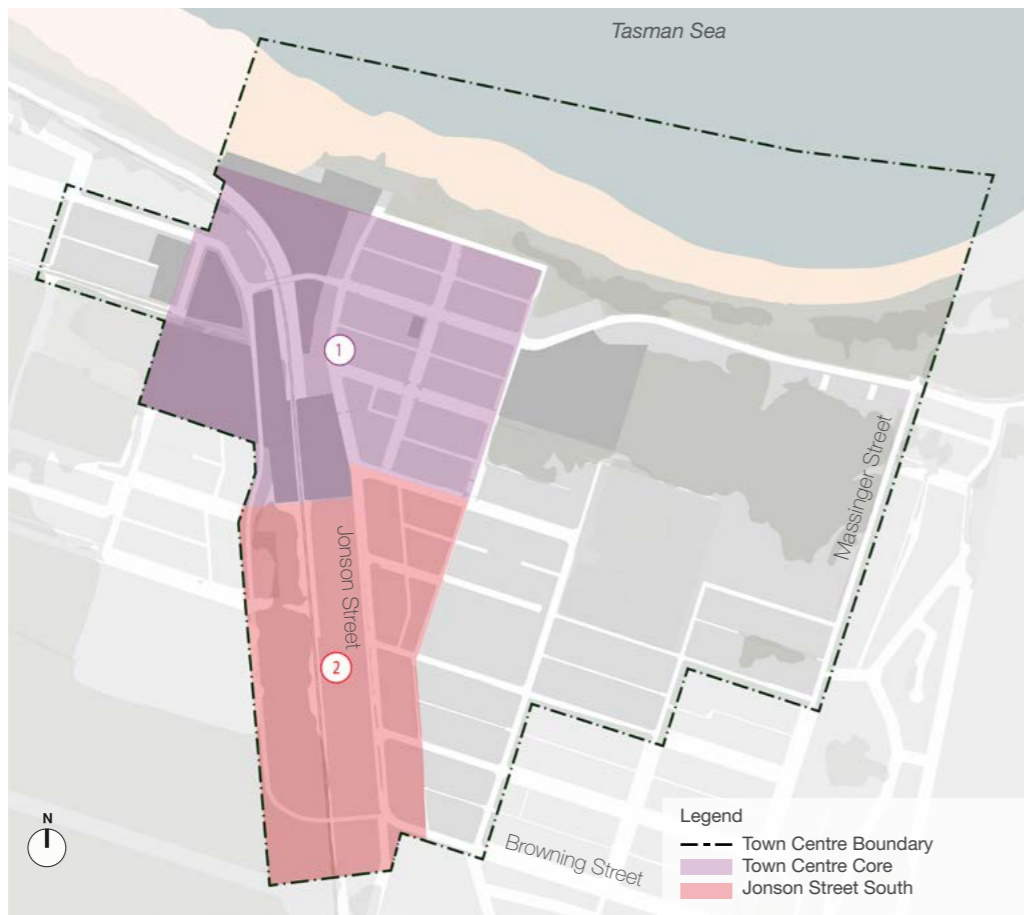


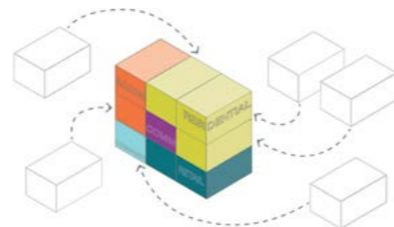
Figure 4.25 - A Diverse Lifestyle Centre

DELIVERY PRINCIPLES: DIVERSITY

Existing: Scattered and isolated uses.



Long Term: Consolidate uses to improve diversity, resilience, and activity in the centre.



- Focus a vibrant array of Town Centre uses within the ground floor of buildings including but not limited to cafe's / restaurants, shops, incubator businesses and offices;
- To reduce the overly dominant visitor accommodation in the town centre core amend the LEP Land Use zoning to support a critical mass of economic activity within upper floor of buildings including local residential living and commercial opportunities.
- Create a town centre DCP that encourages a greater diversity of land uses in the town centre core.

- 2. Jonson Street South** - Incrementally transform Jonson Street South into a mixed use district that supports medium density living and local business. By achieving this outcome a greater population of residents and workers can be located within walking distance of the town centre core. In addition the economic vibrancy of the town centre core can be better concentrated in and around the town centre core ensuring a more compact and walkable town centre environment. Key actions include:

- Future development in this zone should aim to increase the centre's residential offering through accommodating a diverse array of dwelling types supporting the centre's varying demographic;
- Some local commercial (for example professional, creative offices) and some hotel services could be located in this zone as they offer an important employment base for Byron Bay Town Centre.
- Remove the incentive for local retail dominant developments in this precinct through amending the LEP Landuse zoning to a mixed use zoning.



Diverse range of retail and commercial services.



Vibrant ground floor activation.



Medium density living close to the town centre.



Diverse range of retail and commercial services.

DID YOU KNOW?

Circus Street in Brighton is a great example in how creativity, innovation and diversity are core principles to the revitalisation of an under-utilised district of a centre. This mixed use project focuses on providing private and affordable housing, 3,000m² of flexible office space to help growing creative and digital businesses remain and flourish in the centre and an improved night time economy. The scheme also provides a communal orchard and roof gardens for food growing.



Activate Byron Bay's under-utilised streets and spaces.

Sub-Strategy 03: An Activated Centre

Byron Bay Town Centre is already characterised by active retail frontages along its main streets. However, it's the under utilised spaces, courtyards and laneways that offer the greatest potential in unlocking the town centre for local business and enterprise. These spaces are vital in connecting the town centre's streets together as well as providing more intimate surroundings for small scale business and activities.

Activation of the town centre's under-utilised spaces can be generated in myriad ways and can

be done cheaply and effectively if targeted in the right places and spaces.

Key actions and initiatives to guide activation in the centre are;

- Establish regular pilot activation trials on the town centre streets, laneways and car parks;
- Develop a program for laneway and side street activation by focusing on the smaller businesses and establishments who can enjoy lower rents and support in de-regulation;

Activated core encourages local businesses and creative industries to be located in under-utilised laneways and disused spaces.

Semi active zone supports residential uses with additional uses such as commercial fronting onto streets and spaces.

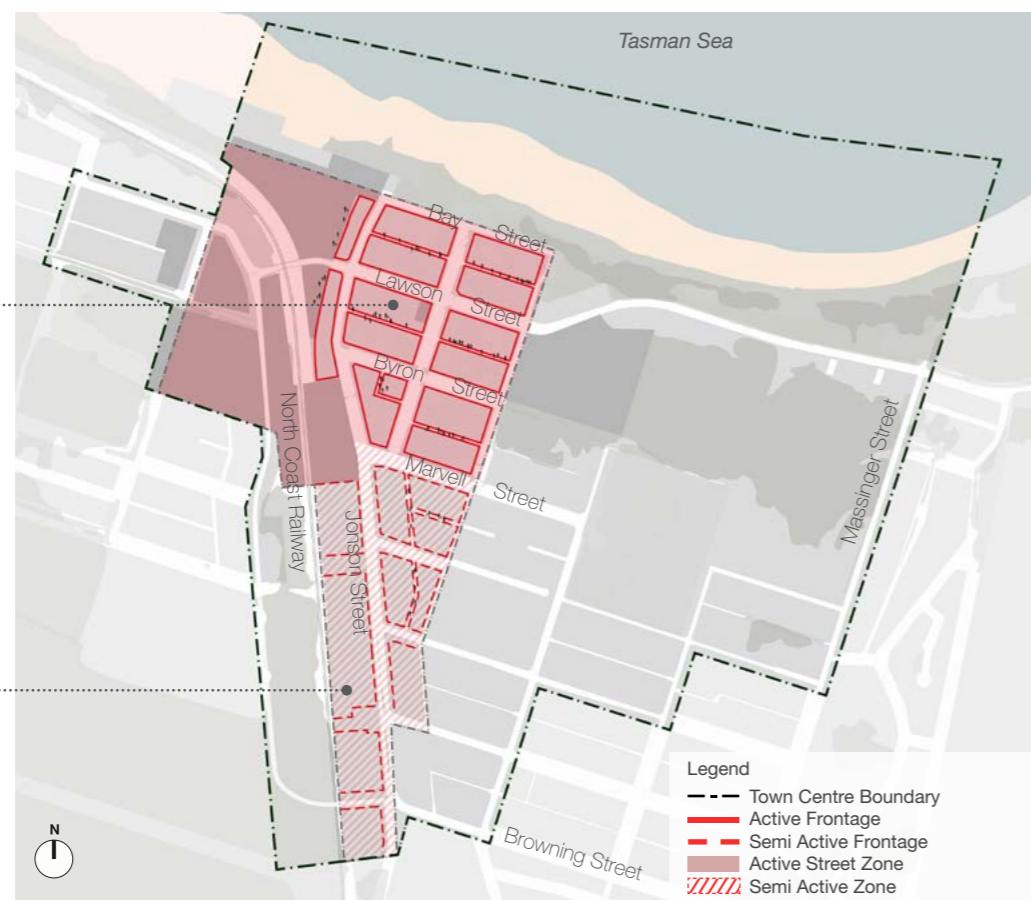


Figure 4.26 - An Activated Centre

DELIVERY PRINCIPLES: ACTIVATION

Existing: Under utilised & unsafe space, courtyards and laneways.

Short Term: Temporary activation demonstrates potential.

Long Term: Laneways for locals ensures active and diverse spaces.



- Encourage day and night time uses to ensure diversity and regular street activation;
- Ensure cultural street activities and regular public transport after closing hours to support a night time activation;
- Expand the heart of the centre to the western side of the railway line to encourage activation of the centres under-utilised areas.
- Engage local businesses and activation experts to identify opportunities to revitalise under-utilised building edges and spaces.

- Incrementally transform Jonson Street South into a semi-active zone through accommodating a mix of uses that are primarily residential and commercial uses. By ensuring the southern zone provides limited retail, the core of the town centre can be strengthened as the active focal point.

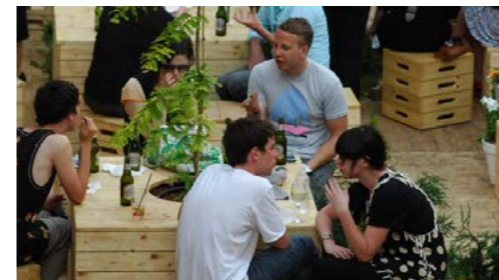
Note: Semi-active frontages relate to areas which have good urban frontage such as residential buildings with opportunities for commercial fronting the streets and spaces.



Low cost structures activate disused spaces.



Laneway activation through alfresco dining.



Temporary seating can animate laneways.



Hole in the walls offer quirky activity points.



Containers can activate parking lots.



Local creatives can activate under-used lanes.

DID YOU KNOW?

Manly village in Sydney has demonstrated in recent years that the backs of properties and service lanes are untapped potential in providing additional business opportunities for locals. Through encouraging low rents and shifting the character of the spaces from road to shared, small business can take advantage of the passing trade and the pedestrian friendly intimate proportions of these spaces. These spaces are now safe, active and well lit encouraging extended trading hours and decreasing anti-social behaviour.



Establish a compact village heart through supporting future development adjacent to the rail corridor.

Sub-Strategy 04: A Strengthened Village Heart

Byron Bay Town Centre is at present characterised by town centre uses that are spread from Bay Street to Browning Street due to the North Coast Railway acting as physical barrier. A compact and walkable town centre is crucial to ensuring a critical mass of activity within the core.

To establish Byron Bay as a compact centre it is crucial that the North Coast Railway line is

celebrated rather than ignored. By encouraging businesses to address the rail line the centre's future growth can shift west rather than at present south.

Key actions and initiatives to guide expansion of the village heart in the centre are;

- Review and amend planning controls and policy to accommodate the western expansion of

Under-utilised spaces offer opportunities for local businesses, community facilities and expanded recreational spaces.

Amend planning controls to support the western expansion of the town centre.

The rail corridor should be integrated into the village centre and not seen as a barrier.

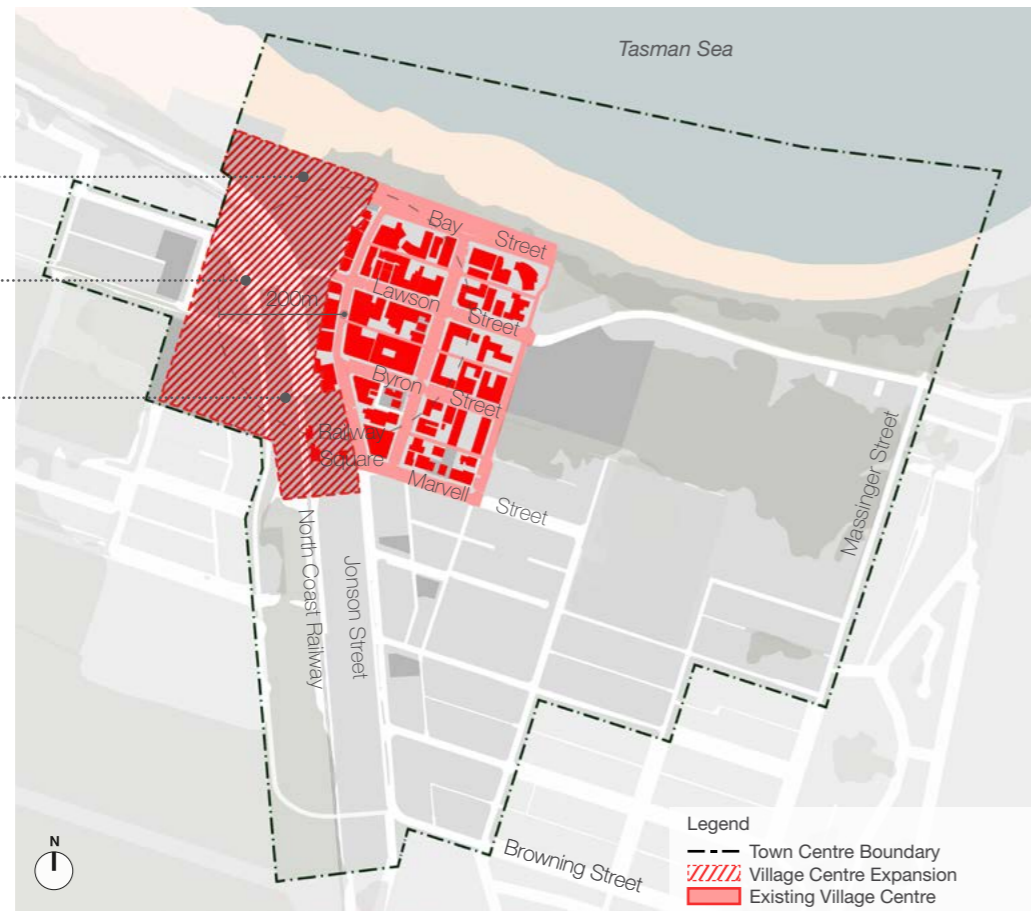
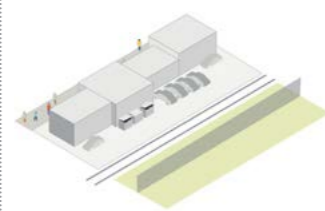


Figure 4.27 - A Strengthened Village Heart

DELIVERY PRINCIPLES: VILLAGE HEART EXPANSION

Existing: The railway line forms a barrier to the centre.



Short Term: Small interventions face and celebrate the railway.



Long Term: The town centre focuses its growth around the railway.



town centre uses.

- Encourage the re-orientation of buildings along the rail corridor to improve activation and passive surveillance. This will also allow the rail line to be treated as a key movement corridor;
- Develop the Lawson Street Car Park North and South into a mix of uses that encourage local business and local living;

- Retain the existing village heart and ensure a variety of land uses and activities are catered for;
- Promote future development of the western edge of the town centre including the First Sun Caravan site, Butler Street Reserve and the western edge of the rail corridor to support a more compact and walkable town centre.



Food trucks enable temporary activation of public space.



