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# PRECINCT PLAN

## BYRON ARTS & INDUSTRY ESTATE



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## WHO WE ARE

HIP V. HYPE Sustainability works with clients who are seeking exceptional sustainability outcomes and are willing to think strategically to achieve this.

We see sustainability as inherent to good design. It's not just an option, a differentiator or a marketing tool. At a global scale it is also, by definition, non-negotiable.

Harley Graham Architects is an award winning practice in Byron Bay. Their work is found predominately on the east coast of Australia. We have a strong focus on sustainability and creativity within coastal environments. Our current projects include residential, commercial, cultural and masterplanning.

Neighbourlytics is a social analytics platform for neighbourhoods, pioneering the use of social data in cities. Designed by city-makers for city-makers, our proprietary technology delivers real-time data and revolutionary insights into what makes neighbourhoods unique.

Tract is a national planning and design practice specialising in town planning, urban design, landscape architecture and associated digital media. As planners and designers their charter is to deliver sustainable and memorable solutions, shaping places for living, leisure and work, and the infrastructure that supports and connects these places. They do this by harnessing the strength and diversity of their collective expertise.

—

Author: Gavin Ashley, Better Cities Lead  
Reviewer: Amy Brand, Senior Consultant  
Revision: V2  
Date: 22\_MAY 19

## DISCLAIMER

This document and any information provided have been prepared in good faith based on the best and most up-to-date advice available. HIP V. HYPE Sustainability, Tract, Harley Graham Architects and Neighbourlytics cannot be held liable for the accuracy of the information presented in this document. Any images included are for illustrative purposes only.



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# Precinct Plan Summary

The purpose of this Precinct Plan is to present a shared vision and a high-level road map to help stakeholders work together to make the vision a reality.

In delivering the plan, the vision is to ensure that the BA&IE celebrates diversity and has stayed true to its rich history of making, testing and experimenting.

Additionally, that it has cemented its reputation as the birthplace of sustainable, globally relevant businesses and actively nurtures future generations of entrepreneurs.

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## HEADLINE IDEAS AND KEY THEMES

Five headline ideas emerged through conversations with members of the community and the Enquiry by Design process - big, bold, game-changers that can help resolve some of the immediate challenges in the BA&IE and help build towards the vision over the long term.

These include:

- **Experiment now** - The BA&IE has a long history of experimenting on new goods and services. This will occur through a series of short term wins and temporary solutions which can build momentum and create ongoing community engagement in the long term evolution of the Estate.
- **Changing the way we get around** - Getting around, finding a park and accessing businesses is already a challenge in the BA&IE. Diversifying vehicle movements with walking, cycling and alternative transport is critical to support businesses and transition to a low carbon precinct alongside addressing vehicle access issues.
- **Leveraging Council assets to build the future** - Byron Shire owns two of four major land holdings within the precinct - the Council Depot site and Lot 12. This is a rare opportunity for the value of these sites to be captured and leveraged to deliver genuine economic, social and environmental wins that support the future evolution of the Estate.
- **A future ready precinct** - A changing climate presents challenges for the BA&IE. Responding to these challenges is complex, but the BA&IE has a genuine opportunity to become the exemplar sustainable employment precinct in Australia through a suite of complementary strategies.
- **Local and global business identity and leadership** - The Estate has significant opportunity to maintain diversity and manage change in a way that delivers back to the local community, acknowledges and builds strong female business leadership, creates the next generation of entrepreneurs, protects it from being 'just another shopping precinct' and leverages Brand Byron for good.

These Headline Ideas are communicated in more detail on Page 7.

To ensure the Precinct Plan responded to the full suite of opportunities and challenges of the precinct, five key themes were developed, emerging from the background review and responding to the environmental, social and economic needs of the precinct.

These include:

- Creative Economy
- Mobility and Access
- Environment and Climate
- Land Use
- Built form, Character and Density

These themes were examined in detail through the technical analysis and Enquiry by Design process and are presented from Page 10 in relation to contextual information (fast facts and priority issues) and what will be done in response (clear objectives, with priority and supporting actions)



# Background to the Precinct Plan

Over the last 40 years, the Byron Arts & Industry Estate (BA&IE) has evolved from an isolated industrial area into a lively hub for innovation, industry and creativity.

While this evolution has brought vitality and opportunity to the area, it has also led to significant functional issues that are limiting future potential.

The purpose of this Precinct Plan is to present a shared Vision and a high-level road map to help stakeholders work together to make the Vision a reality.

## ABOUT THE BYRON ARTS AND INDUSTRY ESTATE

The Bundjalung of Byron Bay Arakwal people are the Traditional Custodians of the land on which the BA&IE now sits.

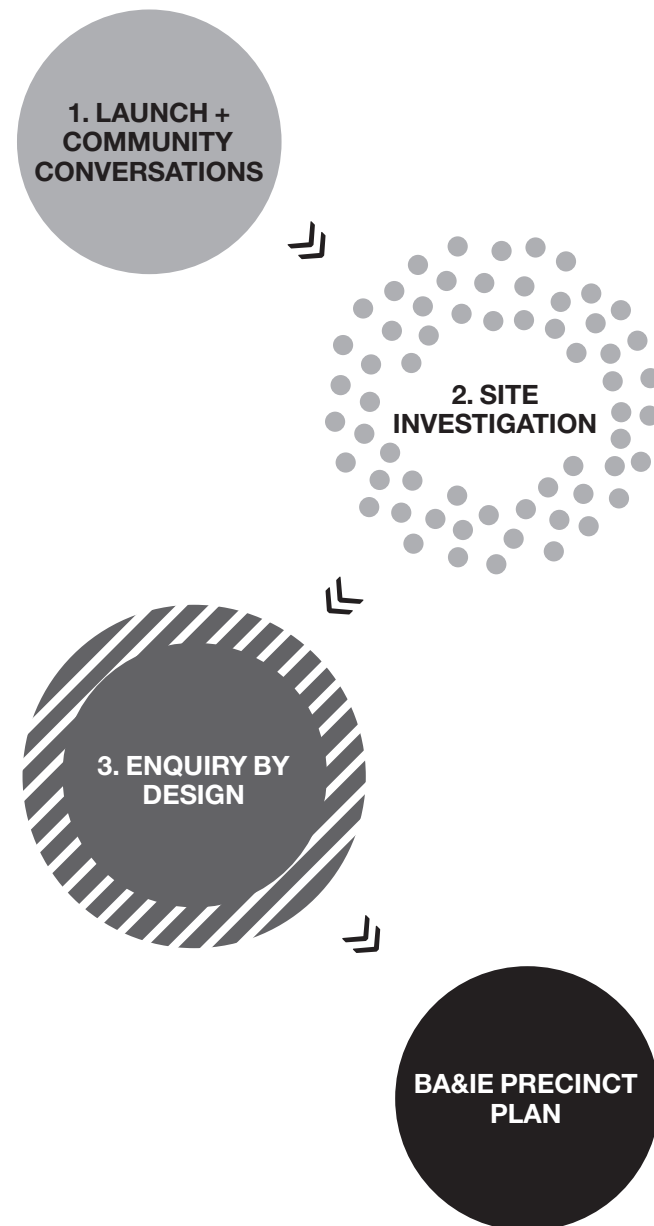
Protection and preservation of cultural heritage and the broader environment is very important to the Bundjalung Arakwal people and to people of the wider Bundjalung nation. Byron Shire Council (in its role as land manager) is committed to working with Aboriginal custodians within the Shire to protect places of cultural significance.

The Byron Arts and Industry (A&I) Estate was established in the early 1970s and by 1975 there were businesses operating out of what was then an isolated, industrial area well away from the heart of town.

The Estate has evolved from a local service centre to an eclectic mix of businesses and residential uses, moulded by its users. While this evolution has brought vitality to the place, it has also resulted in a number of significant functional issues, not the least of which is mobility and access.



# About the Precinct Plan



THE BA&IE PRECINCT PLANNING PROCESS BROUGHT LOCAL STAKEHOLDERS AND INDUSTRY EXPERTS TOGETHER TO DESIGN THE NEXT EVOLUTION OF THE ESTATE.

## WHAT IS A PRECINCT PLAN?

A Precinct Plan guides the future use and development of a particular area, in this case the BA&IE. Developing a Precinct Plan provides an opportunity to do a stock-take of current state and future needs. Through an investigative process, land use options, physical limitations, infrastructure requirements and community values are understood. A vision is developed and then the role of private development and public realm are considered to see how together, they can deliver the Vision.

This BA&IE Precinct Plan presents:

- \_ A Vision for the Estate
- \_ Initiatives to stimulate preferred economic activity
- \_ Transport changes that will improve access and getting around
- \_ Guidance for new or improved community infrastructure and public realm improvements (e.g. street trees, footpaths)
- \_ Solutions that respond to natural site constraints and protect against climate change impacts
- \_ Appropriate land use and building types
- \_ Guidance for Local Environmental Plan amendments and other initiatives to help implement this Precinct Plan

As a high-level Plan, there are limitations on what can be resolved. For example, this Plan won't:

- \_ Determine detailed site specific responses for privately owned land
- \_ Design or cost public realm projects and infrastructure
- \_ Resolve detailed feasibility for government owned land parcels
- \_ Provide built form or urban design guidelines for land use or building types
- \_ Prepare Local Environmental Plan changes
- \_ Resolve every issue highlighted by community or stakeholders.

## HOW THIS PLAN WAS CREATED

Recognising there is already strong ownership of and investment in the BA&IE by those that live, work or visit, community input to this Plan was absolutely essential. The Plan was developed through a three-step process:

### 1. LAUNCH AND COMMUNITY CONVERSATIONS

To celebrate the commencement of the Precinct Planning process, a launch and community drop-in session was held. Everybody with an interest in the future of the Estate, including business owners, workers, residents and property owners were invited to share their thoughts and ideas about what makes the BA&IE 'tick', what they thought the problems were, and how they might be fixed.

Selected community members were also invited to be part of the Enquiry by Design workshop in stage 3 of the project.

### 2. SITE INVESTIGATION

Technical analysis was undertaken to cross reference site issues with local policy, best practice and community needs. The findings were used to prompt and guide discussion in the Enquiry by Design stage. Five themes were developed to respond to the many facets of the BA&IE - creative economy, mobility and access, environment and climate, land use and built form, character and density.

### 3. ENQUIRY BY DESIGN

The Enquiry By Design brought together land owners, business owners, technical experts, council staff and BA&IE users to discuss and design the future of the Estate. The diversity of participants enabled the vision, principles and solutions to consider a broad range of current and future needs of people that use the Estate.

The results from the Enquiry by Design were further refined and tested for preliminary feasibility and used to create this Plan.

# Community Voices

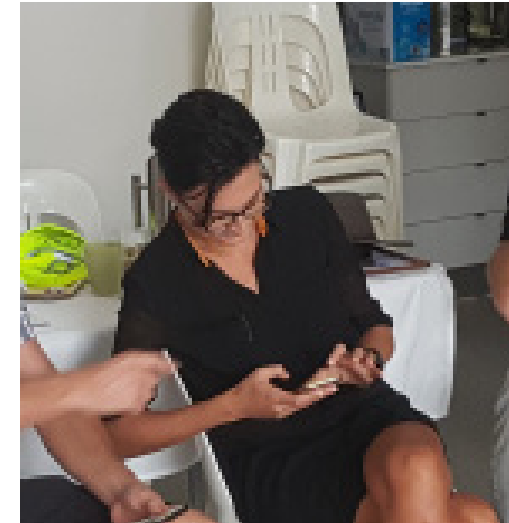
This Plan would not have been possible without the insights and ideas provided by locals from the BA&IE at the launch, drop in session and the Enquiry By Design workshop.

Here are just some of the things that were said.



“WHERE ARE THE FOOTPATHS?”

“MORE PEDESTRIAN AND CYCLE WAYS TO ENCOURAGE INTERACTION, INCLUDING A LINK TO CAVANBAH AND LIGHT TRANSPORT FROM THE TRAIN”



“MORE REPRESENTATIVE SIGNAGE”

“PEOPLE DESPERATE FOR VISIBILITY”

“FIX FLOODING”

“PRIORITISE PEOPLE AND THE NATURAL LANDSCAPE OVER CARS”

“TRAFFIC IS A NIGHTMARE”



“THE WATERWAYS ARE THE KEY - USE DRAINAGE CORRIDORS FOR POCKET PARKS, TRANSPORT CONNECTIONS, MARKETS ETC”



“AMAZING CORNERS COULD BE GATHERING PLACES UNDER TREES”



“THE BA&IE IS FULL OF FREE THINKERS AND DREAMERS!”

