



TOWN CENTRE

WOOLGOOLGA

Town Centre Masterplan



PART B Town Centre Precincts & Implementation Plan



FEBRUARY 2018

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WOOLGOOLGA TOWN CENTRE Masterplan

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Also refer to accompanying documents:

PART A

TOWN CENTRE FRAMEWORK

1.0	Setting Directions for Our Future
2.0	Woolgoolga in Context
3.0	Challenges and Opportunities
4.0	Our Vision and Strategies
5.0	Masterplan Framework

masterplan approach and precincts





01

1.1 Masterplan Approach

This document presents exciting design concepts and ideas to guide the town centre's growth and revitalisation over the next twenty years. It is both a framework for decision-making and an 'ideas map' to be embraced by residents, local traders, business and government to enhance and grow the heart of our town.

Vision

At the pinnacle of this Masterplan is the Town Centre *Vision* which captures our community values and aspirations.
(see Part A, Section 04)

Town Centre Strategies

Town Centre Strategies have been developed that deliver our vision and directly respond to existing policy and the challenges and opportunities presented by physical and economic influences.
(see Part A, Section 04)

Masterplan Framework

The *Masterplan Framework* identifies strategic responses for urban structure, built form, public realm and movement networks that address the whole of the Town Centre. The framework delivers the *Town Centre Strategies* and informs outcomes for each of the *Town Centre Precincts*.
(see Part A, Section 05)

Town Centre Precincts

Precincts are identified to ensure key places of the Town Centre are considered in terms of their role, character and individual opportunities.
(see Part B, Sections 02 to 05)

Implementation

Finally, strategic and priority projects are identified which establish an *Implementation* plan for the phased delivery of the Town Centre *Vision*.
(see Part B, Section 06)

“To grow Woolgoolga in a way that does not affect its unspoilt & unhurried beachside character, but that is proactive in supporting business growth.”

01 Local Economy



Strengthen our sub-regional role

02 Built Form



Celebrate the coastal village charm

03 Public Places & Open Spaces




Embrace the lifestyle and landscape qualities

04 Cultural & Social Wellbeing

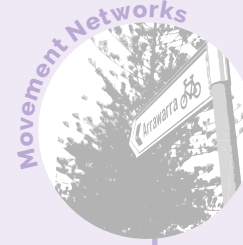
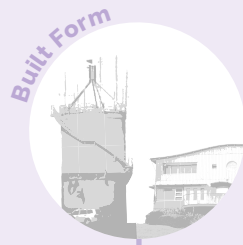


Enrich the cultural and lifestyle experience

05 Movement & Connectivity



Convenient movement, connected places



The Beach Street Village Precinct

The Clarence Street & River Street Corridor

River Street Precinct

Solitary Islands Way Precinct

Priority & Short Term Projects

Medium Term Projects

Strategic Projects

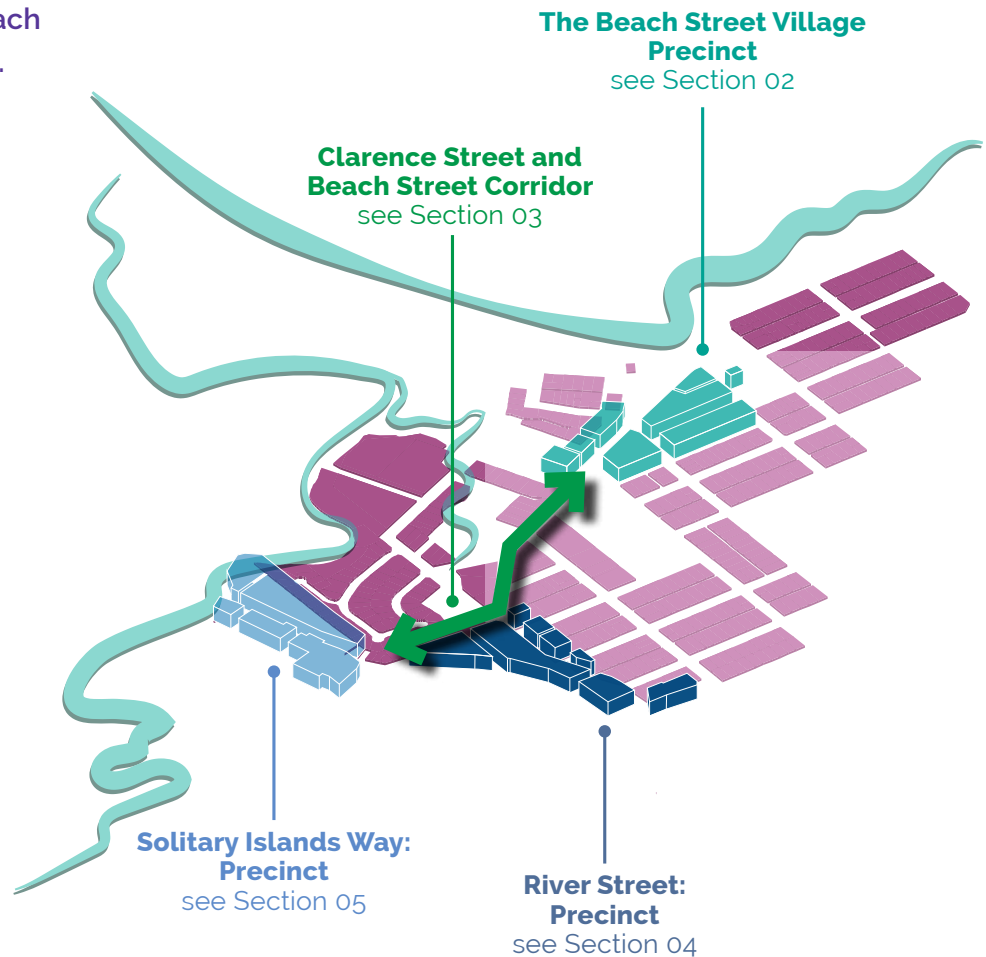
1.2 Town Centre Precincts

The Town Centre is comprised of three distinctive commercial precincts that together contribute to Woolgoolga's unique character. They are connected to each other - and the region - by the Clarence and Beach Street corridor. Each precinct is important and has a specific role to play in Woolgoolga's future.

Part A of the Masterplan established a strategic framework to guide growth and future development. Sections 02-05 of this document investigate the three commercial precincts and the Clarence-Beach Street corridor in greater detail, addressing their role and character, built form, public realm and specific opportunities within each.

Specific strategies and ideas have been developed to nurture their future character and role and how they can contribute to the overall function of the Town Centre in the future.

The final section provides a strategic implementation plan that addresses short, medium and long term projects to meet the Town Centre Vision over a twenty year timeframe.





"A memorable town centre gateway and our growing subregional enterprise corridor."



"Vibrant and colourful, the beating heart of our town offering a wide range of local tastes, refreshing brews and casual shopping."



"Welcoming, tree lined streets drawing visitors into the village, giving a taste of the coastal character."



"An attractive high street offering an eclectic mix of goods, services and destinations for locals and visitors."



Figure 1.1 Woolgoolga Precinct Plan

1.3 A Staged Approach to Change

Establishing a singular vision and a shared understanding of the need for change is the greatest challenge in any town or city. Change must be accepted, and ultimately championed, by the community through an understanding of the benefits to their lifestyles, business and the broader opportunities for the future.

Temporary or pop-up public realm interventions are an effective and community-inclusive strategy to enact responsive change in urban environments.

They introduce new ideas without the threat of permanency; they test outcomes without the burden of significant investment; and they immerse the community in the experience so that they can help shape places.

In Woolgoolga, where seasonal peaks of visitor activity are the norm, temporary interventions are a responsive option to inform change.

Many of the ideas and concepts that follow offer temporary interventions that can demonstrate and test changes.



Removable on-street car park reclamations: Randwick, NSW & Palm Beach, QLD

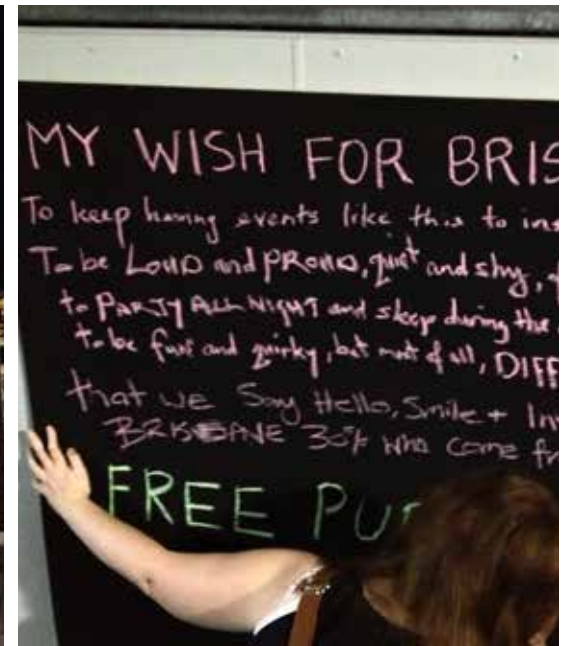
Temporary street closures for events - Brisbane City Centre and West End



Seaside markets activating Redcliffe's single sided high street



Relocatable food vendor - Valley Mall, Brisbane



Community ideas mapping in local shops

An aerial photograph of a coastal village. The top half of the image shows a vibrant blue ocean with white waves crashing onto a wide, sandy beach. The middle section features a dense cluster of residential buildings, many with light-colored roofs, interspersed with green trees and lawns. A road winds through the village. In the background, a green hill rises above the town. The text 'the beach street village precinct and foreshore park' is overlaid in white, with 'the' in a smaller font and 'beach street village precinct' in a larger, bold font, followed by 'and foreshore park' in a smaller font.

the
beach street village precinct
and foreshore park



O2

2.1 Vision and Role

The Beach Street Village and foreshore park is the vibrant, colourful heart of Woolgoolga. It is our main destination for casual shopping, dining, cultural, entertainment and recreational activities. New apartments and local businesses are mixed in with retail shopping, coffee shops and alfresco eateries. The beach, the oceanfront parkland and the village effortlessly blend together into one destination for all to enjoy.

A Regional Destination

The Village will enjoy a regional profile as a place for business and a vibrant centre offering convenient access to a wide range of services and shopping. Our growing reputation as a preferred destination for visitors drives local economic growth and revitalises the quality of our buildings and public spaces.

The streets, open spaces and urban places now offer something for everybody - culture, colour, nature, activity and connection.

Our relaxed outdoor lifestyle is expressed through the character and design quality of the buildings and public realm.

A Coastal Village with Postcard Qualities

Our streets and open spaces celebrate the coastal landscape and capture impressive ocean and hinterland views.

The Village, the beach and parkland now blend together. It's abuzz with a mix of beachgoers, shoppers and diners but there is a sense of intimacy and a relaxed holiday atmosphere.

A Venue for Any Event

With a revitalised beachfront park and a new civic plaza, the Village is alive with a busy program of community events and celebrations.

Every space - from laneways to streets and multi-purpose open spaces - is a venue for entertainment, cultural gatherings and social interaction.



**"Vibrant
and colourful, the
beating heart** of
our town offering a wide range of **local
tastes, refreshing brews and
casual shopping."**

2.2 Precinct Plan

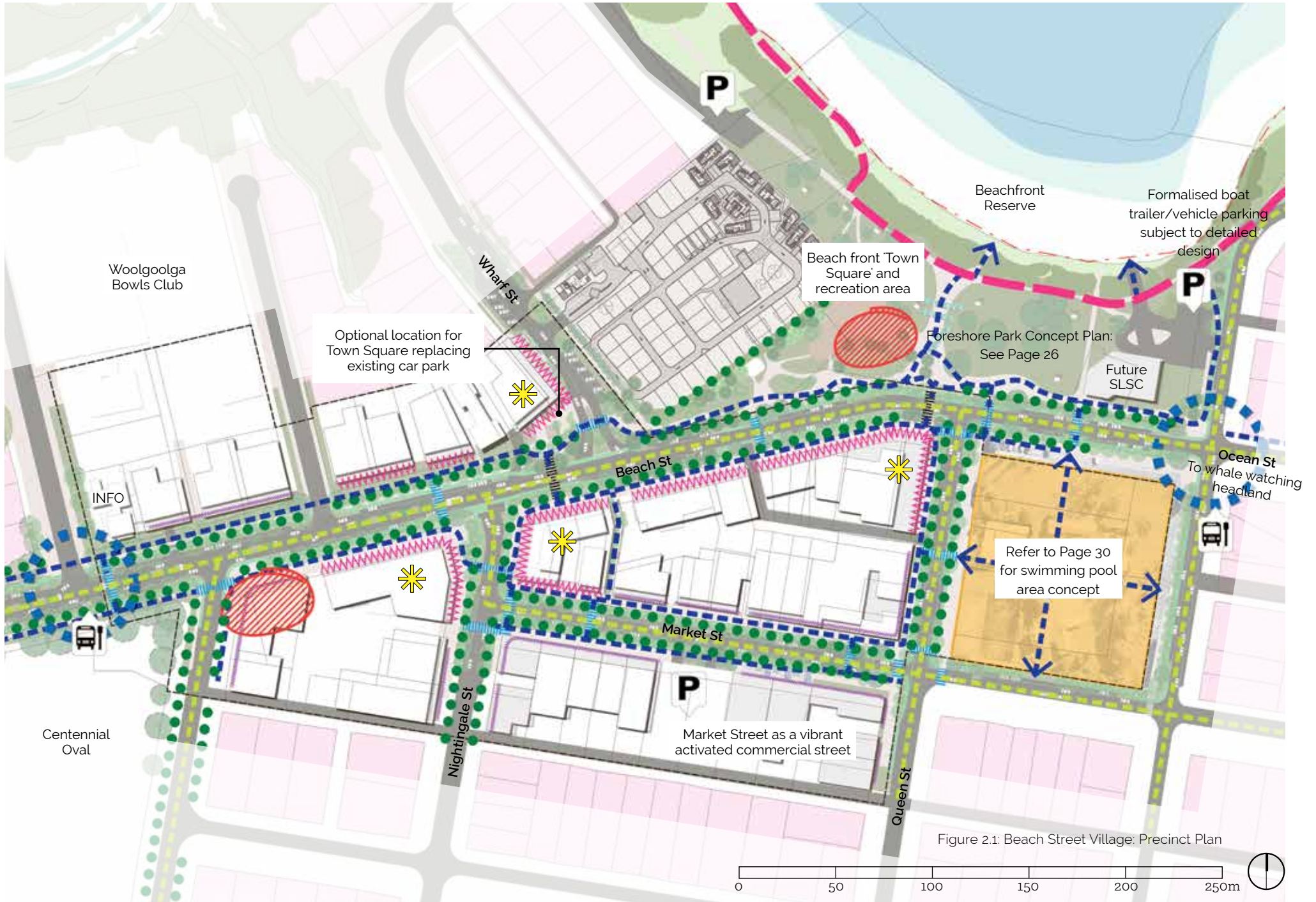
The Beach Street Village Precinct Plan strengthens and supports the growth and enjoyment of Woolgoolga's primary destination for recreation, casual shopping, dining, cultural and entertainment activities.

Key outcomes that will achieve this transformation include:

- Build upon the existing commercial activity to deliver a compact mixed use village that maximises growth opportunities while maintaining a distinctive coastal village character;
- Deliver high quality mixed use buildings that activate streets with retail and dining and provide apartment or commercial space above;
- Design subtropical streetscapes that contribute to village identity and character, enliven street life and provide safe and convenient access for pedestrians, cyclists and cars;
- Connect the village to local and regional pedestrian and cycle networks;
- Support improved public transport access to the regional centres and ensure planning supports better future local networks as the town grows; and
- Develop a detailed masterplan for the beach reserve that physically and visually integrates the village, the beach and beachfront parkland, cultural precinct and caravan park.

Legend

- Precinct Boundary
- . - . - . Town Centre Masterplan Area
- Residential
- Solitary Islands Coastal Walk
- Cycle path
- Major Pedestrian Footpaths upgrade and widen existing or build new to min 2m wide
- Existing Pedestrian Crossings
- New and relocated Pedestrian Crossings
- Vehicular Roads - including on street parking and street trees
- Primary Activated Edges - including street trees, typical small glazed shop fronts and outdoor dining opportunities
- Secondary Activated Edges - including street trees, typical larger shop fronts and outdoor dining opportunities
- Green avenue to beach - consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees
- Existing Significant Vegetation
- Town Entry Point - may include artwork, significant trees and seating/shelter areas
- Off-Street Parking
- Potential locations for 5 storey development
- Public Amenities Cluster: May include Cycle Parking, Seating, Shade Trees and Structures
- Refer to Page 30 for swimming pool area concept
- Bus stop



2.3 The Built Form

The Beach Street Village will deliver a highly activated mixed use precinct focused on retail, dining, residential and tourism based uses through high quality, but relaxed coastal architectural forms.