Public spaces to meet and socialise with mixed use edges.



Community events take over streets.



Light rail enables a permeable public domain.



Public spaces engage all members of the community.



Performance spaces are a key element of the town centre.

DID YOU KNOW?

Brixton Village is a permanent market and collection of local restaurants that has become the destination for budget eating. Becoming Brixton's culinary and cultural hub the regenerated district supports the local community. It also incorporates markets, live music nights, private parties and late night shopping that generate a diverse night time economy.



4.6 BUILT FORM & AESTHETICS STRATEGY

What We Heard

Overview of Engagement Period 01

Built form and aesthetics received the lowest amount of comments with only 71. The community's main concerns were;

- Maximum 3 storey buildings;
- Traffic congested entry points;
- Unique urban grain and character;
- Lack of consistency in architecture quality.

The project team identified that a critical component to the Built Form and Aesthetics strategy was understanding the community's preferred response to development controls and character.

Purpose of Engagement Period 02

The engagement activities undertaken in Engagement Period 02 identified a preferred strategic direction to Built Form and Aesthetics within the town centre. Two engagement techniques were created to empower the community. These techniques were as follows;

- Lego density activity;
 - What's hot or not.
- The intention of these two exercises was to understand;
- How density, bulk and height interrelate;
 - What built form character should be preserved.



Figure 4.28 - Lego Density Game

LEGO DENSITY GAME

Through using coloured lego pieces participants at all face to face sessions were provided with the task of creating a 3 storey building using the existing requirements of the Development Control Plan (DCP). The activity was able to show at every occasion how difficult it is to achieve a building conforming to the existing controls of height, FSR and parking.

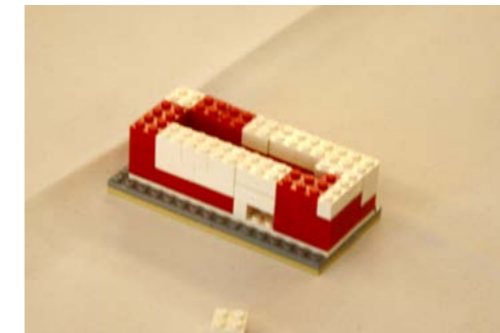
Built Form & Aesthetics Key Findings

It is evident that the community have a passion for retaining Byron Bay Town Centre's village character. The consistent views provided were the following:

- Allowing residential in the core town centre zone;
- Create controls that allow space for street cafe seating/wider footpath;
- Consider relaxing on site parking requirements;
- Re-draft DCP to encourage small developments;
- Ensure controls can encourage a diversity of commercial space;
- Investigate a restriction on size of space/

- tenancy;
- Maintain three storey building is heights.

All suggestions raised at the Community Engagement Period 02 have informed the development of the Built Form and Aesthetic strategy.



Lego pieces create a 3 storey building at 2:1 FSR.



Collaboration in using the lego pieces.



Community creating a 1.3:1 FSR at 3 storeys.



What's Hot or Not board and photographs.

WHAT'S HOT OR NOT

Through a combination of both good and bad existing buildings within the town centre the community were able to determine the type of buildings they liked and didn't like. This allowed the team to determine the type of building styles to preserve.

NOT	IF ONLY..	HOT
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Enhance the village entry points establishing a strong sense of arrival into the centre.

Sub-Strategy 01: A Memorable Village Arrival

Byron Bay Town Centre arrival experience is currently dominated by a petrol station, cars, car parks a disused rail line and the backs of businesses. A strong sense of arrival communicates the essence of a place giving us our first impression of a town.

Key actions and initiatives to guide village arrival in the centre are;

- Introduce a facade revitalisation program to enhance the town centre's building appearance.
- Revitalise Railway Square's buildings to establish an arrival hub across the rail line from the Butler Street car-park facility and interchange as well as arrival by vehicle from the southern end of Jonson Street;
- Upgrade the Surf Lifesaving Club to improve

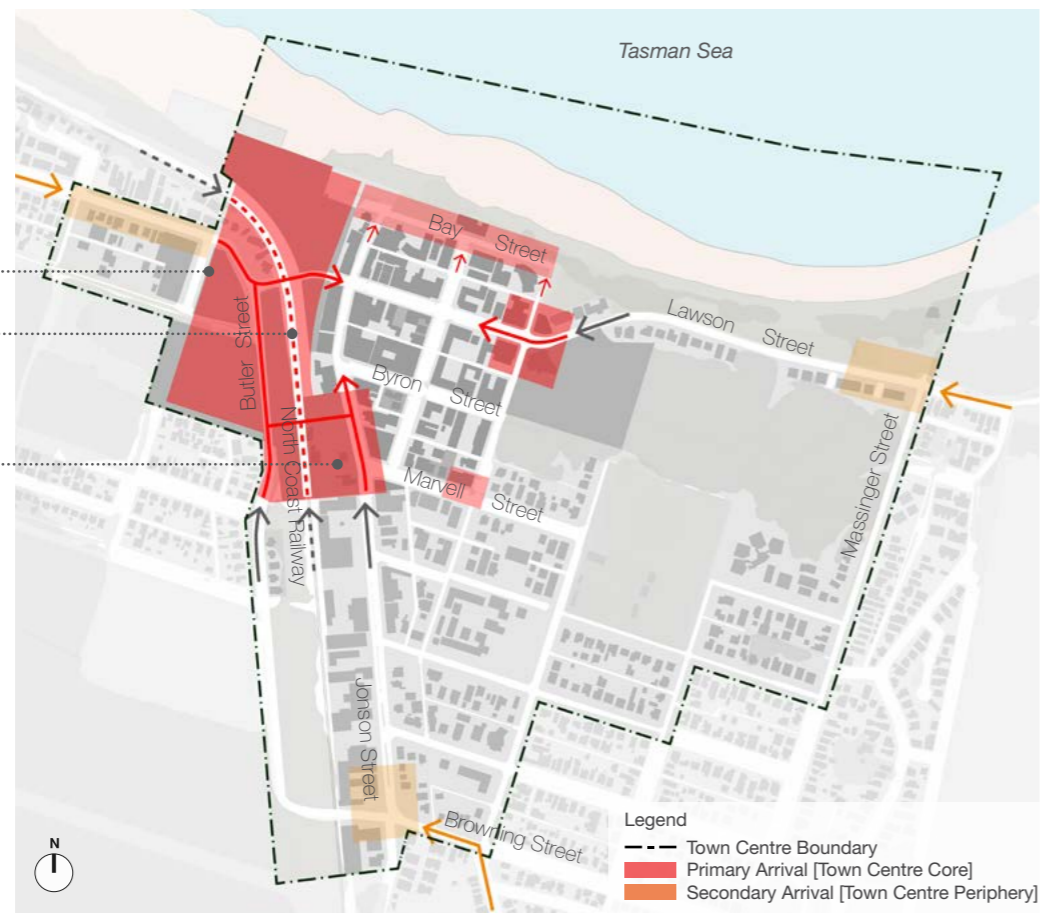


Figure 4.29 - A Memorable Village Arrival

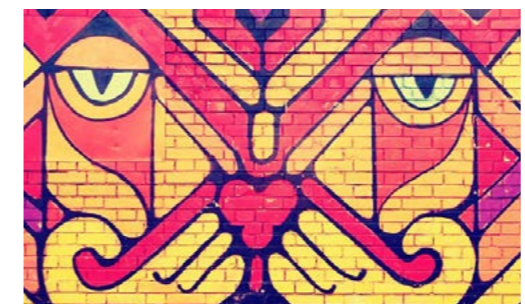
Note: Primary Arrival reflects the arrival experience when entering the town centre core. Secondary Arrival experience reflects the arrival experience when entering the town centre periphery.

DELIVERY PRINCIPLES: VILLAGE ARRIVAL

Existing: Current arrival elements.			Long Term: Desired arrival elements		
Congested traffic	Tourist Shuttles	Petrol Stations	Art & Sculpture	Murals	Clear Wayfinding
No Enclosure	Significant Trees	Active frontage	Built Form Enclosure	Significant Trees	

- the Fletcher Street foreshore arrival experience;
- Support art murals, sculptures, quality building frontage, active uses and tree planting at primary arrival points to strengthen the sense of arrival for visitors by vehicle, rail, bicycle or foot;
- Upgrade the swimming pool into a modern facility for year round use, integrating some commercial capacity. The pool precinct should address and respect the adjoining foreshore

- parkland character;
- Enhance the building facades on the Lawson & Middleton Street intersection to create a town centre arrival threshold from the east;
- Extend the town centre arrival boundary to the west to create an active arrival zone edge to the town centre heart along Shirley Street, Butler Street and the rail line though defined built form, activation and art.



Murals offer low cost arrival experience.



Corner building treatments for entry definition.



Activation at gateway points creates welcomes visitors.



Corner buildings should animate street edges.



Low cost solutions enhance gateway arrival experience.



Art and Sculptures support a sense of arrival.



Unique lighting enhances arrival in the evening.



Facade articulation-creates sense of enclosure when arriving to town.

“Promote varied building heights and street definition through quality built form.”

Sub-Strategy 02: A Varied and Defined Centre

A town centre is characterised by a collection of buildings that should inform and assist the public domain experience. For Byron Bay Town Centre to retain its village character, future built form must establish a harmonious balance between building heights and public domain definition. Therefore to minimise big bulk buildings, achieve appropriate definition and ensure streets are consistent with

Byron Bay’s village character, height should reinforce street variety, rhythm and definition.

Key actions and initiatives to guide building heights in the centre are;

- Encourage the extension of the appropriate 11.5m [3 storey] LEP height to support the newly defined edge of the town centre heart

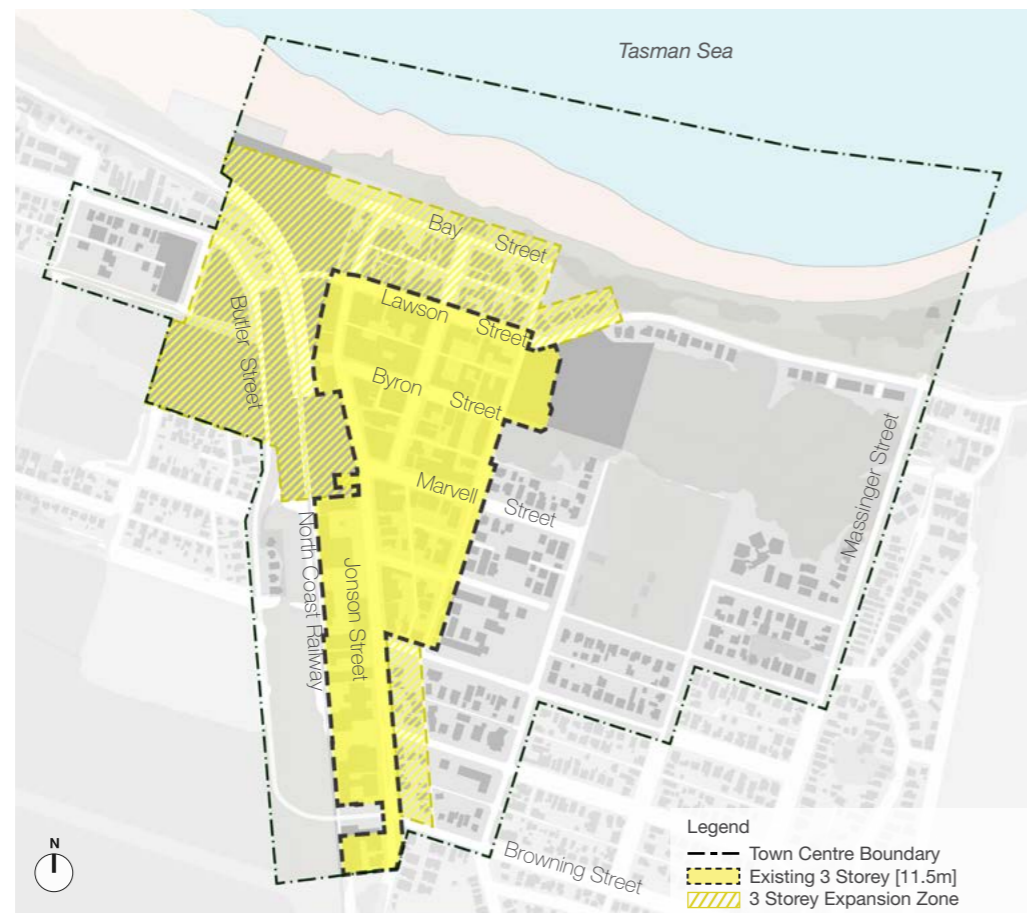


Figure 4.30 - A Varied & Defined Centre

DELIVERY PRINCIPLES: STREET DEFINITION

Existing: 1 - 2 Storey buildings if regularly located along a street reduce the sense of street definition..

Long Term: 2-3 storey buildings improve street definition.



- and encourage excellent building definition along the North Coast Railway line;
- Ensure future buildings provide vertical facade treatments to establish a street rhythm making walks more interesting;
- Establish building height deviation through differing roof treatments. This ensures build height variety and a strengthened street rhythm;

- Minimise big bulk development and vast spaces between buildings for consistent active street frontage;
- Encourage future buildings to achieve allowable building heights increasing in density within the town centre and ensuring appropriate street definition.



Varied roof types strengthens street rhythm.



Street enclosure intensifies activation.



Roof articulation varies street frontages.



Street enclosure improves legibility.



Single buildings can vary roof-lines aiding variety.

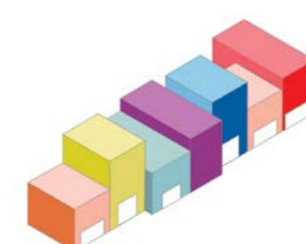
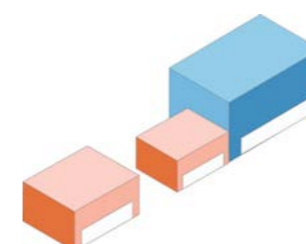


A defined street-scape supports movement.

DELIVERY PRINCIPLES: BUILDING HEIGHT VARIETY

Existing: Big Bulk three storey building with single storey built form & breaks in frontage.

Long Term: Varied & defined 3 storey buildings reinforce street rhythm and a village character.



“Ensure a fine grain response that reflects Byron Bay’s village character.”

Sub-Strategy 03: A Fine Grain Village Character

Byron Bay Town Centre is defined by large sections of back of house land, undeveloped sites and car parking along the railway corridor. In the future revitalisation of these spaces and any other sites it is essential built form embraces and enhances the village character of Byron Bay through fine grain responses. With a review of building code, larger parcels of land can be encouraged to adopt fine grain responses in order to develop built form which is sympathetic to the surrounding town character

without losing building footprint or height.

