

Place Plan for New Brighton, South Golden Beach and Ocean Shores

Draft for Exhibition, March 2025



BYRON
SHIRE
COUNCIL

ACKNOWLEDGMENT OF COUNTRY

Byron Shire Council recognises the traditional custodians of the land in Byron Shire, the Arakwal, Minjungbal and Widjabul Wia-bal Peoples of the Bundjalung Nation, and pay our respects to Elders past and present.

People of the Bundjalung Nation lived in this area for thousands of years before the arrival of non-Aboriginal people and retain a strong connection to Country and to the maintenance, protection and management of Aboriginal cultural values in the Shire.

The Minjungbal people are the traditional custodians of the lands where the communities of New Brighton, South Golden Beach and Ocean Shores currently reside.

Today, these places are home to many Indigenous people from a variety of communities from around the country. Through this Place Planning process we hope to recognise and honour the rich history of these places and apply the principles of Caring for and Connecting with Country wherever possible.

THANK YOU

Thank you to all the community members, land owners, organisations, associations, businesses and other stakeholders who contributed to the development of this plan.

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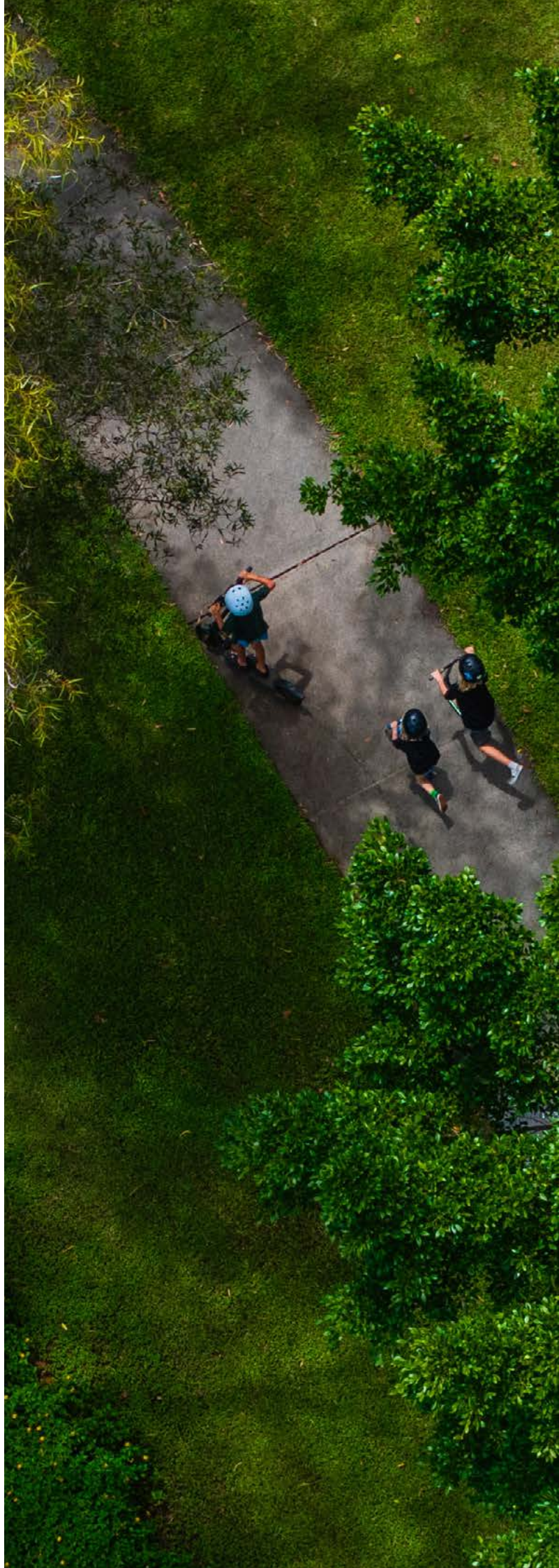
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1. Introducing Our Place Plan

Our Place Plan

The New Brighton, South Golden Beach and Ocean Shores Place Plan has been developed in collaboration with community and sets out the vision and priority actions for these places for the next 20 years.

This Place Plan will be a guiding document for the future of New Brighton, South Golden Beach and Ocean Shores. It provides community and Council with a clear vision and guiding principles, and identifies a set of priority actions for the three communities.

Having a clear set of priority actions will support future funding opportunities and grant applications. This means the important projects that community want to see happen are more likely to be planned and accomplished.



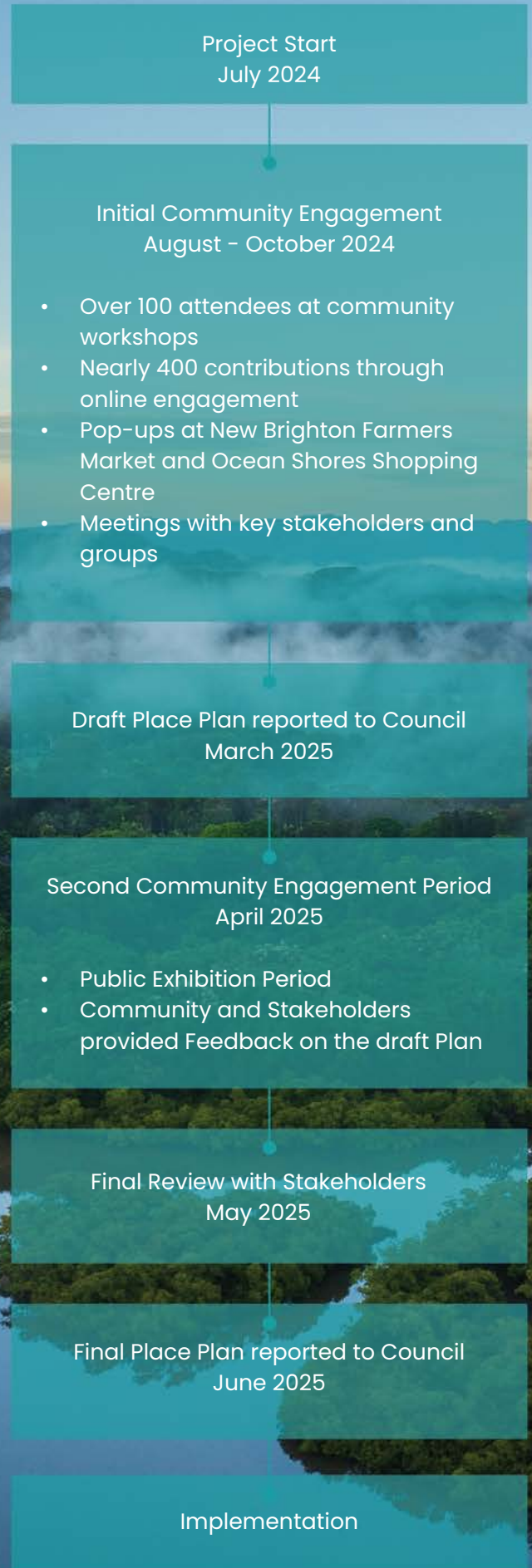
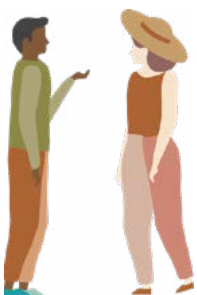
HOW THIS PLAN WAS PREPARED

This Place Plan has been developed with contributions from the New Brighton, South Golden Beach and Ocean Shores communities, including: local Minjungbal of the Bundjalung representatives, community groups and associations, local school students and business owners.

The Place Plan was developed over 12 months from July 2024 to June 2025.

To help draft this Place Plan, Council engaged a Stakeholder Reference Group, made up of community representatives, state government agencies and other key stakeholders.

There was also broad community engagement – open to all community members to participate – including workshop sessions, stalls at community markets and events, engagement with schools and other recreational groups, and online feedback opportunities.





Principles

These principles are intended to guide the development and implementation of the actions identified in this Place Plan, and help to describe the community’s vision.



CARING FOR COUNTRY

We acknowledge the Minjungbal people of the Bundjalung Yugun (Country) as the first and enduring custodians. We work together to continue to care for country and recognise and celebrate the rich culture of our villages. We celebrate and care for the incredible local wildlife, beaches, natural systems and nature reserves and prioritise positive environmental outcomes.



SAFE AND CONNECTED COMMUNITIES

We have safe streets that enable people of all ages and abilities to easily move between and around our villages. We ensure that future infrastructure in the three villages enables greater use of active and sustainable transport. We value connections to public transport, bike paths and footpaths that support our community to move about safely and easily without the need for a car.



MAINTAINING THE VILLAGE FEEL

We value the quiet, coastal lifestyle and want to maintain the village feel. Private development or public infrastructure works are consistent with our existing local character and charm. Art, signage, activities and works capture the cultural essence of the place and primarily support the local community.



FOSTERING A THRIVING AND INCLUSIVE COMMUNITY

We are a diverse, creative, fun and inclusive community. We support and enable events and activities for all ages. Our parks, community facilities and events bring people together and celebrate local history and culture. Youth involvement and leadership is prioritised to support future generations in building and maintaining connections in our villages.



BUILDING RESILIENCE

We acknowledge current and future threats and aim to build resilient and prepared communities. We prioritise stormwater management and flood mitigation works wherever possible. We work together to increase the community’s ability to anticipate, prepare for and recover from the impact of natural disasters.



Vision and Character

The following pages describe the three communities within this Place Plan.

The **Community Vision** is a statement that sets the community's aspiration for the next 20 years. The actions identified in this Plan support this vision.

Character describes the look and feel of the village now and into the future. It can be used to further understand the vision and principles with a focus more on the environment and built form.



An aerial photograph of a coastline. On the left, the ocean has greenish-blue water with white-capped waves breaking onto a sandy beach. To the right of the beach is a dense, green forested area. In the distance, more land and hills are visible under a blue sky with some clouds.

New Brighton

COMMUNITY VISION

New Brighton is the traditional lands of the Minjungbal people of the Bundjalung Yugun and home to a small, close-knit community that has a unique local village charm and character. The neighbouring waterways, nature reserves and native wildlife are cared for and protected, maintaining this special place for future generations.



CHARACTER

New Brighton village is a flat area characterised by sandy streets with minimal formal gutters or footpaths. Houses are typically on large blocks and set back from the street with front or verge gardens.

The streets are shaded by beautiful big trees and the streetscape is relaxed, unstructured and embraces a native landscape. The area is home to a wide range of native wildlife such as flying foxes, koalas and loggerhead turtles.

Community life is centred around much-loved places such as the beach, Marshalls Creek, nature reserves, Tom Kendall Park, a playground, general store and café.

The area is bound by and strongly influenced by natural elements including the beach, Nature Reserves, wetlands, remnant forests, and bushland.

Neighbourhoods are green and birds and wildlife are abundant, with homes built to be as resilient as possible to local conditions such as flooding and bushfire.

The New Brighton beach and Marshalls Creek are popular destinations for visitors and locals alike. This is managed in a sustainable way that doesn't detract from the environment or small village look and feel.

Residential neighbourhoods contain a varied and compatible range of architectural styles, materials, landscapes and streetscapes. Housing is mainly low-density, low-rise single dwellings with low-impact bulk and scale.