Building Form

The built environment should support the Village as the vibrant, colourful heart of Woolgoolga. It is our main destination for casual shopping, dining and cultural and entertainment activities.

New mixed use buildings should be tailored to the needs of Woolgoolga's future, addressing:

- High quality architecture that supports town centre identity and image;
- The visual setting and key views;
- Market responsive buildings capable of attracting a wide range of retail/commercial businesses servicing local community and visitor needs;
- Apartments suitable for short stay and as well as permanent residents;
- Minimum ground level floor to ceiling heights of 3.5m;
- Maximum activation of the footpath with retail and dining activities;
- A predominance of narrow shopfronts of

approximately 5m with high proportions of window frontage or open frontage;

- Overlooking of the street and rear laneways to provide for surveillance and safety within the public areas.
- Consolidation of private car parking and service access into a single entry/egress point or from an existing lane; and
- Climate and energy efficiency.

Building Envelope

Buildings are to be:

- Built to the front boundary with a maximum height of 11m or 15.5m (see page over);
- Built to the side boundaries in accordance with the Building Code of Australia;
- Provide a rear setback of 3m on land that adjoins a residential or recreation zone and provide landscaped to soften the visual impact;

- Where the rear boundary adjoins a lane, the building setback will be assessed on merit; a major merit consideration will be the activation of the laneway by the development.

Built Form Character and Architectural Elements

New buildings should achieve:

- High quality design and materiality that draws on the relaxed coastal character setting;
- Continuous footpath awnings for shade and weather protection;
- Provide flexible sun-shading devices, louvres and natural ventilation systems to allow passive environmental control, ensuring these elements are integrated into the design of the façade and overall form;
- Deep balconies for apartments; and
- Integration with streetscape improvements including footpath surfaces, the location of shade trees and planting and street furnishing in co-ordination with Council.



Mixed use buildings with retail/commercial ground levels and commercial or apartment upper levels



Highly activated ground levels with a mix of shopping and food/beverage businesses open day and night



High levels of integration with the public realm, supporting opportunities for flexible use of footpaths, public spaces, car parks and lanes during peak visitor season

Building Heights

The Current Context

Current LEP provisions allow for building heights of 15.5m or 5-storey development across the commercially zoned land (B2 Local Centre).

To date, the current allowable Floor Space Ratio (FSR) of 1:1, together with the small lot pattern of the commercial area, has limited opportunities for 5-storeys being achieved. This FSR would require significant amalgamation of lots for a 5-storey building to be delivered.

Consultation with the community identified a preference for maximum three storey development to maintain the village character of the commercial area.

Responding to Future Need

The Beach Street commercial area has a compact footprint and this, along with its traditional retail street format, contributes to its valued village character.

However, establishing a critical mass of new retail, commercial and residential uses within the village is essential for both the growth of Woolgoolga's tourism economy and to support the changing needs of the local community in the future. Encouraging highest and best use of the limited commercially zoned land (B2 Local Centre) will ensure there is efficient use of land and growth potential is maximised for the future.

Providing opportunities for 5-storey mixed use buildings, where well designed and appropriately located, within a generally 3-storey built environment can balance the maintenance of the village character with the need to accommodate growth potential for the future. Benefits would include:

- Providing opportunities for short stay apartments to support local tourism;
- Broadening housing options for local residents; and
- Supporting greater economic activity and longer hours of operation of businesses.

Recommendations

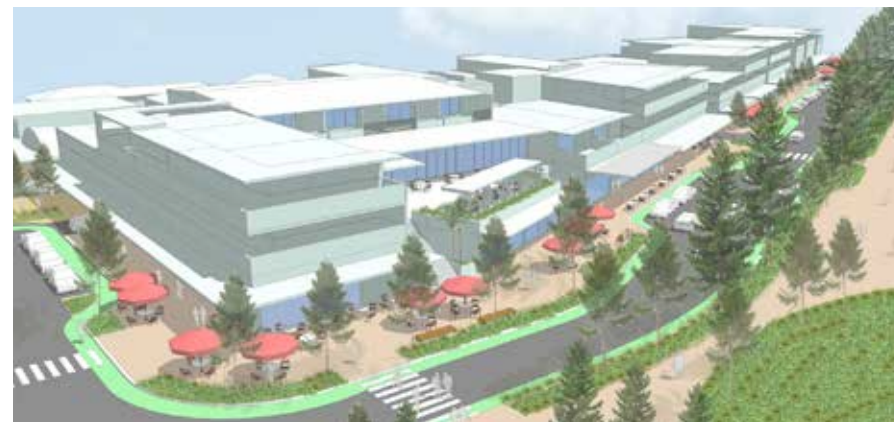
The recommendations, therefore, are:

- Amend LEP provisions to limit heights to 11m in the B2 Local Centre Zone;
- Undertake further detailed investigations and consultation to identify the potential for corner sites that may achieve 15.5m or 5-storey buildings. Consideration must be given to:
 - Minimum lot size requirements and appropriate Floor Space Ratios;
 - DCP provisions; and
 - Achieving design excellence - 5-storey buildings must deliver exceptionally high standards in the design of mixed use development and public realm integration.

(See page over)



Existing built environment - single & two storey development



An indicative 3-storey village

Figure 2.2: An illustrative comparison of the existing built environment with a predominantly 3-storey Village

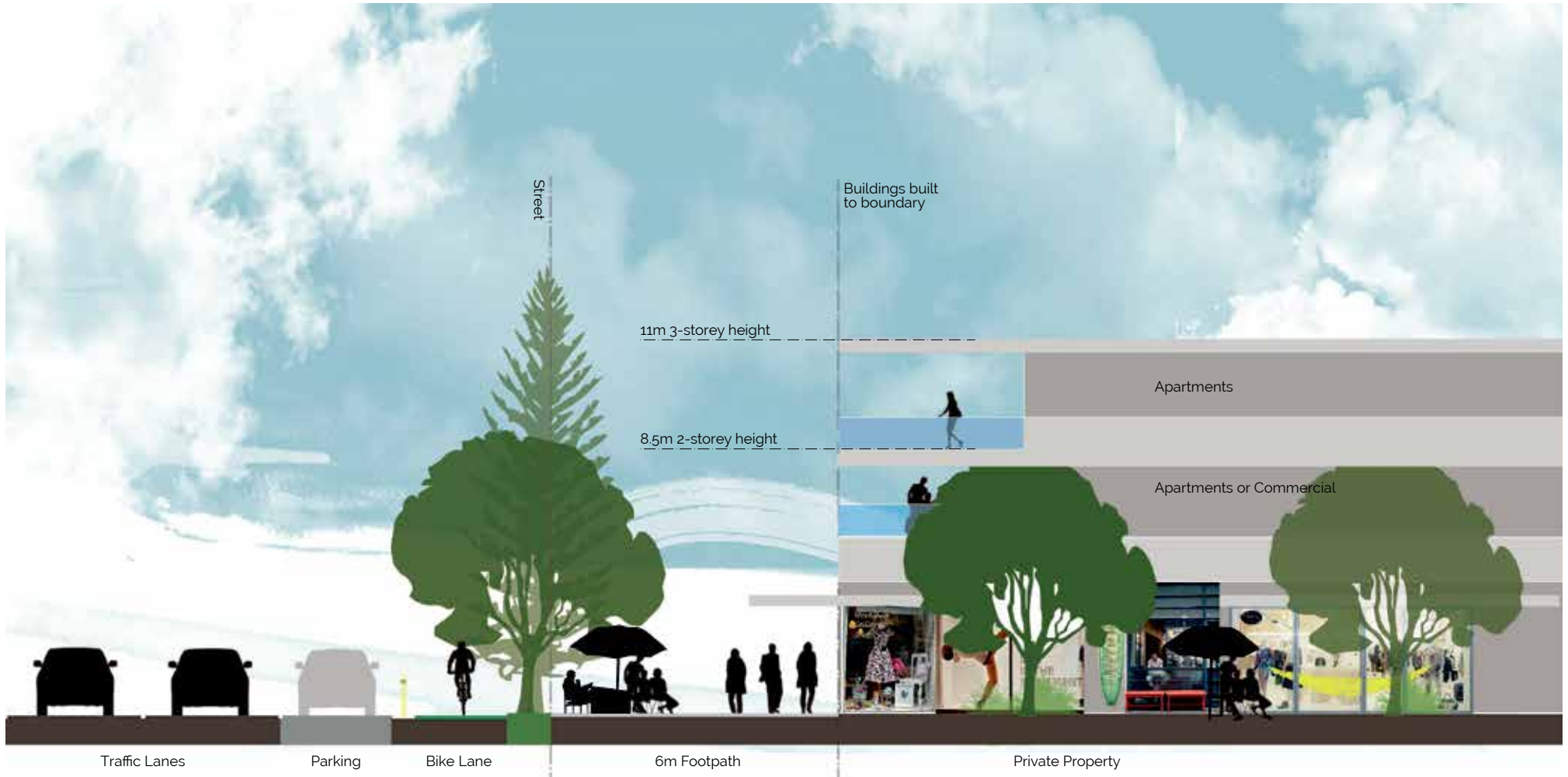


Figure 2.3: Beach Street Typical Section 3-storey

Opportunities for 5-Storey Buildings

Potential Locations

Four locations have been identified for investigation of 5-storey mixed use development. They are corner sites which offer:

- Consolidation of access and service requirements off one street (or lane) so continuous active ground level frontages can be focused on the corners and the preferred retail street frontage;
- Architecturally, these corners are visually prominent points of the village which can be expressed with high quality architecture and contribute to town centre image and identity;
- The general bulk of the building can be broken down when viewed from any one street; and
- The Beach Street and Queen Street corner offers exceptional levels of amenity for tourism development.

Urban Design Requirements

To ensure five storey development contributes positively to the Village, exceptionally high standards in development should be achieved, including:

- Delivering high standards of architectural quality with:
 - high levels of facade articulation and expression of the corner; and
 - ground level integration with the public realm and footpath; and
 - continuous awning to the street frontage;
- Accommodate required permanent and visitor car parking in a basement or appropriately located ground level parking with access via lanes or a single driveway;
- Deliver predominantly narrow ground floor business premises of 5m to 10m wide that:
 - maximise glazing and window display to the street;
 - have expressed entries to shops and upper floors; and
 - maximise opportunities for footpath dining.
- Establish inter-block links and walkways; and
- Offer flexibility for future laneway activation.



Figure 2.4: Corner site opportunities for 5-storey buildings

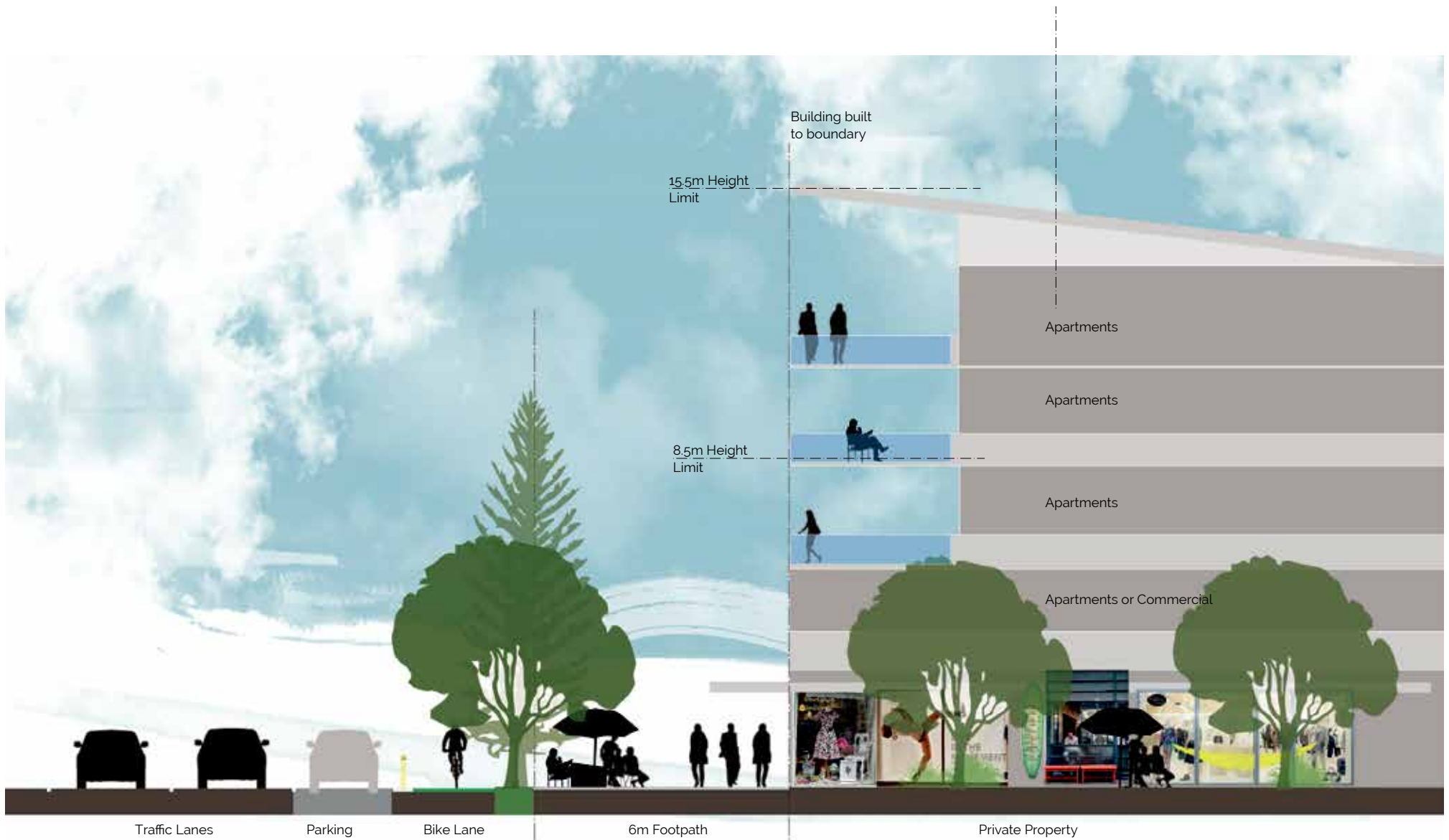


Figure 2.5: Beach Street Typical Section 5-storey

2.4 The Public Realm

The Beach Street Village presents broad opportunities for rejuvenation of places and spaces to create an exceptional coastal setting for residents and visitors that engages with Woolgoolga's natural assets.

Entry Experience and Wayfinding

Through streetscaping, signage and urban art elements, establish welcoming entry points and arrival experiences at:

- The Beach Street Village;
- The intersections of Nightingale and Wharf Streets; and
- The Beach Reserve.

Active Pedestrian Streets

Prepare and implement an ongoing program of streetscape improvements aligned with street upgrades which;

- Reinforces streets as pedestrian spaces;
- Delivers a high quality retail environment and footpath dining opportunities; and
- Integrates with the wider town centre comprehensive pedestrian and cycle network.

Open Spaces, Urban Spaces and Laneways

Prepare and implement a detailed public realm Masterplan guiding the Beach Reserve's transformation to a high quality recreational and tourism park, addressing:

- Re-configuration of the caravan park;
- Delivery of a destination beachfront playground and associated park infrastructure;

- Integration with the retail area and swimming pool block;
- Re-location of the Woolgoolga SLSC building and retention of car parking and boat trailer parking at the boat ramp;
- Improvements to the whale watch walk and connectivity to the headland; and
- Investigate the delivery of a multi-functional, event-ready civic plaza space as an integrated element of the beach reserve.

Community Safety

Ensure all streets and public specs are well lit and have strong visual relationships with adjacent buildings.






