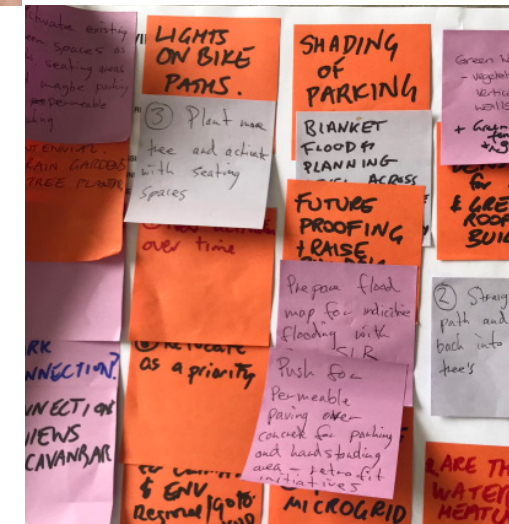
“PROTECT EXPERIMENTATION AND THOSE WHO WANT TO TRY NEW THINGS”



“SNEAKY LITTLE LANES JUST WAITING FOR ACTIVATION AND FOOTPATHS (SORRY SNAKES)”

“B-CORP CAPITAL OF AUSTRALIA”

“LET’S BE THE SUSTAINABILITY PRECEDENT!”



“UNIQUE CHARACTER IS DIRECTLY CONNECTED TO THE LAND USE MIX AND LOCATION. WHEN I THINK OF THE BA&I ESTATE I THINK INNOVATION, ENTREPRENEURSHIP AND THE FUTURE OF BYRON”



# Vision & Principles

Fast-forward 20 years...

**The BA&IE celebrates diversity and has stayed true to its rich history of making, testing and experimenting.**

**It has cemented its reputation as the birthplace of sustainable, globally relevant businesses and actively nurtures future generations of entrepreneurs.**

There is a harmonious relationship between the economic, natural and built environment through prioritising people over cars, greening and a significant investment in renewables.

The spirit of the Northern Rivers Region is encapsulated in the Estate - fascinating businesses, a beautiful natural environment and a genuine, unique culture. All sorts of people are drawn to the Estate to live, work and play.

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## PRINCIPLES

To make our Vision a reality key stakeholders will:

- \_ Collaborate and harness our collective creativity
- \_ Continue to experiment
- \_ Design for the benefit of whole community
- \_ Make space for spontaneity and shared solutions
- \_ Encourage entrepreneurship through self-determination
- \_ Deliver quick wins, but stay true to the long-term vision.



PARTICIPANTS IN THE ENQUIRY BY DESIGN WORKSHOP SHAPED THE VISION AND PRINCIPLES FOR THE BA&IE.

# Headline Ideas

A suite of headline ideas have emerged through conversations with members of the community and the Enquiry by Design process - big, bold, game-changers that can help resolve some of the immediate challenges in the BA&IE and help build towards the vision over the long term.

These ideas cut across and draw on learnings from the five key themes in this Precinct Plan - responding to a range of priority issues with a concept or idea which can deliver a broad and unifying benefit.

## 1 EXPERIMENT NOW

The BA&IE has a long history of experimenting on new goods and services - getting them to market and growing businesses off the back of experimentation that employ locals and contributes to the local economy.

This concept of experimentation is embedded in the implementation of this Precinct Plan - prompting Council and the business community, to take risks and either fail fast or gain reward. This will occur through a series of short term wins and temporary solutions which can build momentum and create ongoing community engagement in the long term evolution of the Estate.

On the ground this means:

- \_ Creating an immediate 'pop up' park on the north-west corner of the Council Depot site as a highly visible activation point for workers and visitors to hang out and make connections
- \_ Piloting a one-way traffic-trial for Centennial circuit which brings together traffic, car parking and stormwater management and greening solutions
- \_ Developing planning rules through a planning implementation plan which help support the strong culture of experimentation (e.g through incentives for providing low cost commercial tenancies as part of larger developments)
- \_ Improving processes within Council to support business owners with generous front verges and blank street-facing walls to activate these spaces



'RAPIDLY DEPLOYABLE URBAN INFRASTRUCTURE' CAN ASSIST IN ACTIVATING SPACES IN A SHORT PERIOD OF TIME TO TEST IDEAS AND USAGE BY THE COMMUNITY. PHOTO OF URBAN COMMONS, GERTRUDE ST, MELBOURNE.



# Headline Ideas



BIKE PARKING THROUGHOUT THE BA&IE WILL MAKE CYCLING MORE CONVENIENT AND ENCOURAGE MOVEMENT AROUND THE ESTATE. PHOTO BY STREET FURNITURE AUSTRALIA.

## 2\_CHANGE THE WAY WE GET AROUND

Getting around, finding a park and accessing businesses is already a challenge in the BA&IE. As the number of workers and visitors increase, fundamental change is required to ensure that businesses can continue to grow and evolve without major constraints to access. Replacing vehicle movements with walking, cycling and alternative transport is critical to support businesses and transition to a low carbon precinct. This doesn't replace the need to fix traffic flow and better manage parking - what it does do is help to take pressure off the road network and complement traffic and car parking solutions which will be rolled out over time.

Council also manages the drainage lines which run throughout the estate. Re-purposing this land for a network of walking and bike paths, punctuated by breakout spaces and activated by businesses can help bring an underutilised asset to life!

On the ground this means:

- \_ Re-purposing the drainage lines to become Blue-Green Corridors in the BA&IE to form part of an important new way of getting around and to deliver much needed open space at the same time
- \_ Addressing parking and access issues through a multi-pronged approach (encouraging alternate transport, park and ride facilities, improved integration with public transport)
- \_ Building shared use paths and footpaths along with hubs to create 'inviting trips' (with seating, shade etc) that support walking, cycling and alternative transport
- \_ Businesses leading the cultural change - supporting workers and customers to access their businesses and goods without the use of cars (through active transport)

## 3\_LEVERAGE COUNCIL ASSETS TO BUILD THE FUTURE

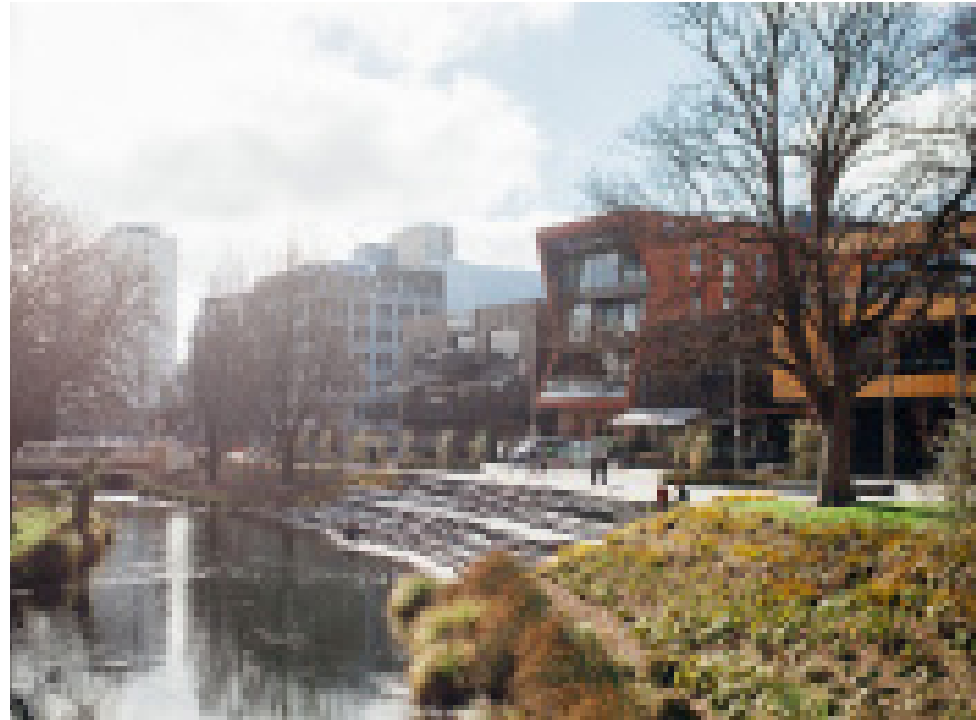
Byron Shire owns two of four major land holdings within the precinct - the Council Depot site and Lot 12. This is a rare opportunity for the value of these sites to be captured and leveraged to deliver genuine economic, social and environmental wins that support the future evolution of the Estate.

Savvy management of these assets can help address some major functional issues for transport, a need to maintain low cost spaces to support the next generation of business, open space upgrades and a proposed cultural centre.

On the ground this means:

- \_ Council selling or long term leasing Lot 12 as a priority to an experienced, values aligned development partner who can deliver an exemplar mixed-use outcome for the site
- \_ Quarantining the income from the sale or long term lease to transparently and directly fund BA&IE projects identified in this plan, including:
  - + A bold new vision for the drainage lines to be re-purposed as blue-green corridors
  - + A staged plan for improved walking, cycling, traffic and car parking
  - + A major arts and culture precinct on the Council Depot site

# Headline Ideas



CELEBRATING WATER IN THE LANDSCAPE IS A CRITICAL PART OF THE NEXT EVOLUTION OF THE ESTATE. THE AVON RIVER PRECINCT IN CHRISTCHURCH PRESENTS A REFERENCE POINT FOR HOW WATER MOVEMENT CAN BECOME A FOCAL POINT FOR THE BA&IE.

## 4\_A FUTURE-READY PRECINCT

This precinct plan represents a major opportunity to equip the BA&IE with the necessary tools it needs to safeguard and enhance its future. Sea level rise, more extreme rainfall events and storm surge all contribute to the need to manage stormwater more effectively. The lack of canopy cover reduces the ability to respond to a warmer climate and the renewable energy revolution is here and the BA&IE wants in. Responding to these challenges is complex, but the BA&IE has a genuine opportunity to become the exemplar sustainable employment precinct in Australia through a suite of complementary strategies.

On the ground this means:

- \_ Investing in water sensitive urban design and greening with new canopy cover, dedicated new stormwater retention, integrated of water sensitive urban design into road reserves and a new standard for stormwater management on private land (through DCP and built form guidelines)
- \_ Being a pioneer in the sharing economy, with share schemes for cars, bikes and other alternative transport being supported and actively encouraged
- \_ Taking a precinct approach to water, waste and energy management including the connection of key land parcels to recycled water, a series of waste hubs to reduce resources going to landfill and generating, storing and sharing electricity
- \_ Council and businesses responding to environmental, social, economic and technological change by investing in new ways to communicate and market businesses, new models of working and living and measures that support businesses and workers do right by the planet
- \_ Sustainable design delivered in new development through new sustainable design provisions within the planning controls, supported by exemplars and incentives.

## 5\_LOCAL AND GLOBAL BUSINESS IDENTITY AND LEADERSHIP

The BA&IE is the birthplace of Byron innovation and a key player in the Australian regional creative economy. Byron is the third most recognised destination in Australia. The Estate has significant opportunity to manage change in a way that delivers back to the local community, acknowledges and builds strong female business leadership, creates the next generation of entrepreneurs and leverages Brand Byron for good.

On the ground this means:

- \_ An inclusive branding and identity process - and potentially a new name for the BA&IE
- \_ Creativity in funding the plan (divestment/lease of Lot 12, but also crowd funding and public and private partnership delivery models)
- \_ Support for business incubation and affordable start-up space

Delivering this over time requires good governance, national leadership and follow through on the vision. Three over-arching 'enabling mechanisms' support this:

- \_ A savvy, Council-based BA&IE Place Manager within the Sustainable Environment and Economy division to drive implementation of the Precinct Plan
- \_ A long-term 'Implementation' role for business stakeholders involved in the co-creation of this Precinct Plan
- \_ New and enhanced partnerships with key government, arts and learning institutions

# Theme 1\_Creative Economy

The creative economy\* represents the evolution of the BA&IE, as the precinct transitions from the purely industrial estate of the 1970's and 80's to a precinct where those core industries still thrive, but where a new breed of businesses is most definitely taking flight.