Key actions and initiatives to guide village character in the centre are;

- Review and amend planning controls such as LEP Floor Space Ratio requirements and DCP requirements to ensure fine grain development is viable.
- Encourage formal building variation through

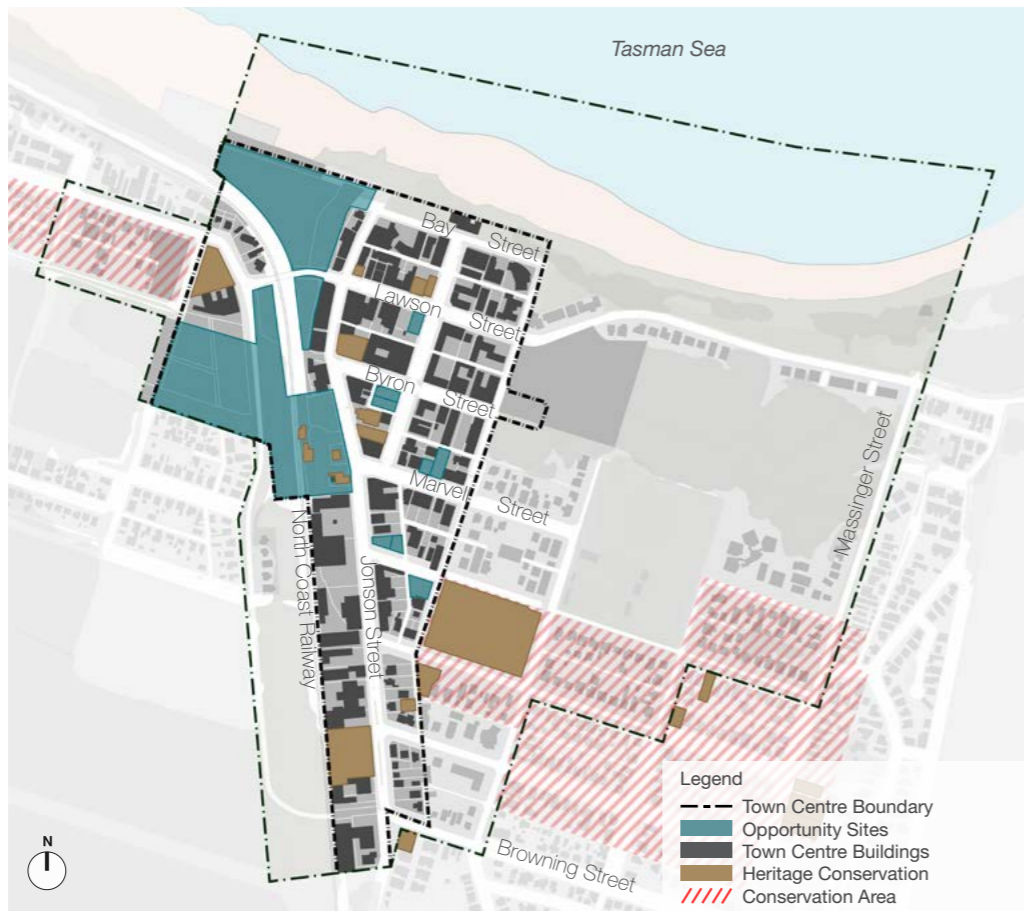
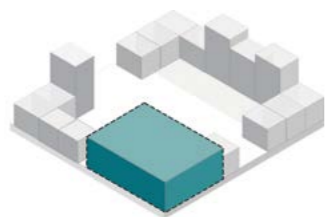


Figure 4.31 - A Fine Grain Village Character

DELIVERY PRINCIPLES: VILLAGE CHARACTER

Existing: Big bulk response to large land parcel.



Long Term: Fine grain response to large land parcel with activated rear frontage.



1. Varied roof lines and heights;
 2. Varied facade articulation;
 3. Varied material definition.
- Future development should encourage small, narrow and compact shop fronts reinforcing a fine grain character;
 - Encourage relief in frontages through varied setbacks strengthening the fine grain attention

- along the building frontages and façades;
- Ensure heritage items are retained and maintained as historical features within the town centre.
- Minimise building bulk focus on the front of properties by encouraging dual aspect built form that fronts onto lanes.



Fine grain built form improve character.



Well lit facades improve visibility.



Shop frontages should be open and transparent.



Fine grain lane-way frontage to activate dead spaces.



Varied coloured treatments enhance character.



Varied architecture reflects village character.



Façades should be clear open and uncluttered.



Short term facade treatments can enhance character.

“Promote best practice sub-tropical architecture.”

Sub-Strategy 04: A Sub Tropical Built Form

Byron Bay Town Centre is characterised by a sub-tropical climate. It is important that future built form adheres to the priority principles in achieving sub-tropical built form.

Key actions and initiatives to guide climate appropriate architecture in the centre are;

- Covered spaces should provide protection from sun and rain, encourage informal interactions and create a strong connection between

buildings and natural environment;

- Window canopies should provide solar control to prevent unwanted internal heat gain whilst allowing for protection and ventilation in adverse weather;
- Larger openings allow for a high level of daylight to minimise reliance on artificial lighting;
- Dual aspect and narrow plan buildings to allow

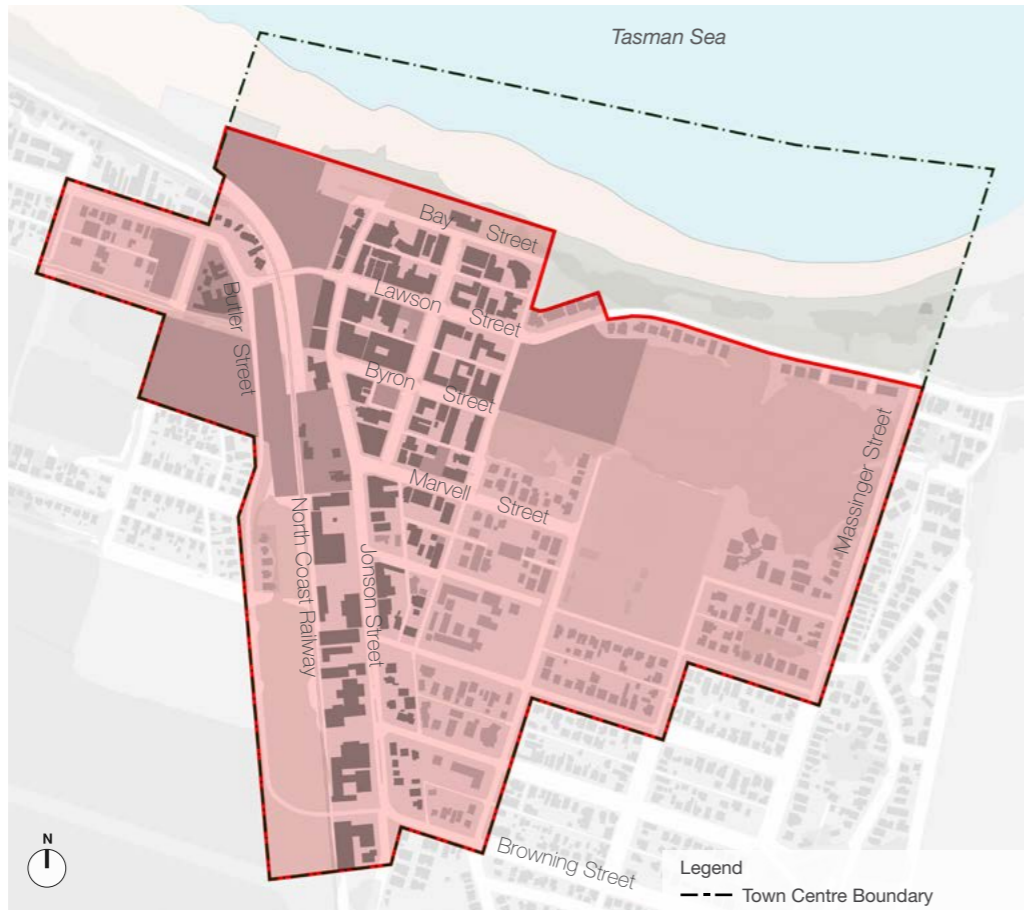
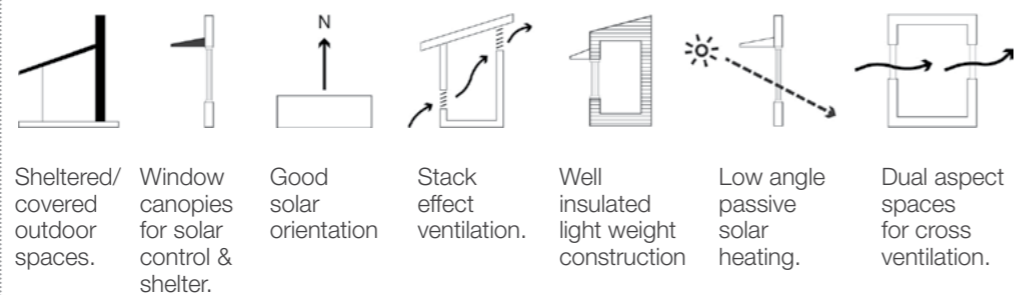


Figure 4.32 - A Sub Tropical Built Form

DELIVERY PRINCIPLES: SUB-TROPICAL ARCHITECTURE



air flow across internal spaces;

- Natural ventilation should be controllable by users for maximum flexibility and user comfort;
- “Stack effect” buildings that draw cool air drawn in from low level and expelled at a high level;
- Ensure optimal solar orientation allowing for effective solar control of internal spaces and to reduce summer heat load on elevations. For

non optimal orientations apply solar control principles;

- Ensure solar modelling informs design, use the low angle winter sun for passive solar heating. Apply size and location of sun shades to block hot summer sun and allow warm winter;
- Use light weight well insulated climate appropriate materials.



Covered Outdoor Spaces provide shade.



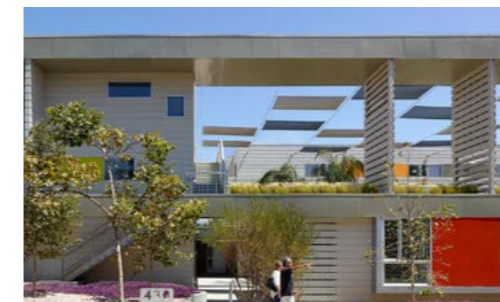
Dual Aspect Spaces allow for flow across spaces.



Window Canopies controlled by user.



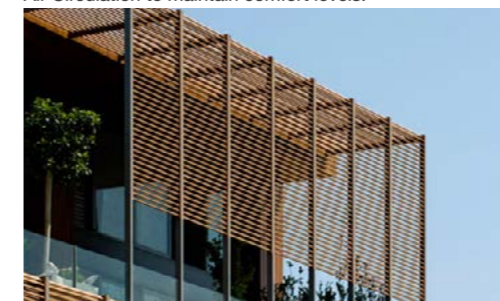
Good Solar Orientation.



Air Circulation to maintain comfort levels.



Light Weight Construction.



Solar Shading to reduce summer heat.



Light Weight Construction.



5.0 Town Centre Masterplan

The aim of the town centre masterplan is to integrate the Town Centre strategies into a 20 year plan for Byron Bay Town Centre. 12 Town Centre precincts assist in understanding the future of the town centre with a focus on six of the Town Centre precincts, referred to as catalyst sites.

The six catalyst sites were identified to test the proposed Town Centre strategies and provide a greater level of detail. Each catalyst site was informed by masterplan workshops that helped identify short and long term priorities for the sites, assisting council and the project team in prioritising future projects.

The priorities identified are flexible and will evolve as the strategies begin to be implemented, this document is not prescribing outcomes but providing guidance for future interventions based on community input and feedback. The community will continue to be crucial to the success of the town centre over the coming decades.

5.0 Town Centre Masterplan

5.1 THE MASTERPLAN

The Byron Bay Town Centre Masterplan celebrates Byron Bay's unique vibe, eclectic culture and natural character through a bold vision and layering of strategies that frame the centre's future over the coming 20 years. Through a pedestrian prioritised core, biodiverse street corridors, flexible public spaces for varying users and a locally vibrant economy, Byron Bay Town Centre is sensitively positioned to balance the demands of its local and visitor population.

Twelve Town Centre Precincts

The masterplan area is divided into twelve precincts that reflect the varying identity and character of Byron Bay Town Centre. The precincts are carefully composed to manage the transition from the town centre core to its peripheral edges, establishing a diverse and complimentary mix of land uses that support diversity and public life. The Town Centre precincts are:

1. Butler Street & Railway Square Interchange

The Butler Street and Railway Square Interchange forms the critical infrastructure that can unlock the local potential of Byron Bay Town Centre by supporting alternate modes of transport and an array of cultural uses. Butler Street Reserve should be transformed into a flexible car parking facility that alleviates parking issues within the town centre. Whilst Railway Square should become the town square and arrival point that supports the diverse needs of both the local and tourist community.

2. Lawson Street Car Park Precinct

As a large site along the foreshore the Lawson Street Car Park Precinct should be re-imagined as sympathetic extension of the Town Centre and Main Beach. Catering for creative businesses, residential living, local retail and outdoor dining, the Lawson Street Car Park Precinct should become a destination that sympathetically extends Bay Street and Bay Lane.

3. Main Beach

Main Beach should be enhanced to form a seamless connection between Apex Park, Peace Park, Denning Park and Foreshore Park. A new play space and inter-generational zone should be sensitively integrated into the open space supporting a greater array of community uses for all ages. The Surf Lifesaving Club should be upgraded as a new modern facility that strengthens Main Beach's role as Byron Bay's most popular asset.

4. Bay Lane Precinct

Bay Lane Precinct should be established as Byron Bay Town Centre's main pedestrian prioritised area through offering shared, flexible surface treatments on Jonson Street North and Bay Lane. These initiatives should encourage a people friendly environment that includes but is not limited to al fresco dining, markets, events, building activation and temporary seating.

5. Sandhills Community Hub

The Sandhills Community Hub should be established as a community destination for all ages, integrated within an eco-friendly setting, linking to the regenerated Sandhills Scrub. A refurbished youth centre, reoriented library, local community gardens, a children's play space, adult learning facilities, Environmental Centre and eco residential living can all help establish Sandhills as the community's environmental hub.

6. Byron Recreation Ground

The Byron Recreation Ground should retain its role as a local sporting, recreation and community resource that is used for a range of compatible activities for all ages, with a focus on children and youth. The Byron Recreation Ground should be strongly linked to the Town Centre, Sandhills Estate and foreshore reserves, local schools and adjoining residential areas.



Figure 5.01 - Byron Bay Town Centre Masterplan

7. Village Centre

As the economic heart to Byron Bay Town Centre this precinct should respond to the diverse people that live in and visit the centre. By offering a variety of uses along the streets and laneways the village centre can support different business models that encourage local business and allows investment and a diversity of development opportunities. The village centre should be incrementally converted from a place dominated by cars to a place where pedestrians and cyclists have priority. Opportunities for introducing residential living within this precinct should also be explored into the future.

8. Clarkes Beach

Clarkes beach will remain a favourite spot for locals and tourists alike. The existing sand dune regeneration should continue, as well as improved opportunities for BBQ spaces, picnicking, public domain treatments, and car parking. The present character that is dominated by endemic vegetation and ‘bush tracks’ to the beach should be retained.

9. Sandhills Scrubland Walk

In collaboration with Crown Land and the local Indigenous Groups the Sandhills Scrubland Walk should see the regeneration of this critical asset, strengthening the east west links for wildlife across the town centre. Educational opportunities abound including integrated indigenous learning and cultural experiences. The Sandhills Scrubland Walk should seamlessly integrate the urban and natural together establishing stronger town centre connections to the Arakwal National Park.

10. Western Residential Precinct

The western residential precinct should retain its role as an area for residential living ensuring a local living population within the town centre. Existing streetscapes should be improved through low maintenance surface treatments, passive stormwater treatment, cycle lanes and large grass verges to retain the natural character of the precinct.

11. Jonson Street South

The south of Jonson Street should over time gradually transition into a mixed use district that supports medium density living and local business. By achieving this outcome a greater population of residents and workers can be located within walking distance of the village centre and the new Mercato Shopping development. In addition the economic vibrancy of the town centre can be better concentrated in and around the Village Centre ensuring a more compact and walkable town centre environment.

12. Village Entry

This precinct holds many opportunities to build the character of Byron Bay. With a number of publicly owned sites in this area the opportunity for future redevelopment and regeneration presents the opportunity to create a unique gateway to Byron Bay Town Centre. Existing heritage buildings should be retained and active tenancies encouraged along Butler Street and the railway corridor to strengthen the village centre’s arrival experience.

Notes:

1. For the purposes of the project six precincts [1-6], referred to as Catalyst Sites, have been further developed to test the proposed town centre strategies and provide a greater level of detail. Each catalyst site has been broken down into a short term and long term plan, assisting council in implementing future projects. The aim of each catalyst site is to incubate and catalyse the generation of activation at and around the site.

2. The Village Centre [Precinct 7] is crucially important to the long term success of the town centre masterplan. However, it has not been tested as a catalyst site as critical information regarding traffic data is unavailable to enable a full assessment of which streets could become shared zones, where footpaths could be widened etc. Byron Shire Council has committed funding for the 2016/17 financial year to undertake traffic studies using the Masterplan strategies to determine the most appropriate data to be collected.