The community would like any future development to:

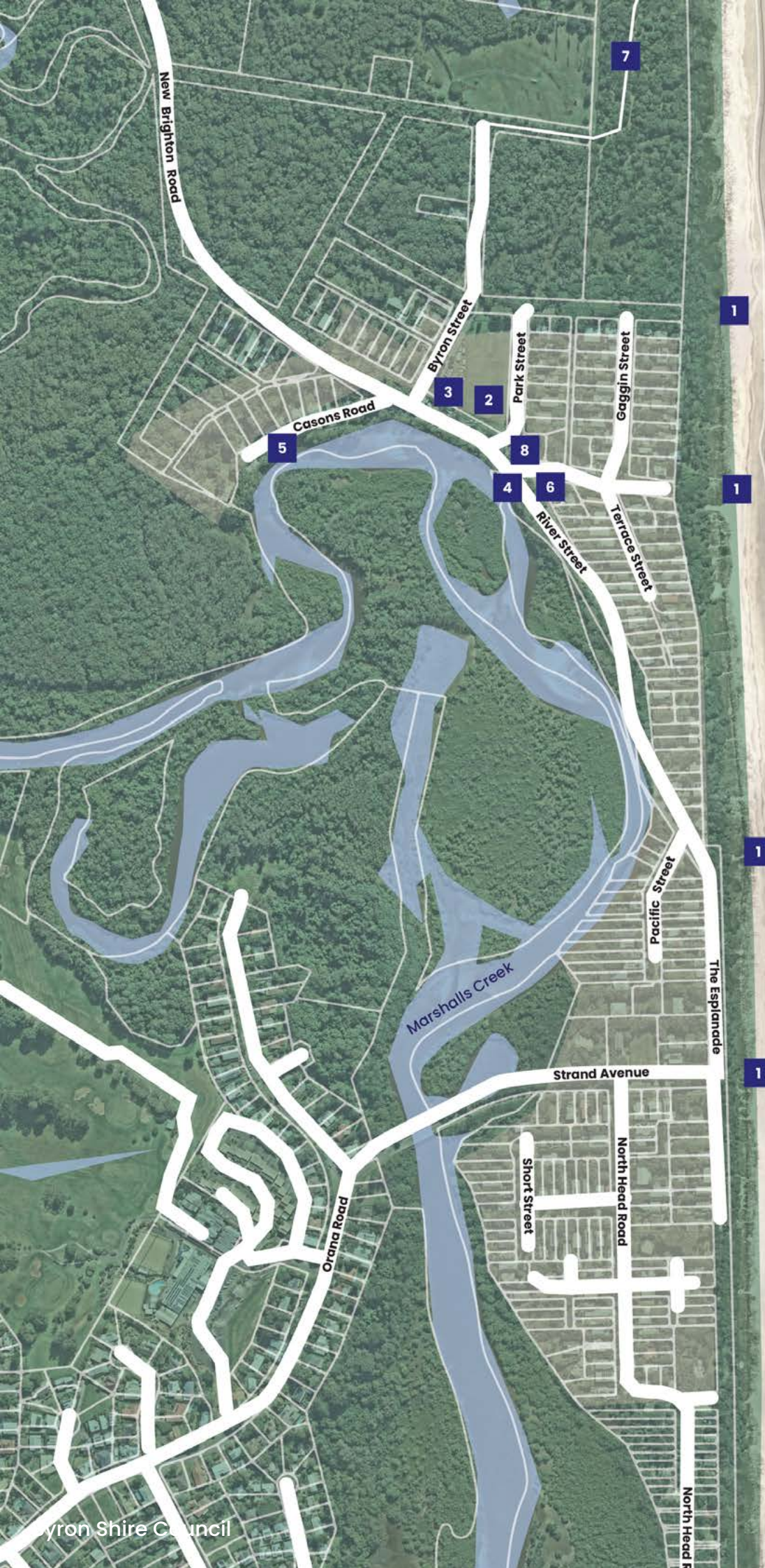
- be designed to enhance the close-knit, unstructured, coastal village character;
- be designed to respect, protect, enhance and appropriately connect to the natural elements; and
- consider the environmental sensitivities of the area such as coastal, flooding, and bushfire.

The Byron Shire Local Environmental Plans and Development Control Plans guide future development for the village.

A Local Environmental Plan (LEP) sets out the land use zoning and major development controls. Byron Shire LEPs can be found on Council's website. A Development Control Plan (DCP) provides detailed guidelines for development within the shire. It covers aspects such as building design, landscaping, heritage conservation, and environmental sustainability. Byron Shire DCPs can be found on Council's website.

New Brighton

- 1** Beach Public Access Points
- 2** Tom Kendall Sports Field
- 3** New Brighton Farmers Market – held every Tuesday Morning
- 4** Marshalls Creek access on River Street
- 5** Marshalls Creek access at Casons Road
- 6** General Store, Post Office and adjoining café
- 7** Walking Track to South Golden Beach
- 8** Tom Kendall Park (playground)



A skateboarder wearing a pink t-shirt, khaki shorts, white socks, and brown shoes is captured mid-air, performing a trick on a concrete ramp. The ramp features vibrant graffiti in blue, green, and purple. The background shows a clear blue sky with scattered white clouds. The skateboarder is wearing a black cap with 'VICTORIA BITTER' written on it.

South Golden Beach (Includes Northern Section of Ocean Shores)

COMMUNITY VISION

South Golden Beach is the traditional lands of the Minjungbal people of the Bundjalung Yugun and home to a low-key, family-friendly and connected coastal community. Residents and the natural environment are interwoven, with abundant wildlife, lush green landscapes and a beautiful beach. Our strong sense of community is at the core of who we are. The community strives to be connected to Yugun (Country) and each other in an inclusive way.



CHARACTER

People enter South Golden Beach and the northern section of Ocean Shores through lush green nature reserves that separate the village from neighbouring communities.

Community life is supported by local events and much-loved places such as the beach, skate park, playgrounds, primary school, café, community gardens, sports fields, and the community hall.

The area east of Shara Boulevard is green, low-lying and generally flat. Houses are typically set back from the street with large front gardens. Vegetation and trees line property boundaries more than fences. Streets are often very green, with minimal formal gutters or footpaths.

The area west of Shara Boulevard is a hillier area and more recently developed, with a more modern streetscape and character. Houses are set closer to the street with smaller gardens and narrower road reserves.

The residential community is bounded by and strongly influenced by natural elements including the beach, Nature Reserves, wetlands, remnant forests and bushland.

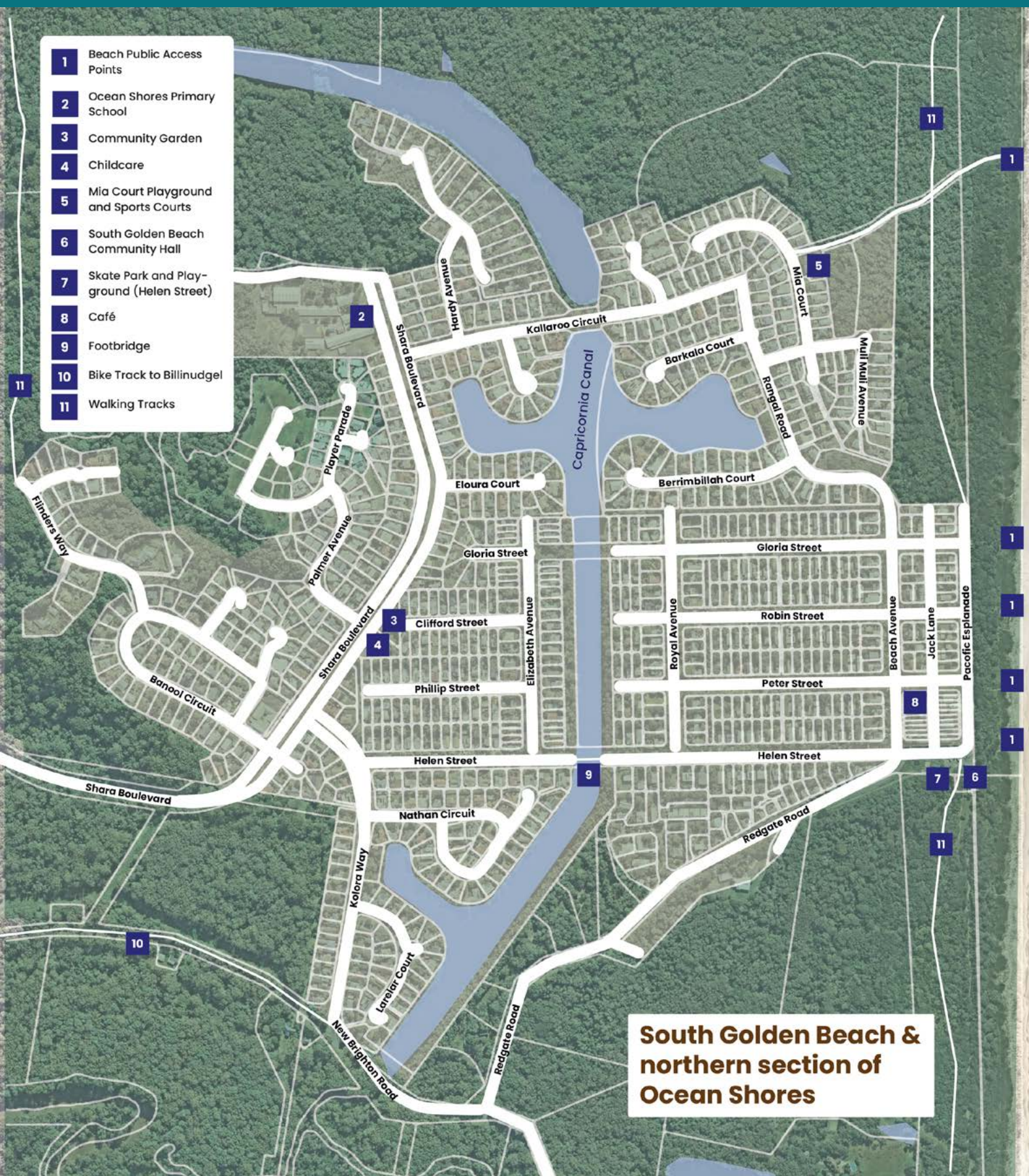
Residential neighbourhoods contain a varied range of architectural styles, materials, landscapes and streetscapes. Housing comprises mainly low-density, low-rise single and attached dwellings with low-impact bulk and scale. West of Shara Boulevard there are more double story homes.

The community would like any future development to:

- be designed to enhance the low-key, family-friendly, coastal village character;
- be designed to respect, protect, enhance and appropriately connect to the natural elements; and
- consider the environmental sensitivities of the area such as coastal, flooding, and bushfire.

The Byron Shire Local Environmental Plans and Development Control Plans guide future development for the village.

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South Golden Beach & northern section of Ocean Shores



Ocean Shores

COMMUNITY VISION

Ocean Shores is the traditional lands of the Minjungbal people of the Bundjalung Yugun. It is the place where the locals live, a calm, peaceful place where you can breathe.

There is a balance between the thriving commercial and residential areas and the surrounding lush landscape, where both are nurtured and supported well into the future.



CHARACTER

This relates to Ocean Shores south of Marshalls Creek (not the northern section which neighbours South Golden Beach).

Ocean Shores is located east of the Pacific Highway and north of the Brunswick River. It is a hilly area, with many places benefiting from spectacular outlooks, both towards the beach and into the hinterland.