The North Rivers Region, Byron Bay and in particular the BA&IE has the human capital (people), the diversity, tolerance, access to lifestyle, markets and technology along with an incredibly authentic cultural form to build upon the key characteristic of the developed 21st century economy - CREATIVITY...!

\*Creative Economy is a term used to describe economic value derived from imagination rather than traditional resources of land, labour and capital. It is driven on independent judgement and the ability to create new ideas, new products, and new content. A creative economy includes professionals such as entrepreneurs, financiers and lawyers that help can turn creative ideas into thriving businesses.

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## FAST FACTS

- \_ The number of female owned businesses in Habitat significantly outweigh the male owned businesses.
- \_ 84% of businesses rate their outlook as good or very good.
- \_ Top 3 industries in terms of Gross Floor Area and Total Land Area are retail trade; manufacturing and wholesale trade.

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## PRIORITY ISSUES

- \_ Rising rents: Significant increases in land values has led to rising rents that make the BA&IE less viable for new businesses and the next generation of entrepreneurs.
- \_ Staffing: Attracting and maintaining skilled workers is challenging, a problem made worse by the lack of local, affordable housing options.
- \_ Connectedness: The lack of integrated communication platforms and local meeting places constrains opportunities for creativity, collaboration and the development of social support networks.
- \_ Identity: The BA&IE has a strong place in the hearts of locals, and some individual businesses with very successful marketing, but because it is so eclectic struggles to communicate what it is about to the broader region and beyond.
- \_ Infrastructure: Current infrastructure provision does not provide the open space and transport solutions needed to accommodate the future development set to occur in the BA&IE.
- \_ Transition: Some businesses have outgrown or are constrained from an access and movement perspective and need to branch out to bigger premises. Council's Shire Wide Business & Industrial Lands Strategy will be influential in guiding 'where to from here' for some of these businesses.





CURRENT STATE OF THE BA&IE.

THE BA&IE IS HOME TO A DIVERSE RANGE OF BUSINESSES. CAREFUL SUCCESSION PLANNING IS REQUIRED TO ENCOURAGE THE NEXT GENERATION OF ENTREPRENEURS NECESSARY FOR A THRIVING ECONOMY AND TO PRESERVE THE ECLECTIC MIX THAT MAKES THE BA&IE UNIQUE.

TOP LEFT-RIGHT: SIMMOS AUTOMOTIVE, CIRCUS ARTS, BROOK FARM, CREATION THEORY'S DRIPDOP.

LEFT: ELEMENTS OF BYRON.

RIGHT: BARRIO @ HABITAT. BOTTOM: MCTAVISH





# Theme 1\_Creative Economy

## OBJECTIVES

- \_ Create a supportive environment for the next generation of creative people and young entrepreneurs to establish and grow their businesses
- \_ Respond to and enhance the strong female entrepreneurial presence in the BA&IE
- \_ Build strong BA&IE brand awareness and create joint marketing opportunities between businesses
- \_ Provide improved platforms and venues that will encourage collaboration between businesses
- \_ Address infrastructure constraints that are inhibiting business growth
- \_ Value and protect the role of experimentation within the BA&IE
- \_ Address increasing land values, to ensure high rent are not a barrier to new business in the BA&IE
- \_ Develop learning opportunities in the BA&IE which respond to the needs of Byron's young people and others keen to study in the region
- \_ Leverage Council assets to deliver community benefit and fund significant investments in the remainder of the BA&IE

## PRIORITY ACTIONS

### **CE1 - Deliver an inclusive identity and branding strategy for the BA&IE which leverages Brand Byron and can promote businesses regionally, nationally and internationally**

This priority action responds to a need for improved outward communications of business activity in the BA&IE. It includes:

- \_ Analysis of business mix and consultation with businesses on branding and shared marketing needs
- \_ Development of identity and branding concepts for BA&IE (including testing with stakeholders) including the potential to rename the precinct in line with the vision
- \_ Implement this shared identity and branding through hard infrastructure projects including signage and soft infrastructure including for example web-based communications (Instagram, other social media and the role of influencers), apps, print media and event promotion across the Northern Rivers

### **CE2 - Develop and deliver a strategy for selling or long term lease of Lot 12 to deliver a Live, Work, Learn Exemplar**

This priority action responds to leverage Council assets to deliver community benefit and fund significant investments in the remainder of the BA&IE. It would include:

- \_ Undertaking detailed investigation and market sounding for Council and community priorities for the site, including potential for uses such as commercial, business incubation and acceleration, long term 'housing for locals', tertiary education and other learning.
- \_ Developing a preferred model for divestment or long term lease of Lot 12 which addresses these priorities, but balance the need to maximise commercial value of the land
- \_ Deliver an Expression of Interest process which confirms an experienced, values aligned, developer partner capable of delivering a sustainable and quality built form outcome for the site and set aside the revenue for direct use only in BA&IE.

### **CE3 - Develop and deliver a regional car-free cultural precinct for the BA&IE on the Council Depot site**

This priority action responds to a need for creative and community spaces and outward expression of the BA&IE identity in the regional context. It includes:

- \_ Undertaking detailed investigation (including understanding any remediation issues) and consultation to assess arts and cultural needs (including potential for artists in residence, galleries, theatre, music and events space)
- \_ Identify and initiate key partnerships with state government, arts institutions, business stakeholders and community
- \_ Develop a highly site responsive, commercially pragmatic, human centred, design brief for the Council Depot site
- \_ Undertake a design competition or other inclusive public ideas generation and consultation process to help refine this design brief
- \_ Deliver staged transition of the site with key partners including arts and cultural functions, supporting mixed use and public open space.

**NOTE:** Delivery of CE3 is dependent on Council investigations regarding the future of the depot site. Council has not yet determined that the works depot will be relocated.

# Theme 1\_Creative Economy



THE TONSLEY INNOVATION DISTRICT (ADELAIDE) PROVIDES A GREAT EXAMPLE OF INDUSTRY COLLABORATION AND INCUBATION TO STRENGTHEN THE LOCAL ECONOMY. THE DISTRICT IS BASED ON THE INDUSTRY CLUSTERING CONCEPT OF RELATED VARIETY, WHERE GREATEST OPPORTUNITY FOR INNOVATION IS BETWEEN BUSINESSES WHERE THERE IS ENOUGH COMMON GROUND TO START A RELATIONSHIP, BUT ENOUGH DIFFERENTIATION TO OFFER SOMETHING NEW TO THE MARKET. PICTURED: CENTRAL FOREST AT TONSLEY INNOVATION DISTRICT, CREDIT: DAN SCHULTZ

## SUPPORTING ACTIONS

- \_ Undertake further business surveying within the BA&IE to understand existing uses, female ownership of businesses and needs, technology barriers for online businesses, preferred models for business to business collaboration (virtual / physical), shared marketing needs and BA&IE brand identity
- \_ Respond to key issues highlighted in business surveying through Byron Shire's business strategy
- \_ Investigate a range of incentives (planning related and ongoing) to support the delivery and operation of small scale, low cost tenancy spaces
- \_ Investigate potential for a program where young entrepreneurs are mentored by experienced local business leaders
- \_ Develop partnerships with universities, arts and culture organisations, government and business innovation leaders to drive the successful funding, programming and management for the revitalised Council Depot site

# Theme 2\_Mobility and Access

How people and products travel to, and around the BA&IE is a priority issue for the community. While the car has traditionally driven this mobility, increased activity within the BA&IE requires new ways of getting around to limit traffic and car parking issues.

Both short-term wins and long-term solutions are needed to get the precinct moving in the right direction, to take some pressure of the road network with infrastructure and incentives for walking, cycling, public transport (with support from the sharing economy) and a staged plan for improving traffic flows and addressing parking needs.

## FAST FACTS

- \_ The centre of the BA&IE is 4km from town and most people who work in the Estate live off-site
- \_ The solar train, operating daily between 10am and 5pm, currently services up to 800 customers per day with 33% of customers identifying as residents of the Shire
- \_ 20 electric vehicles owned by Northern River residents
- \_ There is more than 5km of roadway in the BA&IE, but less than 400m of public footpath
- \_ There is only one bus stop within the BA&IE
- \_ There is no significant cycling infrastructure within the BA&IE

## PRIORITY ISSUES

- \_ Parking chaos: On and off street parking is disorganised and often hard to access. Parking needs to be resolved without encouraging more cars into the Estate.
- \_ Walking and cycling: The lack of on- or off-road cycling infrastructure, relatively unshaded streets and barely-there footpaths are causing safety issues and encouraging people to rely on their cars.
- \_ Wayfinding: Drivers, cyclists and pedestrians find it hard to navigate within the BA&IE as business signage is lacking and the road configuration is somewhat confusing
- \_ Entering and exiting the BA&IE: The right turn onto Ewingsdale Rd from Bayshore Drive creates significant 'backing up' particularly on weekday afternoons.
- \_ Public transport: The available public transport is too infrequent and not scheduled or located to make it a viable or appealing option.
- \_ Street design: The width and configuration of streets, coupled with parked cars and trucks on narrow streets creates vehicle movement conflicts and dangerous road conditions, particularly on corners.





CURRENT STATE OF THE BA&IE.

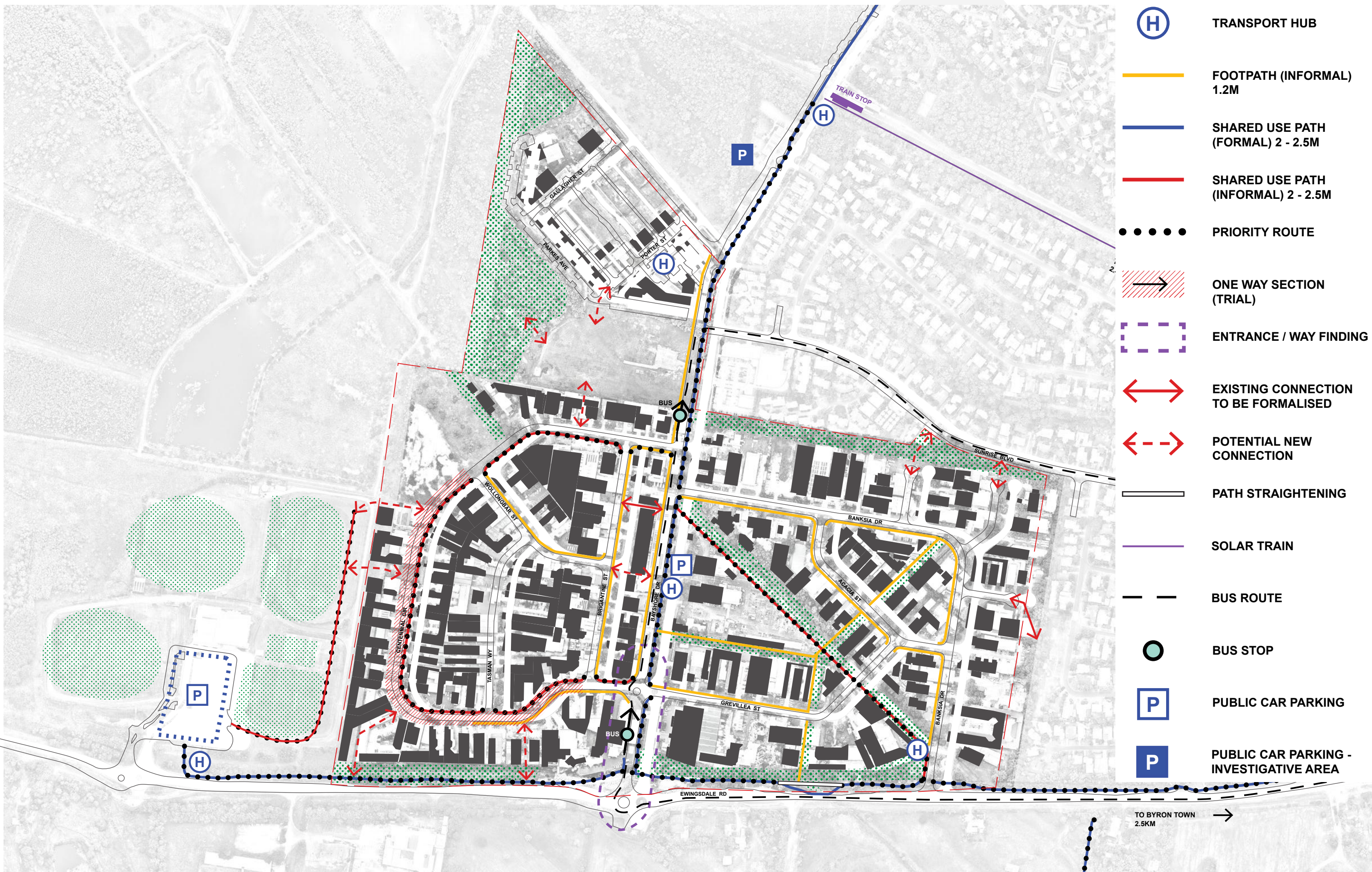
LEFT: THERE IS A STRONG NEED FOR FOOTPATHS. THERE ARE INSTANCES WHERE THE FOOTPATH RUNS OUT AND PEDESTRIANS HAVE CREATED 'DESIRE LINES' (TRODDEN THEIR OWN PATH).