Figure 5.02 - Byron Bay Town Centre Masterplan

5.2 BUTLER STREET & RAILWAY SQUARE INTERCHANGE

Short Term Priorities [2016 - 2021]

In collaboration with Railway Land and Crown land, Railway Square should be established as the local community focal point for Byron Bay Town Centre, supporting a variety of active and passive uses. Central to the creation of Railway Square is the relocation of the transport interchange to the western edge of the railway line and Butler St Reserve being secured as an edge of centre surface level car park.

Key Projects

1. Butler Street Bypass & Car Park

Butler Street Bypass should be established to redirect traffic away from the town centre core. Butler Street Reserve should be utilised as a large surface level car park for long term car parking, with access off Sommerset Street. Further investigations should evaluate the western extension of Butler Street Reserve.

2. Railway Square

Through relocating car parking to Butler Street Reserve a re-imagined Railway Square can be realised, including an extended park that caters for family, leisure and recreation, an adaptively reused tourist information building and a flexible hardstand space that supports pilot activation for local businesses, artists and markets. It is important that any adjacent buildings address and activate Railway Square, reinforcing the spaces role as a focal point for community interaction.

3. Railway Square Bus Interchange

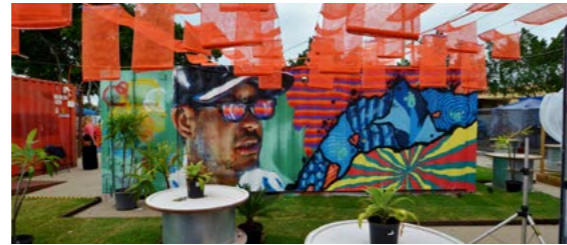
A new transport interchange accessed via Butler Street should be located on the western edge of the railway line supporting local and tourist bus travel, toilets, cycling facilities and a new visitor centre. Local buses should connect with Jonson Street through a southern road connection allowing public transport access to Jonson Street South.

4. Railway Crossing and Walk

A pedestrian crossing anchored by an adaptively reused Water Tower should be established, encouraging safe access between Railway Square and the interchange. A new 'Railway Walk' [pedestrian and cycle link] should be located along the North Coast Railway allowing alternate access in and out of the centre.

5. Byron Street Green Spine

A railway crossing north of Railway Square should be proposed allowing a green pedestrian extension of Byron Street. This connection should form the major east to west movement corridor in the Town Centre, connecting the Arakwal National Park through to Belongil Creek.



Install temporary structures and uses



Food trucks can activate space and support local business



Bus interchange located on the western edge of the railway line



Adaptive reuse of the Water Tower can act as local destination marker to Railway Square Interchange

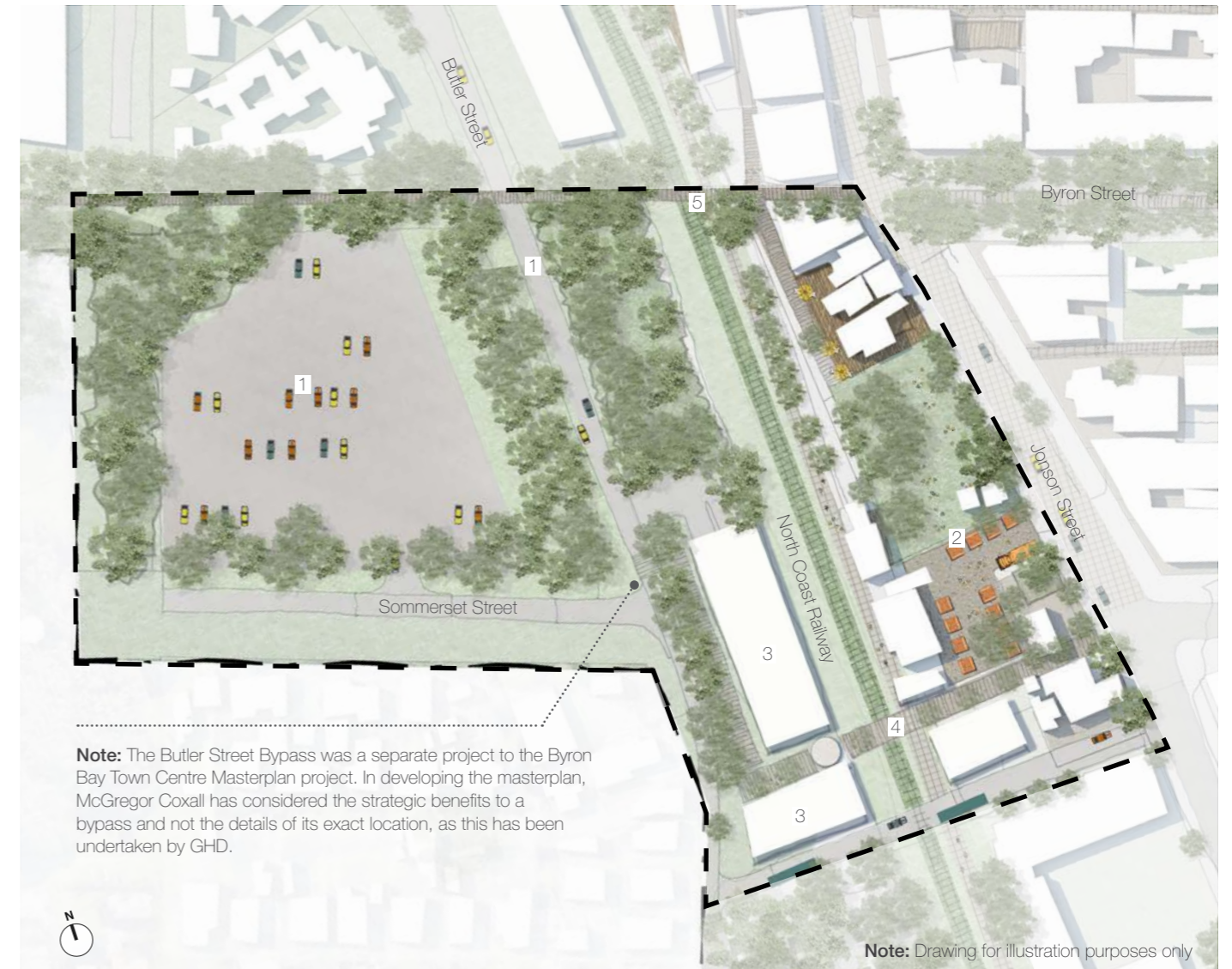


Figure 5.03 - Short Term Plan: Butler Street and Railway Square Interchange

Short Term Delivery

The community emphasised a short term priority was the establishment of Butler Street Reserve as an out of centre car park. This project along with improved pedestrian connectivity to a new Railway Square were key projects for council to consider in the short term.

The short term delivery of Butler Street and Railway Square Interchange requires the coordinated delivery of key projects in collaboration with Railway Land [Transport for NSW and John Holland] and Crown Land. In securing this collaborative partnership, short term projects should be developed holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Butler Street Bypass & Car Park	●	●		●		●		●	●				●								●	●	●	●
2. Railway Square	●	●			●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
3. Railway Square Interchange	●		●	●		●				●		●					●	●	●	●	●	●	●	●
4. Railway Crossing and Walk				●							●	●												
5. Byron Street Green Spine				●					●	●	●	●												

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

There is a long term opportunity to continue work with Crown Land and redevelop Butler Street Reserve into a multi-storey car park facility that supports residential apartments and commercial units referred to as live, work and play units.

In addition, through continued discussions with Railway Land, Byron Bay's North Coast Railway can be adapted to support a light rail system that seamlessly integrates into the town centre environment. The rail corridor can be celebrated as a true asset, connecting the north and south of the region together.

Note: Light rail enables the creation of a permeable, integrated corridor that would not be possible with heavy rail operations.

Key Projects

1. Byron Bay Cultural Gallery

Locate a new Cultural Museum and Gallery along the southern edge of Railway Square strengthening Railway Square's cultural role within Byron Bay Town Centre. It is important that the proposed Cultural Gallery and Museum supports local art, history and culture as well as forming a complementary relationship with Byron Community Centre.

2. Butler Street Car Park Facility

In collaboration with Crown Land consider redeveloping the Butler Street surface level car park into a multi-functional car parking facility, that supports car parking, live work studios and residential units.

Note: Due to flood constraints the ground plane will remain open for car parking. Markets should still be catered for along the ground plane to ensure lower level activation within the precinct.

3. Light Rail Corridor

Adapt the North Coast Railway line for light rail facilities not heavy rail. This ensures that pedestrian/ cycle movement across and along the rail corridor can be accommodated. Park and Ride opportunities should be catered for, reducing vehicular travel into the town centre. All buildings and spaces alongside the rail corridor should address and activate the rail line through supporting a varied mix of uses including retail, commercial, pilot projects, markets, festivals and events.

Note: In collaboration with Railway Land stronger links both north and south of the centre should be encouraged including but not limited to the Arts Industrial Estate, Mullumbimby, Bangalow, etc.



A new cultural gallery and museum



A natural multi- Storey car park facility



Long term potential of a tram or light rail



An active light rail corridor



Note: Drawing for illustration purposes only

Figure 5.04 - Long Term Plan: Butler Street and Railway Square Interchange

Long Term Delivery

The community emphasised a longer term priority for this catalyst site was to secure the use of the railway line for alternate modes of public transport. This along with improved transport interchange facilities were seen as priorities that should be investigated and considered in the long term.

The long term delivery of Butler Street and Railway Square Interchange requires the coordinated delivery of key projects in collaboration with Railway Land [Transport for NSW and John Holland] and Crown Land. In continuing this partnership, long term projects should be developed holistically and guided by the Town Centre Strategies in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Byron Bay Cultural Gallery																								
2. Butler Street Car Park Facility																								
3. Light Rail Corridor																								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

The Butler Street and Railway Square Interchange forms the critical infrastructure that can unlock the local potential of Byron Bay Town Centre by supporting alternate modes of transport and an array of cultural uses.



Note: Perspective for illustration purposes only

Figure 5.05 - Perspective: Railway Square



Figure 5.06 - Existing view of Railway Park

1. Remove car parking allowing the green open space to extend south. Upgrade the park supporting family, leisure and recreation.
2. Establish a flexible hardstand space supporting pilot activation through temporary interventions for local businesses/ artists, performance and flexible space for markets.
3. Existing buildings to face, activate and address Railway Square & railway corridor supporting an active pedestrian link to Lawson Street.
4. Reduce tree canopy to improve visual experience and support clear views to the temporary park.

5.3 LAWSON STREET CAR PARK PRECINCT

Short Term Priorities [2016 - 2021]

Lawson Street Car Park [North and South] should be re-imagined into a visible extension to the town centre supporting a variety of uses and offering easy pedestrian prioritised access to Main Beach and Railway Square. The new mixed use buildings should face the railway line celebrating the North Coast Railway's importance within the town centre.

The North Coast Railway should be established as a new multi-modal movement network that is characterised by a pedestrian / cycle walk and new railway station. The railway station should allow visitors to enter Byron Bay through a low cost rail shuttle/ rail bus that celebrates Byron Bay's unique history.

Key Projects

1. Pilot Activation Trials

To support the gradual relocation of cars from the core of the town centre, pilot activation trials should be tested along the Lawson Street edge of the northern and southern car park. These initiatives offer the potential to test alternate local business opportunities in the precinct and support a vibrant arrival point reflective of Byron Bay Town Centre.

2. Lawson Street Car Parks [North and South]

Lawson Street Car Park [North and South] should be redeveloped into a diverse array of uses that support local business and residential living within the centre. Both areas should allow vehicle access directly off Lawson Street, reducing vehicular pressure on Jonson Street. Existing rear of buildings should address and activate the precinct through a variety of uses.

3. Railway Walk

A new 'Railway Walk' [pedestrian and cycle link] should be located along the North Coast Railway allowing alternate access in and out of the centre. Cycle facilities should be provided along the 'Railway Walk' encouraging park and ride opportunities in and out of the centre.

4. Rail Shuttle and Station

Establish Lawson Street Railway Station close to Lawson Street allowing local rail shuttles and rail buses access into the centre. This rail initiative should introduce park and ride opportunities at key locations further out from the centre including but not limited to the Kendall Street property [identified in the Stage 03: Strategy Development Report].



Pilot activation trials to test local business opportunities



Local business located within the new development



Pedestrian and cycle permeability along the North Coast Railway



Rail shuttle / rail bus access along the North Coast Railway



Note: Drawing for illustration purposes only

Figure 5.07 - Short Term Plan: Lawson Street Car Park Precinct

Short Term Delivery

The community emphasised a short term priority is to address access issues into the car park off Lawson Street and the flexible use of car parking to support local community and business activities.

The short term delivery of the Lawson Street Precinct requires council to explore redevelopment or sale of Lawson Street Car Park [North and South] to create a mixed use precinct. Once confirmed, short term projects should be developed holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
Sub-Strategies	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Pilot Activation Trials	•	•		•	•	•											•	•	•	•	•	•	•	•
2. Lawson Street Car Parks	•	•		•	•	•	•	•	•	•	•	•					•	•	•	•	•	•	•	•
3. Railway Walk				•							•	•				•								
4. Rail Shuttle and Station			•	•	•	•				•	•		•	•	•	•								•

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

The Lawson Street Car Park Precinct offers the potential to establish a visible and physical extension to Byron Bay's vibrant and eclectic town centre environment. Through redeveloping the First Sun Caravan Park, a new creative precinct can be established supporting local artists and businesses as well as living opportunities for local people.

Importantly the new precinct should respect the existing urban fabric and seamlessly link with Bay Street and Bay Lane as well as actively addressing Byron Bay's iconic foreshore.

Key Projects

1. Lawson Street Creative Precinct

When viable relocate the First Sun Caravan Park to an alternate site and redevelop the site into a creative hub that supports local artists, businesses, retail, markets and residential uses. Future development should respect Byron Bay's fine grain vernacular and permeable built form enabling pedestrian access throughout the new precinct.

2. Bay Lane and Bay Street Extension

Bay Lane and Bay Street should be actively integrated within the precinct supporting a seamless extension to the town centre. Both streets should link directly to the North Coast Rail corridor allowing easy pedestrian and cycle movement to Railway Walk.

3. Light Rail Corridor

Adapt the North Coast Railway line for light rail facilities not heavy rail. This ensures that pedestrian/ cycle movement across and along the rail corridor can be accommodated. Park and Ride opportunities should be catered for, reducing vehicular travel into the town centre.

All buildings and spaces alongside the rail corridor should address and activate the rail line through supporting a varied mix of uses including retail, commercial, pilot projects, markets, festivals and events.

Note: In collaboration with Railway Land stronger links both north and south of the centre should be encouraged including but not limited to the Arts Industrial Estate, Mullumbimby, Bangalow, etc.



A new local district that supports local talent



Active street edges that form and extension to the village heart



Long term potential of a light rail corridor



Residential living within the town centre



Figure 5.08 - Long Term Plan: Lawson Street Car Park Precinct

DELIVERY GUIDANCE: LAWSON STREET CAR PARK PRECINCT

Long Term Delivery

The community expressed a desire for longer term priorities to consider opportunities in utilising the First Sun Caravan site for improved community and local business use.

The long term delivery of the Lawson Street Precinct requires council to explore relocation of the First Sun Caravan Park and the redevelopment or sale of the site to create a mixed use precinct. Once confirmed, long term projects should be developed holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Lawson Street Creative Precinct	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
2. Bay Lane / Street Extension	●	●		●	●	●	●	●	●			●	●	●	●	●	●	●	●	●	●	●	●	●
3. Light Rail Corridor			●	●	●	●			●			●	●	●	●	●								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

Catering for local creative businesses, residential living, local markets and outdoor dining, the Lawson Street Car Park Precinct should become a destination that sympathetically extends Bay Street and Bay Lane.