Ocean Shores was master planned in the 1970's to provide a residential suburb with its own shopping centre, entertainment facilities, golf course and primary school.

Most of the suburb is built around the golf course, and the substantial presence of both landscaped and natural green spaces, along with a wide array of wildlife, contribute to the sense of peacefulness throughout the area. There is also a presence of well-tended yards, gardens and leafy streetscapes that form the area's overall residential character.

The primary hub of community and commercial activity is located along Rajah Road. This area includes a shopping centre, tavern, medical centre, childcare and community centre.

Original homes in Ocean Shores are typically brick and tile, well set back from the street with relatively large lots and lawn areas. The built form is largely contained at two storeys with some pockets of three-storey housing. Most townhouse and unit development is clustered around Rajah Road and the Ocean Shores Shopping Centre, while dual occupancies and secondary dwellings are more widely dispersed throughout.

The community would like any future development to:

- be responsive to the natural landscape including steep terrain, sensitive coastal habitat, and risk of flooding;
- be responsive to the surrounding neighbourhood character; and
- provide greater housing choice which will support a greater mix of household types and age groups can be accommodated, supporting the vision of a thriving, inclusive community.

Future housing diversity in Ocean Shores will likely occur through infill residential development, mainly in the form of secondary dwellings, dual occupancies and townhouses (to a lesser extent) on suitable sites.

The Byron Shire Local Environmental Plans and Development Control Plans guide future development for the village.

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- | | |
|---|---------------------------------------|
| 1 Ocean Shore Shopping Village | 6 Waterlily Park |
| 2 Ocean Shores Community Hall | 7 Golf Course and Country Club |
| 3 Ocean Shores Tavern | 8 Lions Lookout, Devines Hill |
| 4 Church | 9 Bob Belleair Sports Field |
| 5 Pre Schools / Child Care Centres | 10 Yallakool Reserve |
| | 11 Medical Centre |

Ocean Shores

Priority Actions

The following priority actions were identified through the Place Plan consultation process. This table provides a summary, more detail for each action is included in section 3 of this Plan. The 'timing' indicated reflects a project completion range. But note that projects may be initiated earlier than that, especially for large infrastructure actions.

#	Action	Category	Who	Timing (years)		
				(1-5)	(5-10)	(10-15)
1	Work towards a strategic network of paths and cycleways	Infrastructure (Footpaths and Bikepaths)	Council		✓	✓
2	Improve road safety for pedestrians at village centres and beach entries	Infrastructure (Roads)	Council		✓	✓
3	Improve road safety for drivers and pedestrians at potentially dangerous intersections	Infrastructure (Roads)	Council	✓	✓	
4	Progress project to improve pedestrian and cyclist safety over Kolora Way / New Brighton Road bridge	Infrastructure (Roads)	Council	✓		
5	Trial traffic calming measures to reduce vehicle speeds in residential streets – initially in South Golden Beach	Infrastructure (Roads)	Council		✓	
6	Lobby Transport for NSW to increase public transport in the area and aim to have this reflected in their North Coast Strategic Regional Integrated Transport Plan	Infrastructure (Public Transport)	Council (noting Authority is with TfNSW)	✓		
7a	Investigate the development of a second sports field at Bob Bellear Sports Field on Shara Boulevard	Infrastructure (Open Spaces)	Council			✓
7b	Masterplan Tom Kendall Sports Field in New Brighton to become a multiuse village green for a wide range of users (if 7a complete)	Infrastructure (Open Spaces)	Council			✓
8	Engage the community regarding New Brighton Farmers Market, as part of the Sustainable Community Markets Policy review	Infrastructure (Open Spaces)	Council	✓		
9	Continue to make improvements at Waterlily Park, Ocean Shores and update the Plan of Management as needed	Infrastructure (Open Spaces)	Council	✓	✓	
10	Deliver minor improvements and additions to parks and public amenities	Infrastructure (Open Spaces)	Council	✓	✓	



#	Action	Category	Who	Timing (years)		
				(1-5)	(5-10)	(10-15)
11	Promote the Yalla Kool reserve and the Devines Hill walking tracks in Ocean Shores	Infrastructure (Open Spaces)	Council & Community	✓		
12	Promote the purpose of the local Nature Reserves to community and visitors – to protect and conserve Australian native plants and animals	Environment	NSW National Parks	✓		
13	Support NSW Government to address the Marshalls Creek riverbank erosion in New Brighton	Environment	NSW Marine Parks	✓	✓	
14	Encourage the Ocean Shores Shopping Centre area to evolve into a town centre as noted in the Business and Industrial Lands Strategy	Strategic Town Planning	Council			✓
15	Deliver an annual grant program over three years to support local activations and events	Community Development	Events	✓		
16	Investigate potential to extend the suburb boundary of South Golden Beach to include neighbouring residential northern section of Ocean Shores	Geographical Naming	Council (noting Authority is with Geographical Names Board)	✓		
17	Create a place and wayfinding signage plan for the villages	Infrastructure (Open Spaces)	Council	✓		
18	Update the 2020 North Byron Flood Study and associated Risk Management Plan	Infrastructure (Flooding and Drainage)	Council	✓		
19	Assess and undertake necessary upgrades to South Golden Beach rear drainage easements	Infrastructure (Flooding and Drainage)	Council	✓	✓	
20	Develop an Emergency Preparedness Plan for the three communities	Community Resilience and Recovery	Community	✓		
21	Investigate the viability, including assessment of environmental impacts, of a Marshalls Creek Boardwalk, connecting the Ocean Shores shopping area to the beach.	Infrastructure (Footpaths and Bikepaths)	Council		✓	✓
22	Investigate the establishment of a new mixed use neighbourhood precinct to service the needs west of Ocean Shores near the Balemo Drive/Orana Road entry to Ocean Shores, when Council's Business and Industrial Lands Strategy is reviewed.	Strategic Town Planning	Council (Strategic Planning Team)	✓		



2. Guiding our Place Plan

Understanding the community values, history, demographics, context and trends was a key part of the process in developing the actions in this Plan. This section examines these elements in relation to the three villages.

Community Values

During community consultation in August 2024, the community was asked: **“What do you love about where you live?”**

The results are presented below as a ‘word cloud’ and provides insight into what the community values.



History and Culture

The region described in this Place Plan is rich in Aboriginal History and Culture. Aboriginal Australians have been living on and caring for this land for over 65,000 years, and continue to do so today. The traditional custodians of this land are the Minjungbal people, a language group of the Bundjalung Nation. This area, encompassing Ocean Shores, New Brighton, and South Golden Beach, has been home to Aboriginal mobs for thousands of years, with a deep connection to their homelands, sea, and waterways.

TRADITIONAL CUSTODIANS

The Minjungbal people, also known as the Midjimbil, Minjunbal and Durrumbil clans, are the original inhabitants of the Brunswick Valley, which includes Ocean Shores and its surrounding areas north of the Brunswick River. These clans thrived in this region due to the abundant natural resources, including seafood from the coastal waters and wildlife and bush tucker from the land and beaches. The Minjungbal people are proud people who continue to have a respectful and harmonious connection to Country. This oneness of place and time is reflected in their cultural practices, songlines, ceremonies, stories, and traditions.

HISTORICAL CONTEXT

Before European settlement, the Minjungbal people lived sustainably off the land, with a diet rich in seafood, native plants, and animals. Seafood and an abundance of wildlife provided a constant food supply, and people continued to live in the area many years after European settlement began. Historical middens (sites containing seafood shells, animal bones, artefacts and tools) found along the banks of Marshalls Creek tell the story of the lifestyle of these clans over many generations.

CULTURAL HERITAGE

The cultural heritage of the Minjungbal people is evident in the numerous Aboriginal sites found throughout the region. Middens, containing shells and other remnants of meals, are scattered along the banks of Marshalls Creek and other waterways. These sites provide valuable insights into the diet and lifestyle of the Aboriginal people who lived here for millennia.

History and Culture

EUROPEAN SETTLEMENT

European Settlement of the area dates from the late 1840s, with land used mainly for timber getting, dairy farming and banana growing. Some growth took place during the late 1800s and early 1900s, although population was minimal until the 1950s.

The arrival of European settlers brought significant changes to the way of life in this region. The cedar-getters were among the first Europeans to arrive, exploiting the rich timber resources of the Brunswick Valley. The hinterland that was dense with natural vegetation was eventually developed into farmland. Despite these disruptions, the Minjungbal people continued to live in the area, maintaining their cultural practices and connection to Country.

By the early 1850s Brunswick Heads had become an established port for transporting cedar to Sydney, and New Brighton was growing as a neighbouring village. Also, as the banks of the Brunswick River were lined with an abundance of timber species well suited to boat-building and repair, a large boat-building industry developed at Brunswick Heads.

POPULATION GROWTH AND DEVELOPMENT

Population growth occurred in South Golden Beach from the late 1950s, and in Ocean Shores from the late 1960s, as residential estates were developed.

In the 1960s, plans for the Ocean Shores development were first presented to council, and in the 1970s the land was gradually sub-divided and the large housing developments began to take shape. The population increased substantially during the early 1990s, with growth continuing at a slower rate between 1996 and 2011 as new dwellings were added to the area.

TODAY

Today, the Minjungbal people continue to play a vital role in the community in every walk of life. Some of those being: environmental custodians, advisors, business owners, school teachers, mentors, leaders, health educators, trades people, chefs and artists. They are actively involved in preserving their cultural heritage and educating others about their history and traditions. The local community recognises the importance of their valuable contributions and continue to work with Aboriginal groups to ensure that Culture is valued, respected and celebrated.

The Aboriginal people of New Brighton, South Golden Beach and Ocean Shores have a rich and enduring connection to Country. It is essential to honour and incorporate the knowledge and perspectives of the Minjungbal people as we plan for the future.

Environment



NATURE RESERVES

More than half of the overall project area is classified as a Nature Reserve.

Nature Reserves are areas of land in predominantly untouched, natural condition, with high conservation value. Their primary purpose is to protect and conserve their outstanding, unique or representative ecosystems and Australian native plants and animals.

They differ from National Parks in that recreation is not provided for. They are carefully managed to minimise disturbance and protect the ecosystems, native plant and animal communities, and other natural and cultural features they contain.

There are three Nature Reserves in the Project area: Billinudgel Nature Reserve, Marshalls Creek Nature Reserve and Brunswick Heads Nature Reserve.

WATERWAYS

The inland waterways in the project area are part of the Cape Byron Marine Park. The marine park conserves many subtropical marine habitats which support high levels of biodiversity including some threatened and protected species.

The majority of Marshalls Creek is classified as a 'Sanctuary Zone'. This zone provides the highest level of protection to habitat, animals, plants and areas of cultural significance by prohibiting all forms of fishing and collecting activities and anchoring on reefs.

Marshall's Creek provides critical nursery grounds for juvenile fish and many other aquatic animals – these kind of sanctuary zones are essential to keep up thriving, healthy fish populations, to sustain native wildlife and for the enjoyment of recreational fishers.

The Capricornia Canal and parts of Marshalls Creek near Casons Road and the New Brighton General Store are classified as a 'Habitat Protection Zone'. This zone aims to conserve marine biodiversity by protecting habitats and reducing high impact activities. Recreational fishing, some forms of commercial fishing, tourist activities and fishing competitions are permitted in habitat protection zones. The installation of structures or alterations to habitat of any type is strictly prohibited without a permit.