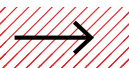









TOP RIGHT: THE NARROW STREETS OF THE ESTATE ARE OFTEN CHOKED WITH PARKED CARS MAKING THE ROADS UNSAFE AND PASSAGE DIFFICULT FOR LARGER VEHICLES.

BOTTOM RIGHT: A CYCLIST TAKES ADVANTAGE OF ONE OF THE LIMITED BIKE PATHS TO THE BA&IE. SAFE, DEDICATED ACTIVE TRANSPORT ROUTES WOULD HELP SHIFT PEOPLE FROM CAR DRIVERS TO WALKERS AND RIDERS. THIS ACTIVATION CAN NOT ONLY HELP EASE ROAD CONGESTION, IT WILL ALSO BRING THE STREETS TO LIFE AND ENCOURAGE PEOPLE TO 'POP IN' AS THEY MOVE AROUND (YES, SHE SHOULD BE WEARING A HELMET).



# Mobility and Access Plan



-  TRANSPORT HUB
-  FOOTPATH (INFORMAL) 1.2M
-  SHARED USE PATH (FORMAL) 2 - 2.5M
-  SHARED USE PATH (INFORMAL) 2 - 2.5M
-  PRIORITY ROUTE
-  ONE WAY SECTION (TRIAL)
-  ENTRANCE / WAY FINDING
-  EXISTING CONNECTION TO BE FORMALISED
-  POTENTIAL NEW CONNECTION
-  PATH STRAIGHTENING
-  SOLAR TRAIN
-  BUS ROUTE
-  BUS STOP
-  PUBLIC CAR PARKING
-  PUBLIC CAR PARKING - INVESTIGATIVE AREA

TO BYRON TOWN 2.5KM →



# Theme 2\_Mobility and Access

## OBJECTIVES

- \_ Fix the existing functional issues with the transport network
- \_ Better connect the BA&IE to Byron township and the broader region through regional solutions
- \_ Connect people to businesses with a variety of transport modes
- \_ Support a transition to sustainable transport behaviour for workers (directly and through businesses)
- \_ Create safe, priority pedestrian and cycle access
- \_ Improve business identification and help people find their way around
- \_ Experiment with innovative, Byron specific, social and technical solutions to local transport challenges
- \_ Develop and optimise parking solutions within the precinct to meet the needs of diverse users

## PRIORITY ACTIONS

### MA1 - Develop a network of shared paths and transport hubs to support bikes and alternate transport

This priority action responds to the need to increase the amount of low carbon, transport options within the BA&IE and link with local destinations. It would include:

- \_ The establishment of physical (hard) infrastructure - including a network of off-road shared use paths linked to regional networks, bike parking and a series of hubs facilitating change between modes. This may include one or more of a combination of signage, bike parking, car and bike share, end of trip facilities, EV charging
- \_ The development of 'soft' infrastructure to support the transition towards sustainable transport modes - including apps, governance, partnerships, marketing and promotion of alternatives and resources for businesses to help support the behaviour change to bikes and alternate transport
- \_ Integration of the network with secondary links within the Green-Blue Corridors and establishment / formalisation of non-car links to Cavanbah and Sunrise (north and east)

### MA2 - Build footpaths throughout the BA&IE

This priority action responds to the strong need for improved safety and access for pedestrians, establishing a hierarchy of people over cars. It would include:

- \_ Investigation of road verge condition and capacity (width, 'desire lines', safety issues and conflict with informal car parking, integration issues / opportunities with increased street tree planting, localised traffic issues)
- \_ Building on this, development of street sections for different locations to support increase in vegetation and a range of footpath treatments formal (concrete), informal (crushed rock - subject to feasibility) and primary routes

- \_ Finalising the delivery of a fully connected Bayshore Drive footpath upgrade in 2019/20 (Ewingsdale Rd to Solar Train Station)
- \_ Plan and deliver the rollout of the remainder of the footpath network synergised with the delivery of the Integrated Traffic and Car Parking Strategy (Refer MA3).

### MA3 - Establish an integrated traffic and car parking approach for BA&IE

This priority action responds to a need to reduce car reliance for travel and increase future capacity for business growth through a range of traffic and car parking management solutions. This will include:

- \_ Investigating immediate delivery of a pilot for a one-way solution for Centennial Circuit (using repurposing of the road pavement for a combination of parallel, angle parking and temporary street tree planters)
- \_ Undertaking (in parallel) a detailed traffic and car parking study to optimise car parking within road reserves (including use of wider verges for angle parking in areas of high demand, timed car parking and confirmation of a series of consolidated permanent and temporary parking lots - including better use of off-Estate parking such as the Cavanbah Centre, new consolidated options within the precinct and linking to regional park and ride facilities
- \_ Delivery of traffic and car parking study recommendations with pedestrian linkage, commencing with the consolidated temporary parking lots to ensure adequate car parking is maintained.

### MA4 - Consultation with transport stakeholders

This priority action responds to the need to increase bus services and connections between the BA&IE and other regional transport hubs. It would include consultation with bus operators and Transport for NSW for improved service delivery including:

- \_ More bus stops and weatherproof shelters
- \_ Improved signage and communication of services

## Theme 2\_Mobility and Access



IMPROVED WAY FINDING SIGNAGE WOULD HELP PEOPLE MOVE AROUND THE PRECINCT AND DISCOVER THE DIVERSITY OF ITS OFFERINGS.

### SUPPORTING ACTIONS

1. Investigate and if required develop partnerships to secure western connection to Cavanbah Centre for parking
2. Concurrent with the implementation of the priority actions, work with businesses and other key stakeholders to promote and incentivise changes in transport behaviour, including adoption of alternative transport, car pooling and use of consolidated car parking lots
3. Support and integrate the development of regional public transport options including an electric bus network servicing the region and the use of rail corridor for rail and bikes
4. Investigate increased frequency and the extension of the Solar Train to an all day service to cater for locals and tourist needs
5. Optimise lot re-development to create mid-block breaks and links to surrounding neighbourhoods to embed the pedestrian network and the primary routes
6. Undertake improvements to signage and wayfinding local artists and leveraging the role of transport hubs (integrated with identity and branding)
7. Create a BA&IE app linking businesses within the precinct, helping visitors with wayfinding and car parking locations - potentially linking with the proposed online platforms (Priority Action CE1)
8. Reinforce Bayshore as the spine of the precinct promoting 'an inviting walk' through a range of commercial, cultural and open space uses
9. Support the transition to electric vehicles with charging and associated infrastructure at key development sites (Lot 12 and Council Depot)
10. Investigate and prioritise locations for public lighting of new and existing infrastructure (e.g with shared use path roll-out)
11. Improve traffic flow by reconfiguring street sections to facilitate movement of larger vehicles through narrow streets including eliminating car parking on the inside of dangerous corners





#### INSPIRATION FOR BA&IE V2.0.

TOP LEFT: SAFE, GRAVEL OR CRUSHED ROCK CYCLING AND WALKING PATHS THROUGH GREEN SPACE WOULD MAKE ACTIVE TRANSPORT AN APPEALING OPTION AND CREATE OPPORTUNITIES FOR INCIDENTAL SOCIAL INTERACTION AND RECREATION. PHOTO FROM MONTRÉAL SITE OUTREMONT DISTRICT BICYCLE PLAN.

TOP RIGHT: A GREEN SPINE OR CORRIDOR THAT INCLUDES SUBSTANTIAL TREES, ART, ACKNOWLEDGEMENT OF THE TRADITIONAL OWNERS, SEATING, BLUE-GREEN INFRASTRUCTURE, ALONG WITH WALKING AND CYCLING ROUTES COULD TIE THE PRECINCT TOGETHER, CAPITALISE ON BYRON'S BEAUTIFUL WEATHER, SOFTEN MULTI LEVEL BUILDINGS AND ENCOURAGE COMMUNITY INTERACTION. PHOTO OF RECONCILIATION PARK, REDFERN, SYDNEY, DESIGNED BY JANE IRWIN LANDSCAPE ARCHITECTURE.

BOTTOM LEFT: ELECTRIC VEHICLE INFRASTRUCTURE IF LOCATED WELL, CAN HELP FUTURE-PROOF THE ESTATE'S TRANSPORT SYSTEM.

BOTTOM RIGHT: THE FUTURE TRANSPORT NETWORK SHOULD CATER FOR ALL MODES, WALKING AND SKATING INCLUSIVE.



# Theme 3\_Environment and Climate

Byron is renowned for its gorgeous climate and connection to the natural world. There are opportunities to enhance and work with natural assets to create a more accessible, climate responsive precinct.

In particular, the drainage lines, the road reserves and parking areas offer great chances to green the precinct and provide better places for users of the BA&IE to relax and connect places to people.

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## FAST FACTS

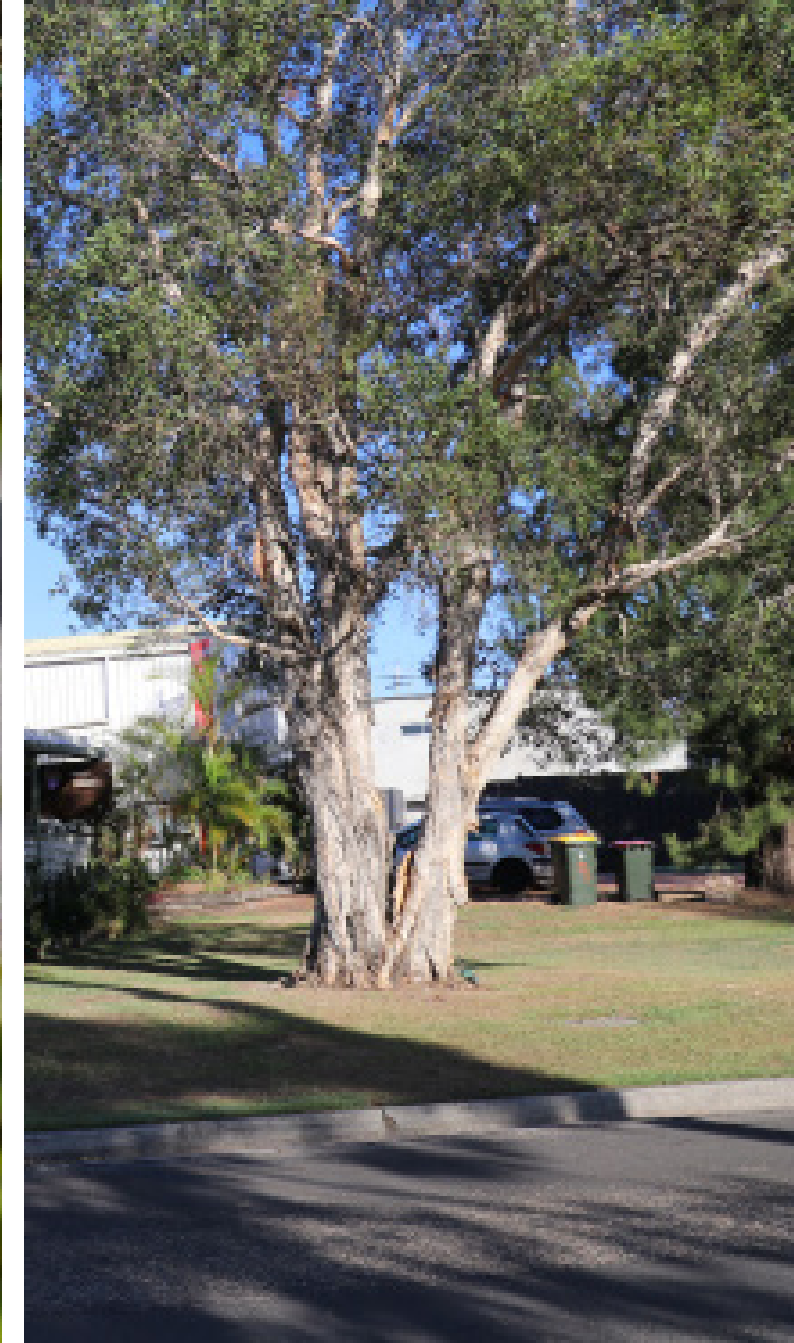
- \_ The BA&IE is very close to sea level, making it vulnerable to sea level rise.
- \_ There is over one kilometre of drainage channels in the BA&IE.
- \_ A micro-grid project has been initiated by local non for profit company Enova Energy. The project seeks to trial generation, storage and sharing of electricity within the BA&IE.
- \_ The sewage treatment plant to the north west of the BA&IE provides recycled water to Habitat.
- \_ There is less than 2% tree canopy cover in the BA&IE.