Note: Perspective for illustration purposes only

Figure 5.09 - Perspective: Lawson Street Car Park [North]



Figure 5.10 - Existing view of Lawson Street Car Park

1. Rear of building activation to animate the new street linking to Main Beach.
2. A tree lined street that provides shade and a natural canopy that draws people towards Main Beach.
3. A wide footpath to support a pedestrian friendly street environment providing space for al fresco dining, pedestrian movement, street trees and busking.
4. Future mixed use building that addresses the street and support lower rent businesses and retail.
5. New traffic calmed street that allows vehicle access to the Main Beach. Please note this street allows traffic to be removed from Jonson Street.

5.4 MAIN BEACH

Short Term Priorities [2016 - 2021]

Main Beach should be celebrated as a natural foreshore environment that supports both active and passive recreational uses, strengthening Main Beach's role as Byron Bay's most popular asset.

Recognising the Byron Bay Pool facility has both a long history of community support and a memorial dedication; it is considered important to understand the current user needs and broader community aspirations. The importance of the foreshore car park area to locals has been expressed throughout the Masterplan processes. Byron's surf culture and connection to this space is recognised, as is the strong community desire to create a more visually appealing space.

A redesigned foreshore parkland, integrating car parking, a new Main Beach boardwalk, extended Apex Park and Jonson Street shared link will enhance the iconic views towards Byron Bay's hinterland and preserve the vistas from the Main Beach Area. Ongoing community

consultation will be integral in the process of determining the best balance of uses for the space. In collaboration with Crown Lands the existing surf lifesaving club should be upgraded into a modern facility, whilst the current and future demands for swimming and aquatic facilities require the pool facilities to be upgraded.

Key Projects

1. Apex Park Upgrade

Apex Park should be upgraded to improve the foreshore public domain experience. Through reducing the scale of Main Beach Car Park, an extended Apex Park and a new Jonson Street shared link can be established allowing both locals and visitors a pedestrian prioritised sense of arrival that respects Byron Bay's most popular asset, Main Beach.

2. Foreshore Upgrade

A new Main Beach boardwalk along the foreshore should form a generous east to west connection that sensitively integrates the

hybrid coast protection works, recreation, nature and pedestrian movement together.

3. Swimming Pool Upgrade

The community's swimming and aquatic needs require the swimming pool to be upgraded into a year round, modern facility taking into account all current and future uses in the context of costs associated with the maintenance and upgrade of this critical infrastructure. The swimming pool should continue to adequately support pool users as well as offering some commercial capacity such as a restaurant, beachside café and community space. It is important that the upgraded facility operate all year and appropriately addresses the adjoining parkland space. All specific user groups and stakeholders to be engaged in the upgrade process.

4. Main Beach Car Park

The importance of the car park to locals as a meeting point has been expressed through the master plan process. Through an inclusive

community engagement process the Main Beach car park should be redesigned to enable a more people friendly foreshore environment, including vehicular access, car spaces, a new boardwalk, coastal works and a larger recreational space. Alternate parking surfaces could be introduced to better integrate the car park facility into the parklands. The car park should become a flexible space that has the capability to change its function dependent on varying demand and usage throughout the day and week.

5. Surf Club Upgrade

Upgrade the Surf Lifesaving Club into a modern facility that adequately supports the local lifesaving organisation as well as offering some commercial capacity such as a restaurant, beachside café and community space. It is important that the new facility integrates toilet facilities and appropriately addresses the adjoining parkland space. Any proposed redevelopment of the Byron Bay Surf Club will involve continuing consultation with Surf Life Saving Club Management and the community.



Note: Drawing for illustration purposes only

Figure 5.11 - Short Term Plan: Main Beach Precinct



Extended park for both passive and active recreational use

Boardwalk integrating coastal protection and pedestrian movement

Sea wall doubles as seating to create a meeting place

Reduced and enhanced Main Beach car park with permeable surfaces

DELIVERY GUIDANCE: MAIN BEACH

Short Term Delivery

The community expressed a short term priority to enhance the condition of the foreshore environment through improved pedestrian paths, better integration of the foreshore car park, beautification of the parkland amenities and more usable recreational space.

The short term delivery of the Main Beach requires council to work in partnership with Crown Land to upgrade the Surf Club and foreshore environment. In securing this collaborative partnership, short term projects should be developed holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Apex Park Upgrade	●	●		●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
2. Foreshore Upgrade				●	●	●		●	●	●		●	●	●	●	●	●	●	●	●				
3. Swimming Pool Upgrade					●	●			●			●			●	●	●	●	●	●	●	●	●	●
4. Main Beach Car Park	●	●		●	●	●						●	●	●	●	●	●	●	●	●	●	●	●	●
5. Surf Club Upgrade					●	●			●			●			●	●	●	●	●	●	●	●	●	●

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

The long term potential for Main Beach is to establish a natural extension to the foreshore park, hybrid coast protection works and pedestrian boardwalk towards the North Coast Railway, securing a seamless east to west foreshore experience.

The existing swimming pool facility can be upgraded or adaptively reused into a community and cultural performance zone along the foreshore, whilst Denning Park is upgraded into an inter-generational space for all ages including but not limited to play facilities, picnicking and BBQ space.

Key Projects

1. Beachside Facility

Once the swimming pool review is complete, either upgrade works to the existing swimming pool will be implemented or an alternate swimming pool location established. If the swimming pool facility is removed, existing structures which have significance such as the war memorial, could be adaptively integrated into a new community and cultural facility that respects the site's history, the natural foreshore environment and hinterland views. Possible uses could include a performance amphitheatre, splash park, cafe/ restaurant space and other complimentary uses.

2. Main Beach Extension

Re-assess the allocation and scale of parking along the foreshore given the development of new car parking sites around the town centre. Opportunities to retain 'kiss & drop', foreshore parking and short term parking facilities should be explored. Extend the foreshore parkland space to the northwest to encourage a seamless pedestrian and cycle connection towards the rail corridor.

3. Bay Street Upgrade

Upgrade Bay Street through widened footpaths, improved streetscape treatments and well designed car parking. Future car parking along the foreshore should be short stay, flexible and able to support easy access and drop off for the mobility impaired, surfers, families and elderly.

4. Denning Park Upgrade

Denning Park should provide picnic and BBQ facilities and an inter-generational space catering for children and youth through to the elderly. The new inter-generational zone should sensitively integrate into the open space supporting a greater array of active uses for all ages along the foreshore.

5. Foreshore Upgrade

The foreshore open space should be upgraded to adequately respond to the continuing dune rehabilitation works carried out in the area and also allow for the extension of the Main Beach Boardwalk.



Note: Drawing for illustration purposes only

Note: Changes to the short term priority and key projects were undertaken by a resolution of Council in its endorsement of the final plan. It is recommended that the BBTCM Governance Group review the long term priorities and key project, Beachside Facility, at an appropriate time to ensure this reflects the future direction and intent based on the short term key project actions associated with the Swimming Pool update.



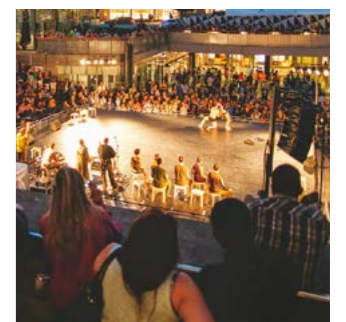
New beachside facilities and building



Extended foreshore space linking east to west



Inter generational spaces provide activities for all



Pool could be converted into a performance space

Figure 5.12 - Long Term Plan: Main Beach Precinct

Long Term Delivery

The community expressed a desire for longer term priorities to consider opportunities to create more cultural spaces within the foreshore, extensions to the foreshore parks, creating opportunities for an inter-generational zone for play (which accommodates all ages) and a more comprehensive foreshore upgrade responding to the dune rehabilitation works.

The long term delivery of the Main Beach requires council to continue working closely with Crown Land ensuring regular upgrades to the foreshore environment. In continuing this partnership, long term projects should be developed holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Beachside Facility																								
2. Main Beach Extension	●	●		●	●	●		●	●	●		●	●	●		●	●	●		●	●	●		●
3. Bay Street Upgrade	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
4. Denning Park Upgrade		●		●	●	●	●		●	●	●	●	●	●	●	●	●							
5. Foreshore Upgrade					●	●	●		●	●	●	●	●	●	●	●								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

A natural foreshore environment that seamlessly connects new recreation opportunities, strengthening Main Beach's role as Byron Bay's most popular asset.



Note: Perspective for illustration purposes only

Figure 5.13 - Perspective: Main Beach



Figure 5.14 - Existing view of Main Beach

1. Jonson Street shared zone extension supporting a pedestrian prioritised main beach arrival experience.
2. An extended Apex Park providing a larger area for people to sit, relax and enjoy the iconic views of Cape Byron.
3. A Main Beach boardwalk that sympathetically integrates coastal protection, seating and east to west pedestrian movement.
4. The iconic Norfolk Pines are retained and a succession planting scheme is proposed ensuring the character of Apex Park is maintained.
5. Surf Lifesaving club upgraded into a modern facility that adequately supports the local lifesaving organisation as well as offering some commercial capacity such as a restaurant, beach-side café and community space.

5.5 BAY LANE PRECINCT

Short Term Priorities [2016 - 2021]

Bay Lane Precinct should be established as Byron Bay Town Centre’s main pedestrian prioritised area through offering natural, shared and flexible surface treatments on Jonson Street North and Bay Lane West. These initiatives should support a people friendly street environment that includes but is not limited to increased tree planting, al fresco dining, markets, events, building activation and temporary seating.

Key Projects

1. Jonson Street North Upgrade

Jonson Street North should be initially tested through pilot activation trials that support temporary street closure allowing temporary seating, markets, events etc within the street. This ensures positive change can be immediate. Following this pilot activation period and the completion of an Access and Movement Study, Jonson Street North should be upgraded into a pedestrian prioritised zone that accommodates alfresco dining, markets, trees, planting and other streetscape initiatives.



Jonson Street North and Bay Lane West should be temporarily activated through community initiatives



Jonson Street should be a shared zone that prioritises the people over vehicles



Temporary and pop up spaces



Bay Lane an active space through building and street activation

2. Bay Lane West Upgrade

Bay Lane West should be initially tested through pilot activation trials that support temporary street closure. Following this pilot activation period and the completion of an Access and Movement Study, Bay Lane West should be upgraded into a pedestrian prioritised zone that encourages building activation, flexible space for events, al fresco dining and movable furniture.

3. Bay Lane Plaza

Bay Lane Plaza should be located along Bay Lane through relocation of surface level parking and building activation, supporting an active connection to Lawson Street. To initiate the use of the space as a plaza, parking can be temporarily relocated to test what opportunities and uses can be accommodated in the space.

4. Fletcher Street Upgrade

Fletcher Street should be upgraded through pedestrian prioritised treatments that include but are not limited to pedestrian crossing facilities, widened footpaths, adequate space for alfresco dining, street tree planting, seating and shared surface treatments. These upgrades should continue the gradual pedestrian prioritisation of the Bay Lane Precinct and Main Beach.



Note: Drawing for illustration purposes only

Figure 5.15 - Short Term Plan: Bay Lane Precinct

DELIVERY GUIDANCE: BAY LANE PRECINCT

Short Term Delivery

The community emphasised short term priorities to enhance and beautify the streets and laneways to improve the character of the precinct, activate the laneway through more businesses, exhibitions and markets that provide greater entertainment opportunities during the night.

The short term delivery of the Bay Lane Precinct requires council to amend the planning controls and work with the current landowners to activate the laneways, providing non-prime but central commercial and retail opportunities that are locally focussed. Future projects should be considered holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Jonson Street North Upgrade	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
2. Bay Lane West Upgrade	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
3. Bay Lane Plaza	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
4. Fletcher Street Upgrade	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

The long term future of the Bay Lane Precinct is to continue the pedestrian prioritisation and extend the shared flexible surface treatments along Bay Lane East all the way through to Middleton Street. Middleton Street should be upgraded into a pedestrian friendly environment that establishes a sympathetic relationship to Denning Park.

Key Projects

1. Bay Lane East Upgrade

Bay Lane East should continue the precincts usage of pilot activation trials and reinforce the lanes role as a place for locals. Once funding is allocated, Bay Lane East should be upgraded into a flexible shared surface that encourages building activation, flexible space for events, al fresco dining and movable furniture.

2. Middleton Street Upgrade

Middleton Street should be upgraded through pedestrian prioritised treatments that include but are not limited to pedestrian crossing facilities, widened footpaths, adequate space for alfresco dining, street tree planting, seating and shared surface treatments. Importantly Middleton Street should encourage seamless pedestrian access to Denning Park.



Bay Lane East offers a continued active street that links to Middleton Street



Rear of buildings can offer small portals that activate the lane



Movable furniture can offer a low cost approach to utilising the laneway spaces



Enhance pedestrian connectivity between streets



Figure 5.16 - Long Term Plan: Bay Lane Precinct

Note: Drawing for illustration purposes only

DELIVERY GUIDANCE: BAY LANE PRECINCT

Long Term Delivery

The community expressed a desire for longer term priorities to consider opportunities actions to widen footpaths, establish pedestrianised streets and easy to access bike lanes.

The long term delivery of the Bay Lane Precinct requires council to continue its dialogue with local landowners ensuring a future for local business. Future projects should be considered holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Bay Lane East Upgrade	•	•		•	•	•	•	•	•			•	•	•		•	•	•	•	•				
2. Middleton Street Upgrade	•	•		•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•				

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

Bay Lane should be a flexible shared space that supports local events, local businesses and safe night time activities.



Note: Perspective for illustration purposes only

Figure 5.17 - Perspective: Bay Lane Precinct



Figure 5.18 - Existing view of Bay Lane Precinct

1. Jonson Street and Bay Lane offering a shared flexible surface that prioritises pedestrians and supports, alfresco dining markets, busking, events and festivals.
2. Green planting and retained Norfolk Pines ensure a natural street character.
3. Existing buildings to face, activate and address Bay Lane supporting an active laneway environment.
4. A continuous pedestrian prioritised experience that seamlessly links with Main Beach.

5.6 SANDHILLS COMMUNITY HUB

Short Term Priorities [2016 - 2021]

The Sandhills Community Hub should be established as a community destination that supports the diverse needs of the town centre's local community, providing opportunities for the young, elderly and everyone in between. Located on the edges of the village centre and Sandhills Scrub, the precinct provides a perfect transition between the town centre's urban and natural character.

Through offering an improved youth and environmental centre, reoriented library, local community gardens, a children's adventure space and adult learning facilities the Sandhills Community Hub should become a place for all ages to learn about and enjoy Byron Bay's unique natural environment.

Key Projects

1. Rear of Library Upgrade

Encourage the rear of the library to address the entry to the Sandhills Community Hub providing the opportunity for outdoor reading rooms and improved passive surveillance to the space. Existing vegetation should be restored, pruned and if required removed so that views in and around the hub are uninterrupted.

2. Community Hub Gardens

Accommodate community gardens with education programs, outdoor play linked to nature and other youth initiatives that assist in improving usage within the Sandhills Community Hub. Ensure future paths both sensitively respond to the existing tree canopy and wildlife corridors, and provide appropriate lighting, natural materials, seating and bins that encourage movement to the Sandhills Scrub and Byron Recreation Ground.

3. Youth Centre Refurbishment

Refurbish the youth centre to provide improved youth facilities. To ensure regular use an environmental centre should be integrated within the facility providing strong links to the library and Sandhills Scrub.

4. Restored Scrub

The local scrubland vegetation within the Sandhills Community Hub should be restored and pruned, with opportunities for WSUD initiatives, outdoor classrooms and interaction with nature to be encouraged. If required selective removal of invasive species, in-appropriately located planting and overly dense planting should be investigated.



Outdoor library rooms improve the relationship between the library and Sandhills Community Hub



Community food growing and education for children secures a sustainable future for Byron Bay



Local play aimed at youth should use natural materials and educate about the environment.