History

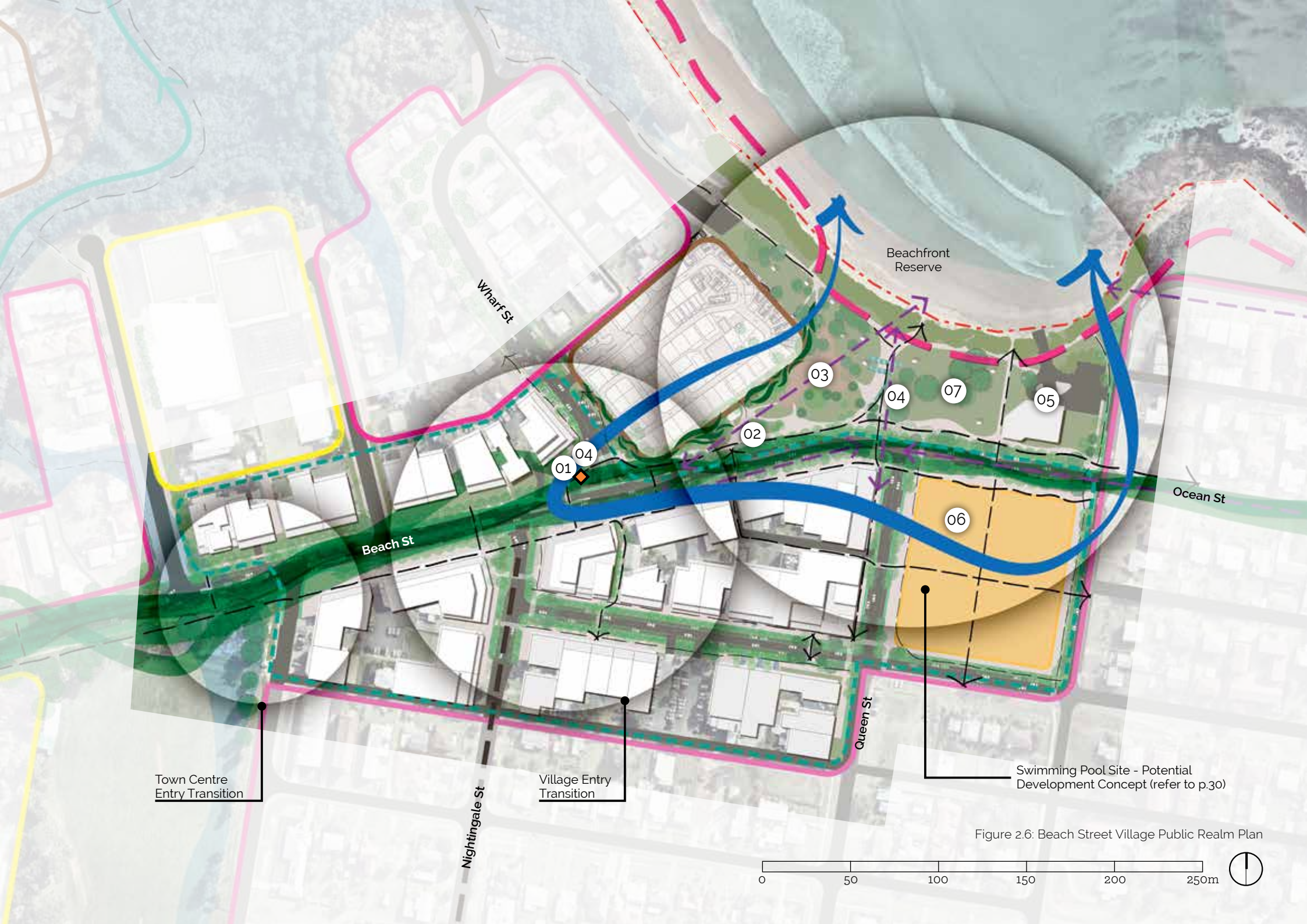
Weave together the heritage elements of the buoys, the original jetty, the WWI Cenotaph and the Historical walk through the design of urban spaces and wayfinding elements

Pedestrian and Cycle Movement

Prepare and implement an ongoing program of streetscape improvements aligned with street upgrades which integrates comprehensive pedestrian and cycle networks.

Legend

-  Town Centre Masterplan Area
-  Residential
-  Beach Street Village Precinct
-  Community Facilities
-  Refer to Page 30 for swimming pool area concept
-  Caravan Park
-  Solitary Islands Coastal Walk
-  Network of Priority Pedestrian Pathways
-  Dunal Landscape as a Green Buffer to Caravan Park
-  Decision Points and Masterplan Focus Areas - focus on legibility, character and wayfinding
-  The "Heart" of Woolgoolga - Weaving Together Public Open Space, Commercial and Retail, the Natural Elements of the Beach Reserve and Foreshore and the Link to Solitary Islands Walk
-  Open Views and Sightlines from the Town Centre to the Foreshore Park to be Created and Maintained
-  Indicative location for WWI Cenotaph subject to future community consultation
-  01 Wharf St Intersection as New Public Space
-  02 New Pathway with Space for Market Overflow and New Public Amenities
-  03 Relocated Children's Playground
-  04 Opportunity for a Town Square/ Plaza
-  05 SLSC and Waterfront Activity Area
-  06 Possible location for multi purpose open space and community facilities. Refer p. 30
-  07 Open, Event Lawn with Existing Shade Trees and Norfolk Island Pines
-  Green avenue "The Backbone" Linking the Highway to the Beach consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees to Reinforce Local Identity

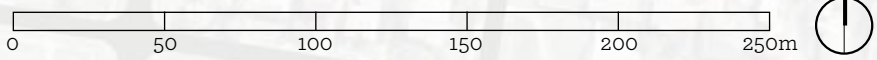


Town Centre
Entry Transition

Village Entry
Transition

Swimming Pool Site - Potential
Development Concept (refer to p.30)

Figure 2.6: Beach Street Village Public Realm Plan



Foreshore Park - Concept Plan

The more open the view of the foreshore is from Beach Street, the more we can draw the character of Woolgoolga's most important asset – the foreshore – back into the town centre.

A detailed public realm Masterplan guiding the Beach Reserve's transformation to a high quality recreational and visitor park is a key future action of this Masterplan.

Key outcome for the Beach Reserve should include;

- A paved 'market edge' to Beach Street verge to facilitate community events and promenading;
- A multi-use plaza or 'town square' with distinctive, locally resonant shade structures that can be used for a range of community events
- Pathways enhancing the Solitary Islands Coastal Walk including a series of lookouts and seating opportunities;
- Integrated artwork elements into key nodes and gathering points;
- New tree and landscape planting and selective under-pruning of existing mature trees to open up view corridors;
- High quality public amenities;
- Provision of inclusive parking, boat trailer parking and an area for overflow boat trailer parking
- Introduce a simple, coordinated signage and lighting strategy to ensure community safety expectations are met;
- Ensure a large, open lawn area is maintained and set up for community events, informal recreation, markets and the like; and
- Provision of event infrastructure such as power, water and signage.



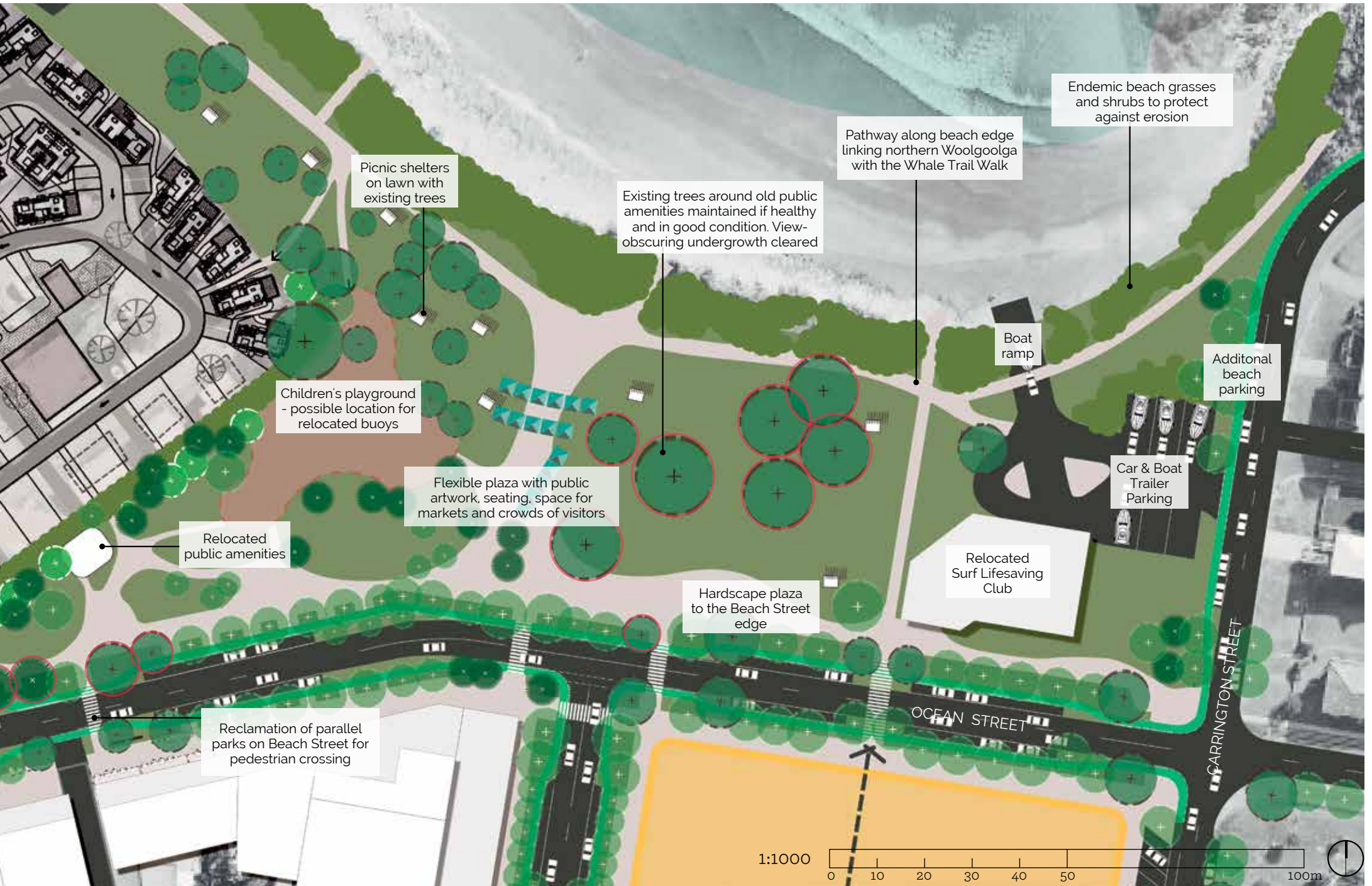
Key Plan

Legend

- Existing trees (represented by a green circle with a red 'x')
- Proposed trees (represented by a green circle with a red '+')



Figure 2.7: Beach Reserve Conceptual Plan



Foreshore Park: Indicative Character and Design Elements



Activation

- Addresses tourism and community needs
- Upgrade / new play experiences to captivate a broader market and integrate more with the local dunal landscape
- Healthy living - improved open space network, exercise stations, shared pathways
- Cultural overlay - weekend market, festivals, integrated artwork etc



Signage and Wayfinding

- Interpretive signage linking key elements of the town centre
- Lighting overlay
- Hierarchy of elements and spaces
- Express local character and a sense of place

Artwork

- Integration of art work and furniture to provide amenity
- Cultural / historical overlay, authentic and timeless
- Integrated lighting
- Express local character and a sense of place



Connectivity

- Beach access and key pedestrian movement
- A flexible urban forecourt / community space providing a new playground and outdoor venue for events and market days
- Integration into the Solitary Islands Coastal Walk

Furniture

- Upgrade/new public amenities, picnic facilities, BBQ
- Bespoke furniture (Point of interest / coastal character)
- Robust (to withstand coastal conditions)



Materials and Colours

- High quality paving and planting
- Local colour palettes - draw from the environment
- Authentic / timeless
- Robust / durable materials (to withstand coastal condition)
- Express local character and a sense of place

Structures

- Lightweight shade structures
- Beach character
- Sub-tropical architecture
- Robust / durable materials (to withstand coastal condition)

Planting

- Street tree planting and retention of existing Norfolk Island Pines
- Iconic species - coastal character
- Shade - canopy trees, large parkland trees
- Coastal Foreshore planting and revegetation

Swimming Pool Site - Potential Development Concept

The block comprising the swimming pool and ambulance station has the potential to play a significant role in the future of the Beach Street Village, creating an extension of the foreshore beach park and an area for dedicated community facilities.

The concept is predicated on the re-development of the swimming pool and basketball courts and re-location of the ambulance station. If this was to be achieved, a development site could be created for public sale to fund re-development of the northern section of the block for community uses.

Designed as an integrated extension to both the Village and Beach Reserve parkland, the reconfigured site could potentially accommodate:

- Multifunctional open spaces (including event activation) fronting Ocean Street;
- Mid-block connectivity through the site connecting the Foreshore and Market Street to long term parking;
- Community uses such as sport and recreation; art gallery, library, youth centre, and pool; and
- Mixed use development such as commercial, residential and/ or seniors housing.

This concept plan is subject to further detailed investigations, public/stakeholder consultation, a feasibility study and a preparation of a business plan.



Key Plan



Figure 2.8: Swimming Pool Block Concept Plan (Indicative Only)

Enhancing Beach Street

Beach Street plays a significant future role in establishing a shopping dining street as well as stitching the Village to the beach as an integrated tourism and recreation destination.

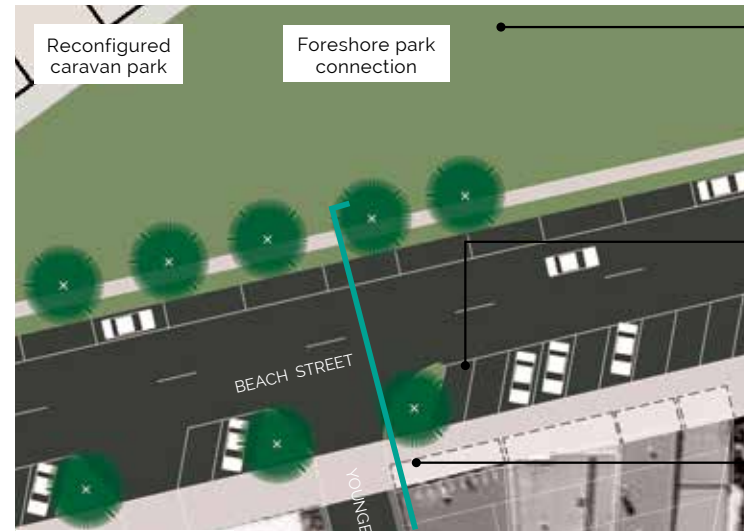
Significantly improved streetscape design and function is required to:

- Improve the Village's overall visual quality and commercial function;
- Improve safety for pedestrians with more crossings and reduced car speed;
- Support a functional and enjoyable retail/dining street; and
- Integrate the Village with the beach and parkland.

A staged approach is suggested where key crossings and landscape elements may be delivered early, and at busy times of the year, temporary or 'pop-up' activities take over car space.