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## PRIORITY ISSUES

- \_ Trees: Significant lack of shade trees on public and private land, leading to increased urban heat and poor walking experience.
- \_ Flood risk: The drainage system is already backing up during major rainfalls, leading to flooding. Moderate climate change scenarios predict sea level rise and king tides that will increase flood risk.
- \_ Damage to the drainage system: Movement of large trucks and erosion is damaging the current drainage system.
- \_ Rubbish disposal: Illegal dumping is commonplace and impacts the attractiveness of the space.
- \_ Green space: There is very little public green space, especially spaces that are well-designed and can service the changing needs of workers and visitors.





#### CURRENT STATE OF THE BA&IE.

TOP LEFT: SUBPOD COMMUNITY COMPOSTING IN HABITAT SHOWCASES WHAT'S POSSIBLE WHEN YOU MIX SUSTAINABILITY, CREATIVITY AND COMMUNITY.

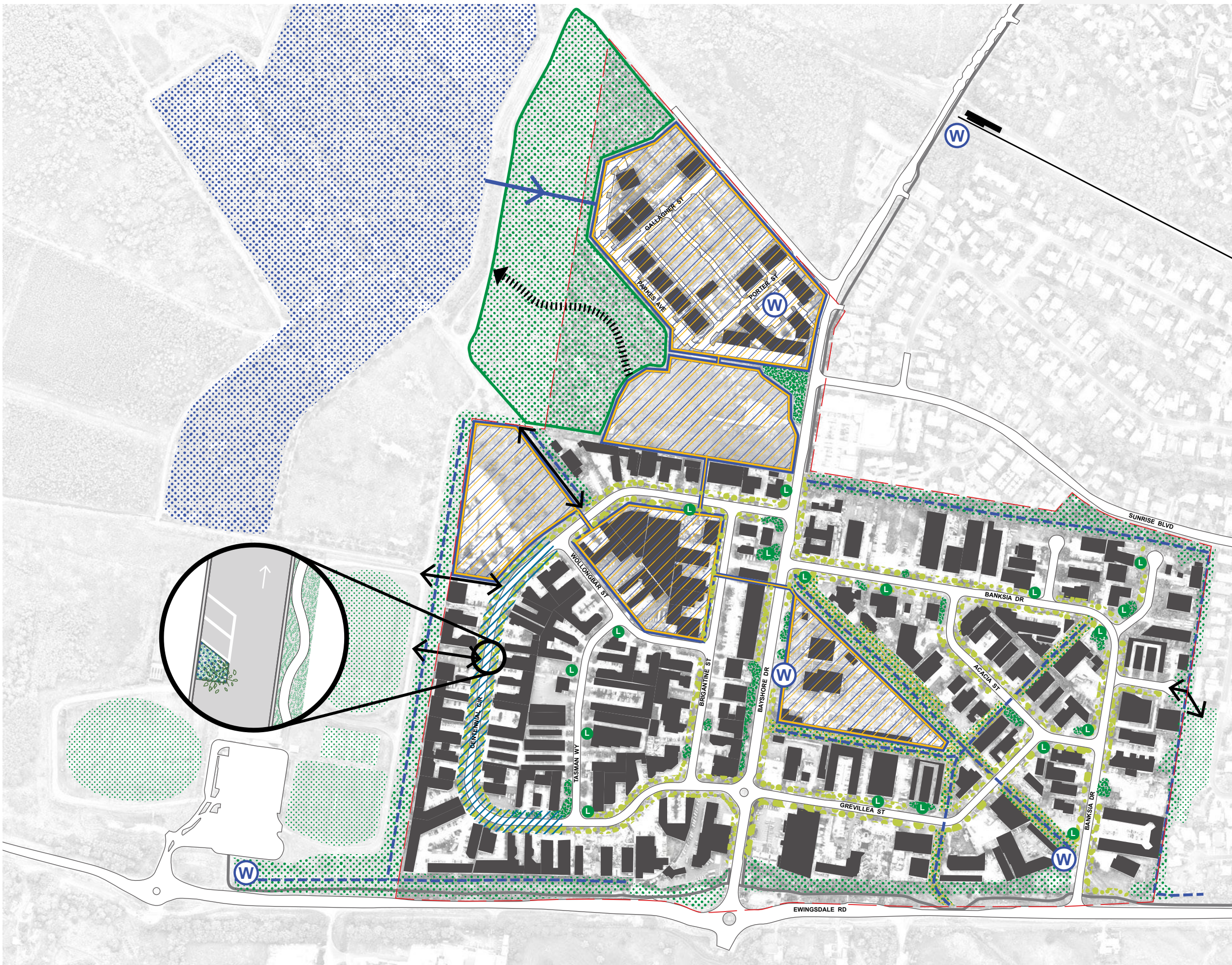
TOP RIGHT: THE MATURE TREES THROUGHOUT THE ESTATE ARE A HUGE ASSET, PROVIDING LIVABILITY AND HABITAT BENEFITS.









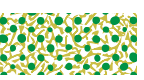
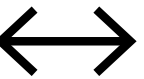


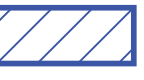



BOTTOM LEFT: BUSINESSES ACROSS THE BA&IE HAVE INSTALLED SOLAR, HARNESSING THE AMPLE SUNSHINE AND SHOWING A COMMITMENT TO CREATING A TRULY SUSTAINABLE ESTATE WITH LOW RUNNING COSTS.

BOTTOM RIGHT: PARTS OF THE BA&IE ARE PERHAPS A LITTLE TOO WILD. IT WILL BE IMPORTANT TO FIND THE BALANCE BETWEEN NATURE AND AMENITY.



# Environment and Climate Plan



-  VEGETATION (EXISTING)
-  EXISTING RECREATION
-  ENVIRONMENTAL AREA (NOT FOR DEVELOPMENT)
-  WATER TREATMENT AREA
-  DRAINAGE CHANNELS
-  ENVIRONMENTAL AREA ACCESS WALK
-  EXISTING TREES / COPSES (TO BE RETAINED)
-  INCREASED CANOPY TREES
-  GREEN CORRIDORS
-  OPEN SPACE ACCESS
-  OPEN SPACE OPP.
-  EXISTING / FUTURE MICRO-GRID / EMBEDDED NETWORK ZONE
-  EXISTING / FUTURE RECYCLED WATER SUPPLY
-  SHORT TERM BLUE-GREEN INFRASTRUCTURE OPPORTUNITIES
-  INDICATIVE WASTE HUB LOCATION
-  POTENTIAL VERGE LANDSCAPE OPPORTUNITY



# Theme 3 Environment and Climate

## OBJECTIVES

- \_ Become a recognised national leader in integrating sustainability into core business
- \_ Create improved connections between the natural and built environments
- \_ Increase the use of under-utilised open space assets
- \_ Deliver meaningful carbon reduction in line with science
- \_ Improve drainage infrastructure and embed WSUD throughout the BA&IE to future-proof the precinct from rising sea levels and other climate impacts
- \_ Protect land with environmental significance from development
- \_ Reduce urban heat island effect through increase in shade trees and cool roof treatments
- \_ Reduce potable water use through connecting recycled water to new development

\* Blue-green infrastructure is about combining the green elements of urban spaces with good water management (the blue). Often “green” assets (trees, parks, gardens) and “blue” assets (Water Sensitive Urban Design (WSUD), drainage areas and flood storage) are planned separately. However, often the same asset can provide multiple outcomes that benefit both “green” and “blue” objectives. On the ground this means using storm water to boost soil moisture to help plants survive during dry periods and using plants to slow runoff through infrastructure like rain gardens.

## PRIORITY ACTIONS

### EC1 - Establish and deliver a unifying landscape vision for the BA&IE (Delivered in conjunction with LU1 and MA2)

This priority action responds to the need to link the revamp of the blue-green\* corridors to broader BA&IE open space improvements. It would include:

- \_ Developing a hierarchy of open spaces (including those abutting the estate) clarifying their specific role and function
- \_ Development of a preferred landscape treatment for Bayshore Drive and delivery of immediate ‘pop up’ space on the north-west corner of the Council Depot site for a hang-out space
- \_ Development of a suite of options for integrating increased greening within the road reserve (to be delivered in conjunction with footpath and shared use path construction)
- \_ Development of preferred blue-green WSUD treatments for the BA&IE with initial focus on Centennial Circuit, but with the potential for future expansion (integrating with any permanent changes to traffic management)
- \_ Facilitation for business owners to activate and manage identified verge landscape opportunities
- \_ Planning for improved wayfinding signage within the BA&IE (delivery to leverage local materials and artistic input in order to further embed Indigenous culture and story telling into the Estate)

### EC2 - Develop a clear strategy for the BA&IE to become a 100% renewable and progress towards a zero-waste precinct

This priority action responds to a need to address climate issues at a local level while having a global impact, establishing the BA&IE as a leader and attracting like-minded businesses to the BA&IE. It includes:

- \_ Investigating options and in the medium term delivering precinct wide energy generation, storage and sharing, leveraging the Enova Micro-grid trial and the Habitat embedded network

- \_ Investigating options and delivery of a ‘closed-loop’ approach to organic waste, linking organic waste generation within the BA&IE to management of BA&IE open space and Cavanbah
- \_ Establish a voluntary sustainable business ‘code’ (e.g. greenleases, renewable energy procurement, zero waste / zero chemicals, sustainable transport) that in the long run could transition to a mandatory code through partnerships with Zero Emissions Byron and other community groups. Net Zero Emissions Guidance for NSW Councils’ provided by the NSW Government provides further advice in planning for a low emissions future

## SUPPORTING ACTIONS

- \_ Build boardwalk access to the environmental area in conjunction with the redevelopment of Lot 12, designed in partnership with the Bundjalung of Byron Bay Arakwal people
- \_ Establish Lot 12 as a showcase for climate responsive development, building on Habitat to demonstrate local exemplars for others to follow
- \_ Investigate the detailed requirements for increased stormwater retention and other measures in the BA&IE to respond to the combination of sea level rise, storm surge and increases in extreme rainfall events (raingardens, rainwater tanks etc)
- \_ Future proof development in the precinct by establishing a sustainable design code; linking to development incentives and leveraging learnings from Lot 12. This would be implemented primarily through planning controls and would include:
  - + Building levels to accommodate future drainage issues
  - + Water Sensitive Urban Design and permeable pavement
  - + Increasing greening and stormwater retention in frontages
  - + Reflective materials to reduce urban heat
  - + Creating shady parking and internal walkways
  - + Greening fences and walls
  - + High performance thermal fabric
  - + Generation of renewable energy and connection to recycled water
  - + Investigate and consider strategies in line with NSW Government document Minimising the Impacts of Extreme Heat: A guide for Local Government & Technical Guidelines for Urban Green Cover in NSW



INSPIRATION FOR BA&IE V2.0.

TOP LEFT: BYRON'S YEAR ROUND SUNSHINE MEANS SOLAR MAKES SENSE. PHOTO: FREIBURG, GERMANY BY ANDREW GLASER.

TOP RIGHT: THERE ARE TEMPORARY WAYS TO SOFTEN THE LANDSCAPE AND PROVIDE PUBLIC AMENITY. PHOTO OF 'NEW ORDER OF NATURE' BY SLA.