Local paths should knit into nature and provide opportunities to explore and learn



Figure 5.19 - Short Term Plan: Sandhills Community Hub

Note: Drawing for illustration purposes only

DELIVERY GUIDANCE: SANDHILLS COMMUNITY HUB

Short Term Delivery

The community emphasised short term priorities to enhance Sandhills to make the area safer, more usable and better connected to Byron Recreation Ground. This includes seating, community gardens, lighting, exercise equipment and footpaths.

The short term delivery of the Sandhills Community Hub requires council to collaborate with Crown Land and investigate government funding, local community led initiatives and a town foundation supported by the Byron Bay community. Future projects should be considered holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Rear of Library Upgrade																								
2. Community Hub Gardens																								
3. Youth Centre Refurbishment																								
4. Restored Scrub																								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

The long term potential for the Sandhills Community Hub is to accommodate eco-residential living that integrates the child care centre and courthouse into the future buildings. Importantly the future eco-residential should integrate into the natural setting, establish a benchmark in best practice environmental architecture and ensure excellent passive surveillance for improved safety within the precinct.

Key Projects

1. Middleton Street Link

Establish pedestrian links that support north to south movement across the Sandhills Community Hub. These links should be addressed by the eco-residential units ensuring easy, safe and well lit access between Middleton Street and Byron Recreation Ground.

2. Eco-Residential Development

Develop key sites into ecological residential units that respect the local natural environment and offer best practice architectural solutions. Future residential buildings should integrate alternate uses including but not limited to the Child Care Centre and Court House ensuring a community focus to the hub. Seniors living could also be investigated on this site.

Note: Eco-residential living within the Sandhills Community Hub increases a living population within close proximity to the town centre, improves passive surveillance within the precinct and provides potential funding to establish the Sandhills Scrubland Walk.

3. Byron Street Green Spine

Establish continued pedestrian footpaths that link Byron Street through to the Sandhills Scrubland Walk and Byron Recreation Ground. Ensure footpaths use natural materials and knit into the surrounding natural character.



Respectful, eco-friendly and sub-tropical architecture



Water sensitive urban design initiatives, appropriate planting and pedestrian footpaths linked together



Outdoor classrooms and learning opportunities educate children and the youth on the importance of nature



Enable interaction with natural systems where appropriate



Figure 5.20 - Long Term Plan: Sandhills Community Hub

DELIVERY GUIDANCE: SANDHILLS COMMUNITY HUB

Long Term Delivery

The community expressed a desire for longer term priorities to consider the better integration of the precinct into its environmental setting through an environmental centre, flood initiatives, wetlands regeneration and appropriate planting. As well as a strong Aboriginal Focus to improve aboriginal initiatives.

The long term delivery of the Sandhills Community Hub requires council to collaborate with Crown Land in revitalising the precinct into a mixed use area comprising residential apartments, Child Care Centre and other community uses. In continuing this partnership, long term projects should be considered holistically and guided by the Town Centre Strategies contained in the Place Strategies in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
Sub-Strategies	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Middleton Street Link				●	●	●					●			●		●								
2. Eco-Residential Development	●	●		●		●			●	●	●			●			●	●	●					●
3. Byron Street Green Spine				●	●	●			●	●	●			●		●								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

The Sandhills Community Hub should be established as a local community destination for all ages, integrated within an eco-friendly setting, linking to the regenerated Sandhills scrub.



Note: Perspective for illustration purposes only



Figure 5.22 - Existing view of Sandhills Community Hub

1. Community gardens and youth programs to educate on the importance of the environment and sustainable living.
2. A safe and accessible pedestrian link through appropriate lighting, seating and natural surfaces.
3. Reduce tree canopy to improve visual experience and support clear views through Sandhills Community Hub.
4. A library that addresses and activates the Sandhills Community Hub through an outdoor deck, art murals and breakout zones.
5. Outdoor library facilities, break out zones, and temporary seating to improve the library's relationship with the Sandhills Community Hub and its natural environment.

Figure 5.21 - Perspective: Sandhills Community Hub

5.7 BYRON RECREATION GROUND

Short Term Priorities [2016 - 2021]

The Byron Recreation Ground should retain its role as a local sporting, recreation and community resource that is used for a range of compatible activities for all ages, with a focus on children and youth. The Cavanbah Sports Centre should remain Council's focus for facilities for higher grade competitive sports.

The Byron Recreation Ground should be strongly linked to the Town Centre, Sandhills Scrubland Walk and foreshore reserves, local schools and adjoining residential areas. The community should continue to play a vital role in planning for future improvements and use.

Key Projects

1. Sports Court Upgrade

One standard sealed basketball court, two standard sealed netball courts and one standard grass netball court should be upgraded within the centre of the Byron Recreation Ground.

2. Children Play Zone

A local children's play zone should be located providing interactive play facilities for young children. It is recommended that the play facilities use natural play facilities and materials in keeping with Byron Bay's natural character.

3. Hall Upgrade

The existing hall should be upgraded to cater for a flexible range of community uses.

4. Improvement Works

In general local facilities and play areas should be adequately maintained so that the Byron Recreation Ground supports the future children and youth within the local area. Small and flexible local events can be accommodated including but not limited to outdoor cinema's and school activities. In addition community gardens can be located on under-utilised land complementing the Sandhills Community Hub offering.

Note: Due to the Recreation Ground being flood prone land and situated east of the centre, the small local events should not require car parking or vehicles on the grass. This ensures no traffic congestion and damage to the grass playing surface.



Flexible sealed basketball, netball and grass courts



Provide space for non organised sports and recreation



Continue children's organised sport



Potential for additional uses including outdoor cinema



Note: Drawing for illustration purposes only

Figure 5.23 - Short Term Plan: Byron Recreation Ground

DELIVERY GUIDANCE: BYRON RECREATION GROUND

Short Term Delivery

The community emphasised short term priorities to retain sports usage within the grounds through the continued use of the recreation grounds for local sports groups. There was also aspirations to encourage more local community passive recreation uses - like picnics, kite flying, small gatherings.

The short term delivery of the Byron Recreation Ground requires council to investigate government funding, local community led initiatives and a town foundation supported by the Byron Bay community. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Sports Court Upgrade					•									•	•									
2. Children Play Zone					•									•	•									
3. Hall Upgrade														•	•		•	•						•
4. Improvement Works				•	•		•	•	•	•	•	•		•	•		•	•						•

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short term.

Long Term Priorities [2022 - 2035]

The long term potential of Byron Recreation Ground is to establish a Recreation Circuit that supports informal activities such as walking, fitness, cycling and jogging. Through allowing an informal circuit around the Recreation Ground, easy access to the adjoining Sandhills Community Hub and Sandhills Scrubland Walk can be achieved.

Key Projects

1. Recreation Circuit

The Recreation Circuit should be an informal loop that encourages walking, cycling, jogging and fitness all within a natural tree lined canopy. Importantly the circuit ensures easy direct access to the Sandhills Community Hub and the Sandhills Scrubland Walk.

2. Wetland Walk

The northern edge to the Byron Recreation Ground should be established as a wetland boardwalk that transitions between the sporting character of the Recreation Ground and the natural character of the Sandhills Scrubland Walk. The wetland walk sits alongside a new wetland system that acts as a detention and water quality improvement zone for stormwater.



Boardwalks provide access across wetlands



Fitness stations around the path circuit provide recreation



A tree lined pedestrian and cycle circuit provides safe access to neighbouring areas



Wetland creates edge transition between Byron Recreation Ground and scrub



Note: Drawing for illustration purposes only

Figure 5.24 - Long Term Plan: Byron Recreation Ground

DELIVERY GUIDANCE: BYRON RECREATION GROUND

Long Term Delivery

The community expressed a desire for longer term priorities to consider the existing buildings and facilities be upgraded to better cater for the recreation ground users. Also expressed was the desire to cater for alternative uses such small events, markets and community fetes that don't negatively impact the quality of the sports facility and its residential surroundings.

The long term realisation of the Byron Recreation Ground requires council to investigate government funding, local community led initiatives and a town foundation supported by the Byron Bay community. Future projects should be considered holistically and guided by the Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
Sub-Strategies	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Recreation Hub Circuit				●	●		●	●	●	●	●			●	●									
2. Wetland Walk				●	●		●	●	●	●	●			●	●									

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the long term.

The Byron Recreation Ground should retain its role as a local sporting, recreation and community resource that is used for a range of compatible activities for all ages, with a focus on children and youth.



Note: Perspective for illustration purposes only

Figure 5.25 - Perspective: Byron Recreation Ground



Figure 5.26 - Existing view of Byron Recreation Ground

1. Wetland walk allowing easy pedestrian and cycle access between the Recreation Ground, Sandhills Community Hub and the Sandhills Scrubland Walk.
2. A natural wetland forming a nature reserve and stormwater detention zone.
3. The Byron Recreation Ground as a secondary local sporting, recreational and community resource which is used for a range of compatible activities for all ages, but with a focus on children and youth.

5.8 VILLAGE CENTRE

Short & Long Term Priorities [2016 - 2035]

As the economic heart to Byron Bay Town Centre this precinct should respond to the diverse people that live in and visit the centre. By offering a variety of uses along the streets and laneways the village centre can support different business models that encourage local business and allows investment and a diversity of development opportunities. The village centre should be incrementally converted from a place dominated by cars to a place where pedestrians and cyclists have priority. Opportunities for introducing residential living within this precinct should also be explored into the future. As outlined earlier, while the Village Centre is one of the key precincts of the town centre, it was not possible to explore in further detail as a catalyst site due to critical traffic data not being available. Without this data it is not possible to determine with confidence future road types eg. shared zones, one way systems etc. within the precinct.

Key Projects

1. Streetscape Upgrade

Review vehicle, pedestrian and cycle movement within the precinct and identify opportunities for pedestrian prioritisation, through reduced traffic and parking in the village centre. Pedestrian prioritisation should be established through pedestrian and shared streets, widened footpaths and improved pedestrian facilities. Key streetscape upgrade projects are;

- **Byron Street** - Creates a critical biodiversity link across the town centre characterised by trees, planting and pedestrian prioritised space that links the Sandhills Community Hub through to Railway Square.
- **Jonson Street** - A pedestrian prioritised street that links directly to Main Beach supporting cultural events and festival use.
- **Marvell Street** - An edible street that connects Railway Square to the Byron Recreation Ground offering edible plant species as a community resource and a pedestrian friendly atmosphere.
- **Lawson, Fletcher and Middleton Street** - The remaining streets should support the pedestrian prioritisation of the precinct and the establishment of a pedestrian friendly village centre.

2. Laneway Revitalisation

Local businesses should be encouraged to activate the village centre's lanes and service roads, establishing an active laneway network. Laneways should become shared streets that balance the demands of service access and pedestrian prioritisation. Street art, murals, busking and temporary stalls should be encouraged to support local business and allow investment and a diversity of development opportunities in the village centre.



Revitalised and improved streetscape.



Rain Garden WSUD initiative.



Activate laneways.



Activate frontages.



Note: Drawing for illustration purposes only

Figure 5.27 - Short & Long Term Plan: Village Centre

DELIVERY GUIDANCE: VILLAGE CENTRE

Short & Long Term Delivery

The short and long term realisation of the Village Centre requires council to work closely with local businesses and community organisations to assist in the upgrade of streets and utilisation of laneways. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Streetscape Upgrade	•	•	•	•	•		•		•	•	•		•		•		•		•					
2. Laneway Revitalisation	•	•		•	•		•						•		•		•		•					

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.

5.9 CLARKES BEACH

Short & Long Term Priorities [2016 - 2035]

Clarkes beach will remain a favourite spot for locals and tourists alike. The existing sand dune regeneration should continue as well as the retention of endemic vegetation and bush tracks. The cafe should be better supported by BBQ space, picnicking, exercise stations, public art, public domain treatments, and car parking, complimenting the cafes role as the major attraction in the area.

Key Projects

1. Dune Rehabilitation

The existing dune rehabilitation should continue and expand through both community and council support. Existing vegetation should be protected and the endemic character retained. Existing bush tracks should be maintained allowing easy access between the beach and the parkland facilities.

2. Parkland Upgrade

The existing parkland should be retained as an open space for passive recreation. Improved facilities should be located within the parkland space including but not limited to exercise stations, public art, play areas such as ping pong and BBQ facilities. The parkland upgrade should include better lighting, footpath treatments and planning of street elements, complimenting the existing cafe and restaurant's role as a major attractor.

3. Massinger and Lawson Street Arrival

Enhanced road treatments, wide footpaths, tree lined character and public art opportunities should be utilised to enhance a key arrival point into the town centre and Clarkes Beach. Parking treatments within Clarkes Beach and along Lawson Street should be investigated for improved efficiencies.

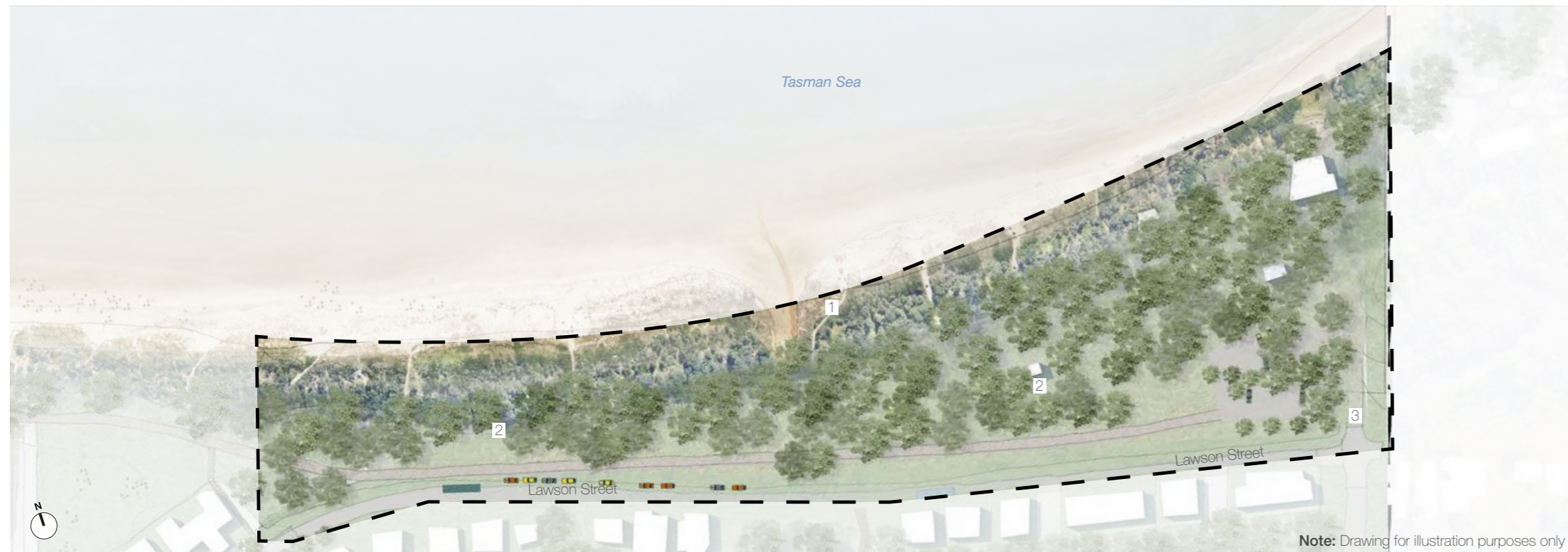


Figure 5.28 - Short & Long Term Plan: Clarkes Beach



Sand Dune Rehabilitation.



Shared pedestrian and cycle paths.



Recreational spaces for the community.

DELIVERY GUIDANCE: CLARKES BEACH

Short & Long Term Delivery

The short and long term realisation of the Clarkes Beach requires council to work closely with Crown Land to ensure appropriate recreational improvements in the precinct. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Dune Rehabilitation									●	●														
2. Parkland Upgrade					●				●			●												
3. Massinger & Lawson St Arrival		●								●											●			

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.

5.10 SANDHILLS SCRUBLAND WALK

Short & Long Term Priorities [2016 - 2035]

In collaboration with Crown Land and the local Indigenous Groups the Sandhills Scrubland Walk should see the regeneration of this critical asset, strengthening the east west links for wildlife across the town centre. Educational opportunities abound including integrated indigenous learning and cultural experiences. The Sandhills Scrubland Walk should seamlessly integrate the urban and natural together establishing stronger town centre connections to the Arakwal National Park.