OPEN COASTAL ENVIRONMENT

The coastal environment comprises open beaches, foreshore and coastal waters which provide for a diverse range of recreational uses. Coastal dunes are an integral part of our coastal environment. Not only do they provide a reserve supply of sand for use by waves during storms, but they are also the basis of important ecosystems, supporting valuable communities of plants and animals.

The beach areas are held within either Nature Reserve or Crown reserve. These Crown reserves are owned by the State but generally managed by either Crown Lands or Council for public recreation or conservation. Only a small portion of Crown reserve within the study area is managed by Council.

ENVIRONMENTAL HAZARDS

The areas of New Brighton, South Golden Beach and Ocean Shores fall into the Marshalls Creek Floodplain.

Flood behaviour in this area is complex due to the multitude of creeks and hydraulic connections between major floodplains, including the Mooball Creek catchment in Tweed Shire and the Yelgun and Marshalls Creek catchments in Byron Shire.

In recent years the area has been heavily affected by storms and floods, and for the communities of South Golden Beach, New Brighton and Ocean Shores, the 2022 floods were particularly devastating. Natural threats to the coastal dunes also exist from coastal hazard risks. A key study recently completed by Council confirmed that in New Brighton, multiple public and private assets are located within the immediate coastal hazard area.



People and Housing

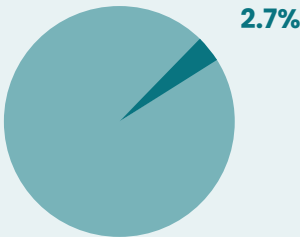
There is a diverse mix of people living in these places, as well as a growing number of new residents and visitors who are attracted by the beautiful environment and relaxed lifestyle.

The following information has been taken from the Australian Bureau of Statistics 2021 Census data.

POPULATION

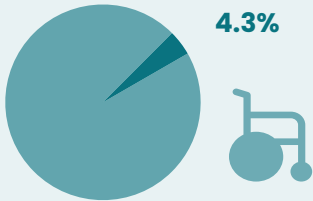


ABORIGINAL AND/OR TORRES STRAIT ISLANDER PEOPLES (According to Census Data)



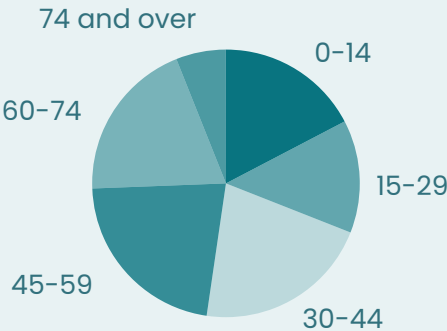
Total Project Area: 190

PEOPLE WITH DISABILITY



Total Project Area: 302 people

TOTAL POPULATION AGE BRACKETS



Total Median Age for Project Area: 43

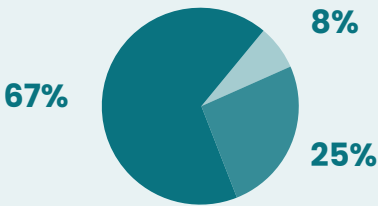
MEDIAN HOUSEHOLD INCOME



MEDIAN HOUSEHOLD RENT



HOUSEHOLDS



Family households make up approximately **67%** of the population, **25%** are single households and **8%** are group households.

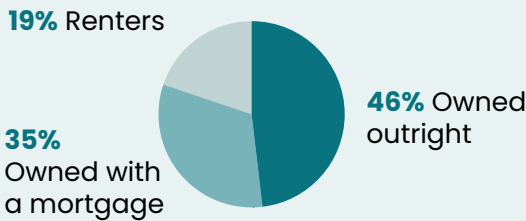
1,802 families live in the project area



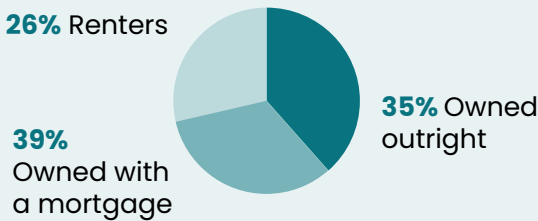
Average number of **1.7 children** per family.

There is a mix of couples with children, couples without children and one-parent families.

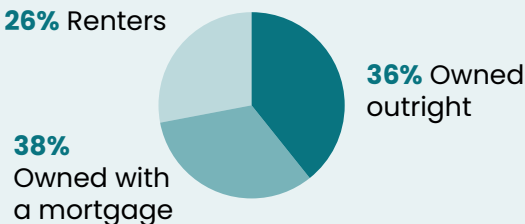
HOME OWNERSHIP



New Brighton



South Golden Beach



Ocean Shores

SOCIO-ECONOMIC INDEX

- Socio-Economic Indexes for Areas (SEIFA) measure the relative level of **socio-economic disadvantage and/or advantage** based on a range of Census characteristics.
- Ocean Shores – New Brighton – South Golden Beach ranked in the **46 percentile**, one of the lowest in the Byron Shire, indicating higher rates of disadvantage than other towns in the shire.



2021 Census estimated **40** people in the project area experiencing **homelessness**.



Development and Tourism

PLANNING FOR DEVELOPMENT

Byron Shire Council manages development in Byron Shire through a combination of policies, regulations, and planning processes. A Local Environmental Plan (LEP) sets out the land use zoning and major development controls. The residential areas of Ocean Shores and South Golden Beach are predominately zoned R2 Low Density Residential and have a building height limit of 9m (as per the Byron Local Environmental Plan 2014).

Some lots that have considerable vegetation or are in a coastal area were deferred from being zoned in the Byron LEP 2014 and remain under LEP 1988 controls. This affects some parts of the project area including the whole village of New Brighton. Residential areas in New Brighton are zoned 7F2 Urban Coastal Lands and have a building height limit of 9m (as per the Byron Local Environmental Plan 1988).

A Development Control Plan (DCP) provides more detailed guidelines for development within the Shire. It covers aspects such as building design, landscaping, heritage conservation, and environmental sustainability.

TOURISM

The Byron Shire is a well-known tourist destination, attracting over 1 million visitors annually. NSW Government also predicts a steady increase in population in the Byron Shire, estimating a 1.08% increase annually over the next 20 years.

The main source of revenue for the Shire is tourism, about \$965.7 million in 2022/2023 (According to the National Institute of Economic and industry Research). Tourism has a significant effect on a range of industries including retailing, health facilities and spas, accommodation, restaurants and cafes, transportation and construction. Agriculture and related value-added and creative industries are also important areas of activity in the region.

As Byron Bay continues to increase in popularity, tourism and visitation is increasing in New Brighton, South Golden Beach and Ocean Shores, and creating higher demand on housing, retail and community facilities.



Movement

The distance from major town centres and topography of these places mean that there is a heavy reliance on cars and private vehicles to get around. A key driver in this Place Plan is the desire to increase walking and bike riding, known as active transport, and encourage these methods of transport to be the preferred way to make short trips and a viable, safe and efficient option for longer trips.

WALKING AND CYCLING

There are some existing key pedestrian and cyclist routes that link between the different villages. However, these are often disjointed and some in need of renewal.

Pedestrian and cycle movements in South Golden Beach and Ocean Shores will often occur on-street due to lack of appropriate paths.

New Brighton is a more linear village and the path that runs along its spine is quite effective for users, although varies in quality along the route

PUBLIC TRANSPORT

Bus routes in NSW are managed by NSW Department of Transport. There is one locally operated public bus service that services the communities, and it's timetable and schedule is limited. This is the 645 run by Brunswick Valley Coaches and services Billinudgel to Byron Bay via South Golden Beach, New Brighton, Ocean Shores and Brunswick Heads. There is currently no service that runs more directly between Byron Bay and the north of the Shire.

RAIL TRAIL

The Northern Rivers Rail Trail is a proposal to develop a pedestrian and bike path along the disused rail line. The Trail is proposed to be constructed in stages across four Local Government Areas. If a rail trail is constructed between Crabbes Creek and Mullumbimby, residents of New Brighton, Ocean Shores and South Golden Beach will be able to connect with the rail trail at the Billinudgel section. This would support local residents to travel 20-30 minutes by cycle from Billinudgel to and from Mullumbimby.

CAR PARKING

Parking at beach entries and during the weekly New Brighton markets can sometimes be challenging for users and locals. Recent community consultation regarding potential improvements to parking around New Brighton found that additional parking was not a priority and that it was difficult due to narrow road reserves and sensitive surrounding environments.





3. Implementing our Place Plan

Governance and Funding

RESPONSIBILITY FOR PLACE PLAN ACTIONS

The party responsible and accountable for each action is identified in the project scopes. This may be Council, Community or a State Agency. The party listed is responsible for carrying out the project and ultimately accountable for the project being completed appropriately.

Each action in the Place Plan also identifies stakeholders to be consulted or informed during the process. Specific engagement for each action would be developed as part of the project planning.

PLACE PLANNING COLLECTIVE NORTH

A Place Planning Collective North (PPC North) is proposed to be established as a trial to support the implementation of the Place Plan for New Brighton, South Golden Beach and Ocean Shores. It will be made up of community members, Councillors and staff.

The rationale for this group is that a Place Plan establishes a list of priority projects, however, it requires a joint effort from community, staff and Councillors to ensure these priorities are programmed, carried out with appropriate consultation, designed well, and accomplished. The Collective aims to support this collaborative effort. As such, Council will collaborate with the PPC North in prioritising place planning projects and will incorporate the Collective's advice and recommendations into Council decisions to the maximum extent possible. This aligns with the public participation goal 'collaborate' from the International Association of Public Participation (IAP2 – 2018) spectrum definitions.

A charter or terms of reference will need to be developed for the group. This will include provisions such as:

- An Expression of Interest process will be carried out to select up to three community representatives from each village.
- At least one position will be reserved for a representative of the local Aboriginal community, to recognise them as the enduring custodians of the land this Place Plan is based on.
- At least one position will be reserved for a person 18 – 25 years of age, to support Council's ongoing resolution to increase youth engagement.
- Members will be expected to represent their community, consulting and providing feedback
- The PPC North will hold 1-2hr meetings quarterly (at a minimum) and may hold smaller meetings with specific village representative groups as needed.
- The group will be established as soon as possible following the endorsement of the Place Plan for New Brighton, South Golden Beach and Ocean Shores.
- The PPC North will initially represent the villages of New Brighton, South Golden Beach and Ocean Shores. In the future, it could include other locations in the north of the Shire.
- The PPC North and its ongoing operations will be reviewed and evaluated at the end of the trial period (to be determined).

COUNCIL ADVOCACY

Byron Shire Council has established a Place Planning team that manages the implementation of the actions in this Place Plan and other Place Plans and Masterplans for the shire. Council's Place Planning team will facilitate the coordination of the Place Planning Collective North and advocate internally and externally for the priority projects in the Place Plan.



FUNDING PRIORITY PROJECTS

The speed and success of the Place Plan implementation will heavily depend on finding appropriate funding sources for each project. Funding source options can include:

- Federal, State and Local Grants
- Byron Shire Developer Contributions
- Byron Shire Council Annual Budget as informed by Council's Operational Plan
- Community Funds

For infrastructure projects, one approach often used by Council is to utilise Council funds for initial design stages and then to use that design to apply for grants for the construction stage.