BOTTOM LEFT: THE BA&IE IS IN NEED OF SPACES THAT ENCOURAGE CONNECTION TO NATURE AND COMMUNITY, SUCH AS THE SUBPOD GARDEN SHIPS OUTSIDE SANTOS ORGANICS.

BOTTOM RIGHT: BLUE-GREEN INFRASTRUCTURE CAN BRING WATER INTO THE LANDSCAPE, HELP PREVENT FLOODING AND BEAUTIFY SPACES. PHOTO BY MELBOURNE WATER.



# Theme 4\_Land Use

The eclectic range of land uses in the BA&IE is the foundation of its vibrancy. Plans need to be put in place to maintain an interesting and attractive diversity while addressing the needs of different businesses.

The role of accommodation needs to be carefully managed to ensure that the Estate maintains its focus on business, but balances this with emerging needs of 'live, work'.

## FAST FACTS

- \_ The BA&IE makes up 38% of land used for employment in Byron Shire.
- \_ Floor space for employment within the BA&IE is 149,075 sqm.
- \_ The BA&IE is home to three different planning zones
  - + B4 Mixed Use applies to Habitat and Sunrise Tavern
  - + B7 Business Park in the north west
  - + IN2 Light Industrial makes up the balance.
- \_ Accommodation is currently only permitted in B7 and IN2 zones as a 'manager's residence' or 'caretakers dwelling' when a connection to primary land use can be established.
- \_ Commercial and retail uses are only permitted in the IN2 zone when ancillary to a light industrial use (e.g. coffee shop where wholesale roasting takes place on the site)
- \_ The B7 zone supports commercial uses as the primary use, but has the same restriction on retail uses as the IN2 zone above)
- \_ There is 2.9Ha of residual vacant land in the BA&IE.

## PRIORITY ISSUES

- \_ Available space: There is a lack of vacant land and rental premises (highlighted through Byron's Business & Industrial Lands Strategy background report).
- \_ Warehousing: Service constraints (e.g. limited traffic movement) has led to a lack of much needed warehousing facilities.
- \_ Nowhere else to go: There is a lack of large parcel industrial land that could support large businesses looking to move out of the estate (recent work indicates that West Byron has significant land capability and environmental issues).
- \_ Night-time uses: Evening activities and events are on the rise (e.g. circus, film, art openings, hospitality) but supporting infrastructure is lacking (e.g. street lights and public transport options).
- \_ Rising rent risk: Allowing significant residential use and mainstream retail could increase land values and higher rent.
- \_ Mismatch with current zoning: Many current businesses do not fit within zoning parameters. In some instances, the land uses that have evolved in close proximity provide the perfect complement, in other places there are conflicting needs between occupants.
- \_ Flood risk: Potential medium to long term land use issues due to flooding and coastal inundation in some areas.





#### CURRENT STATE OF THE BA&IE.

AS THE ESTATE HAS EVOLVED, LAND USES HAVE BECOME MISMATCHED WITH ZONING. THERE IS A HUGE DIVERSITY OF LAND USES IN THE ESTATE, FOR EXAMPLE LARGE MACHINERY HIRE (KENNARDS HIRE, TOP LEFT, BOUTIQUE CAFES (100 MILE TABLE, BOTTOM RIGHT), AND MECHANICS (BOTTOM, CENTRE).

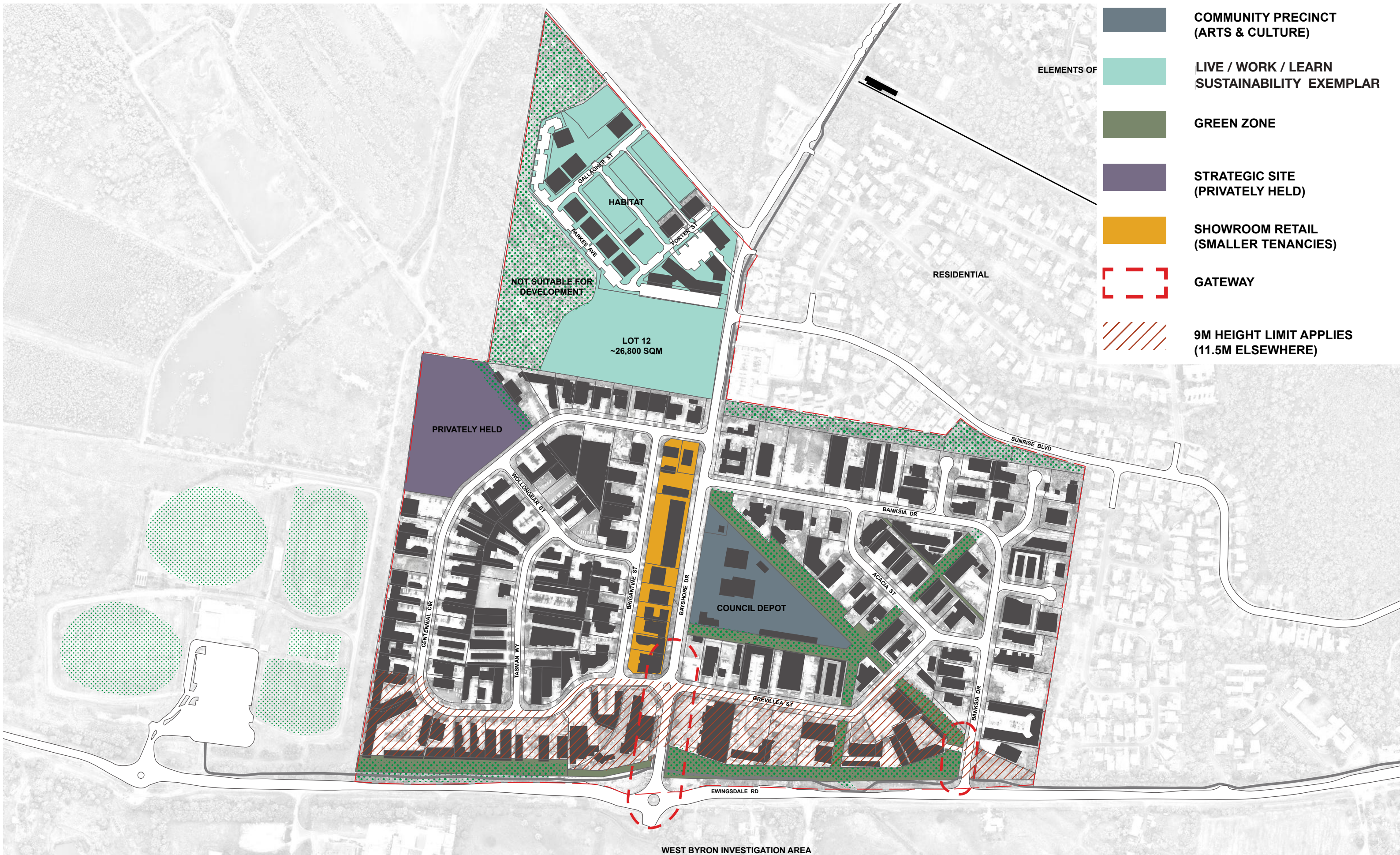
TOP RIGHT: THE ESTATE CONTAINS A MIX OF LARGE WAREHOUSE SPACES, STRATA TITLED SPACES AND SMALL STANDALONE BUILDINGS. ARIEL VIEW OF THE ESTATE. PHOTO BY KATYA CREMA.

BOTTOM RIGHT: EVENING EVENTS SUCH AS FESTIVAL OF THE STONE ARE BECOMING MORE COMMON IN THE ESTATE. THE PUBLIC INFRASTRUCTURE NECESSARY FOR SAFE EVENING EVENTS, SUCH AS FOOTPATHS AND LIGHTING, IS CURRENTLY MISSING.





# Land Use and Built Form Plan



- ELEMENTS OF
- COMMUNITY PRECINCT (ARTS & CULTURE)
  - LIVE / WORK / LEARN SUSTAINABILITY EXEMPLAR
  - GREEN ZONE
  - STRATEGIC SITE (PRIVATELY HELD)
  - SHOWROOM RETAIL (SMALLER TENANCIES)
  - GATEWAY
  - 9M HEIGHT LIMIT APPLIES (11.5M ELSEWHERE)



# Theme 4\_Land Use

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## OBJECTIVES

- \_ Leverage Council landholdings to deliver community uses
- \_ Ensure future land uses consistent with the vision are encouraged and businesses have room to grow
- \_ Ensure land availability responds to commercial needs in a way that can moderate increase in land values and therefore rent
- \_ Resolve land use conflicts where possible
- \_ Determine the role for accommodation within the precinct
- \_ Adjust the zoning within the Estate to reflect the vision, principles and objectives of the Precinct Plan.

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## PRIORITY ACTIONS

### LU1 - Facilitate land use change to multi-purpose blue-green corridors within the BA&IE

This priority action responds to the under-utilisation of the drainage lines as an open space and connection opportunity. It would include:

- \_ Development of a masterplan supported by section diagrams for potential different treatments (including drainage lines, shared paths, rest spots, key road crossings, areas of 'rewilding' etc)
- \_ Deliver the first stage along the northern boundary of the Depot Site as a priority, through a combination of investment and facilitated community involvement
- \_ Stage and deliver remaining areas corridor masterplan

### LU2 - Develop and deliver a Planning Implementation Plan

This priority action responds to a need to implement the vision and proposed land use changes in this Precinct Plan into planning controls. This would include:

- \_ Confirmation of uses to be encouraged in the BA&IE, likely to include the following land uses: centre-based child-care facilities, community facilities, garden centres, hardware and building supplies, landscaping material supplies, warehouse or distribution centres (small scale only), light industries, recreation facilities (indoor), office premises and food and drink to support workers. Retail would be permitted only in circumstances where it is ancillary (linked to) on-site activity such as an artist studio or coffee roaster or micro-brewery. These land use restrictions would not apply to Habitat, Lot 12 and the Council Depot site which either already do or are proposed to have site specific DCP's
- \_ Evaluation of options for incorporation of this Precinct Plan direction into planning controls - balancing the need for valued diversity with the need to support local creative industries
- \_ Test preferred mechanisms (including incentives) with key stakeholders and community and run a Local Environmental Plan (LEP) amendment process to update relevant zones, planning law, planning policies (DCP), guidelines.

### LU3 - Develop an inclusive visual gateway for the BA&IE

This priority action aligns with CE1 responds to lack of a coordinated identity for the precinct that clarifies the type of uses that are in the Estate. It would include:

- \_ Community and business consultation of preferred location, needs and requirements for a visual gateway to the BA&IE (could include visual identity statement and supporting business directory)
- \_ Development of preliminary concepts and testing with key stakeholders
- \_ Finalisation of preferred design and implementation of the project

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## SUPPORTING ACTIONS

- \_ Align the Precinct Plan with the Business & Industrial Lands Strategy to identify opportunity for short to medium term relocation of the Council Depot site and other businesses which are constrained within the BA&IE
- \_ Restrict residential accommodation to manager's residences only, with the exception of Habitat (which is mixed use zoned) and Lot 12 which can support live-work and potentially some 'Housing for Locals' due to proximity to convenience retail, other housing and alternative road connections.
- \_ Streamline the approvals process for events and land uses which occur outside weekday business hours to make better use of existing infrastructure in the BA&IE

INSPIRATION FOR BA&IE V2.0.

BOTTOM LEFT: SUPPORT FOR ENTRY STATEMENTS IS VERY SUBJECTIVE - THE 'CHRISTIANIA' EXAMPLE IN DENMARK OFFERS A CLUE TO HOW SIMPLE DESIGNS CAN BE THE MOST ENDURING.

RIGHT: PUBLIC ASSETS NOW PROVIDE A VARIETY OF FUNCTIONS AND BENEFITS, THIS PREVIOUSLY FENCED OFF WATER RETARDING BASIN IN WHITE GUM VALLEY NEAR FREMANTLE HAS BEEN REPURPOSED TO BE A PUBLIC OPEN SPACE ASSET WHICH MAINTAINS A DRAINAGE FUNCTION IN HIGH RAINFALL EVENTS.