Key Projects

1. Creek Rehabilitation

Creek rehabilitation works can begin immediately through programs focussing on weed and rubbish removal. These works should look to involve the local community, council and other government bodies and initiatives, such as the 'Green Army'. Once the creek is has been improved, further works should investigate opportunities to develop a series of wetlands for stormwater management and water quality improvement. These works can have positive impacts on water quality at both Clarkes Beach and Belongil Creek & Cumbebin Swamp while contributing to stormwater & flood management within the town centre.

2. Scrubland Walkways

The scrubland walkways offer enormous opportunities to create nature based recreation and education activities within the Town Centre. A series of boardwalks and walkways should be established to enable interaction with the regenerated dune scrub vegetation community and also the improved creek and potential future wetlands. The scrubland walkways also offer the opportunity to work with local Indigenous groups to deliver education and interpretive programs for local schools and tourists. The walkways will create crucial links between the Arakwal National Park, the town centre and Cumbebin Swamp.



Wetlands for stormwater and water quality improvement.



Creekline regeneration will improve amenity and biodiversity.



Boardwalks offer opportunities to explore and learn .



Scrub trails provide recreation opportunities within the town centre.



Note: Drawing for illustration purposes only

Figure 5.29 - Short & Long Term Plan: Sandhills Scrubland Walk

DELIVERY GUIDANCE: SANDHILLS SCRUBLAND WALK

Short & Long Term Delivery

The short and long term realisation of the Sandhills Scrubland Walk requires council to work closely with Crown Land to ensure the appropriate restoration of the precinct. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
Sub-Strategies	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Creek Upgrade					•				•	•														
2. Scrubland Walkways				•	•					•														

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.

5.11 WESTERN RESIDENTIAL PRECINCT

Short & Long Term Priorities [2016 - 2035]

The western residential precinct should retain its role as an area for residential living ensuring a local living population within the town centre. Existing streetscapes should be improved through low maintenance surface treatments, passive stormwater treatment, cycle lanes and large grass verges to retain the soft landscape character of the precinct. The local school and conservation zones should be preserved ensuring the existing character of the precinct is respected.

Key Projects

1. Streetscape Upgrade

The western residential precincts streets should be gradually upgraded to provided better road treatments, maintain grass verges and the integration of rain gardens and stormwater treatment. Key streetscape upgrade projects are;

- **Marvell Street** - As discussed the Village Centre Precinct, Marvell Street should become an edible street, as a community resource, through appropriate tree and plant species.
- **Carlyle, Kingsley, Ruskin, Browning, Cowper and Massinger Street** - All remaining streets should be upgraded through improved edge treatments along the road and grass verge. All existing concrete drainage should be incrementally converted into rain gardens and alternate soft stormwater treatments to improve water quality flow off the catchment.



Existing Streetscape.



Rain Gardens.



Street Trees.



Footpath and cycle links.



Note: Drawing for illustration purposes only

Figure 5.30 - Short & Long Term Plan: Western Residential Precinct

DELIVERY GUIDANCE: WESTERN RESIDENTIAL PRECINCT

Short & Long Term Delivery

The short and long term realisation of the Western Residential Precinct requires council to incrementally upgrade local infrastructure and soften the drainage treatments in the precinct. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
Sub-Strategies	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Streetscape Upgrade	•		•	•					•	•	•	•			•	•								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.

5.12 JONSON STREET SOUTH

Short & Long Term Priorities [2016 - 2035]

The south of Jonson Street should, over time, gradually transition into a mixed use district that supports medium density living and local business. By achieving this outcome a greater population of residents and workers can be located within walking distance of the village centre and the new Mercato Shopping development. In addition the economic vibrancy of the town centre can be better concentrated in and around the Village Centre ensuring a more compact and walkable town centre environment.

Key Projects

1. Jonson Street Upgrade

Jonson Street south should be upgraded through introducing improved parking efficiencies, wider footpaths, cycle lanes and the retention of existing trees and addition of street tree planting.

2. Mixed Use Development

Existing buildings and future development should incrementally transition into a mixed use precinct that supports medium density living and local business. The Mercato Shopping Development should provide the retail hub in the precinct, with limited additional retail capacity provided in the precinct. By achieving this outcome a greater population of residents and workers can be located within walking distance of the village centre.

3. Butler Street Bypass Intersection

As part of the Butler Street Bypass works, a new intersection will be located on Jonson Street, providing an uninterrupted route around the town centre. The intersection should adequately support pedestrians through widened tree lined footpath treatments and appropriately located pedestrian facilities.

4. Light Rail Corridor

Adapt the North Coast Railway line for light rail facilities not heavy rail. This ensures that pedestrian/ cycle movement across and along the rail corridor can be accommodated. Park and Ride opportunities should be catered for, reducing vehicular travel into the town centre.

All buildings and spaces alongside the rail corridor should address and activate the rail line through supporting a varied mix of uses including retail, commercial, pilot projects, markets, festivals and events.

Note: In collaboration with Railway Land, stronger links both north and south of the centre should be encouraged, including but not limited to the Arts Industrial Estate, Mullumbimby, Bangalow, etc.



Rain Garden.



Mixed Use Development.



Cyclist Priority.



Pedestrian and cycling along the rail corridor.



Note: Drawing for illustration purposes only

Figure 5.31 - Short & Long Term Plan: Jonson Street South

DELIVERY GUIDANCE: JONSON STREET SOUTH

Short & Long Term Delivery

The short and long term realisation of the Jonson Street Precinct requires council to implement adequate planning controls and policy to initiate the gradual transformation of the precinct. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Jonson Street Upgrade				●	●	●			●	●	●													
2. Mixed Use Development																	●							
3. Butler Street Bypass Intersection	●		●	●													●				●	●	●	
4. Light Rail Corridor			●	●	●	●			●		●		●	●	●	●								

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.

5.13 VILLAGE ENTRY

Short & Long Term Priorities [2016 - 2035]

This precinct holds many opportunities to build the character of Byron Bay. With a number of publicly owned sites in this area the opportunity for future redevelopment and regeneration presents the opportunity to create a unique gateway to Byron Bay Town Centre. Existing heritage buildings should be retained and active tenancies encouraged along Butler Street and the railway corridor to strengthen the village centre's arrival experience.

Key Projects

1. Shirley Street Arrival

The Norfolk Island Pines that line Shirley Street are integral to the character of the Town Centre and a marker to locals and visitors alike that they have arrived in Byron Bay. A succession plan should be developed for the trees to ensure this avenue is maintained into the future.

2. Hospital Site

In collaboration with stakeholders identify the best use for the hospital site ensuring future initiatives align with the strategic guidance of the Byron Bay Town Centre Masterplan.

3. Byron Street Cycle Link

Connecting with the eastern section of Byron Street within the town centre core and the Sandhills Community Hub beyond, the cycle link should include a prioritised crossing point on Butler Street. Improvement works should include rehabilitation of the town drain to improve the quality of water entering the Cumbebin Swamp and Belongil Creek.



Shirley Street Existing .



Enhanced Arrival Experience through use of the Built form.



Water Filtration along side pedestrian and cycle link.



Figure 5.32 - Short & Long Term Plan: Village Entry

DELIVERY GUIDANCE: VILLAGE ENTRY

Short & Long Term Delivery

The short and long term realisation of the Village Entry Precinct requires council to work closely with private owners and Crown Land to identify the future opportunities for the area. Future projects should be considered holistically and guided Town Centre Strategies contained in section 4.0.

Place Vitality Criteria	Town Centre Strategy Checklist																							
	Access and Movement				Public Domain				Natural Environment				Culture				Economic Development				Built Form & Aesthetics			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
1. Shirley Street Arrival			●	●					●	●	●	●					●	●	●	●	●	●	●	●
2. Hospital Site	●	●	●	●					●	●	●	●					●	●	●	●	●	●	●	●
3. Byron Street Cycle Link				●					●	●	●	●					●	●	●	●				

Note: The above table provides a Place Strategy checklist for each key project identified above, ensuring an holistic outcome in the short and long term.



6.0 Delivery Framework

The aim of this section is to explain how the strategy and actions should be coordinated and delivered over the next 20 years. It will set out a broad framework for the delivery of the vision, strategy and actions developed during Stage 01 Project Understanding, Stage 02 Vision and Place Principles and Stage 03 Strategy Development.

6.0 Delivery Framework

6.1 DELIVERING THE MASTERPLAN

The successful delivery of the Byron Bay Town Centre Masterplan will require clear focus and commitment to establish organisational resources and a capacity to deliver projects in a timely, coordinated fashion. The Byron Bay Town Centre Masterplan requires visionary leadership and community advocacy to ensure the strategic intent of this project is delivered. The following section outlines the four mechanisms for delivery of this plan.

- Mechanism 01: Governance
- Mechanism 02: Planning
- Mechanism 03: Key Projects
- Mechanism 04: Funding

The Byron Bay Town Centre Masterplan is an action focused dynamic plan, changing as needs and priorities of the Byron Bay Town Centre change.

Due to the changing nature of a place the timing of projects, the lead responsibility and the identified funding can change. That it is why the Byron Bay Town Centre masterplan must be flexible and adaptable.

Progress on the identified projects should be reported regularly and the achievement of targets or the identification of trends should be reported annually, albeit some data will not be refreshed this frequently.

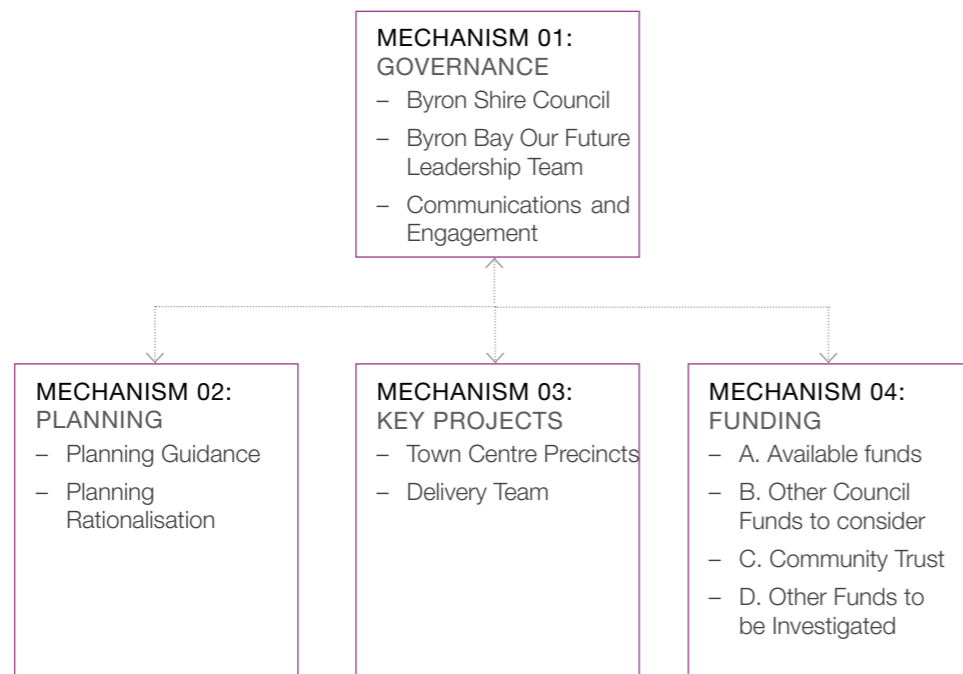


Figure 6.01 - Delivery Framework

6.2 GOVERNANCE

In delivering on this masterplan, Byron Shire Council and the community cannot act in isolation and should seek to further develop on strong partnerships and networks with the business, government and others, so, through these combined efforts, more can be achieved.

Partnerships are founded on building effective relationships where trust and commitment

are paramount. It takes time to form effective partnerships and they must be nurtured for longevity.

In addition there are many forms of partnerships as the table below indicates. Each with their own role and level of responsibility for delivery outcomes.

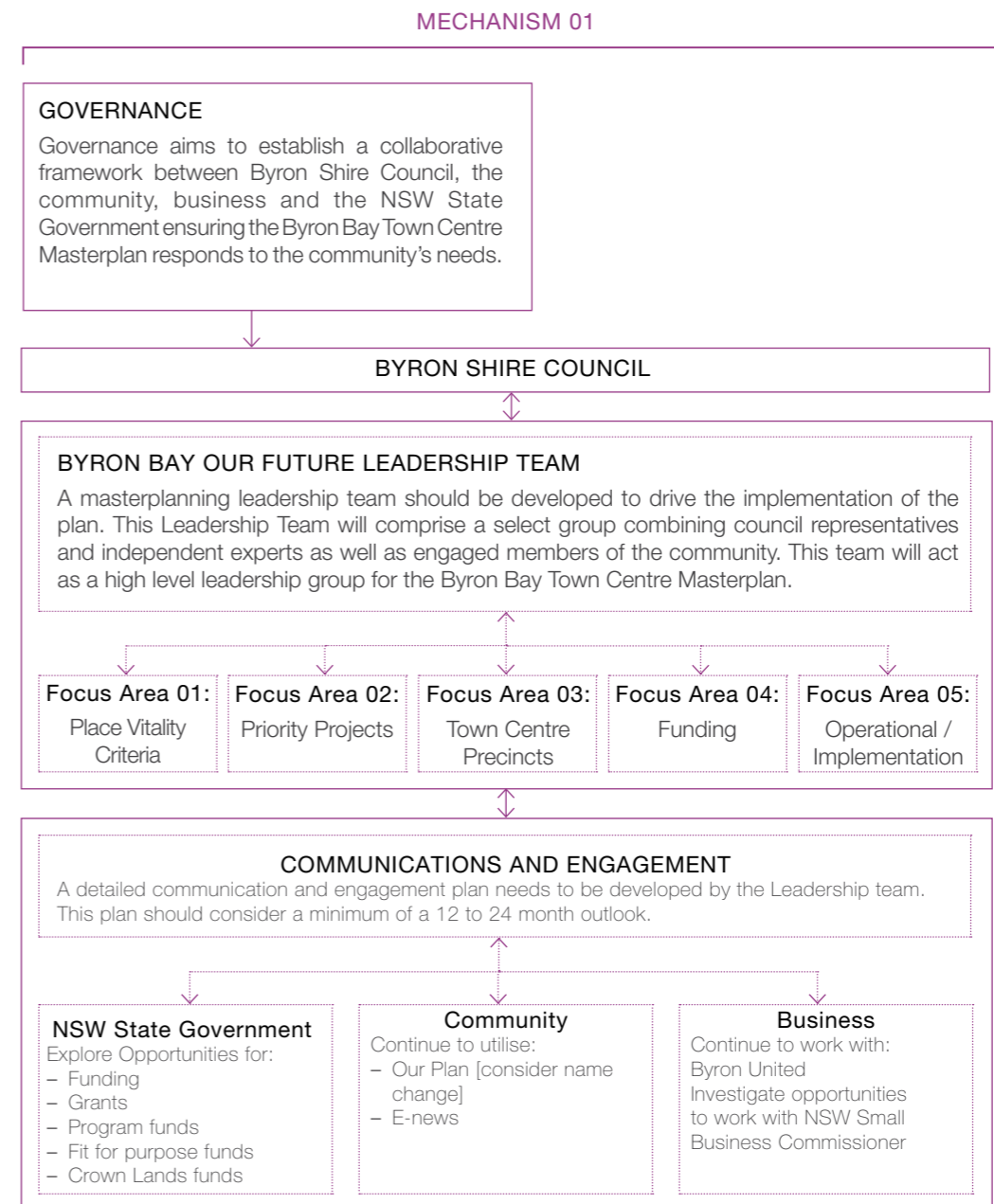


Figure 6.02 - Governance

6.3 PLANNING

The strategic approach to Byron Bay Town Centre masterplan clearly demonstrates the future intent of the town centre of the coming years. However, further planning work is required to deliver the strategies through to implementation. The

following recommendations list the future planning framework required to guide future development, ensure economic viability, optimise community benefit and help deliver the Byron Bay Town Centre Masterplan.