Key Plan



Commercial frontages

- Reclaimed public parklands space from caravan park reconfiguration. Opportunity to improve pedestrian experience and revegetate the foreshore park
- Generous road carriageway could support pedestrian islands / buildouts to help improve safety when crossing the street
- Potential widening of footpath and creation of pedestrian crossings directly outside commercial strip for a strong beach to shopping link

Existing Streetscape

- The existing streetscape lacks distinctive visual quality and amenity and is too wide.
- The street is car dominated with fast speeds and limited vehicle slowing opportunities
- Narrow footpaths along the southern side of Beach Street limit footpath / outdoor dining and public realm design opportunities



Reconfigured caravan park

Pedestrian crossing

- Planting of new buffer trees to caravan park / park interface
- Space for seasonal markets and festivals to give the community a sense of how this parkland could operate
- Reclamation of several parallel parks on foreshore side of Beach Street for pedestrian crossing
- Parklets outside commercial precinct to test activation of wider footpath



Reconfigured caravan park

- Flexible plaza with public artwork, seating, space for markets and crowds of visitors
- Additional parallel parking to northern side of the street to replace angled parking
- New pathways to toilets, playground and foreshore park
- Small plaza/pedestrian loading space
- Wider footpath by reducing traffic lane width and converting angle parking to parallel parking
- Public plaza/outdoor dining spaces

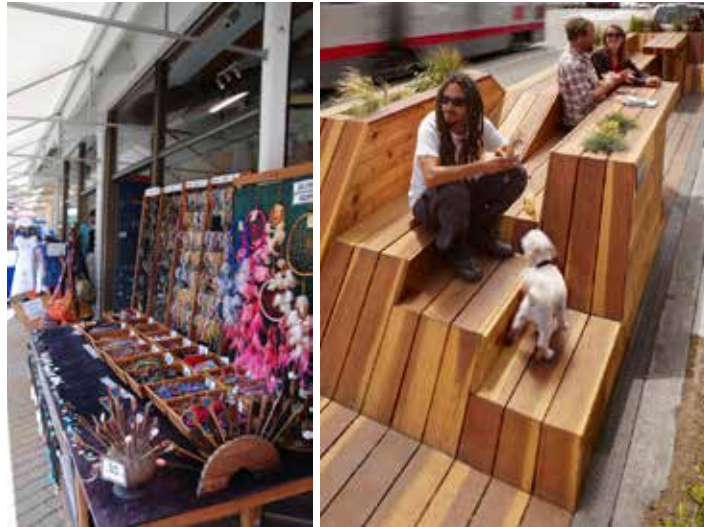
Short Term Landscape Response

- Implement landscape and public realm design works to improve streetscape in the short term without re-profiling the existing street
- Increase footpath space
- Ground floors of new buildings to respond to limited footpath space (ie open frontages)
- Restrict intrusion by nose of cars over kerb line
- Temporary build outs within car park spaces
- Need to introduce traffic slowing design measures from Carrington intersection

Long-Term Landscape Response

- Long term response requires re-profiling of the street
- Footpath width along south side of street increased to 6m to provide room for both outdoor dining and increased pedestrian movement
- New parallel parking along Beach Street east of existing Norfolk Pine Trees
- Northern footpath moved to the north of existing Norfolk Pines to allow parallel parking to be retained along this stretch of Beach Street
- Additional planting introduced along northern side of new footpath to provide increased visual amenity between the caravan park and the street

Beach Street Indicative Streetscape Character Elements



Connectivity

- Formalised pedestrian & cycle pathways
- Wayfinding elements
- Slow traffic speed environment: kerb build-outs, flush kerbs
- Improve safety, amenity and accessibility



Activation

- Short-term activation through pop-up and temporary solutions
- Outdoor / on-street dining
- Small shop front widths of 4-5m
- Character breakout spaces / nodes
- WiFi integration
- Flexible spaces (eg, morning loading zone becomes afternoon al fresco dining)

Structures

- Organic forms
- Awnings for shade, weather protection
- Potential for integration with planting
- Filtered light
- Outdoor dining opportunities



Signage and Wayfinding

- Interpretive signage
- Lighting overlay
- Hierarchy of elements and spaces defined
- Express local character and sense of place



Furniture

- Bespoke furniture
- Robust / durable materials
- Utilitarian - integrated with Water Sensitive Urban Design (WSUD) features
- Highlights precinct character / hierarchy



Artwork

- Integration of art work and furniture
- Cultural / historical overlay
- Integrate lighting
- Authentic / timeless
- Express local character and sense of place



Materials and Colours

- High quality paving and planting
- Local colour palettes - from environment
- Authentic / timeless
- Robust / durable materials
- Express local character and sense of place



Planting

- Street tree planting and retention of existing Norfolk Island Pines
- Street tree hierarchy
- Iconic species - coastal character
- Shade - canopy trees
- Layered, intersecting canopies at key locations

Temporary Activation of Car Park Spaces

The temporary activation of carpark spaces allows residents, visitors and shop owners the chance to experience a more activated street area; opening up the street to more pedestrian traffic, creating a relaxed, outdoor lifestyle and making the village a more comfortable place for pedestrians.

The delivery of a program supporting temporary activation of car parking space is a short term Masterplan implementation action that could be jointly developed buy Council and traders.



Existing



Key Plan



Figure 2.9: A conceptual illustration of temporary use for extended footpath dining space



Figure 2.10: Beach Street Plan showing typical car park temporary use for extended footpath dining space

A New Public Plaza on the Wharf Street/Beach Street Intersection

The Village needs more public spaces that are enjoyable to visit and support the recreational amenity and event space needs of a growing tourism economy.

A significant opportunity is offered by the existing car park on the corner of Wharf and Beach Streets. This could be a new town square, a multifunctional plaza or a market place. Initially, it could be tested through temporary closure over busy holiday periods and ultimately delivered in close consultation with the community and local traders.



Key Plan



Existing Streetscape

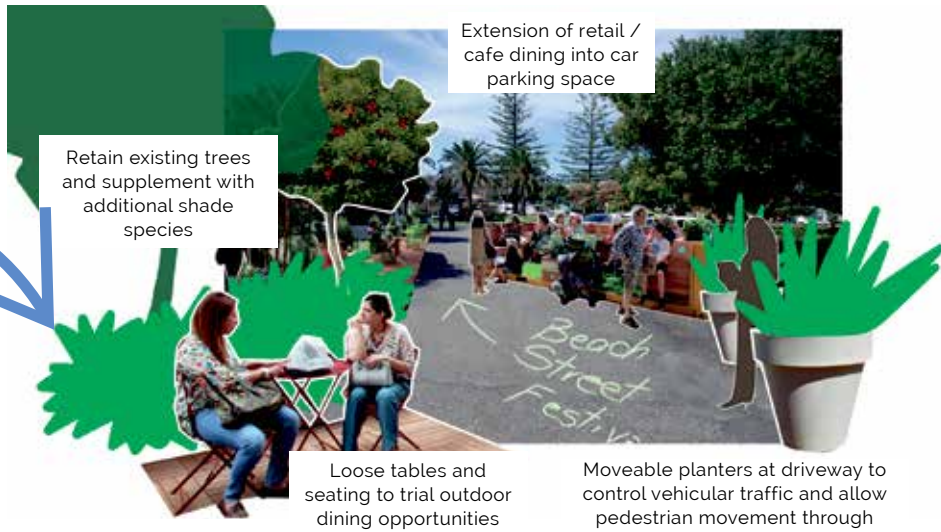
- The existing streetscape lacks distinctive visual quality and amenity and is too wide.
- The street is car dominated with fast speeds and limited vehicle slowing opportunities.
- The area is dominated by driveways and carparking, it is not a comfortable pedestrian zone.



Create space for more shade trees along footpath

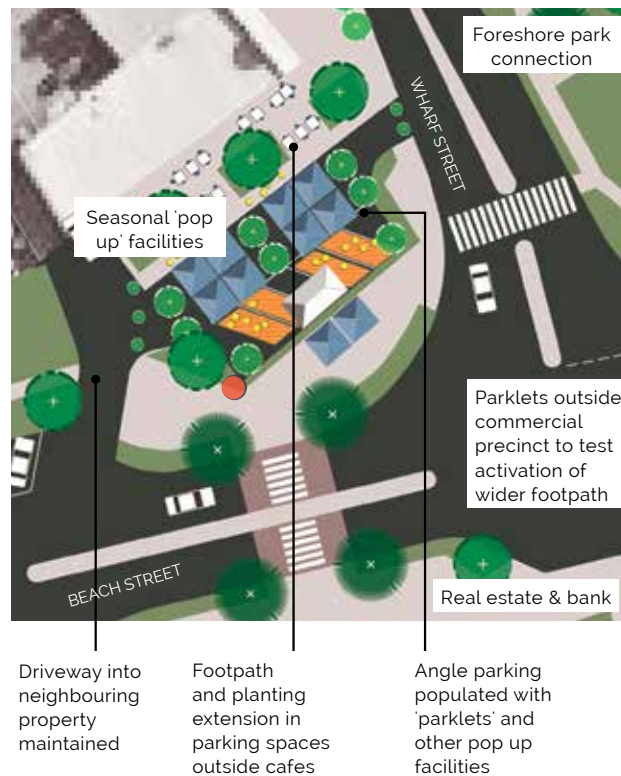
Opportunity for car park to become generous outdoor dining with views to foreshore park

Potential for driveway to be reinstated as footpath for continuity of pedestrian flow



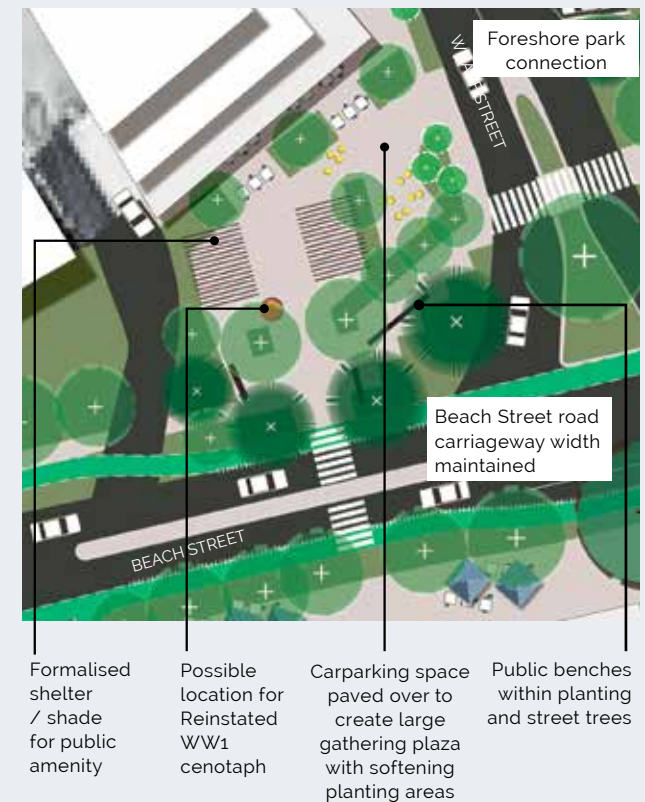
Short Term (Temporary & Permanent)

- Implement landscape and public realm design works to improve streetscape in the short term without re-profiling the existing street
- Increase footpath space:
- Extension of retail / cafe dining into car parking space
- Seasonal pop-up facilities
- Temporary build outs with movable furniture within car park spaces
- Introduce pedestrian crossing at Wharf st intersection as traffic slowing design measure



Long Term (Permanent)

- Supplementary street tree planting as a buffer to the road
- Formalised public seating and shade/shelter for amenity and use of adjacent cafes
- Carparking space paved over, finish to match footpaths and replace existing asphalt to encourage pedestrian use
- Additional planting and public benches within planting introduced along northern footpath to provide increased visual amenity between the plaza and the foreshore park
- Planting island with low planting for views to Wharf St corner



Market Street as a Vibrant Mixed Use Street

Re-imagining Market Street as vibrant commercial and dining street will require significant streetscape improvements and long term potentially re-profiling of the street.

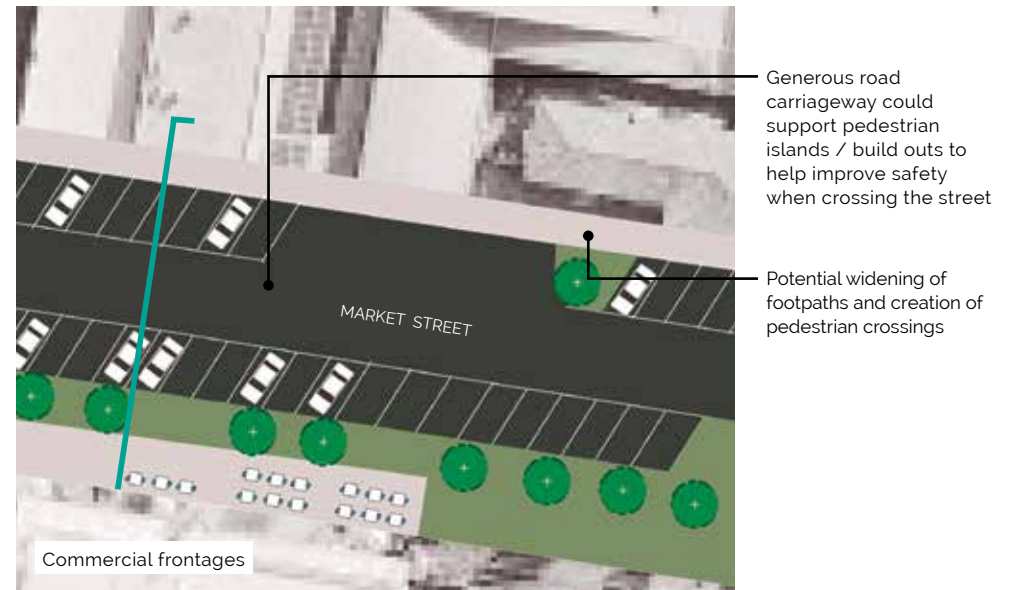
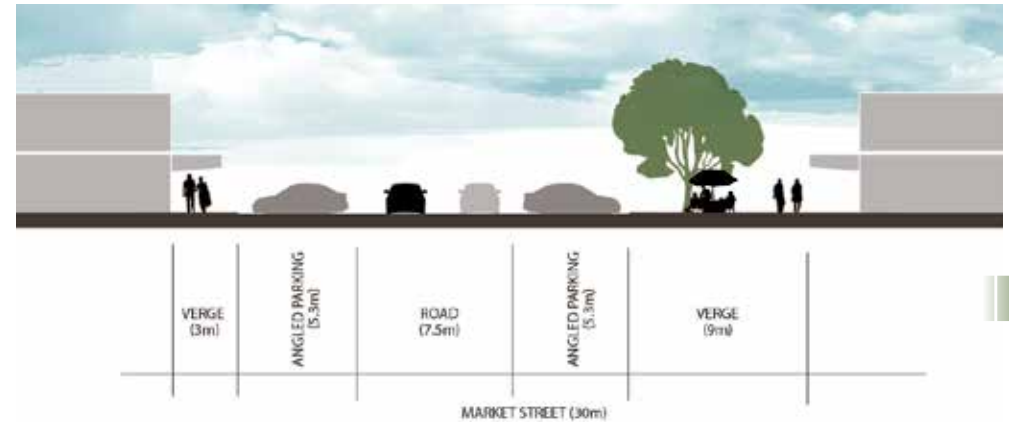
Design Principles

High quality and relaxed coastal architecture will house exciting, boutique commercial and dining options with:

- Activated ground floor uses (predominantly business and services related) flexible enough for market responsive growth;
- Mandated floor to ceiling heights for ground level to allow for flexible ground floor uses;
- A focus on business growth;
- increased development intensity in balance with the community's village atmosphere;
- Continuous awnings for shade and weather protection;
- Prioritised pedestrian safety and convenience;
- Materiality that draws on the coastal setting;
- Reduced traffic speeds;
- An even balance between public seating and outdoor dining; and
- Optimised use of the laneway/ service access to further support street activation

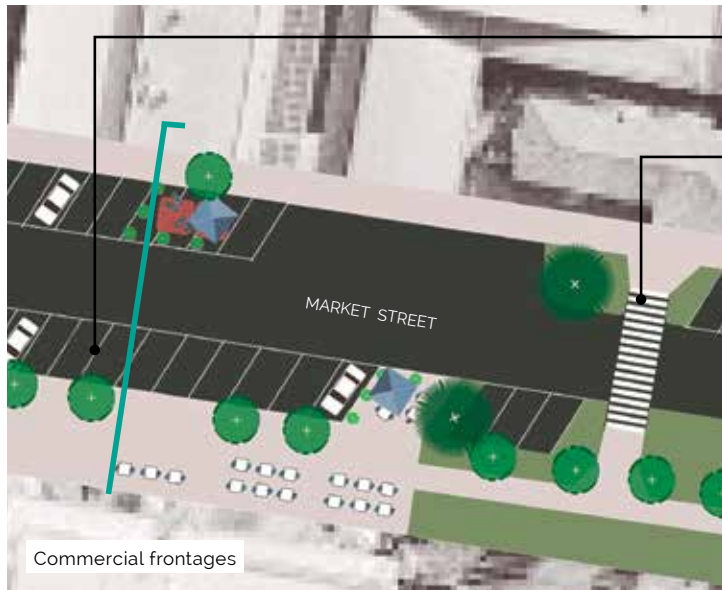


Key Plan



Existing Streetscape

- The existing streetscape lacks distinctive visual quality and amenity and is too wide.
- The street is car dominated with limited vehicle slowing opportunities.
- The area is dominated by driveways and car parking, it is not a comfortable pedestrian zone.



Parklets outside commercial precinct to test activation of wider footpath

Reclaim several car parks for pedestrian crossing



Upgrade and widen footpath to the north of Market Street

Additional street trees

Change parking from angle to parallel along Market Street to create more footpath space

Public plaza / outdoor dining spaces created from reclaimed angled parking to front of restaurants

Short Term Landscape Response

- Implement landscape and public realm design works to improve streetscape in the short term without re-profiling the existing street
- Increase footpath space with the addition of a formal footpath on the southern side of Market street:
- Seasonal pop-up facilities
- Temporary build outs with movable furniture within car park spaces
- Introduce pedestrian crossings as traffic slowing design measure

Long Term Street Re-profile

- Supplementary street tree planting as a buffer to the road and to establish a layered, avenue streetscape to reduce the scale of the street and reduce traffic speed
- Formalised public seating and shade trees for amenity and use of adjacent cafes
- Re-claim some car parks to the southern side of Market St for the creation of a formalised public plaza / outdoor dining use
- Additional planting and public benches within planting introduced to southern side of road for public amenity

Pedestrianise Market Street

Key responses include:

- Reduce traffic speeds through the use of build-outs;
- Add pedestrian crossings at strategic locations with buildouts for traffic slowing and pedestrian safety;
- Public plaza / outdoor dining spaces created from reclaimed angled parking to front of restaurants; and
- Upgrade pedestrian paved surfaces and introduce public seating areas.