It should be noted that Developer Contributions for the north of the Shire are limited and significant further development is not expected. As such, these funds may not replenish to any great extent.

TIMING OF PROJECTS

The 'timing' indicated within the Actions reflects a project completion range. Note that projects may be initiated earlier than that, especially for large infrastructure actions.

COUNCIL'S DELIVERY PROGRAM AND OPERATIONAL PLAN

Implementation of some of the priority actions will only be possible if they are recognised in Council's Delivery Program and Operational Plan.

The Delivery Program turns the strategic goals found in the Community Strategic Plan into actions. All plans, projects, activities and funding allocations must be directly linked to the Delivery Program. It brings together Council's strategies and plans to provide services and infrastructure, and to ensure future sustainability.

The Operational Plan provides the detail of the Delivery Program, identifying the individual projects and activities that will be undertaken in a specific year to achieve the commitments made in the Delivery Program.

LEGAL STATUS OF THE PLACE PLAN

A Place Plan is not a statutory document and as such doesn't have any legal status, however it can, among other things, be the basis for changes in planning controls like Local Environmental Plans and Development Control Plans. The plan itself is not a planning instrument under the Environmental Planning and Assessment Act 1979.

REVIEW AND MONITORING

Annual reports to Council's Executive Team and Council regarding the implementation progress of actions in the Place Plan is recommended.

A high-level review of the Place Plan in its entirety is recommended every 5–7 years.



Action 1: Work towards a strategic network of paths and cycleways

WHAT

Prioritise the following (not listed in any order):

- A. Beach Avenue, South Golden Beach – refer PAMP OS004
- B. Kolara Way (and bridge crossing) – refer PAMP OS003, refer Action 4
- C. New Brighton Road – upgrade to existing path – refer PAMP OS003
- D. Orana Road, Ocean Shores – refer PAMP OS007 and OS008
- E. Orana Road, Ocean Shores (Wirree Drive to Langi Place) – PAMP OS008

PAMP refers to Councils Pedestrian Access & Mobility Plan which can be found on Council's website.

Each path will have its own design and construction stage with varying budgets. Community consultation plan to be established for each project. Appropriate street tree planting and lighting to be considered for each path. Inclusion of seating and public art elements also to be considered as part of projects. Projects should be mindful of village feel and amenity.

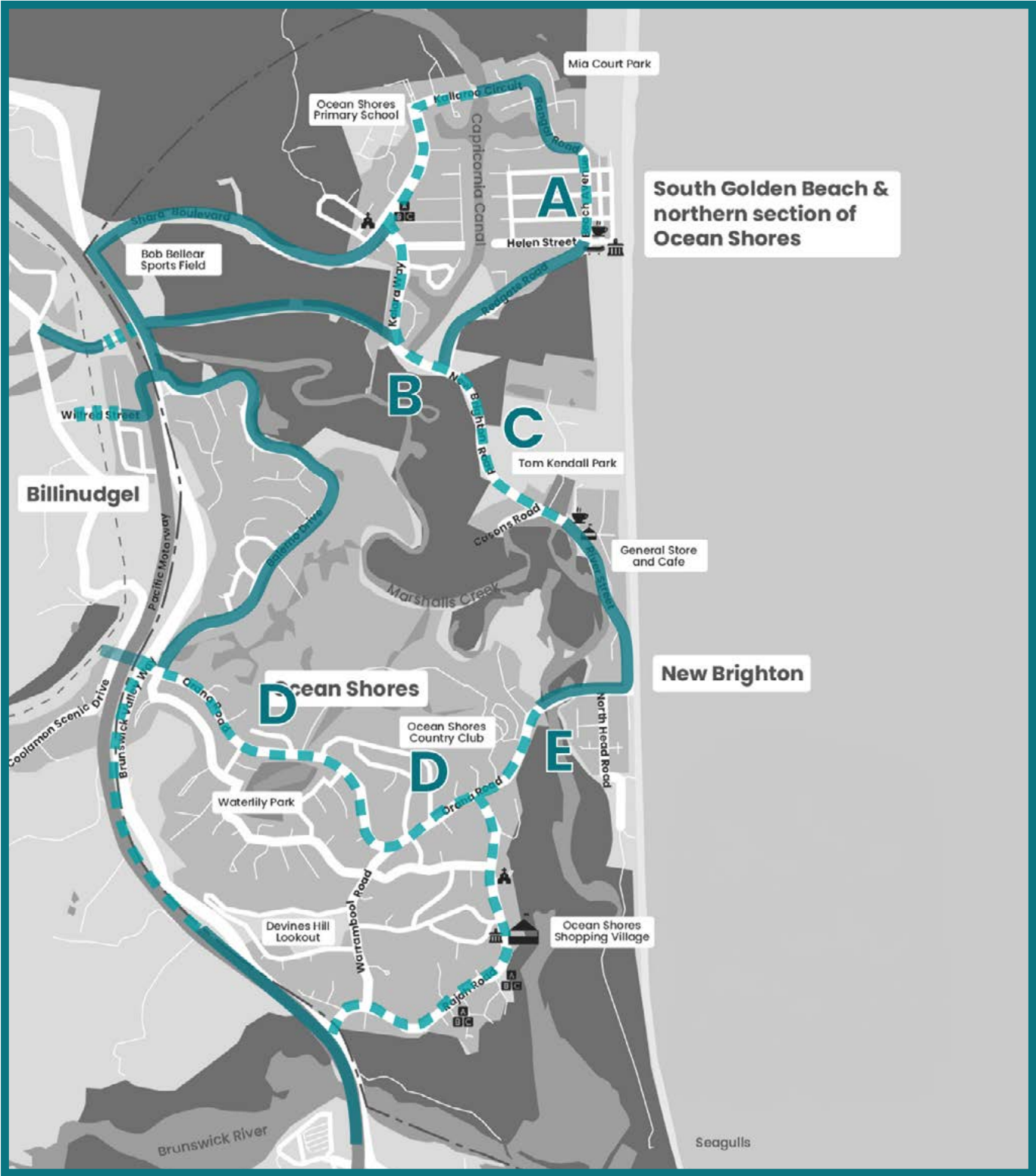
WHY

- During community consultation people said they want a network of 'shared paths' that connect the key services and amenities of the area
- Good links to neighbouring Billinudgel, Brunswick Heads and the planned rail trail were also considered to be important.
- A 'shared path' is for the shared use of both pedestrians and cyclists (and other appropriate mobility devices).

HOW

Category	Infrastructure (Footpaths and Bikeways)
Principle	Safe and Connected Communities
Subject Area	Priority paths are shown on the map
Objective	Provide a network of paths to connect pedestrians and cyclists to key services and amenities
Timing	Medium Term (5-10 years) to Long Term (10+ years)
Responsibility	Council (Infrastructure Services team)
Stakeholders	<ul style="list-style-type: none"> • Resident Associations and business owners • Transport for NSW • Access Consultative Working Group • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable





Action 2: Improve road safety for pedestrians at village centres and beach entries

WHAT

Prioritise the improvement of the following locations where pedestrian safety was a serious concern for community (not listed in any order):

- A. Helen Street and Beach Avenue intersection, South Golden Beach
- B. River Street and Ocean Avenue intersection, New Brighton

Also consider improvements to the following locations (not listed in any order):

- C. Rajah Road (opposite shops), Ocean Shores
- D. Corner of Strand Avenue and The Esplanade, New Brighton
- E. Pacific Esplanade, South Golden Beach

Each location will have its own design and construction stage with varying budgets. Designs could include pedestrian crossings, speed zone reductions or other traffic calming measures.

Community consultation plan to be established for each project.

Appropriate street tree planting and lighting to be considered. Inclusion of seating and public art elements also to be considered as part of projects. Projects should be mindful of village feel and amenity.

WHY

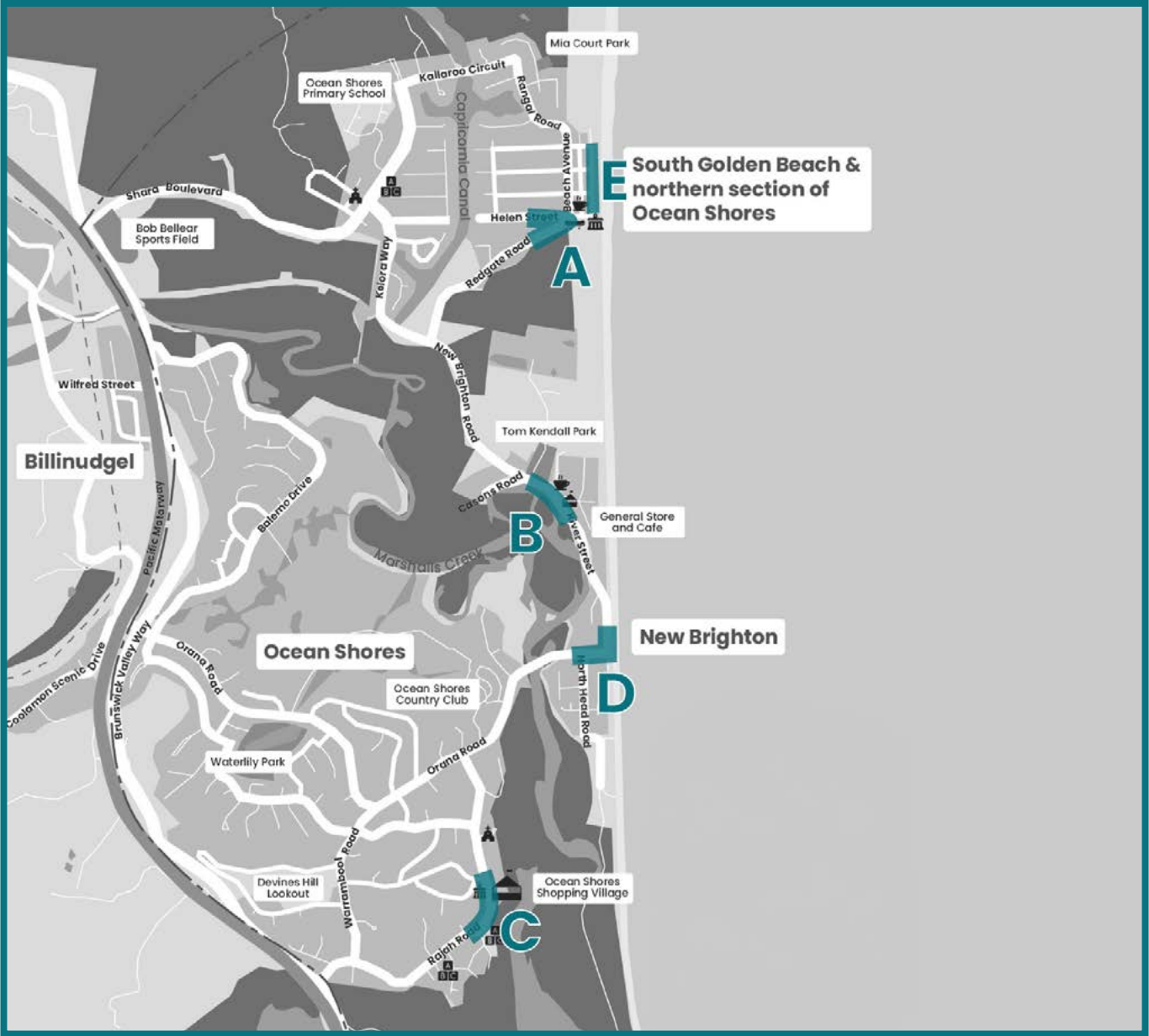
- During consultation community said that it was important to improve pedestrian safety at intersections and areas with higher pedestrian activity. The locations of Helen St and Beach Avenue in South Golden Beach and River Street and Ocean Avenue in New Brighton were considered the most urgent due to concerns over child safety. People want to see safer ways for people to cross the street in these locations.
- People wanted slower vehicle speeds on our roads to improve safety for everyone. 30 or 40km/hour was suggested for busy streets and places.