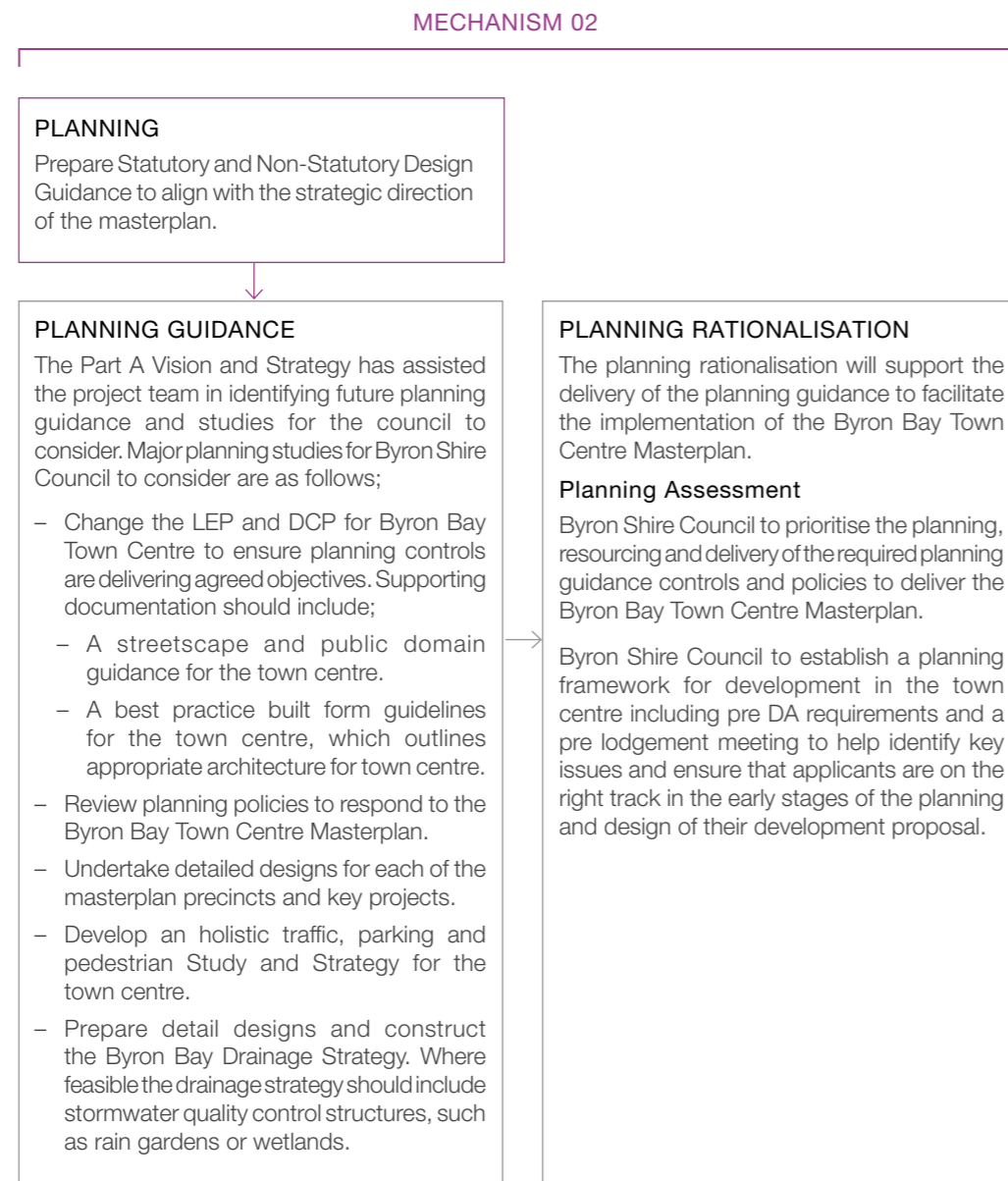


Figure 6.03 - Planning

6.4 KEY PROJECTS

To catalyse the revitalisation of Byron Bay Town Centre, and connect it to its community, the Council should establish a strong partnership with State Government and the private sector to deliver the identified Town Centre Precincts. The following section will outline the key projects for the town

centre over the next 20 years. It is presented as a series of Town Centre Precincts that comprise short and long term priorities and a delivery team that takes the lead responsibility in delivering the Town Centre Masterplan.



Figure 6.04 - Key Projects

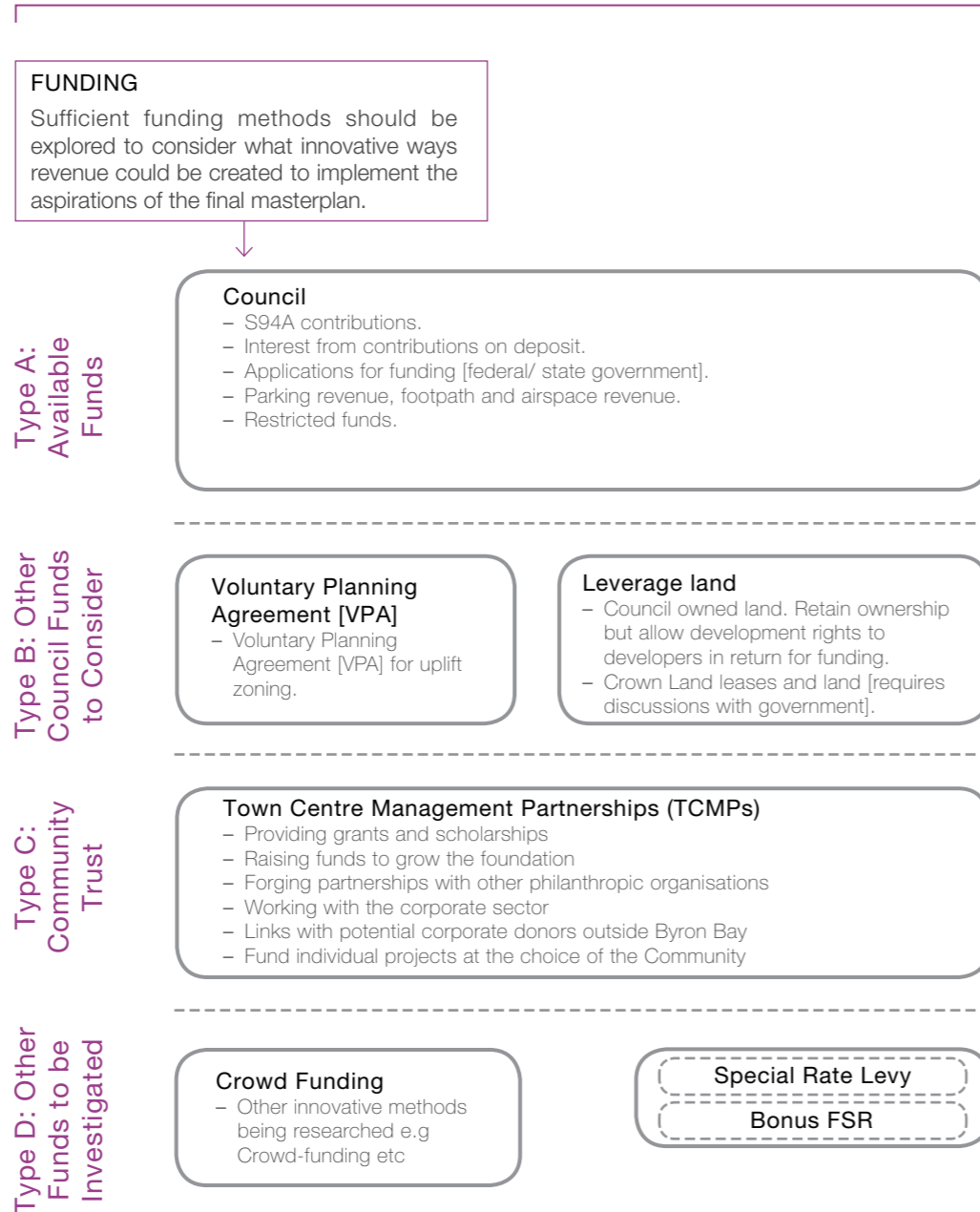
6.5 FUNDING

The Council is ultimately accountable for the effective and efficient management of the implementation of the Byron Bay Town Centre Masterplan. While Council should have a hands-on role in aspects of the financial delivery of the masterplan, the Council also needs to consider alternative revenue opportunities. Sufficient funding methods should be explored to consider what innovative ways revenue could be raised to

implement the aspirations of the final masterplan.

Council and the leadership team should satisfy itself that the finances are in order, resources are available, that budgetary and financial planning goals are being met in order to meet the community's expectations in the delivery of the masterplan.

MECHANISM 04



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Figure 6.05 - Funding



7.0 Implementation Plan

The Implementation Plan overviews the planning and project priorities for delivery within the short term, initiating the realisation of the Byron Bay Town Centre Masterplan.

7.0 Implementation Plan

7.1 IMPLEMENTATION

In collaboration with council staff, the bounce group, key stakeholders and the community, the Byron Bay Town Centre Masterplan has been prepared to assist council in developing an adaptable framework for change. Crucial to this process is prioritising town centre projects for the short and long term.

The priorities listed in this section are based on the outcomes of the project process and look to assist Byron Shire Council in implementing projects that can catalyse positive change in the town centre.

The proposed priorities form the first steps of a 20 year process that ultimately aim to fulfill the place principles, town centre strategies and key projects identified during the development of the masterplan.

7.2 FIVE PLANNING PRIORITIES

To create the Byron Bay Town Centre Masterplan a high level review of current planning controls and policies for each of the Place Vitality Criteria was required. This process allowed the identification of planning controls that fail to align with the agreed aspirations of the masterplan.

The masterplanning approach for this project clearly demonstrates the future direction for Byron Bay. However, to ensure the cohesive delivery and implementation of the town centre strategies and key projects five Planning Priorities have been identified.

The five planning priorities are as follows;

01 Byron Bay Our Future Leadership Team

In 2016, a masterplanning leadership team should be developed to drive the implementation of the plan. This Leadership Team will comprise a select group combining council and independent experts as well as significant members of the community. This team will act as a high level leadership group for the Byron Bay Town Centre Masterplan.

- Focus Area 01: Place Vitality Criteria
- Focus Area 02: Priority Projects
- Focus Area 03: Town Centre Precincts
- Focus Area 04: Funding
- Focus Area 05: Operational / Implementation

Communications and Engagement

A detailed communication and engagement plan needs to be developed by the Leadership team. This plan should consider a minimum of a 12 month outlook.

02 Prepare the Byron Bay Development Control Plan [DCP]

It was identified during the masterplanning process that Byron Bay Town Centre does not have its own Development Control Plan [DCP] resulting in development outcomes that may not always respond to the unique characteristics of the town centre.

Byron Shire Council should prepare a Development Control Plan [DCP] for Byron Bay Town Centre. A town centre specific DCP can ensure planning controls are delivering agreed objectives raised through the Byron Bay Town Centre Masterplan.

Supporting documentation should include;

- A Best Practice Built Form Guidelines for the town centre, which outlines appropriate architecture for town centre.
- Streetscape and Public Domain Guidance and plans for the town centre. This study should be implemented following the Access and Movement Study. [See point 04]

03 Amend the Local Environment Plan [LEP]

It was identified during the masterplanning process that Byron Bay Town Centre's current Local Environment Plan [LEP] needs to be updated to reflect the outcomes of the Byron Bay Town Centre Masterplan.

Byron Shire Council should ensure amendments to the LEP are delivering agreed objectives raised through the Byron Bay Town Centre Masterplan. Key plans to update are as follows;

- Land Use Plan [LZN] - Amend to support the masterplans proposed land use arrangement
- Height of Building Plan [HOB] - Amend to support the masterplans proposed building heights
- Floor Space Ratio [FSR] - Amend to either remove the need for FSR or to establish a FSR that supports the built form aspirations for the town centre.

04 Prepare a Detailed Access and Movement Study and Strategy

It was identified during the masterplanning process that traffic in Byron Bay Town Centre was the biggest issue impacting the town centre and that an holistic Access and Movement Study and Strategy should be developed for the town centre. Key objectives of the study will be to;

- Develop a vehicular circulation strategy that determines the future role and hierarchy of streets through a detailed investigation on existing and future vehicle demands;
- Develop a car parking strategy that details car parking relocation, signage and wayfinding and alternate out of town centre car parking sites;
- Develop a public transport strategy on existing and future bus and rail demands; and
- Develop a cycle and pedestrian strategy that identifies cycle paths and pedestrian improvements.

05 Byron Bay Facilities Asset Management Plan

The masterplan process identified some key community amenities and facilities that require upgrading and renewal.

The development of a Facilities Asset Management Plan for Byron Bay will include a full review and assessment of existing council owned facilities and services. This assessment will determine condition, broad life expectancy, maintenance issues, compliance risks and highlight any areas of specific concern. This process should also integrate with Councils annual operating budget planning and scheduling of works program.

The Place Vitality Criteria Strategies and catalyst site Priority Projects highlighted by the masterplan should be used to guide the Facilities Asset Management implementation.

Implementation of the Facilities Asset Management Plan should be seen as a priority for the Byron Bay Town Centre with urgency status given to facilities such as public toilets, recreational zones, public space lighting and safety.

7.3 TEN PRIORITY PROJECTS

The masterplan identifies a range of key projects as well as smaller and ongoing initiatives. These projects and initiatives integrate many of the Town Centre strategies outlined in Section 4.0.

The implementation plan highlights 10 priority projects that represent the best opportunities to catalyse the transformation of Byron Bay Town Centre in the immediate and short term futures. These projects aim to offer affordable solutions that can catalyse positive change in the town centre.

- 01 Butler Street Surface Level Car Park**
In collaboration with Crown Land, Butler Street Reserve should become a surface level car park. This project encourages people to park on the edge of the centre, freeing up parking spaces for outdoor seating and pilot activation projects.
- 02 Traffic Studies**
Undertake traffic studies to monitor key locations and intersections throughout the town centre to determine, for example, the impact of the Butler Street Bypass, Butler Street surface level carpark, trial activation activities/street closures.
- 03 Railway Square Activation Trials**
In collaboration with Railway and Crown Land, Parking should be reduced and relocated to support the activation of Railway Square. Railway Square should be tested through pilot activation initiatives for local businesses, artists and markets.
- 04 Jonson Street & Bay Lane Activation Trials**
In collaboration with local businesses, Jonson Street North & Bay Lane East should be initially tested through pilot activation trials that support temporary street closure allowing temporary seating, markets, events etc within the streets.
- 05 Dune Rehabilitation**
In collaboration with Crown Land and local community organisations, existing Dune rehabilitation works should be expanded as an ongoing priority to preserve and protect flora and fauna, whilst continuing to provide access to the foreshore.
- 06 Byron Street Railway Crossing**
In collaboration with Railway Land establish a new pedestrian and cycle crossing over the rail corridor to link Byron Street with Butler Street Reserve and the cycle network that extends north west along Ewingsdale Road.
- 07 Community Hub Gardens**
In collaboration with Crown Land and local community organisations, Community Gardens should be located within the Community Hub, encouraging greater usage of the precinct and the improved education of the environment.
- 08 Creek Rehabilitation**
In collaboration with Crown Land and local community organisations, Creek Rehabilitation should be encouraged to restore and enhance the quality of the water and existing waterways.
- 09 Railway Square Bus Interchange**
In collaboration with Railway Land and relevant organisations, investigate the establish of the Railway Square Bus Interchange, this could be undertaken as a design competition to ensure the highest quality outcome is obtained.
- 10 Recreation Ground Improvement Works**
Initial improvement works and maintenance should be undertaken to provide small and flexible spaces for a variety of community uses including but not limited to outdoor cinema, school activities and youth sports.



Note: Drawing for illustration purposes only

Figure 7.01 - Implementation Plan