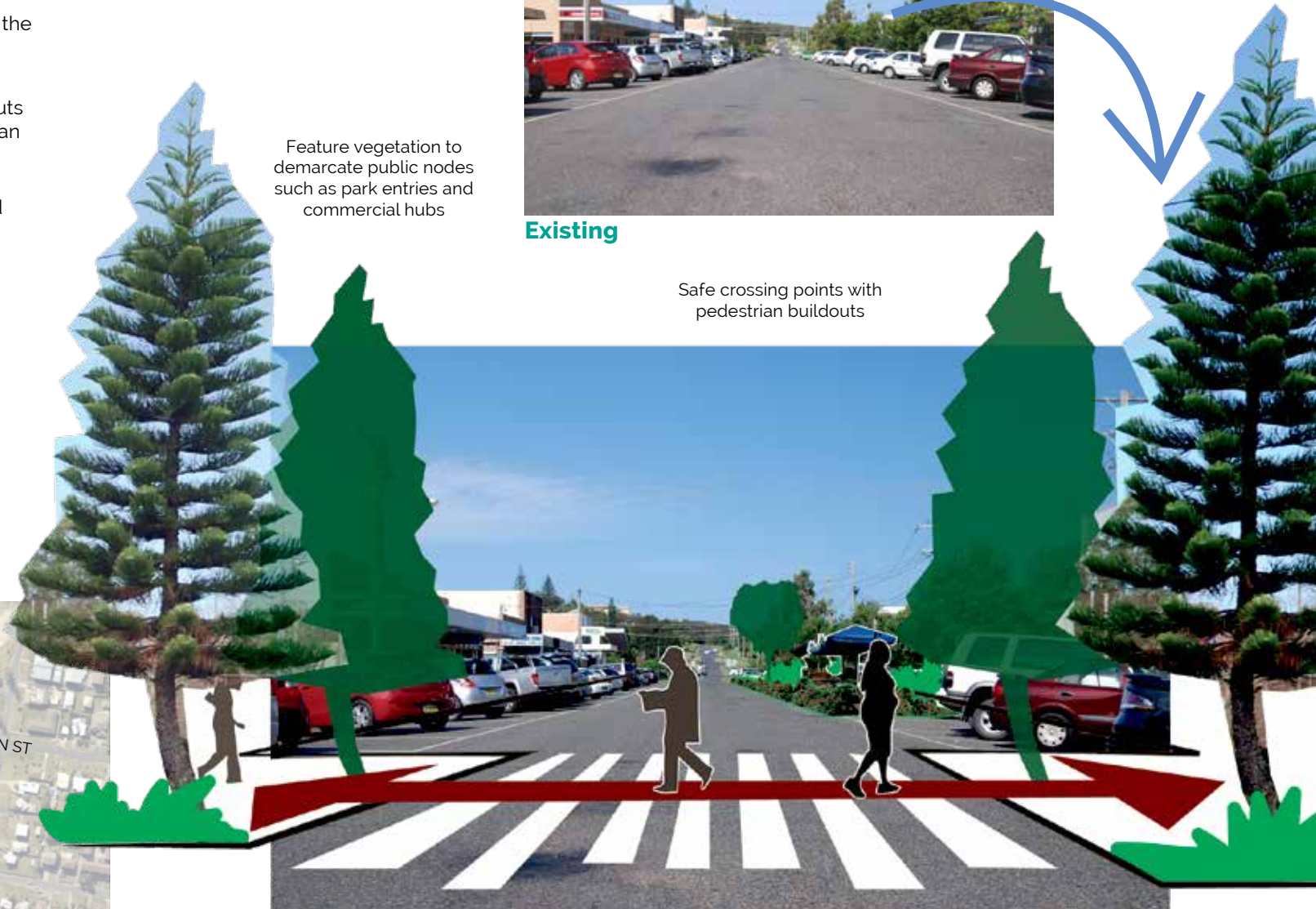
Existing

Feature vegetation to demarcate public nodes such as park entries and commercial hubs

Safe crossing points with pedestrian buildouts



Key Plan



On street parking maintained

Enhancing the Link from Beach to Market

Key responses include:

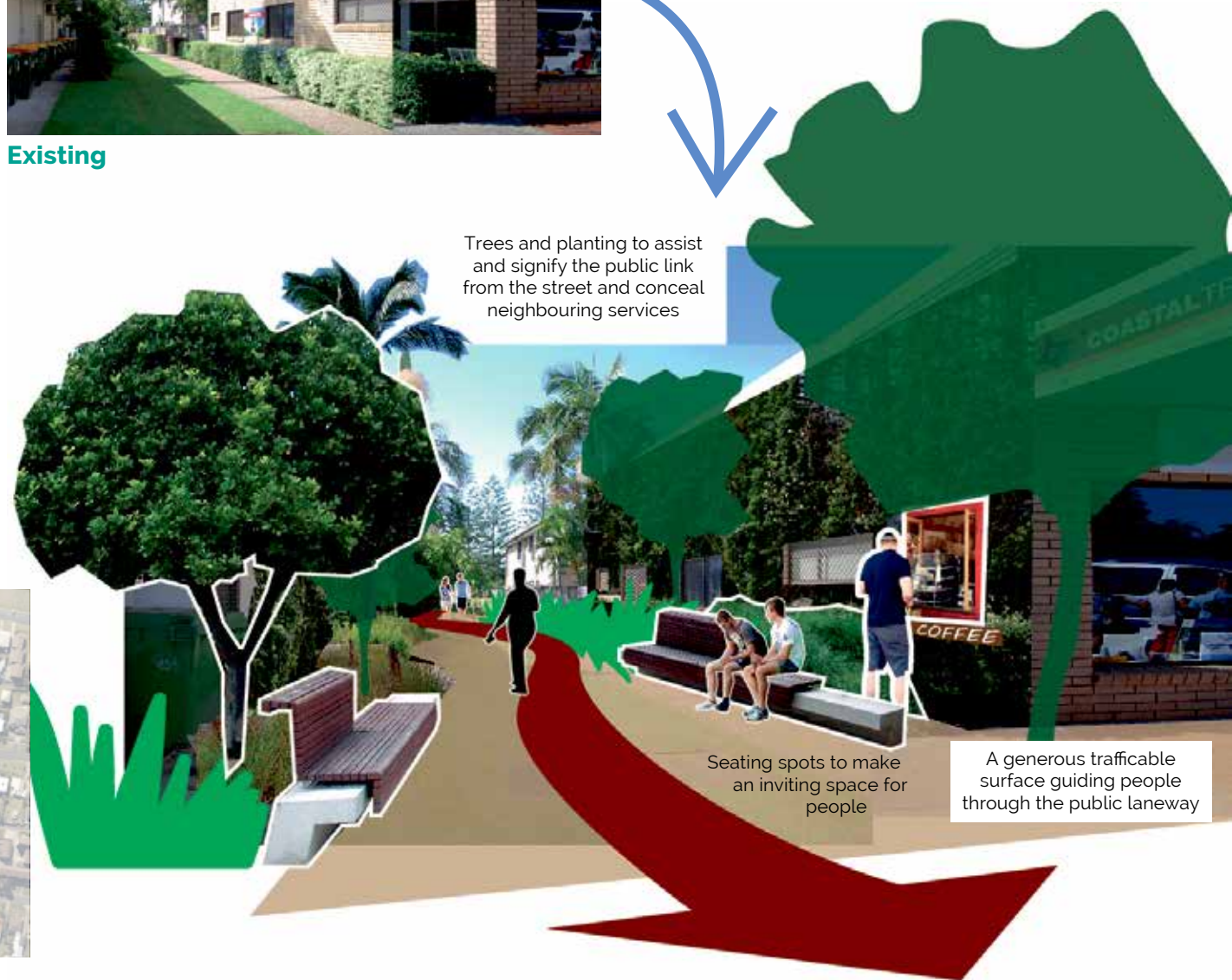
- Maintain and upgrade existing use as drainage corridor (WSUD). All ground cover planting to be sacrificial during major flooding event and any furniture to be durable enough to be able to withstand floods;
- Create a safe space - well lit with clear views through from Beach to Market Streets;
- Humanise the space through the upgrade of the paving surface, addition of shading and introduction of furniture and planting;
- Any new planned buildings need to address the laneway and not have blank walls looking into the laneway; and
- Short - term opportunity to screen building facades and bin storage area with trellis frame and climbing plants.



Existing



Key Plan



Trees and planting to assist and signify the public link from the street and conceal neighbouring services

Seating spots to make an inviting space for people

A generous trafficable surface guiding people through the public laneway

Market Street: Indicative Streetscape Character Elements



Activation

- Short-term activation through pop-up and temporary solutions
- Outdoor / on-street dining
- Character breakout spaces / nodes
- WiFi integration
- Live / Work

Connectivity

- Formalised pathways and shared pedestrian/cycle paths
- Wayfinding elements
- Slow traffic speed environment: kerb build-outs, flush kerbs
- Improve safety, amenity and accessibility



Materials and Colours

- High quality paving and planting
- Local colour palettes - draw from the environment
- Authentic / timeless
- Robust / durable materials
- Express local character and a sense of place



Artwork

- Integration of art work and furniture to provide amenity
- Cultural / historical overlay
- Integrate lighting
- Authentic / timeless
- Express local character and a sense of place

Structures

- Orthogonal forms
- Awnings for shade, weather protection
- Potential for integration with planting
- Filtered light
- Outdoor dining opportunities



Furniture

- Bespoke furniture
- Robust / durable materials
- Utilitarian - integrated with Water Sensitive Urban Design (WSUD) features
- Highlights precinct character / hierarchy

Signage and Wayfinding

- Interpretive signage linking key elements of the town centre
- Lighting overlay
- Hierarchy of elements and spaces

Planting

- Street tree planting and retention of existing Norfolk Island Pines
- Street tree hierarchy
- Iconic species - coastal character
- Shade - canopy trees

Connecting the Foreshore Park, Headland and Solitary Islands Walk

Key responses include:

- Maintain all existing pathways as part of the Solitary Islands Coastal Walk;
- Maintain all views along Pollack Esplanade and up to Woolgoolga headland; and
- Add seating, wayfinding and public artwork along the Whale Trail Walk.



Dedicated pathways to non-accessible areas and to protect existing vegetation



Seating and open space to viewing areas



Interpretive signage along coastal walk



Wayfinding elements



Lookout structures in strategic locations

Legend












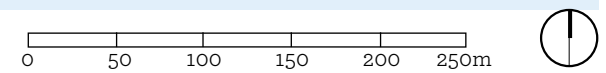
- | | | | |
|---|--|---|---------------------------------|
|  | Town Centre Masterplan Area |  | Existing Significant Vegetation |
|  | Residential |  | Water Tower |
|  | Solitary Islands Coastal Walk |  | Town Entry Point |
|  | Cycle path |  | Precinct Boundary |
|  | Major Pedestrian Footpaths |  | Off-Street Parking |
|  | Vehicular Roads - including on street parking and street trees | | |



Figure 2.11: Solitary Islands Way Walk and Headland



An aerial photograph of a suburban residential neighborhood. The image shows a grid of streets with houses, green lawns, and mature trees. A prominent road runs diagonally from the bottom left towards the top right. The text 'clarence & beach streets: coastal avenues' is overlaid in white on a semi-transparent dark green background in the upper left quadrant.

clarence & beach streets:
coastal
avenues



OR

3.1 Vision and Role

Clarence and Beach Streets form an impressive coastal avenue that offers a memorable arrival experience from Solitary Islands Way to the Beach Street Village and popular beachfront. It is the town centre's main movement spine that caters for pedestrians, cyclists and motorists through its picturesque, Norfolk-lined streetscape.

A Postcard Arrival Experience

The Clarence/Beach Street corridor is essentially an extension of the beach and Beach Street Village that reaches out to the town centre's front door at Solitary Islands Way.

At its intersection with Solitary Islands Way, the corridor welcomes visitors with clearly understood signage and landscaped entry statements. The corridor's streetscape, characterised by its mature Norfolks and subtropical street planting, effortlessly guides them to the Village, beach and headland.

A Safe and Enjoyable Movement Corridor

The Clarence/Beach Street corridor is our main movement spine that connects a wide range of community activities, open spaces, recreation destinations and ultimately the shopping and dining opportunities of the Beach Street Village.

It maintains safe and direct access for vehicles, but now there is less inclination for locals to drive. It is a convenient, safe and enjoyable experience for cyclists and pedestrians of a wide range of ages and abilities.



“Welcoming,
tree lined streets drawing visitors
into the **village**, giving a taste of the
coastal character.”

3.2 Precinct Plan







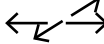










The Clarence and Beach Street corridor is the gateway to the Village and beach and the multi-functional town centre activity spine that connects Woolgoolga's three main centres.

Prepare a comprehensive streetscape strategy for the Clarence Street and Beach Street corridor which:

- Establishes it as the primary town centre movement spine with a multi-functional transit role for pedestrians, cyclists, cars and buses;
- Delivers a subtropical avenue that physically and visually connects Solitary Islands Way to the Beach Street Village and the beach; and
- Provides a memorable and legible arrival experience at Solitary Islands Way and the Beach Street Village.

Key streetscape and design principles are illustrated by the Precinct Plan.

Legend

	Precinct Boundary
	Residential
	Cycle path
	Major pedestrian footpaths
	Existing pedestrian crossings
	New pedestrian crossings
	Network of priority pedestrian pathways
	Activated edges - including street trees, glazed showrooms to shop fronts and outdoor dining opportunities
	Green avenue to beach - consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees
	New pocket park and connection to Jarrett Creek trails
	Existing significant vegetation
	Apex Park public amenities - may include cycle parking, seating, shade trees and structures
	Town Centre Gateway - includes entry statement, streetscape enhancements and seating/shelter areas
	Town entry statement - integrated signage, lighting and artwork
	Additional Phoenix Palms
	Existing Phoenix Palms
	Bus stop



3.3 The Built Form

The arrival experience leading into the Beach Street Village will be created by the green, contemporary coastal design of the streetscapes combined with the quality and consistency in the built form addressing its edges.

Land Use

In the future, tourism accommodation and mixed uses (R1 Zone) will increasingly address the edges of the corridor.

This will potentially include a wide range of community, medium density residential, recreation and tourism uses that build on existing land use themes.

Building Envelopes

The intent is to provide space between buildings to create a green gateway character and provide for air flow, sunlight, landscaping and general amenity. Build should be:

- A maximum height of 11m;
- Setback 4m from the front boundary with generous landscaping in this zone;
- Setback from side boundaries in accordance with the Building Code of Australia; and
- Setback a minimum of 3m to rear boundaries

Building Design

Key principles for all development that addresses this corridor include:

- Attractive and interesting facades to the street with no blank walls;
- Maximum visual relationships between buildings and the public realm for safety;
- Wherever possible, corner lots on Beach Street should locate vehicle and service access from the side street;
- Legible and visually expressed entries for vehicles and pedestrians/cyclists;
- Attractive private landscaping to the street frontage and porous fencing that maintains visual connectivity between private and public realms; and
- For commercial or community uses, signage must be appropriately scaled, located and designed to support high quality streetscape design.



3.4 The Public Realm

Clarence and Beach streets are the sub-tropical gateway to Woolgoolga village, creating a green entrance avenue that leads you down to the beach.

Stitching the Highway to the Town Centre

- Through the addition of dedicated pedestrian and cycle lanes along Clarence and Beach streets we can provide a better quality streetscape to stitch Solitary Islands Way to the beach.

Entry Experience and Wayfinding

- By upgrading Clarence and Beach Streets and through the addition of signage, trees and cycle lanes we can enhance the sense of arrival into the town centre for visitors and residents; and
- Maximise the value of the existing Heritage Walk by upgrading signage and pedestrian footpaths.

Streets

- Through better use of space and traffic calming measures we can make the gateway to the village more comfortable for pedestrians, cyclists and cars; and
- Greening the gateway through retention of existing healthy trees, including the Norfolk Island Pines as well as the addition of new larger trees.

Open Spaces, Urban Spaces and Laneways

- Enhance and activate the entrance to Centennial Oval by preserving existing healthy trees, upgrading pedestrian footpaths and providing bike storage racks.