HOW

Category	Infrastructure (Roads)
Principle	Safe and Connected Communities
Subject Area	Priority locations are shown on the map
Objective	Improve road and pedestrian safety at intersections and areas with higher pedestrian activity
Timing	Medium Term (5-10 years) to Long Term (10+ years)
Responsibility	Council (Infrastructure Services team)



Stakeholders	<ul style="list-style-type: none">• Resident Associations and business owners• Transport for NSW• Access Consultative Working Group• Ocean Shores Public School kids• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



KEY:

	Community Centres		Church		Rail Corridor
	Shops		Cafe		Locations to Improve Pedestrian Safety
	Childcare Centres		Skate Park		



Action 3: Improve road safety for drivers and pedestrians at potentially dangerous intersections

WHAT

Prioritise the following locations (not listed in any order):

- A. Shara Boulevard and Brunswick Valley Way intersection
- B. Warrambool Road, Coomburra Crescent and Goondooloo Drive intersection

Also consider improvements to:

- C. Orana Road, Yengarie Way and Kanandah Court intersection

Each intersection will have its own design and construction stage with varying budget. Community consultation plan to be established for each project.

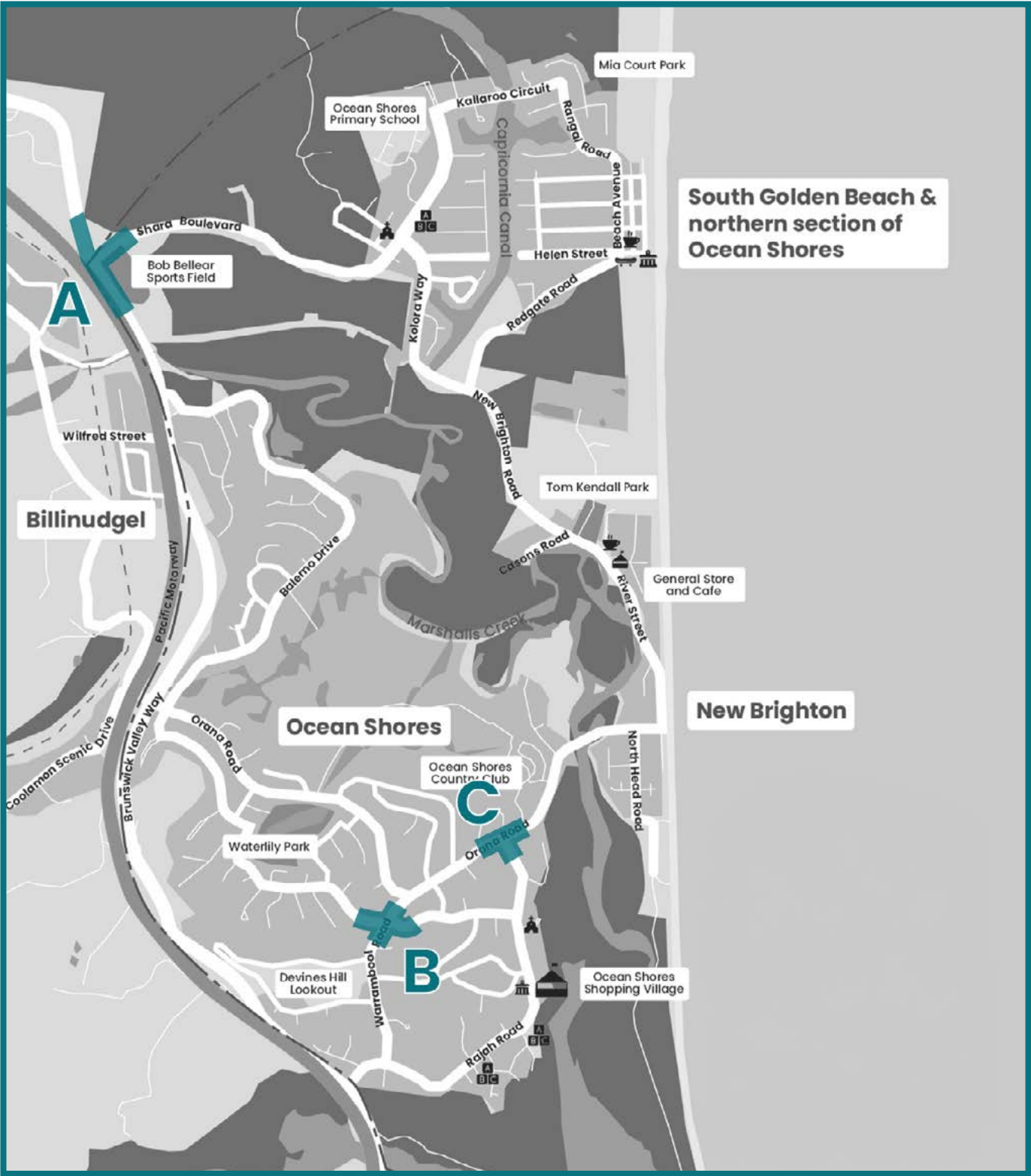
WHY

During consultation community said that it was important to improve road and pedestrian safety at key intersections. The intersections community were concerned with are generally consistent with crash data. Feedback generally identified the intersection of Brunswick Valley Way and Shara Boulevard as the most dangerous.

HOW

Category	Infrastructure (Roads)
Principle	Safe and Connected Communities
Subject Area	Priority locations are shown on the map
Objective	Improve road safety at intersections
Timing	Short Term (1- 5 years) and Medium Term (5-10 years)
Responsibility	Council (Infrastructure Services team)
Stakeholders	<ul style="list-style-type: none">• Resident Associations and business owners• Transport for NSW• Access Consultative Working Group• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable





KEY:

- | | | | | | |
|--|-------------------|--|------------|--|--|
| | Community Centres | | Church | | Rail Corridor |
| | Shops | | Cafe | | Intersections to Improve Driver Safety |
| | Childcare Centres | | Skate Park | | |



Action 4: Progress project to improve pedestrian and cyclist safety over Kolora Way / New Brighton Road bridge

WHAT

Council resolution 24-044 endorses an interim and long-term solution to improve pedestrian and cyclist safety at Kolora Way / New Brighton Road bridge. This action identifies this project as a priority to progress.

WHY

- Pedestrian and cyclist safety across the Kolora Way Bridge is a known issue to community and Council.
- At the Council meeting on 22 February 2024 Council endorsed the minutes from the Moving Byron Advisory Committee meeting held on 12 December 2023. The resolution (24-044) was:
 1. That Council proceeds with the long-term project as originally resolved for a separate cycle/ pedestrian bridge on the north side of Kolora Way at Yelgun Creek including the likelihood of an EIS.
 2. That Council arranges a temporary cycle/pedestrian lane on the north side of the existing bridge and use the south lane for priority controlled traffic with No Passing.
 3. That Council commences the Helen Street bridge repair after the works in point 2 above are in operation.

HOW

Category	Infrastructure (Roads)
Principle	Safe and Connected Communities
Subject Area	Kolora Way / New Brighton Road bridge, Ocean Shores
Objective	Improve pedestrian and cyclist safety
Timing	Interim solution: Short Term (1-5years)
Responsibility	<ul style="list-style-type: none">• Council (Infrastructure Services team)• Transport for NSW (if speed zone reduction is required)
Stakeholders	<ul style="list-style-type: none">• Resident Associations and business owners• Transport for NSW• Access Consultative Working Group• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 5: Trial traffic calming measures to reduce vehicle speeds in residential streets – initially in South Golden Beach

WHAT

Introduce traffic calming measures, in line with Transport for NSW guidelines, to reduce vehicle speeds on residential back streets. This would be initially trialled in a collection of streets in South Golden Beach. Traffic data would need to be gathered before and after the trial. Traffic calming measures should be minor in nature and consistent with the look and feel of the village.

WHY

- During consultation community said that people wanted slower vehicle speeds on our roads to improve safety for everyone. Some people also wanted to explore reducing 50km/hr speed zone residential back streets to 30km or 40km per hour.
- Traffic engineers advised that other traffic calming measures may be more effective and be delivered with lower costs and disruption to the local streets.

HOW

Category	Infrastructure (Roads)
Principle	Safe and Connected Communities
Subject Area	Gloria Street, Robin Street, Peter Street, Helen Street, South Golden Beach (west of Beach Avenue and east of Royal Avenue)
Objective	Improve pedestrian safety on roads
Timing	Medium Term (5–10 years)
Responsibility	Council (Infrastructure Services team)
Stakeholders	<ul style="list-style-type: none"> • Resident Associations and business owners • Transport for NSW • Access Consultative Working Group • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 6: Lobby Transport for NSW to increase public transport in the area and aim to have this reflected in their North Coast Strategic Regional Integrated Transport Plan

WHAT

Community want increased public transport services in the area such as:

- Creating a direct route from Ocean Shores to Byron Bay
- Continuing to run services between Ocean Shores and Mullumbimby
- Improving the connections to neighbouring Shires of Tweed and Ballina
- Implementing on-demand bus services

Council will lobby Transport for NSW to try to improve public transport planning and delivery of services.

WHY

- During consultation community said that people would like increased public transport (bus) services in the area. Feedback noted that more frequent services, running later in the day and operating seven days a week would increase accessibility and connectivity for residents to travel to and from the area. People also suggested additional bus stops that would make transport more accessible to Ocean Shores residents.
- At the Council Meeting on 24 October 2024 Council resolved to continue to support the work being undertaken with Transport for NSW on assessing Byron Shire’s current and future transport needs and the North Coast Strategic Regional Integrated Transport Plan.

HOW

Category	Infrastructure (Public Transport)
Principle	Safe and Connected Communities
Subject Area	Whole Place Plan area
Objective	Improve access to key services and residential communities
Timing	Short Term (1-5 years)
Responsibility	<ul style="list-style-type: none">• Council (Infrastructure Services team), noting authority lies with Transport for NSW• Community to continue to lobby State Government
Stakeholders	<ul style="list-style-type: none">• Resident Associations and business owners• Transport for NSW• Access Consultative Working Group• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 7a: Investigate the development of a second sports field at Bob Bellear Sports Field

Action 7b: Masterplan Tom Kendall Sports Field to become a multiuse village green for a wide range of users (if 7a complete)

WHAT

This is a two-step action, firstly to work towards developing another field at Bob Bellear Sports Field on Shara Boulevard. This would then enable all soccer / football activities to be consolidated at Bob Bellear Sports Field and free up Tom Kendall Sports Field in the New Brighton village. If the field is relocated, a masterplan can guide the development of Tom Kendall Sports Field into a multiuse village green.