# Theme 5\_Built Form, Character and Density

The huge diversity of built form is currently a defining feature of the BA&IE. Future decisions on built form, character and density need to be made with the future Vision of the Estate in mind and with the evolving and improving benchmark in design as evidenced through bigger developments such as Habitat and more recently through Stone & Wood and Hive.

The development of Lot 12 and the Council Depot sites in the longer term are potential exemplars of densification and sustainable built form, creating much needed focal points and setting the tone the next evolution of built form and character for the Estate.

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## FAST FACTS

- \_ Current policy sets the permissible building height at 9 meters.
- \_ Minimum lot size of 1000 square meters.
- \_ Council ownership of Lot 12 and the Council Depot site are the major remaining public land holdings.

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## PRIORITY ISSUES

- \_ Activation: There is a lack of connection between streets and buildings, often with cyclone fencing and blank warehouse exteriors creating a visual barrier between the two
- \_ Fragmented land ownership: Many different small landowners has resulted in a diverse, but sometimes disjointed built form. A greater range of lot sizes could improve diversity further and allow improved site layouts
- \_ Proliferation of similar business park designs: Similar lot shapes and market needs have delivered a suite of similar, U-shaped 'business park' layouts which risk becoming homogenous if not challenged
- \_ Car is king: The car-orientated urban design that doesn't respond to the needs of pedestrians or cyclists
- \_ Public amenities: There is a lack of public amenities (e.g. public toilets, street lights, seating)









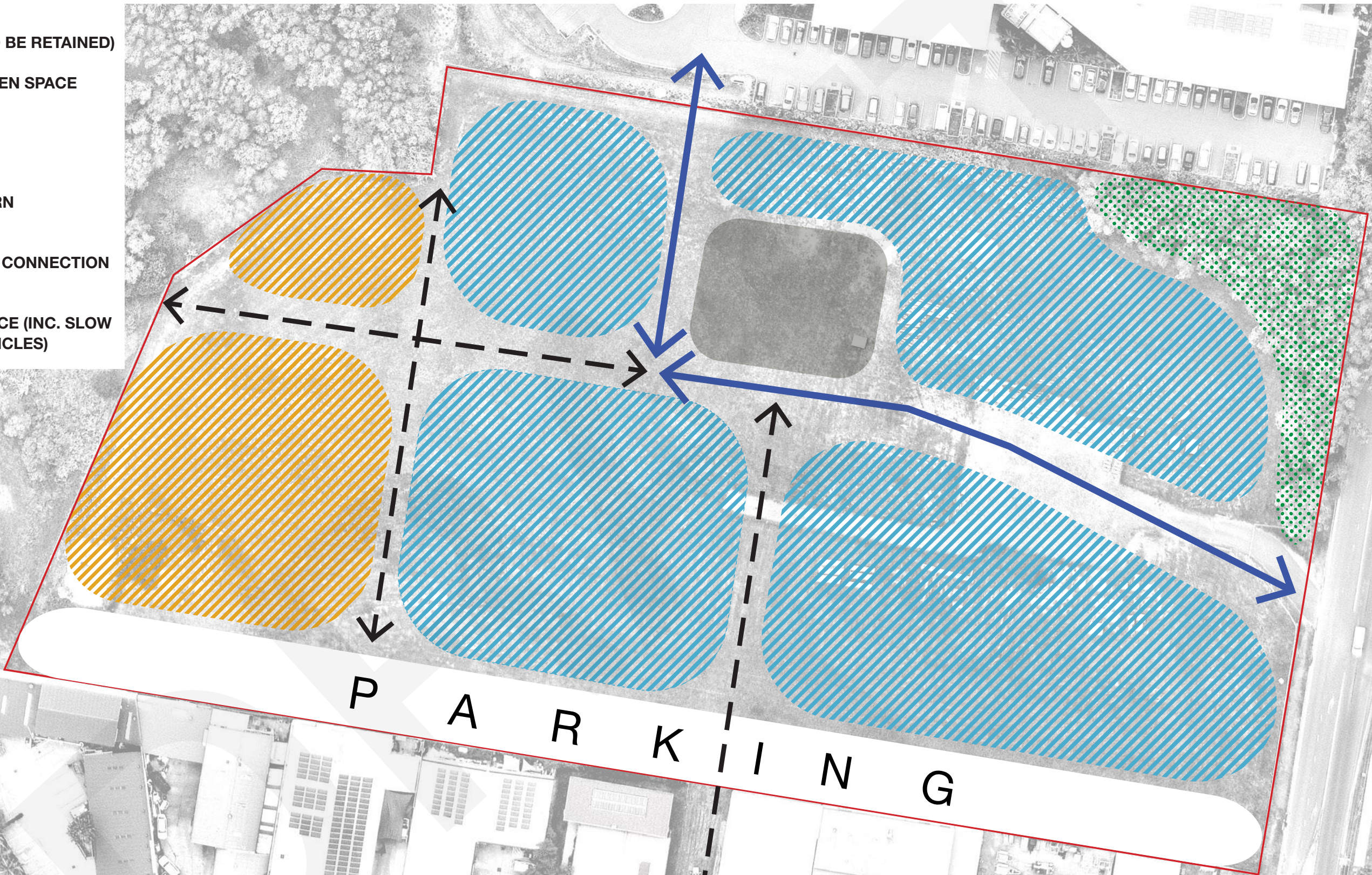


THIS COLLECTION OF IMAGES SHOWS THE HUGE DIVERSITY IN THE TYPES, STYLE AND AGE OF BUILDINGS WITHIN THE BA&IE.



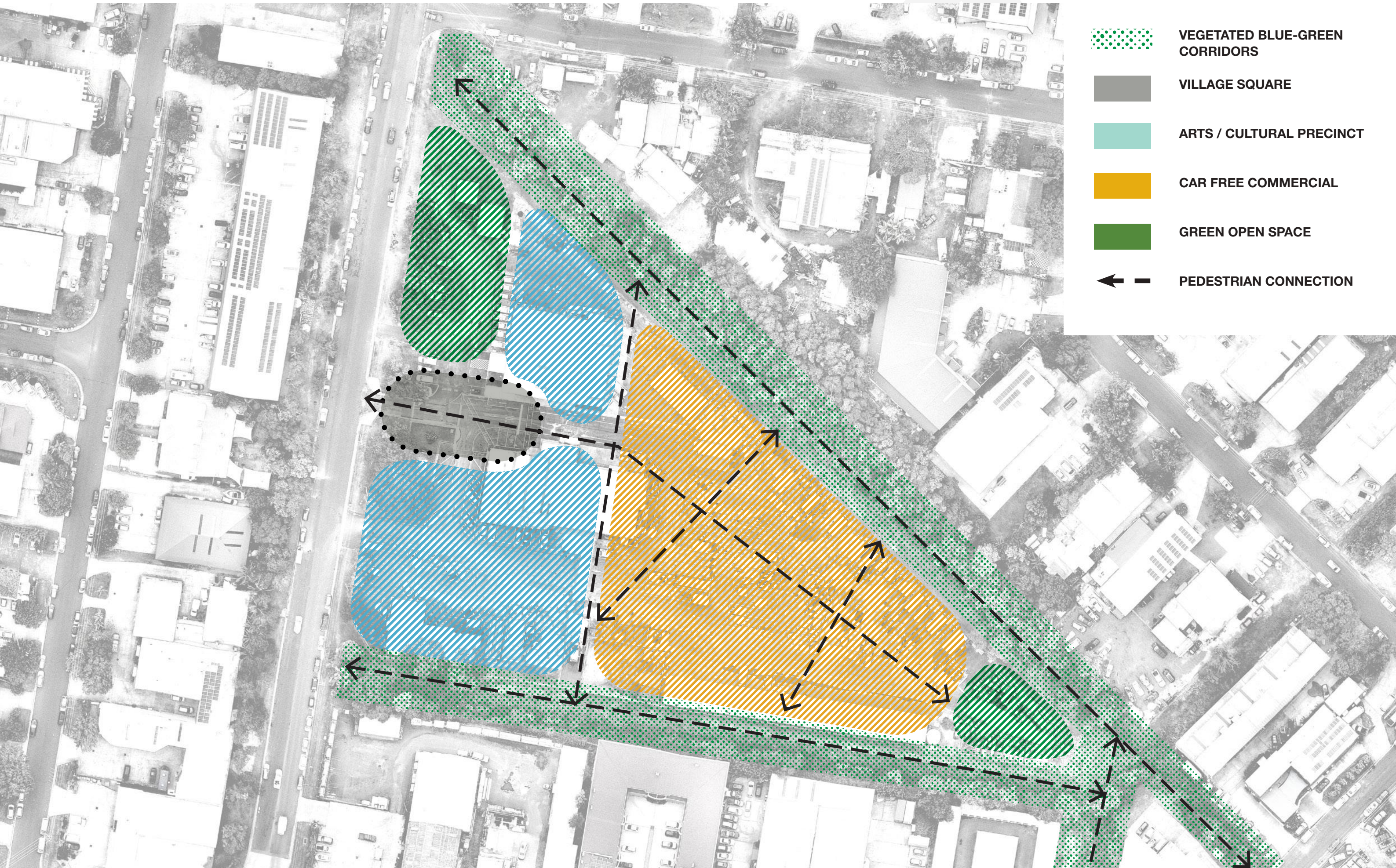
# Indicative Built Form Layout - Lot 12







-  VEGETATION (EXISTING TO BE RETAINED)
-  CENTRAL OPEN SPACE
-  LIVE / WORK
-  WORK / LEARN
-  PEDESTRIAN CONNECTION
-  SHARED SPACE (INC. SLOW MOVING VEHICLES)





# Indicative Built Form Layout - Council Depot Site



-  VEGETATED BLUE-GREEN CORRIDORS
-  VILLAGE SQUARE
-  ARTS / CULTURAL PRECINCT
-  CAR FREE COMMERCIAL
-  GREEN OPEN SPACE
-  PEDESTRIAN CONNECTION



# Theme 5\_Built Form, Character and Density

## OBJECTIVES

- \_ Guide built form and development of Lot 12 and the Council Depot to meet the needs of the BA&IE, delivering an exemplar built form outcome
- \_ Put people first in the design of new development
- \_ Improve the way new development relates to the street
- \_ Ensure we keep the diversity and eclecticism in the built form of the BA&IE
- \_ Encourage activation within site frontages and the public realm
- \_ Identify any appropriate locations for increased density
- \_ Inform the development of future built form controls

## PRIORITY ACTIONS

### BCD1 - Improve the connection between building frontages and the street

This priority action responds to the lack of connection between building access and pedestrian and bicycle routes. It includes:

- \_ Requirements for new development to provide activation to new footpaths (windows, public art, green space)
- \_ Encouragement for built form abutting the Blue-Green Corridors to improve the quality of this connection, supporting public art on blank walls and renovation to open buildings to the corridors
- \_ Facilitation of activation zones (e.g. public seating) within generous green setbacks or verges (through a small grants program).

### BCD2 - Review and implement new density controls for the BA&IE

This priority action responds to the need to create a range of usable commercial spaces and ancillary uses within the Estate in an environment where land value is increasing and amenity of the community can be . It includes:

- \_ Implementation of an 11.5m height limit (linked to key built form objectives) for the majority of the Estate (refer plan) with allowance for four stories on strategic sites (greater than one hectare in size)
- \_ Restrict development of greater than 9m to:
  - + Lots of greater than 2000sqm (encouraging consolidation)
  - + Proposals exhibiting Australian excellence in sustainable design
  - + Targets for affordable commercial space being met

### BCD3 - Develop an exemplar built form outcome for Council Lot 12 and Council Depot site

This priority action responds to the need to reinforce the Bayshore Drive spine with considered built form and deliver civic and mixed use outcomes for the Estate. It includes:

- \_ Delivery of an exemplar regional mixed use development on Lot 12
- \_ A landmark, pedestrian orientated, cultural and commercial precinct on the Council Depot site



# Theme 5\_Built Form, Character and Density



INSPIRATION FOR BA&IE V2.0. BIGYARD, BERLIN BY ZANDERROTH ARCHITEKTEN PROMOTES PLAY SPACES AND OUTDOOR ACTIVITY.