Pedestrian and Cycle Movement

- Reconfigure Clarence and Beach streets to allow for a greater focus on pedestrian cycle movement.

Legend



Residential



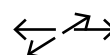
Community Facilities



River Street Precinct



Solitary Islands Way Precinct



Network of Priority Pedestrian Pathways



Extension of the Green Avenue from Clarence St to the Creek Crossing on Solitary Islands Way and south on Solitary Islands Way to River St Intersection



Extension of the green avenue from Clarence Street with a focus on the Phoenix palms that characterise River Street



Decision Points and Masterplan Focus Areas - focus on legibility, character and wayfinding



Views and Sightlines from the Ridge-line Along the Green Avenue Leading into the Village

01

New pocket Park to Clarence and Beach Streets intersection.

02

Woolgoolga Art Gallery



Location for Wayfinding "Welcome to Woolgoolga" Feature Element Such as: Understated signage, significant feature trees with integrated lighting and artwork



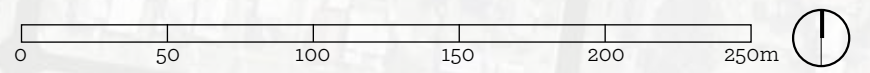
Green avenue "The Backbone" Linking the Highway to the Beach consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees to Reinforce Local Identity



Jarrett Creek riparian corridor and pedestrian/cycle trails



Figure 32: Clarence Street and Beach Street Corridor - Public Realm Plan



Village Gateway – Clarence Street

The round-a-bout to the corner of Clarence Street and Solitary Islands Way is the entrance to Woolgoolga Village, make this decision point distinctive through:

- Wayfinding signage;
- Widening the footpath on Clarence Street to create a continuous shared path to Beach Street; and
- Creating a town centre entrance feature by adding low-key signage, sculptures and significant trees with integrated feature lighting to the round-a-bout and the corners of Clarence Street.



Existing Condition



Key Plan

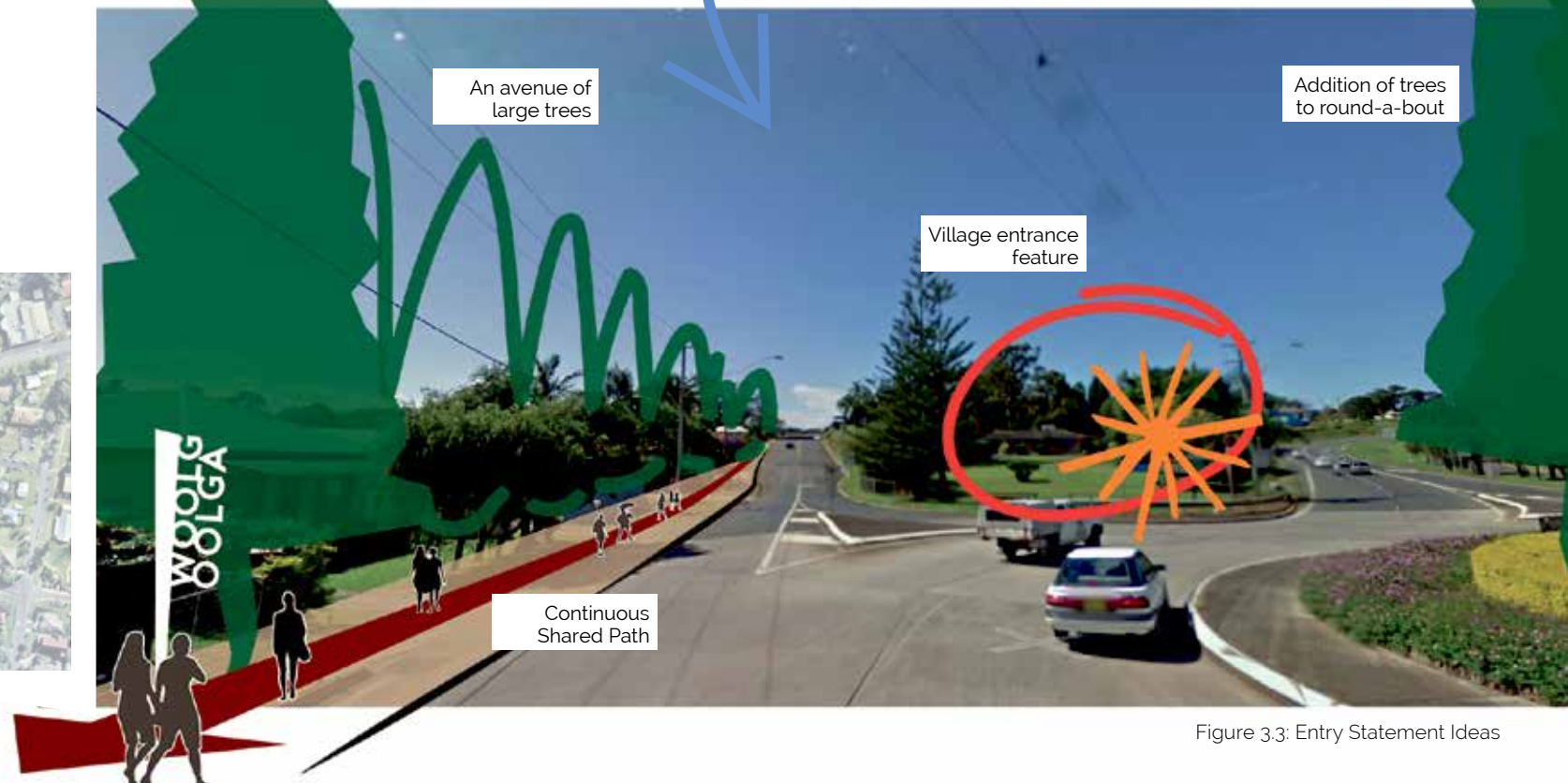
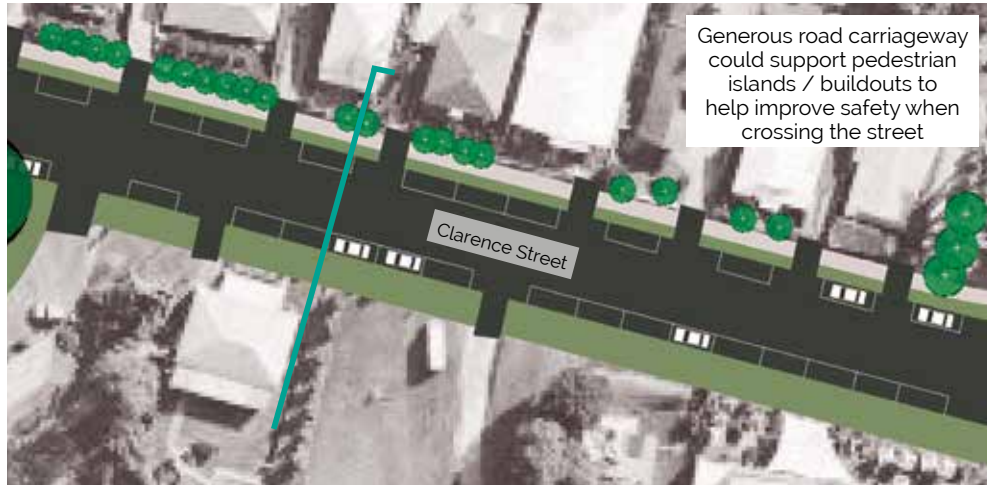
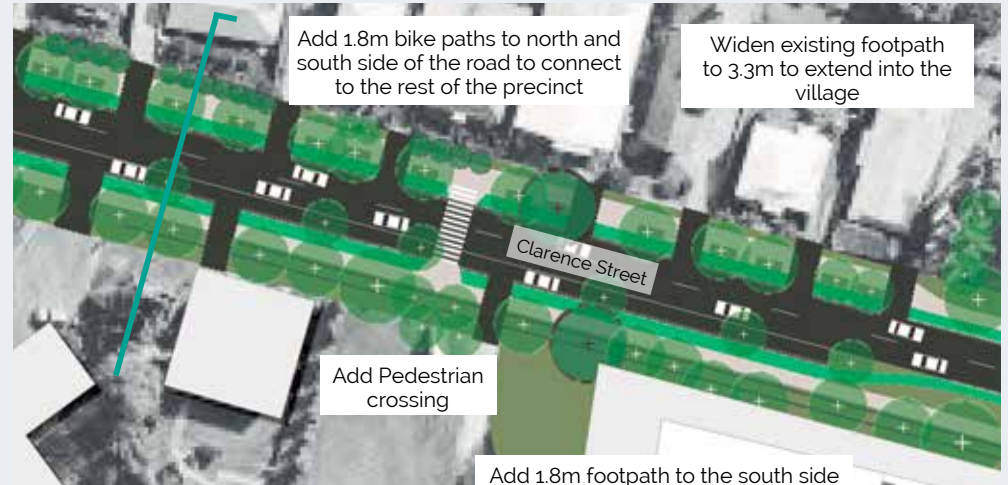


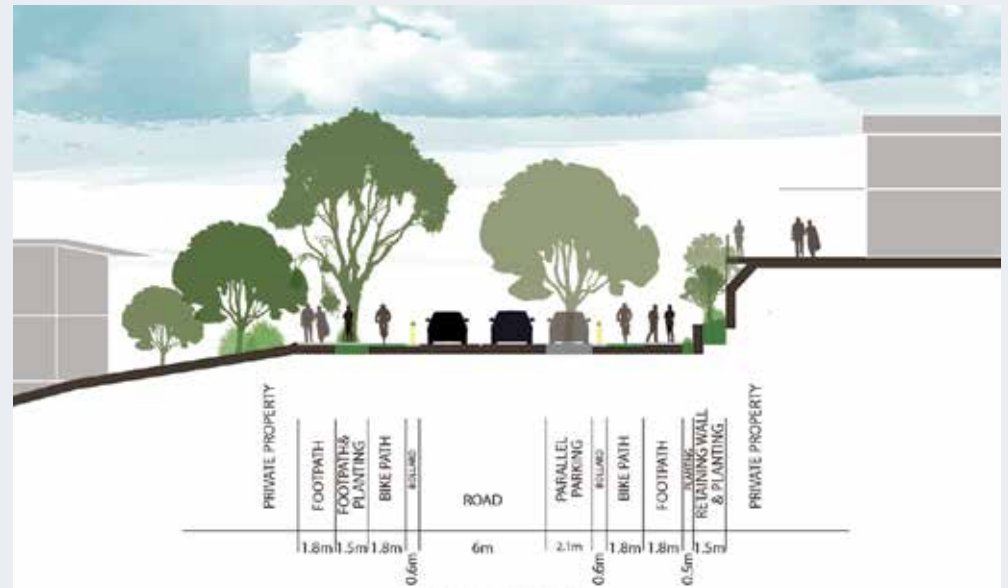
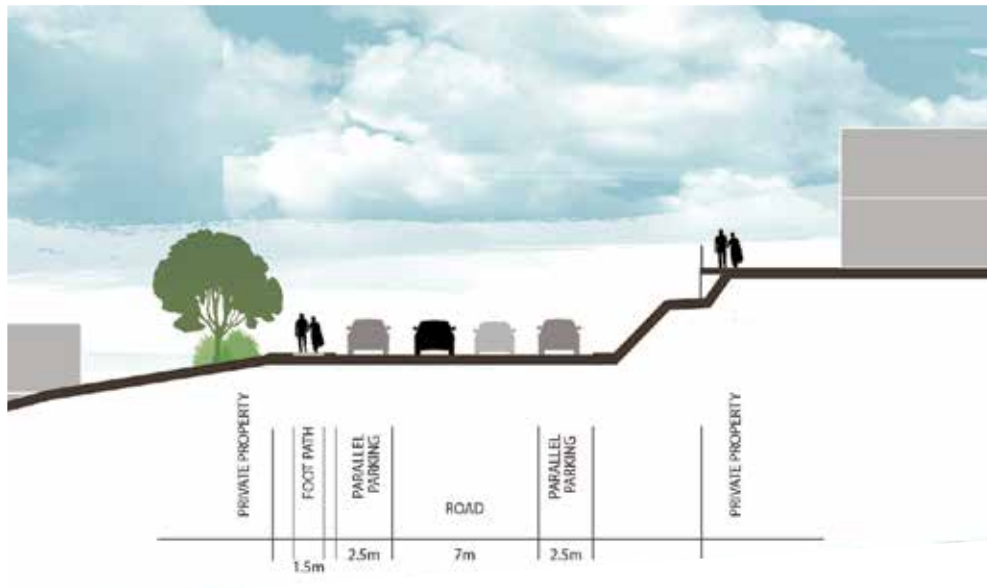
Figure 3.3: Entry Statement Ideas



Existing Condition



Future Condition



Village Gateway – Beach Street

Reinforce Beach Street's role as the town centre entry and movement spine by:

- Making the street more accessible and comfortable for pedestrians and cyclists:
 - Addition of designated pedestrian crossings with planted buildouts;
 - Creating a designated 3m off-street shared pathway by changing the angled parking to parallel parking on the north side of the road; and
 - Creating a shared pathway by widening the existing footpath on the south to 3m.
- Connect the top of Beach Street to the foreshore park by planting Araucaria trees along the road; and
- Planting of additional street trees for shade and pedestrian comfort



Existing Condition

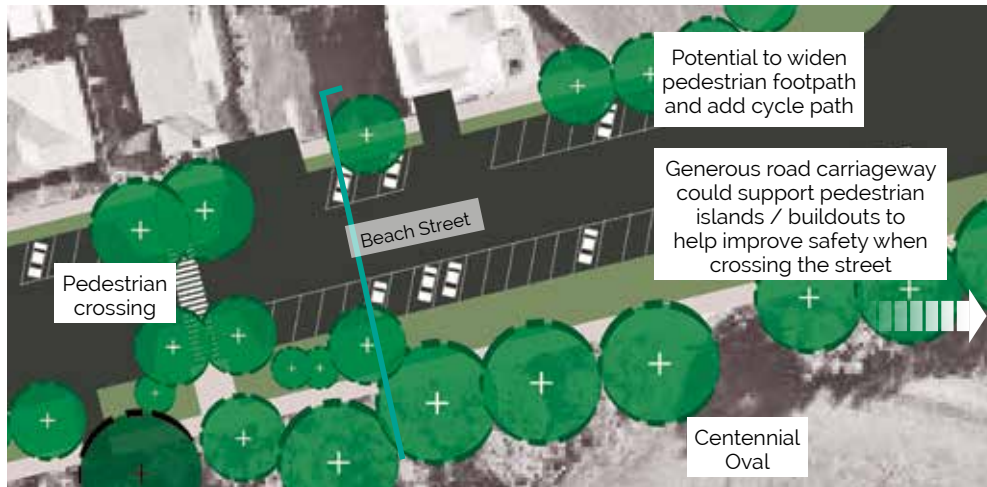


Existing footpath widened to 3m for shared pathway into the village

Figure 3.3: An indicative pedestrian crossing build-out



Key Plan



Existing Condition



Future Condition



river street precinct

a local high street





04

4.1 Vision and Role

River Street is a busy commercial high street offering a wide variety of essential services, commercial activity and food/ beverage options supporting the local needs of Woolgoolga residents and businesses.

A Distinctive Role

The desired future character of River Street is a traditional commercial high street. Where the Beach Street Village has evolved to capture the tourism market, River Street offers a wide variety of essential commercial and community services that support residents' and local businesses daily, service and professional needs.

New 3-storey mixed use buildings with retail, commercial office space and residential apartments generate street activity day and night.

A Destination High Street

Anchored by the Seaview Tavern at its northern end and the Guru Nanak Sikh Temple to the south, new streetscape improvements have revitalised River Street's commercial function and visual appeal.

There is life in the street supported by an emerging range of food and beverage options including street cafes, takeaways and restaurants which serve a growing workforce and Woolgoolga locals.



"An attractive
high street
offering an eclectic mix of
goods, services and destinations
for **locals and workers.**"

4.2 Precinct Plan

New mixed use buildings and streetscape improvements will revitalised River Street's commercial function and visual appeal. The centre will become an important commercial destination offering a wide variety of professional and community services, businesses and retail outlets that complement the role and function of the Solitary Islands Way enterprise corridor and the Beach Street Village.