WHY

- During consultation community said they would like to see a second sports field developed at Bob Bellear Sports Field on Shara Boulevard to remove the need for a sports field at Tom Kendall Sports Field, New Brighton. Some community would then like the Tom Kendall area to be developed as a 'village green' for informal recreation. A 'village green' would cater for a wider range of users.
- Byron Shire Open Space and Recreational Needs Assessment states that "Ideally, Council should cease investment into Tom Kendal Reserve as a sports park and focus on the development of a second field and ancillary infrastructure, including irrigation, at Shara Boulevard Sports Fields."

HOW

Category	Infrastructure (Open Spaces)
Principle	Fostering a Thriving and Inclusive Community
Subject Area	<ul style="list-style-type: none"> • Bob Bellear Sports Field, Ocean Shores • Tom Kendall Sports Field, New Brighton
Objective	<ul style="list-style-type: none"> • Create a green space in the centre of the community that is widely used by a range of people • Increase capacity at Bob Bellear Sports Field to consolidate soccer / football activities
Timing	Long Term (10+ years)
Responsibility	Council (Open Spaces team)
Stakeholders	<ul style="list-style-type: none"> • Resident associations • Access Consultative Working Group • Shores United Soccer Club • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	<ul style="list-style-type: none"> • Byron Shire Open Space and Recreation Needs Assessment and Action Plan 2017-2036 • Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 8: Engage the community regarding New Brighton Farmers Market, as part of the Sustainable Community Markets Policy review

WHAT

The Sustainable Community Markets Policy 2020 sets the guidelines that Council will follow to determine who and how a Community, Farmers or Artisan Market will operate on Council land. The Policy will be reviewed in early 2026, and this process will include consultation with the community. As part of this, the future of markets in New Brighton will be discussed.

WHY

- During community consultation people said they love having the New Brighton Farmers Market as an opportunity to bring the whole community together each week. However, people also said there is a significant impact, particularly on nearby residents, from increased traffic, parking and noise.
- The current New Brighton Farmers Market licence is in place until late 2026. The current licence is for up to 35 stalls every Tuesday between the hours of 8am and 2pm. Setup for the market is from 7am.
- Markets are guided by the adopted Policy Sustainable Community Markets 2020. 5 year Licences are issued for regular markets approved within the adopted Policy.

HOW

Category	Infrastructure (Open Spaces)
Principle	Fostering a Thriving and Inclusive Community
Subject Area	New Brighton Farmers Market
Objective	Support community to have meaningful input regarding the future of markets in New Brighton
Timing	Short Term (1-5 years)
Responsibility	Council (Open Spaces team)
Stakeholders	<ul style="list-style-type: none">• Resident associations• Local residents• New Brighton Farmers Market• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	<ul style="list-style-type: none">• Byron Shire Sustainable Community Markets Policy• Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 9: Continue to make improvements at Waterlily Park, Ocean Shores and update the Plan of Management as needed

WHAT

Prioritise the following improvements at Waterlily Park (not listed in any order) and update the the Plan of Management as needed to support upgrades.

- A. Improving the path around the lake – extending as much as possible
- B. An off-lead dog area
- C. Improved wayfinding signage to help pedestrians, cyclists and vehicles navigate to the park

WHY

- During consultation community said from people that Waterlily Park in Ocean Shores is a well-used, highly valued place. We understand that there has been significant works at the park over recent years, and the community would like to see that continue with additional improvements.
- There is a Plan of Management (PoM) that helps to guide works at Waterlily Park. A new project would either need to fit within the framework in the PoM or seek to update it first.

HOW

Category	Infrastructure (Open Spaces)
Principle	Fostering a Thriving and Inclusive Community
Subject Area	Waterlily Park, Ocean Shores
Objective	Maximise the use of Waterlily Park and increase opportunity for recreational activities in the area.
Timing	Short Term (1-5 years) and Medium Term (5-10 years)
Responsibility	Council (Open Spaces team)
Stakeholders	<ul style="list-style-type: none"> • Waterlily Park volunteers / community • Surrounding residents • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	<ul style="list-style-type: none"> • Byron Shire Open Space and Recreation Needs Assessment and Action Plan 2017-203 • Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 10: Deliver minor improvements and additions to parks and public amenities

WHAT

Minor improvements sought by community include the following (not listed in any order of priority):

1. Shower and water tap at Gloria Street beach entry in South Golden Beach
2. New drinking water fountain at Mia Court Park, South Golden Beach
3. Seat or deck at New Brighton beach entry near Pacific Street
4. Minor improvements and asset renewal to infrastructure at Devines Hill Lookout, Ocean Shores

WHY

During consultation community said that people love their local parks, playgrounds and beaches. There were a number of requests for upgrades or additional amenities at different parks and public spaces.

HOW

Category	Infrastructure (Open Spaces)
Principle	Fostering a Thriving and Inclusive Community
Subject Area	Various – as noted in description
Objective	Maximise the use, functionality and enjoyment of public space
Timing	<ul style="list-style-type: none">• Items 1, 2 and 3: Short Term (1-5 years)• Item 4: Medium Term (5-10 years)
Responsibility	Council (Open Spaces team)
Stakeholders	<ul style="list-style-type: none">• Surrounding residents• Resident associations• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 11: Promote the Yalla Kool reserve and the Devines Hill walking tracks in Ocean Shores

WHAT

Promote the responsible use of Devines Hill and Yalla Kool reserve through measures such as:

- Signage at place entries
- Wayfinding signage
- Social media posts

This should be done in consultation with the Brunswick Valley Landcare group.

WHY

- During consultation community said that people love connecting with nature by going for a walk on one of the many bush trails. The Yalla Kool reserve walking track, the Devines Hill lookout are areas that are not managed by National Parks but provide local access to green space to be enjoyed by the community.
- The Brunswick Valley Landcare group is a volunteer organisation that looks after these reserves.
- This action is linked to Action 10 regarding improvements to infrastructure at Devines Hill Lookout, Ocean Shores

HOW

Category	Infrastructure (Open Spaces)
Principle	Caring for Country
Subject Area	Devines Hill Lookout and Yalla Kool reserve
Objective	Encourage responsible use of walking tracks by local community
Timing	Short Term (1-5 years)
Responsibility	<ul style="list-style-type: none">• Council (Open Spaces team)• Community
Stakeholders	<ul style="list-style-type: none">• Volunteer groups / individuals who help manage these areas• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Nurtured Environment: We nurture and enhance the natural environment



Action 12: Promote the purpose of the local Nature Reserves to community and visitors – to protect and conserve native plants and animals

WHAT

Engage with National Parks and notify them of the need for greater awareness of the purpose of Nature Reserves. National Parks to consider signage and communication as part of their annual planning.

Council could support National Parks on this action with social media or other communication tools.

WHY

- More than half of the overall project area is classified as a Nature Reserve. These reserves are areas of land in predominantly untouched, natural condition, with high conservation value. Their primary purpose is to protect and conserve their outstanding, unique or representative ecosystems and Australian native plants and animals. They differ from national parks in that recreation is not provided for.
- During community consultation it became evident that many community members did not appreciate the purpose of the Nature Reserves.

HOW

Category	Environment
Principle	Caring for Country
Subject Area	Whole Place Plan area, noting that there are three Nature Reserves: Billinudgel Nature Reserve, Marshalls Creek Nature Reserve and Brunswick Heads Nature Reserve
Objective	Help community and visitors to better understand the purpose of the Nature Reserves, and help with their protection and conservation.
Timing	Short Term (1-5 years)
Responsibility	NSW National Parks
Stakeholders	<ul style="list-style-type: none"> • Byron Shire Council • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Nurtured Environment: We nurture and enhance the natural environment



Action 13: Support NSW Government to address the Marshalls Creek riverbank erosion in New Brighton

WHAT

Council is working with the Department of Primary Industries and Regional Development (DPIRD) – Fisheries, who are progressing design and planning pathways for long-term remediation of the creek foreshore.

A detailed design and planning pathways will be completed by June 2025. Further funding will be needed to carry out the remediation works.

WHY

During consultation community said from community that it was urgent to address the riverbank erosion on Marshalls Creek in the section from Casons Road to Pacific Street, New Brighton.

HOW

Category	Environment
Principle	Caring for Country
Subject Area	Marshalls Creek section from Casons Road to Pacific Street, New Brighton
Objective	<ul style="list-style-type: none">• Address riverbank erosion on Marshalls Creek and formalise public access• Support sustainable public access to waterways• Conserve and protect the local environment and wildlife
Timing	<ul style="list-style-type: none">• Phase 1: Detailed Design and Planning Pathways: Short Term (1-5 years)• Phase 2: Construction: Medium Term (5-10 years)
Responsibility	NSW Department of Primary Industries and Regional Development – Fisheries
Stakeholders	<ul style="list-style-type: none">• Byron Shire Council• New Brighton Village Association• Marine Parks• Crown Lands• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Nurtured Environment: We nurture and enhance the natural environment



Action 14: Encourage the Ocean Shores Shopping Centre area to evolve into a town centre as noted in the Business and Industrial Lands Strategy

WHAT

Council's Byron Shire Business and Industrial Lands Strategy 2020 currently states that Ocean Shores centre should be encouraged to evolve into a town centre with a wider range of community services, meeting places and office space whilst continuing to operate as a retail and specialty use commercial centre catering for the local catchment.

This is also consistent with the North Coast Regional Plan 2041 that describes Ocean Shores as a 'centre'. The Regional Plan notes that "centres play a crucial role as key places for employment and it is important they evolve and adapt to changes in the regional economy".

This action would involve Council ensuring that relevant private landowners are aware of the Byron Shire Business and Industrial Lands Strategy 2020 and the Regional Plan. Council would also be responsive to any enquires on this matter.

WHY

During consultation community said from people that they appreciate the local shopping, café and services at the Ocean Shores centre. However, people also thought that it could be improved, for example with:

- more retail, café or services
- more public spaces and placemaking
- better carparking layout
- improving connectivity (including across Rajah Rd to the Community Centre)
- orientation to and activation of the Marshall Creek side
- improving the character and identity of the place, possibly tying to Aboriginal culture and story-telling

HOW

Category	Strategic Town Planning
Principle	Fostering a Thriving and Inclusive Community
Subject Area	Ocean Shores commercial area as per the Byron Shire Business and Industrial Lands Strategy 2020
Objective	Encourage the Ocean Shores centre evolving into a town centre
Timing	Long Term (10+ years)
Responsibility	Council in regard to informing landowners Private landowners to progress next steps



Stakeholders	<ul style="list-style-type: none">• Centre landowners and management• Local residents and businesses• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	<ul style="list-style-type: none">• Byron Shire Business and Industrial Lands Strategy 2020• North Coast Regional Plan 2041• Byron Shire Community Strategic Plan 2032: Ethical Growth: We manage growth and change responsibly



Action 15: Deliver an annual grant program over three years to support local activations and events

WHAT

- Increase the amount of local activities/community events available to residents, by encouraging local businesses/community groups to facilitate them.
- If funding can be secured, Council could facilitate this through the Events and Festivals Sponsorship Fund, and develop criteria to ensure a portion of events that are awarded grants are servicing the community in the north of the shire and inclusive of young people and families.