## BUILT FORM GUIDELINES

A concise built form guidelines document is proposed to deliver more climate responsive, human centred built form, with the following guiding principles:

- \_ Leverage the learnings of local, national and international exemplars and the development of Lot 12
- \_ Provide incentives and support for smaller affordable tenancies to be included in development
- \_ Provide incentives for excellence in sustainable design
- \_ Encourage active frontages to the Blue-Green Corridors and the street, integrating with new walking and cycling infrastructure
- \_ Ensure design of new commercial development responds to the needs of people not cars
- \_ Encouragement or mandating of increased greenery and permeable surfaces within new development
- \_ Encourage / mandate at-grade parking alternatives on larger sites (underground / first floor parking)
- \_ Development of a Design Review Panel for new development within the Estate with a focus on promotion of aesthetic diversity and implementation of the Built Form Guidelines





INSPIRATION FOR BA&IE V2.0.

BOTTOM LEFT TO TOP RIGHT: SELECTION OF REFERENCE IMAGERY WHICH DEMONSTRATE THE CONNECTION BETWEEN NATURAL AND BUILT ENVIRONMENT - KRAFTWERK1 ZWICKY SÜD, ZÜRICH [PHOTO BY LIAM WALLIS], PARKS VICTORIA ALBERT PARK OFFICE, MELBOURNE (X3) [PHOTO BY PETER BENETTS] AND LA FABRICA, BARCELONA [DESIGNED BY RICARDO BOFILL].

BOTTOM CENTRE: MULTISTORY BUILDINGS CAN SIT GENTLY IN THE LANDSCAPE WHEN THEY ARE WELL DESIGNED AND COMBINE NATURE. PHOTO OF BIGYARD, BERLIN BY ZANDERROTH ARCHITEKTEN,

BOTTOM RIGHT: BEAUTIFUL PUBLIC INFRASTRUCTURE THAT RESPONDS TO CLIMATE AND LOCATION COULD CONTRIBUTE TO THE UNIQUE CHARACTER OF THE BA&IE. PHOTO OF NORTH BONDI AMENITIES, SYDNEY BY SAM CRAWFORD ARCHITECT.





# Implementation Plan

Progressing actions in this Precinct Plan is achievable, but requires coordinated effort and active participation across a variety of stakeholders.

Whilst Byron Shire will lead the governance of the plan's implementation - delivering the Plan is a shared responsibility. A Place Manager located at Council and an ongoing implementation role for business stakeholders who helped co-create this plan will be key drivers.

This creates opportunity for stakeholders acting either independently or in partnership to actively contribute to delivering the Vision over time - through the way they shape their business to the way they get involved in community projects within the BA&IE.

This Implementation Plan outlines each of the priority and supporting actions, along with the when (quick win, short, medium or long term initiative), who (Byron Shire, businesses, developers, industry body, community or a combination) and the likely funding source for each action.



WORKING COLLABORATIVELY: SHARED RESPONSIBILITY AND OWNERSHIP IS ULTIMATELY WHAT WILL DELIVER THE NEXT EVOLUTION OF THE BA&IE - CONSISTENT WITH THE UNIFYING VISION CONTAINED IN THE PRECINCT PLAN

# Implementation Plan

THEME	ACTION	WHO	WHEN	FUNDING
Overarching Actions	A Council-based BA&IE Place Manager to drive implementation of the Precinct Plan	Byron Shire	Immediately	\$\$ - Byron Shire
	Establish a long-term 'Implementation' role for business stakeholders involved in the co-creation of this Precinct Plan	Byron Shire and business stakeholders	Commencing short-term	No funding required
Creative Economy	CE1 - Deliver an inclusive identity and branding strategy for the BA&IE which leverages Brand Byron and can promote businesses regionally, nationally and internationally	Chamber of Commerce coordinated, large business driven	Commencing short-term	\$ - Large business sponsorship, small business membership
	CE2 - Develop and deliver a strategy for selling or long term lease of Lot 12 to deliver a Live, Work, Learn Exemplar	Byron Shire leads on expression of interest, market-led delivery	Commencing short-term	\$ - Byron Shire, sale or lease raises funds for other BA&IE projects
	CE3 - Develop and deliver a regional car-free cultural precinct for the BA&IE on the Council Depot site	Byron Shire with significant community / stakeholder input	Commencing medium-term	\$\$\$ - Byron Shire, State Government, Commercial partners
	Undertake further business surveying within the BA&IE to understand existing uses, female ownership of businesses and needs, technology barriers for online businesses, preferred models for business to business collaboration (virtual / physical), shared marketing needs and BA&IE brand identity	Byron Shire Chamber of Commerce	Commencing short-term	\$ - Byron Shire Chamber of Commerce
	Respond to key issues highlighted in business surveying through Byron Shire's business strategy	Chamber of Commerce + Byron Shire	Commencing medium-term	\$ - Byron Shire Chamber
	Investigate a range of incentives (planning related and ongoing) to support the delivery and operation of small scale, low cost tenancy spaces	Byron Shire	Commencing short-term	\$ - Byron Shire
	Investigate potential for a program where young entrepreneurs are mentored by experienced local business leaders	Chamber of Commerce	Commencing medium-term	No funding required
	Develop partnerships with universities, arts and culture	Byron Shire Business Stakeholders	Commencing short-term	No funding required



# Implementation Plan

THEME	ACTION	WHO	WHEN	FUNDING
Mobility & Access	MA1 - Develop a network of shared paths and transport hubs to support bikes and alternate transport	Byron Shire Public and private transport providers	Commencing short-term	\$\$ - Byron Shire with potential private investment
	MA2 - Build footpaths throughout the BA&IE	Byron Shire	Commencing short-term	\$\$ - Byron Shire
	MA3 - Establish an integrated traffic and car parking approach for BA&IE (with immediate trial of one-way on Centennial Ct)	Byron Shire	Commencing short-term	\$\$ - Byron Shire
	Investigate and if required develop partnerships to secure western connection to Cavanbah	Byron Shire	Commencing short-term	\$\$ - Byron Shire
	Concurrent with the implementation of the priority actions, work with businesses and other key stakeholders to promote and incentivise changes in transport behaviour, including adoption of alternative transport, car pooling and use of consolidated car parking lots	Byron Shire, Businesses, Private transport providers (e.g bike share co.)	Commencing short-term	\$ - Byron Shire, businesses + grant funding
	Support and integrate the future development of regional public transport options including an electric bus network servicing the region and the use of rail corridor for rail and bikes	Byron Shire + stakeholders	Ongoing	\$\$ - State Government Public and Private transport providers
	Investigate increased frequency and the extension of the Solar Train to an all day service to cater for locals and tourist needs	All stakeholders	Commencing short-term	\$ - Funding to be determined following investigation
	Optimise lot re-development to create mid-block breaks and links to surrounding neighbourhoods to embed the pedestrian network and the primary routes	Byron Shire + landowners	Ongoing	No funding required
	Undertake improvements to signage and wayfinding using local artists and leveraging the role of transport hubs	Byron Shire coordination - local artist led	Commencing medium-term	\$ - Business sponsorship Crowd-funding
	Reinforce Bayshore as the spine of the precinct promoting 'an inviting walk' through a range of commercial, cultural and open space use	Byron Shire, existing business owners and developers	Commencing short-term	\$ - Byron Shire, business owners developers
	Create a BA&IE app linking businesses within the precinct, helping visitors with wayfinding and car parking locations - potentially linking with the proposed online platforms in Creative Economy	Chamber, multi-media business	Commencing short-term	\$ - Funded through businesses and advertising on app.
	Support the transition to electric vehicles with charging and associated infrastructure particularly at key development sites (Lot 12 and Council Depot)	Byron Shire, landowners + Developers	Commencing medium-term	\$\$ - Developers (recouped through business revenue and electricity sale)
	Investigate and prioritise locations for public lighting of new and existing infrastructure (e.g with shared use path roll-out)	Byron Shire	Commencing short-term	\$ - Byron Shire
	Improve traffic flow by reconfiguring street sections to facilitate movement of larger vehicles through narrow streets including eliminating car parking on the inside of some dangerous corners	Byron Shire	Commencing short-term	\$ - Byron Shire



# Implementation Plan

THEME	ACTION	WHO	WHEN	FUNDING
Environment & Climate	EC 1 - Establish and deliver a unifying landscape vision for the BA&IE (Delivered in conjunction with LU1 and MA2)	Byron Shire with significant community / stakeholder input	Commencing short-term	\$ - Byron Shire + crowd funding
	EC 2 - Develop a clear strategy for the BA&IE to become a 100% renewable and zero-waste precinct	Enova, Zero Emissions Byron, Byron Shire and Businesses	Commencing long-term	\$ - Businesses + State Government
	Build boardwalk access to the environmental area in conjunction with the redevelopment of Lot 12, designed in partnership with the Bundjalung of Byron Bay Arakwal people	Developer of Lot 12 + Bundjalung of Byron Bay Arakwal people	Commencing medium-term	\$ - Condition of sale / lease of Lot 12
	Establish Lot 12 as a showcase for climate responsive development, building on Habitat to demonstrate local exemplars for others to follow	Byron Shire leads on expression of interest, market-led delivery	Commencing short-term	\$\$\$ - Delivered by developer of Lot 12
	Investigate the detailed requirements for increased stormwater retention and other measures in the BA&IE to respond to the combination of sea level rise, storm surge and increases in extreme rainfall events (raingardens, rainwater tanks etc)	Byron Shire	Commencing medium-term	\$ - Byron Shire
	Future proof development in the precinct by establishing a sustainable design code; linking to development incentives and leveraging learnings from Lot 12.	Byron Shire + Developers	Commencing short-term	\$ - Byron Shire
	LU1 - Facilitate the creation of multi-purpose blue-green corridors within the BA&IE	Byron Shire + Community delivery (landscape plantings)	Commencing short-term	\$ - Byron Shire (paths) Crowdfunding / sponsorship for remainder
Land Use	LU2 - Develop an inclusive visual gateway for the BA&IE	Chamber + Business stakeholders	Commencing medium-term	\$ - Business sponsorship Crowd-funding
	LU3 - Develop a Planning Implementation Plan	Byron Shire lead with community input and State Government support	Commencing short-term	\$ - Byron Shire
	Align the Precinct Plan with the Business & Industrial Lands Strategy to identify opportunity for short to medium term relocation of the Council Depot site and other businesses which are constrained within the BA&IE	Byron Shire	Commencing short-term	\$ - Byron Shire
	Investigate planning mechanisms for supporting digital businesses and incorporate these into the planning implementation plan.	Byron Shire, Business stakeholders + Chamber of Commerce	Commencing long-term	\$ - Business sponsorship
	Restrict residential accommodation to manager's residences only, with the exception of Habitat (which is mixed use zoned) and Lot 12 which can support live-work and potentially some 'Housing for Locals' due to proximity to convenience retail, other housing and alternative road connections.	Byron Shire	Commencing short-term	No funding required
	Streamline the approvals process for events and land uses which occur outside weekday business hours to make better use of existing infrastructure in the BA&IE.	Byron Shire	Commencing short-term	No funding required



# Implementation Plan

THEME	ACTION	WHO	WHEN	FUNDING
Built Form, Character & Density	Improve the connection between building frontages and the street	Byron Shire, Business owners, Developers and landowners	Ongoing	\$ - Self-funded or incorporated into development or upgrade projects
	Review and implement new density controls for the BA&IE	Byron Shire	Commencing short-term	No funding required
	Develop an exemplar built form outcome for Council Lot 12 and Council Depot site	Developers, Byron Shire + State Government	Commencing medium term	\$\$\$ - Funded as part of delivery of CE2 + CE3
	Develop built form guidelines for the BA&IE	Byron Shire	Commencing short-term	\$ - As part of Planning Implementation Plan



# Thank You

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In preparing this document, the Byron Shire Council acknowledges that the Bundjalung of Byron Bay – Arakwal people are the traditional custodians of the land in Byron Shire and form part of the wider Aboriginal nation known as the Bundjalung.

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Todd Sotheren, Hactivate and Byron Bay Chamber of Commerce



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WE RESPECTFULLY ACKNOWLEDGE THAT EVERY PROJECT ENABLED OR ASSISTED BY HIP V. HYPE IN AUSTRALIA  
EXISTS ON TRADITIONAL ABORIGINAL LANDS WHICH HAVE BEEN SUSTAINED FOR THOUSANDS OF YEARS.

WE HONOUR THEIR ONGOING CONNECTION TO THESE LANDS, AND SEEK TO RESPECTFULLY ACKNOWLEDGE THE  
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