Precinct Responses

- Build upon the existing commercial precinct to deliver a compact mixed use centre that maximises growth opportunities and complements the roles of the Solitary Islands Way enterprise corridor and the Beach Street Village;
- Deliver high quality mixed use buildings that activate streets with commercial and retail business, cafes and dining with commercial office space or residential apartments above;
- Design a subtropical streetscape supportive of its commercial function and provides safe and convenient access for pedestrians, cyclists and cars;
- Improve town centre arrival experiences and wayfinding;
- Deliver long term improvements to the Sikh temple and community centre area that address safe pedestrian movements across River Street, parking requirements and access requirements for community events;
- Connect the centre to local and district active transport networks and ensure future local and regional public transport access is considered; and
- Ensure new built form considers the visual relationship and physical interfaces with Solitary Islands Way.

Legend

-  Precinct Boundary
-  Dedicated Cycle Paths*
-  Off-street shared pedestrian/cycle path*
-  Major pedestrian footpaths*
-  New pedestrian crossings
-  Activated building frontages
-  Green avenue to beach - consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees
-  New pocket park and connection to Jarrett Creek trails
-  Upgrade streetscape: continue Phoenix palm language along street with screen planting to residential interface
-  Additional Phoenix palms
-  Existing Phoenix palms
-  Apex Park public amenities cluster: may include cycle parking, seating, shade trees and structures
-  Town Centre Gateway - includes entry statement, streetscape enhancements and seating/shelter areas
-  Town entry statement - integrated signage, lighting and artwork
-  River Street gateway landscape enhancement
-  Soft landscape treatment to embankment to screen views to commercial buildings
-  Existing Significant Vegetation

(* Refer Typical Sections)

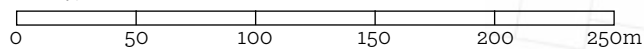


Figure 4.1: River Street Precinct Plan

4.3 The Built Form

New buildings in the River Street centre are to contribute to its commercial function and the quality of the street as a pedestrian focused commercial and business centre.

Building Form

The built environment should support the function of River Street as a mixed use commercial, community service and residential centre.

New mixed use buildings should be tailored to this role, addressing:

- High quality architecture that supports town centre identity and image;
- Market responsive buildings capable of attracting a wide range of retail, commercial and service businesses and residential apartments;
- Minimum ground level floor to ceiling heights of 3.5m;

- Strong ground level relationships with the footpath including:
 - continuous footpath awnings for the length of building frontage to street;
 - high levels of window surface area and expressed entries for commercial offices and retail shops;
 - attractive, articulated facades and expressed entries for commercial service businesses; and
 - footpath dining opportunities for cafes, takeaways and restaurants;
- The visual setting and key views from Clarence Street, Beach Street and particularly Solitary Islands Way;
- Consolidation of private car parking and service access into a single entry/egress point for each development; and
- Climate and energy efficiency.

Built Form Character and Architectural Elements

New buildings should achieve:

- High quality design and materiality;
- Continuous footpath awnings for the length of building frontage to street;
- Provide flexible sun-shading devices, louvres and natural ventilation systems to allow passive environmental control, ensuring these elements are integrated into the design of the façade and overall form;
- Deep balconies for apartments; and
- Integration with streetscape improvements including footpath surfaces, the location of shade trees and planting and street furnishing in co-ordination with Council.



Mixed use buildings with retail/commercial ground levels and commercial or apartment upper levels



Shaded landscaped footpaths with either activated dining uses or high quality shopfront or commercial facades

Buildings on Lots with Frontage to Solitary Islands Way

Where buildings are on lots with dual frontages to River Street and Solitary Islands Way:

- A minimum of 4m landscape buffer zone must be provided along the Solitary Islands Way frontage; and
- Buildings must present an articulated rear elevation to Solitary Islands Way.

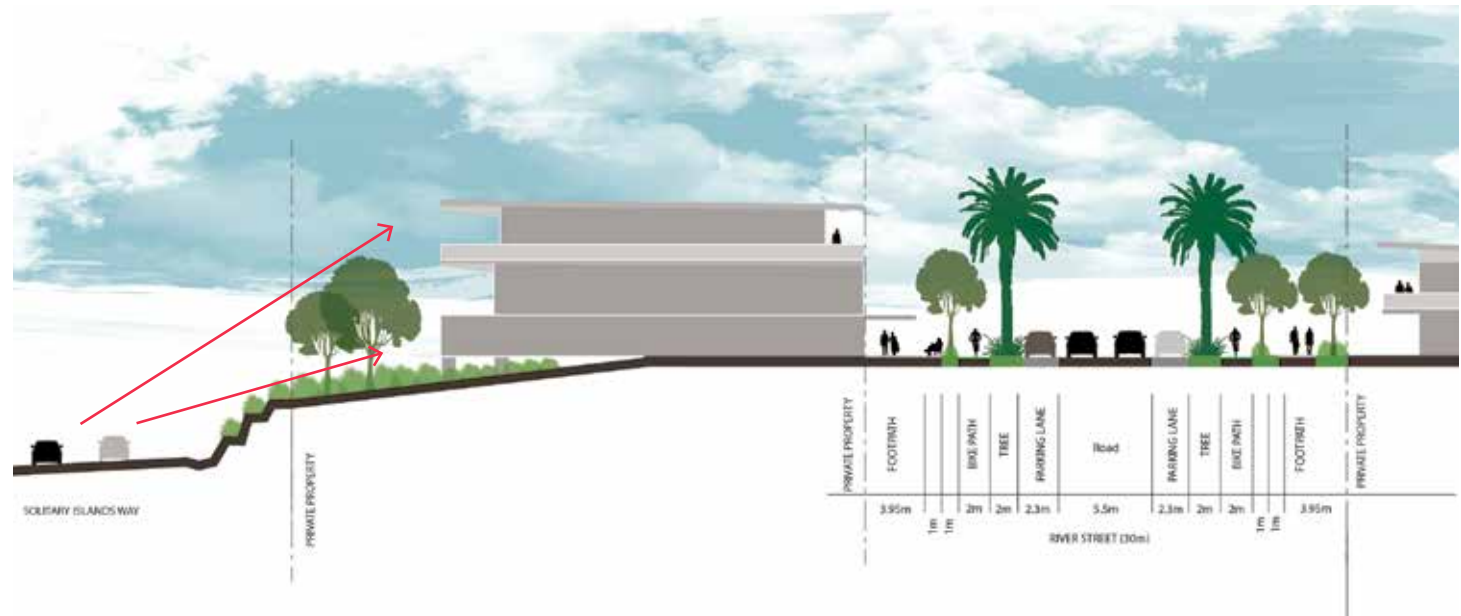


Figure 4.2: Buffers should be provided to Solitary Islands Way and the rear elevation of buildings should be articulated or designed to so as not to detract from the town centre entry experience from Solitary Islands Way



Key Plan

Building Envelope

Commercial mixed use buildings are to be:

- Built to the front boundary with a height of not more than 11m and a floor space ratio is not to exceed 1:1;
- Built to side boundaries in accordance with the Building Code of Australia; and
- Provide a minimum rear setback of 3m to be landscaped to soften the visual impact upon the adjoining residential areas and to improve views from Solitary Islands Way.

Where stand-alone community or service buildings are proposed, they will be assessed on merit based on:

- Contribution to overall street function and character;
- Street and adjacent building relationships;
- Visual relationships to Solitary Islands Way; and
- Architectural quality.

Vehicle Access

Vehicle access to individual developments can interrupt continuous building frontages and conflict with pedestrian movement along footpaths. This can impact on streetscape character and the function of active frontage buildings. Wherever possible:

- Driveways of neighbouring buildings should be co-located or shared to reduce breaks in frontages and crossings of footpaths; and
- Amalgamation of lots should be encouraged where integrated access arrangements for a larger scale of development are proposed.

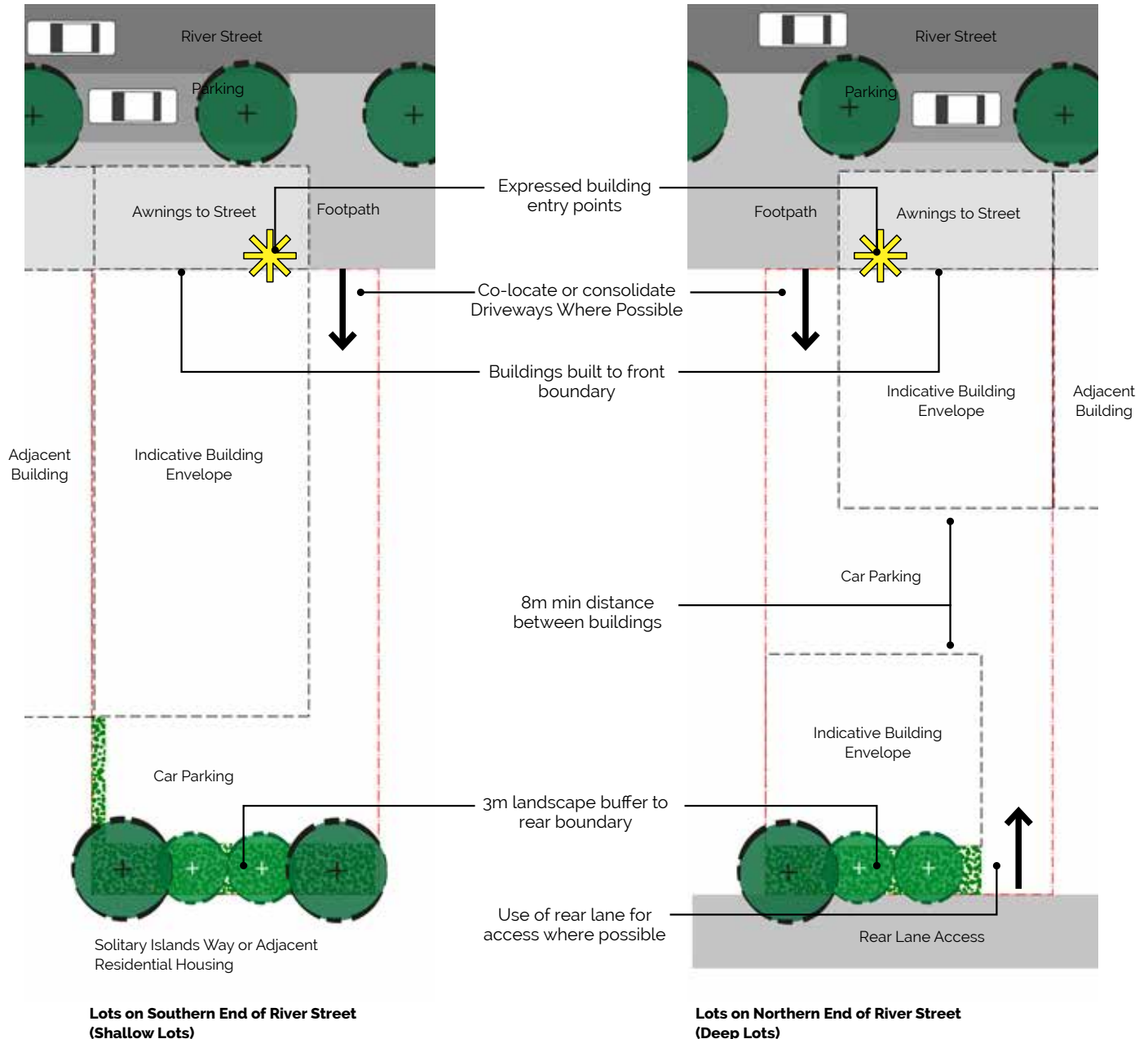


Figure 4.3: River Street Building Envelopes

4.4 The Public Realm

The streetscape of River Street will be enhanced to support a wide range of commercial and community activities and offer a safe, comfortable 'high street' pedestrian environment for shoppers, local workers and residents.

Entry Experience and Wayfinding

Through streetscaping, signage and urban art elements, establish welcoming entry points and arrival experiences at:

- The Solitary Islands Way/Clarence Street intersection as the main entry to the town centre;
- The Clarence Street/River Street intersection; and
- The River Street intersection with Solitary Islands Way.

Active Pedestrian Streets

Prepare and implement an ongoing program of streetscape improvements aligned with street upgrades which;

- Transforms River Street as a pedestrian focused space (see page over);
- Delivers a high quality retail and commercial environment with footpath dining opportunities; and
- Integrates with the wider town centre pedestrian and cycle network.

Open Spaces and Urban Spaces

The key public spaces are to include:

- A new pocket park at the intersection of River Street and Beach Street that connects Jarrett Creek trails to River Street and Clarence Street pedestrian and cycle paths; and
- The River Street footpaths which will include shaded seating and streetscape furnishings to support its high street function.


Pedestrian and Cycle Movement

Prepare and implement an ongoing program of streetscape improvements aligned with street upgrades which integrates comprehensive pedestrian and cycle networks.


Sikh Temple and Community Centre


Deliver long term improvements to the Sikh temple and community centre area that address safe pedestrian movements across River Street and access requirements for community events;


Legend


 Precinct boundary

 Residential


 Network of priority pedestrian pathways

 Extension of the green avenue from Clarence Street with a focus on the Phoenix palms that define River Street


 Arrival and decision points - focus on legibility, character and wayfinding


 Vehicular Roads - including on street parking and street trees


 Significant views and sightlines

01  New pocket park at the Clarence and Beach Streets intersection connecting Jarrett Creek trails with River Street

02  Extend median and formalise kerbs

 Location for 'Welcome to Woolgoolga' feature element - understated signage with integrated artwork and lighting and significant feature trees

 Green avenue 'The Backbone' linking the highway to the Beach consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees to reinforce local identity

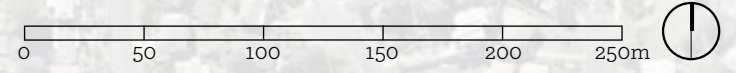
 Riparian corridor and green open Space link formalise a network of open space connectivity linking up with the street network and local destinations.



01

02

Figure 4.4: River Street Public Realm Plan



Upgrading River Street

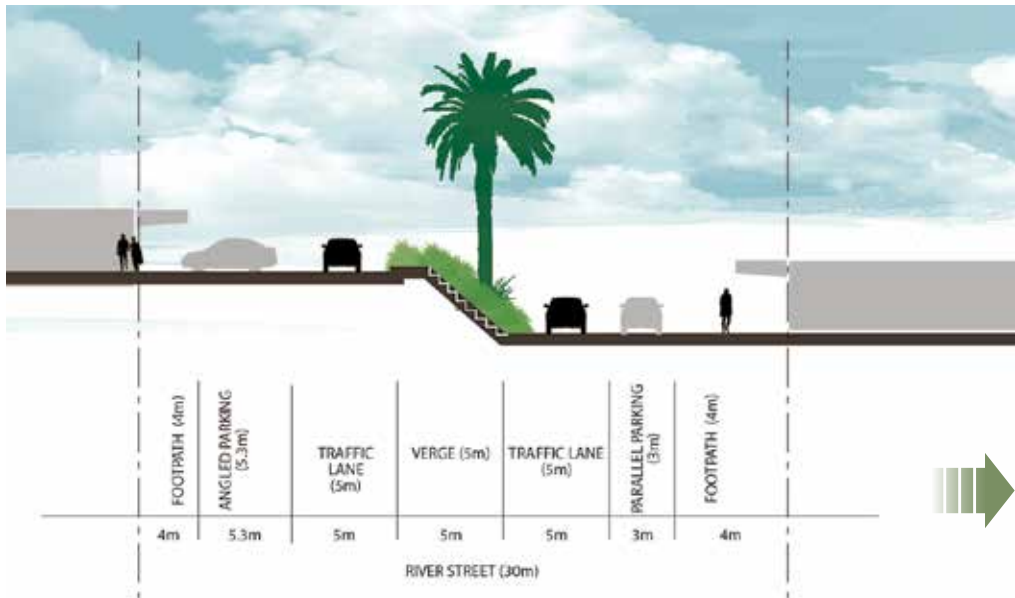
Precinct Responses

This hill-top high street has a distinctive character, we can continue and enhance this through:

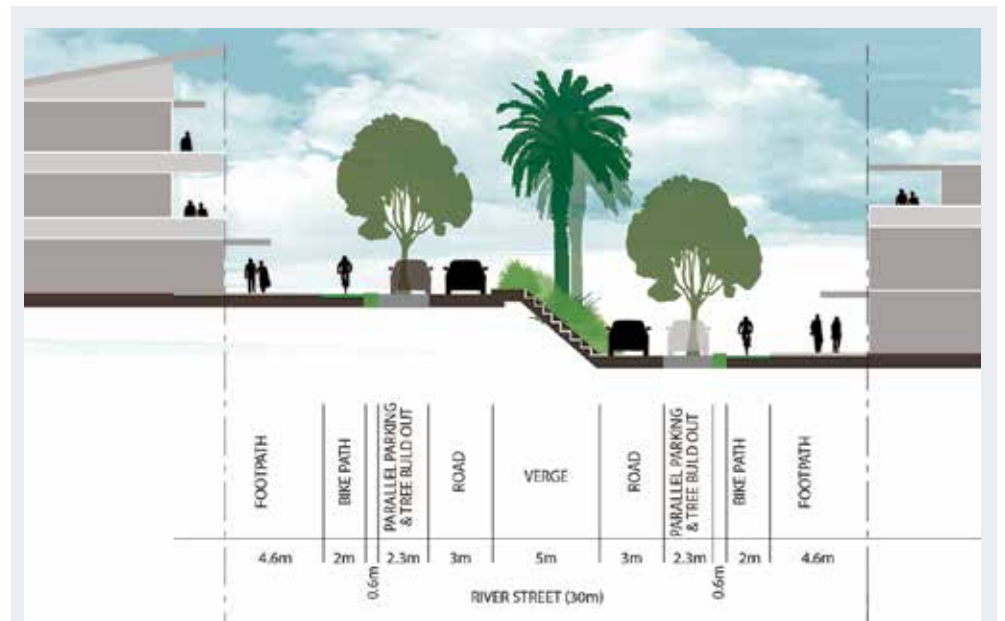
- The beautification and extension of the median strip to the south of Gordon Street intersection and the addition of Phoenix Palms throughout the streetscape;
- Screen planting to the residential interface between Gordon St and the Maharaja Indian Restaurant;
- Addition of designated pedestrian crossings strategically located along the street; and
- Creating build-outs onto the street for street trees - a mixture of Phoenix Palms and shade trees. These could be early works that support a longer term re-profiling of the street.