WHY

- During consultation community said that community want more local events and regular activities held in the North of the Shire, some targeting younger people especially.
- Council has recently exhibited a Draft Byron Shire Events Strategy. The Strategy outlines the kinds of events that will bring the most benefit to the Shire, and the resources and actions needed to make these events successful. Refer to Council's website for more information.

HOW

Category	Events
Principle	Fostering a Thriving and Inclusive Community
Subject Area	Whole Place Plan Area
Objective	<ul style="list-style-type: none"> • Provide opportunities for local residents to attend events in their local area • Create more opportunities for young people • Increase community connectivity and resilience
Timing	Short Term (1-5 years)
Responsibility	Council to facilitate grant funding and support delivery Community groups and business owners to organise and deliver events
Stakeholders	<ul style="list-style-type: none"> • Local residents, community associations and businesses • Local schools and younger people • Access Consultative Working Group • Tweed Byron Local Aboriginal Land Council • Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Inclusive Community: We have an inclusive and active community where diversity is embraced and everyone is valued.



Action 16: Investigate potential to extend the suburb boundary of South Golden Beach to include neighbouring northern section of Ocean Shores

WHAT

Carry out additional community consultation regarding potential extension of South Golden Beach suburb boundary. Pending this consultation, the next step would be to submit an application to the NSW Geographical Names Board.

WHY

- During consultation community said from community that some residents within the northern part of Ocean Shores feel like South Golden Beach residents more so than Ocean Shores residents. There were comments that the suburb boundary is unclear, confusing and potentially divisive for this community.
- The NSW Geographical Names Board have advised that the NSW Address Policy and User Manual states that the preferred minimum area for a locality boundary is 100 hectares, and the current boundary of South Golden Beach is approximately 80 hectares.

HOW

Category	Geographical naming
Principle	South Golden Beach and northern section of Ocean Shores
Subject Area	Whole Place Plan Area
Objective	Support a more inclusive and practical naming of this northern community
Timing	Short Term (1-5 years)
Responsibility	<ul style="list-style-type: none">• Council (Infrastructure Services team)• Noting authority sits with NSW Geographical Names Board
Stakeholders	<ul style="list-style-type: none">• Landowners in subject area• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Inclusive Community: We have an inclusive and active community where diversity is embraced and everyone is valued



Action 17: Create a place and wayfinding signage plan for the villages

WHAT

Create a place and wayfinding signage plan for the villages. This should consider:

- Welcome signs at the primary entries to each village
- Wayfinding signs to key amenities and attractions
- Other actions or principles in this plan with signage requirements (for example potentially wildlife signs; walking track promotion signs, nature reserves signage)

Signage should be low maintenance and durable.

Signage should have input from community and Tweed Byron Local Aboriginal Land Council representatives.

WHY

During consultation community said from people that it would be good to have entry signage for each village. These signs could be distinct for each place. We also heard that some people would like beautification, better maintenance and wayfinding signage at the roundabouts and intersections on Brunswick Valley Way.

HOW

Category	Infrastructure (Open Spaces)
Principle	Maintaining the Village Feel
Subject Area	Various
Objective	Assist with wayfinding and placemaking in and around the villages
Timing	Short Term (1-5 years)
Responsibility	Council (Open Spaces team)
Stakeholders	<ul style="list-style-type: none">• Resident associations• Business chamber• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Inclusive Community: We have an inclusive and active community where diversity is embraced and everyone is valued.



Action 18: Update the 2020 North Byron Flood Study and associated Risk Management Plan

WHAT

The existing North Byron Flood Study and associated Risk Management Plan needs to be updated. Funding is needed to support this action.

WHY

- This update was a recommendation from the NSW Government’s Post 2022 Event Flood Behaviour Analysis – Brunswick River (February 2024).
- It is estimated that this study will take 18 months to complete.

HOW

Category	Infrastructure (Flood and Drainage)
Principle	Building Resilience
Subject Area	Whole project area of New Brighton, South Golden Beach and Ocean Shores
Objective	Be better prepared for flood risks in the north of the Shire
Timing	Short Term (1-5 years)
Responsibility	Council (Infrastructure Services team)
Stakeholders	<ul style="list-style-type: none">• Floodplain Risk Management Advisory Committee• Resident associations• Community Resilience Team• Tweed Byron Local Aboriginal Land Council
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Ethical Growth: We manage growth and change responsibly



Action 19: Assess and undertake necessary upgrades to South Golden Beach rear drainage

WHAT

Assess the rear drainage easements in South Golden Beach to ensure they can function as part of the drainage system.

Undertake works or upgrades as required following the assessment, noting works will require additional funding.

WHY

- During community consultation some residents noted that South Golden Beach rear easements have become heavily vegetated and unmaintained. Comments were made by some that essential maintenance works such as maintaining drainage easements was not being done to a level of service they were happy with.
- An ecological and planning pathways investigation is underway by Council at the time of drafting this plan.

HOW

Category	Infrastructure (Flood and Drainage)
Principle	Building Resilience
Subject Area	South Golden Beach rear drainage easements
Objective	Improve drainage system capabilities and enhance resilience to future flooding events
Timing	Short Term (1-5 years) and Medium Term (5-10 years)
Responsibility	Council (Infrastructure Services Team)
Stakeholders	<ul style="list-style-type: none">• Resident associations• Community Resilience Team• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Ethical Growth: We manage growth and change responsibly



Action 20: Develop an Emergency Preparedness Plan for the three communities

WHAT

Develop a tailored Emergency Preparedness Plan for the communities of New Brighton, South Golden Beach and Ocean Shores.

This plan will follow the Australian Institute for Disaster Resilience Emergency Management approach recognising four phases of emergency management: prevention, preparedness, response and recovery. This is abbreviated to PPRR.

Council to support this community led project.

WHY

- Community consultation told us that some people feel vulnerable to future disasters and emergencies, and that there is a need to work together to build resilience and feel better prepared for potential future events.
- The community led Community Resilience Team (CRT) has already been actively working for over three years to help locals be better prepared, working with Council, agencies and other communities across the Shire and the Northern Rivers. They are currently building a network of 'street connect' volunteers to increase communication.

HOW

Category	Community Resilience and Recovery
Principle	Building Resilience
Subject Area	Project area: New Brighton, South Golden Beach and Ocean Shores
Objective	Increase community awareness and preparedness – i.e. increase the community's capacity to effectively anticipate, prepare for and recover from the impact of disasters.
Timing	Short Term (1-5 years)
Responsibility	<ul style="list-style-type: none"> Community (Community Resilience Team) Council to provide support
Stakeholders	<ul style="list-style-type: none"> Resident associations South Golden Beach, New Brighton and Ocean Shores Community Resilience Team Byron Shire Community Resilience Hubs (CHUBS) and Community Resilience Network Tweed Byron Local Aboriginal Land Council Tweed River Bundjalung People
Strategic Alignment	<ul style="list-style-type: none"> Byron Shire Community Strategic Plan 2032: Ethical Growth: We manage growth and change responsibly Byron Shire Climate Change Adaptation Plan



Action 21: Investigate the viability, including assessment of environmental impacts, of a Marshalls Creek Boardwalk, connecting the Ocean Shores shopping area to the beach.

WHAT

This will include the assessment of Item OS001, Item OS023, and/or Item OS025 in the Byron Shire Pedestrian Access & Mobility Plan.

WHY

We heard from many people in the community that they supported a proposal to improve connectivity from Ocean Shores to the ocean by way of a boardwalk through the Marshalls Creek Nature Reserve.

Some residents also expressed concerns about the boardwalk in relation to impacts on the environment and nearby resident privacy. Concerns about feasibility and maintenance cost were also raised.

NSW National Parks and Wildlife Service were asked to comment on this matter, and they advised that the proposal is inconsistent with the Plan of Management for the Nature Reserve. They advised that Threatened Ecological Communities and threatened species would be impacted. They did not support a boardwalk through the area as proposed.

At the Council meeting on 27 March 2025, Councillors considered this item and resolved to:

- Include this action to investigate the viability, including assessment of environmental impacts, of a Marshalls Creek Boardwalk
- Produce a Route Options Report for the Marshalls Creek Boardwalk
- Writes to the NSW Environment Minister regarding the boardwalk proposal asking whether the Government will engage in further investigations on this proposal. The boardwalk and route options report will be informed through this engagement

HOW

Category	Infrastructure (Footpaths and Bikeways)
Principle	Safe and Connected Communities
Subject Area	Route options yet to be developed
Objective	<ul style="list-style-type: none">• Provide a network of paths to connect pedestrians and cyclists to key services and amenities• Reduce traffic, pollution and carbon emissions• Reduce demand for parking at the shops and beach• Provide opportunities to exercise and connect with nature and community
Timing	Medium Term (5-10 years) to Long Term (10+ years)



Responsibility	Council (Infrastructure Services Team) and NSW National Parks and Wildlife Services
Stakeholders	<ul style="list-style-type: none">• Resident Associations and business owners• Transport for NSW• Access Consultative Working Group• Tweed Byron Local Aboriginal Land Council• Tweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Connected Infrastructure: We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable



Action 22: Investigate the establishment of a new mixed use neighbourhood precinct to service the needs west of Ocean Shores near the Balemo Drive/ Orana Road entry to Ocean Shores, when Council’s Business and Industrial Lands Strategy is reviewed.

WHAT

The Byron Shire Business and Industrial Lands Strategy was completed in 2020. The directions are intended to secure long term outcomes and apply over the strategy’s 20-year timeframe. A review date for the strategy is yet to be set.

WHY

At the Council meeting on 27 March 2025, Councillors considered this item and resolved to include this action to investigate the establishment of a new mixed use neighbourhood precinct to service the needs west of Ocean Shores near the Balemo Drive/Orana Road entry to Ocean Shores, when Council’s Business and Industrial Lands Strategy is reviewed.

Discussion at the meeting is summarised below:

- A small neighbourhood centre at the west entry to Ocean Shores to service the needs of residents
- To support a corner store, a cafe, and perhaps a small amount of professional/medical services
- Healthy, thriving villages have a central, walkable core that can service daily needs
- West Ocean Shores is currently devoid of any services within walking distance, exacerbating the need for car use for even the simplest task
- Would like to aspire to a village feel, a thriving community, youth involvement, and greater use of active transport, but if the Shopping Centre is 3km away, and over a massive hill, everyone will continue to drive
- The area will also be close to the rail trail, putting Billinudgel and Mullum 10–20 minutes away by bike

It is noted that the need for further retail or commercial land is guided by Council’s Business and Industrial Land Strategy. Council’s current strategy, adopted in 2020, identifies that no further retail or commercial floor space is required for Ocean Shores to 2041.

HOW

Category	Strategic Town Planning
Principle	Fostering a Thriving and Inclusive Community
Subject Area	Near the Balemo Drive/Orana Road entry to Ocean Shores
Objective	To support fine grain activation by permitting and encouraging neighbourhood centres like this that will to help foster the sense of community and the active transport
Timing	Short Term (1-5 years)



Responsibility	Council (Strategic Planning Team)
Stakeholders	<ul style="list-style-type: none">LandownersNSW Department of Planning, Housing and InfrastructureResident Associations and business ownersTweed Byron Local Aboriginal Land CouncilTweed River Bundjalung People
Strategic Alignment	Byron Shire Community Strategic Plan 2032: Ethical Growth: We manage growth and change responsibly





FOR MORE INFORMATION

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