Key Plan



Typical street section — Existing



Typical street section — Future

Figure 4.5: River Street Section



Existing Condition

Add Phoenix Palms along the side-walk to continue the character created by the existing palms along the median



Buildouts to road to create spaces for street trees and add to street amenity and pedestrian comfort

Figure 4.6: River Street Short Term Build-outs

solitary islands way precinct a sub-regional **gateway**





worthington

05

5.1 Vision and Role

Solitary Islands Way is our accessible enterprise corridor serving a sub-region catchment. New private investment - large format commercial businesses, light industrial activities and bulky goods suppliers to name a few - catalyse significant public realm enhancements that provide the town centre with an impressive and memorable arrival experience.

A Sub-regional Enterprise Corridor

North of Clarence Street, Solitary Islands Way will be an accessible enterprise corridor with a mix of large format commercial, light industrial and service activities catering to a district and sub-region catchment.

Building on existing uses - a major supermarket, motels, a service station, Fire and Rescue NSW, outdoor furniture sales - the goal is to attract a wide variety of enterprise businesses and services that benefit from the movement economy generated by regional traffic.


The corridor will become a significant generator of local employment and diversify the local economy.

A Welcoming Town Centre Arrival

New buildings, vibrant business activity and a significantly enhanced streetscape will transform Solitary Islands Way into an impressive gateway to the town centre.

Integrated signage, lighting and urban art elements set within a subtropical streetscape will welcome travellers and effortlessly guide them to their destination.

The quality and character of the corridor sets a tone for the wider town centre and contributes to our growing reputation as a preferred holiday destination and sub-regional business centre.

A blue-tinted photograph of a road with a car, trees, and a sign. The image is used as a background for a text overlay. The text is white and is contained within a white circular shape. The overall scene is a road with a car, trees, and a sign, all in a blue-tinted color scheme.

Wqoig
oolgga

"A **memorable** town
centre **gateway** and
our growing **sub-regional**
enterprise corridor."

5.2 Precinct Plan

Solitary Islands Way has two distinct roles; a subregional enterprise corridor north of Clarence Street and an important town centre arrival and wayfinding corridor from Woolgoolga Creek to River Street.

Precinct Responses

- Build upon the existing land uses to deliver an integrated enterprise strip that balances its role as an important local economic precinct with the need to establish a distinctive gateway and sense of arrival for the town centre;
- Deliver high quality commercial, service and light industrial buildings that address the street and contribute to positively to the overall streetscape character and quality;
- Design a subtropical streetscapes that contributes to the town centre's identity and character;
- Establish a sequence of interrelated arrival gateways and wayfinding elements at Woolgoolga Creek, Clarence Street and River Street
- Establish safe and convenient access for pedestrians, cyclists and cars including new formalised crossings;
- Improve existing public transport facilities and plan for future enhancement of services as the town centre matures; and
- Enhance the visual interface with the River Street Precinct;

Legend

-  Dedicated Cycle Paths*
-  Major Pedestrian Footpaths*
-  New Pedestrian Crossings
-  Shared off-street pedestrian/cycle path*
-  Soft landscape treatment to embankment to screen commercial buildings on River St
-  Green avenue to beach - consisting of healthy existing trees (including Norfolk Pines) and newly planted street trees
-  Existing Significant Vegetation
-  Amenities cluster: may include cycle parking, seating, shade trees and structures
-  Town Centre Gateway - includes entry statement, streetscape enhancements and seating/shelter areas
-  Town entry statement - integrated signage, lighting and artwork
-  River Street gateway landscape enhancement
-  Bus stop

(* Refer Typical Sections)

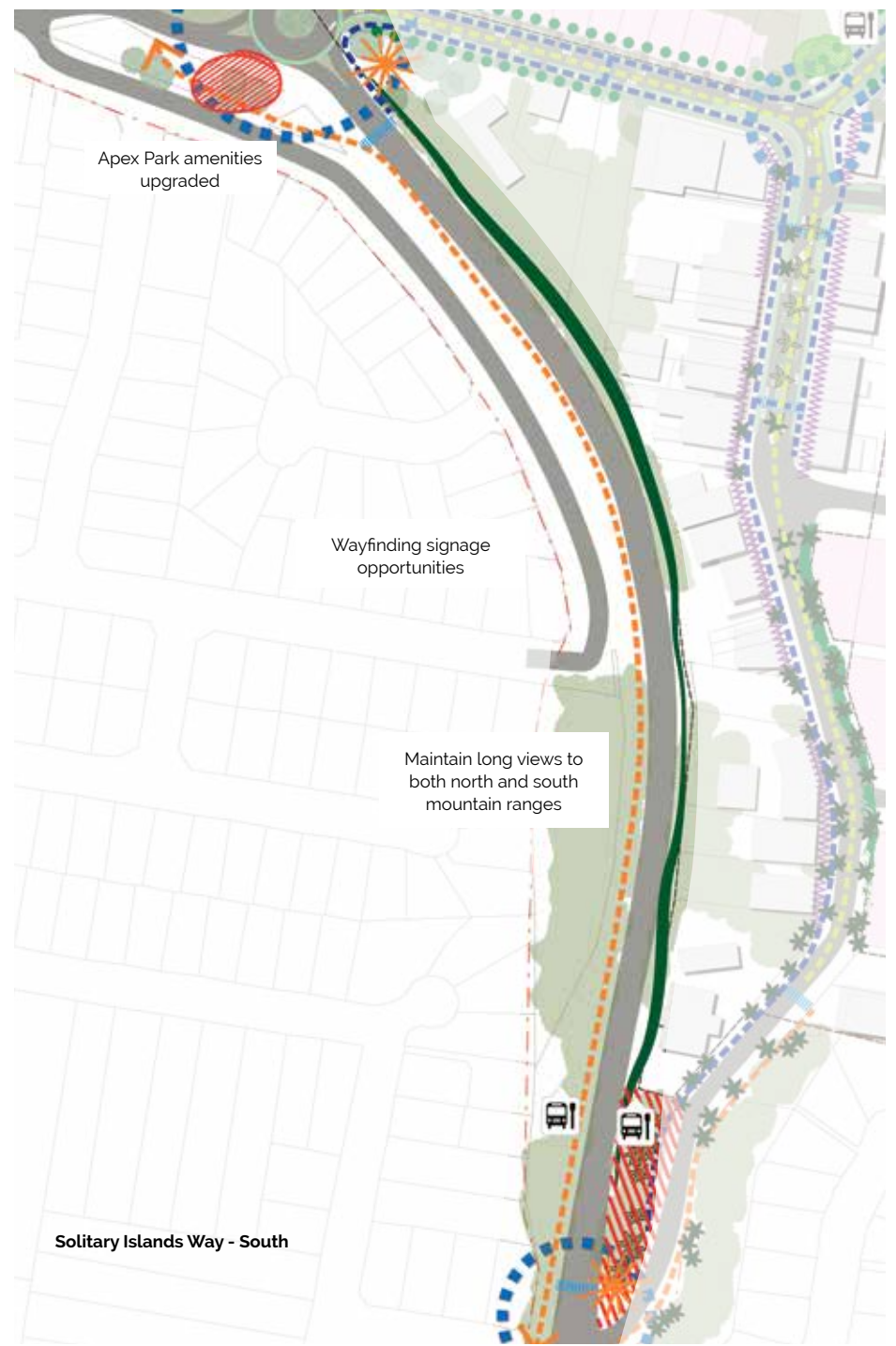
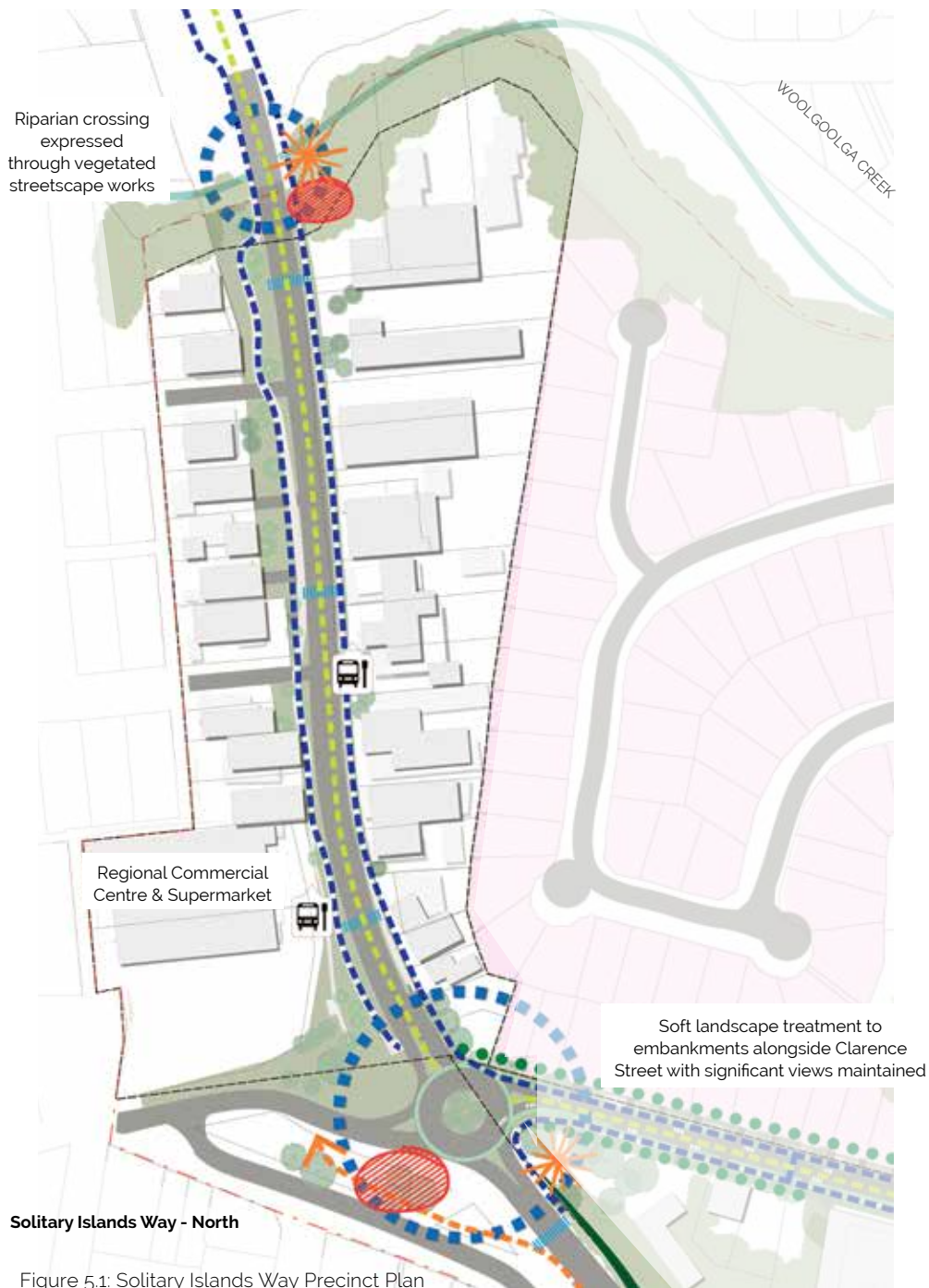
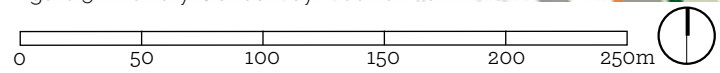


Figure 5.1: Solitary Islands Way Precinct Plan



The buildings are to balance the precinct's functionality and accessibility required by enterprise businesses with the role of Solitary Islands Way as a town centre gateway.

5.3 The Built Form

A wide range of building types, scales and uses can be expected along the Solitary Islands Way corridor. So, the focus should be on encouraging high quality presentation to the street and integration with streetscape enhancements.

Building Form

All new buildings are to positively contribute to the identity and function of Solitary Islands Way as a mixed use commercial, office, service and light industrial corridor.

Given the wide variety of allowable uses in the B6 Enterprise Corridor zone and variation in existing allotment sizes, a flexible approach to planning controls is warranted to take into account the range of potential developments in the Precinct. Key building design and siting requirements that address all buildings include:

- Maximum building height of 8.5m (2-storeys),
- High quality facades to the street with no blank walls;
- Building massing and roof forms that break down the bulk and scale of larger structures when viewed from the street;
- Strong relationships with the street and footpath including:
 - footpath awnings;
 - high levels of window surface area;
 - attractive, articulated facades and expressed entries for commercial service businesses;
 - expressed vehicle and pedestrian entries; and
 - where buildings are set back from the front boundary or car parking is visible from the street, landscaping integrated with streetscape design should be provided.
- Appropriately scaled and located signage that does not detract with the streetscape character or quality;
- Buildings on corner sites shall address both street frontages and express the corner through building form or architectural elements;
- Consolidation of private car parking and service access into a single entry/egress point for each development;
- Wherever practicable, provide flexible sun-shading devices, louvres and natural ventilation systems to allow passive environmental control, ensuring these elements are integrated into the design of the façade or overall building form;
- Climate and energy efficiency; and
- Integration with streetscape improvements including footpath surfaces, the location of shade trees and planting and street furnishing in co-ordination with Council.



Buildings that address the street



Building and roof forms that break down building mass and expressed building entries



Articulated facades that integrate with the streetscape



Streetscape improvements to support a functional enterprise corridor

Building Envelope

- **Front Setbacks:** Buildings can be built to the front boundary; where a building is not built to the boundary the front setback should incorporate landscaping with the minimum areas to be in accordance with the diagram below.
- **Side Setbacks:** Side setbacks for buildings are to be in accordance with the Building Code of Australia.
- **Rear Setbacks:** A minimum rear setback of 3m applies to all buildings; this setback area is to be landscaped to soften the visual impact upon the adjoining residential area; where a site is separated from the residential area by a rear lane, some variation to this setback distance can be considered provided the visual impact of the buildings are softened.
- **Creek Setback:** The setback to the creek is governed by the E2 Environmental Conservation zone. Development should be designed to minimise impacts on the E2 zoned land.

Landscaping

- All major development proposals with a gross floor area in excess of 100m² are to be accompanied by a Landscape Plan;
- Where a building is setback from the front boundary a minimum 1m landscape strip is to be provided along the frontage and the sides of the site;
- Where the land adjoins a residential area, as opposed to a laneway, a minimum of 3m of landscaping is to be provided along this boundary;
- Where the land adjoins a laneway a minimum of 1m wide landscape strip is to be provided;
- A 1m wide landscape strip is to be provided along the perimeter of all driveways and parking areas; and
- One tree capable of reaching a height of 8.5m should be provided for every 10m of frontage where buildings are setback from the front boundary.

Vehicle Access

- Where a rear lane access is available this should be used for access to parking areas where practical; consideration is to be given to a one way access arrangement where rear lane access is available;
- The number and width of driveways to the Solitary Islands Way is to be minimised to prevent disruption to street parking, landscaping and pedestrian footpaths; and
- On corner lots the secondary street should be used for access.

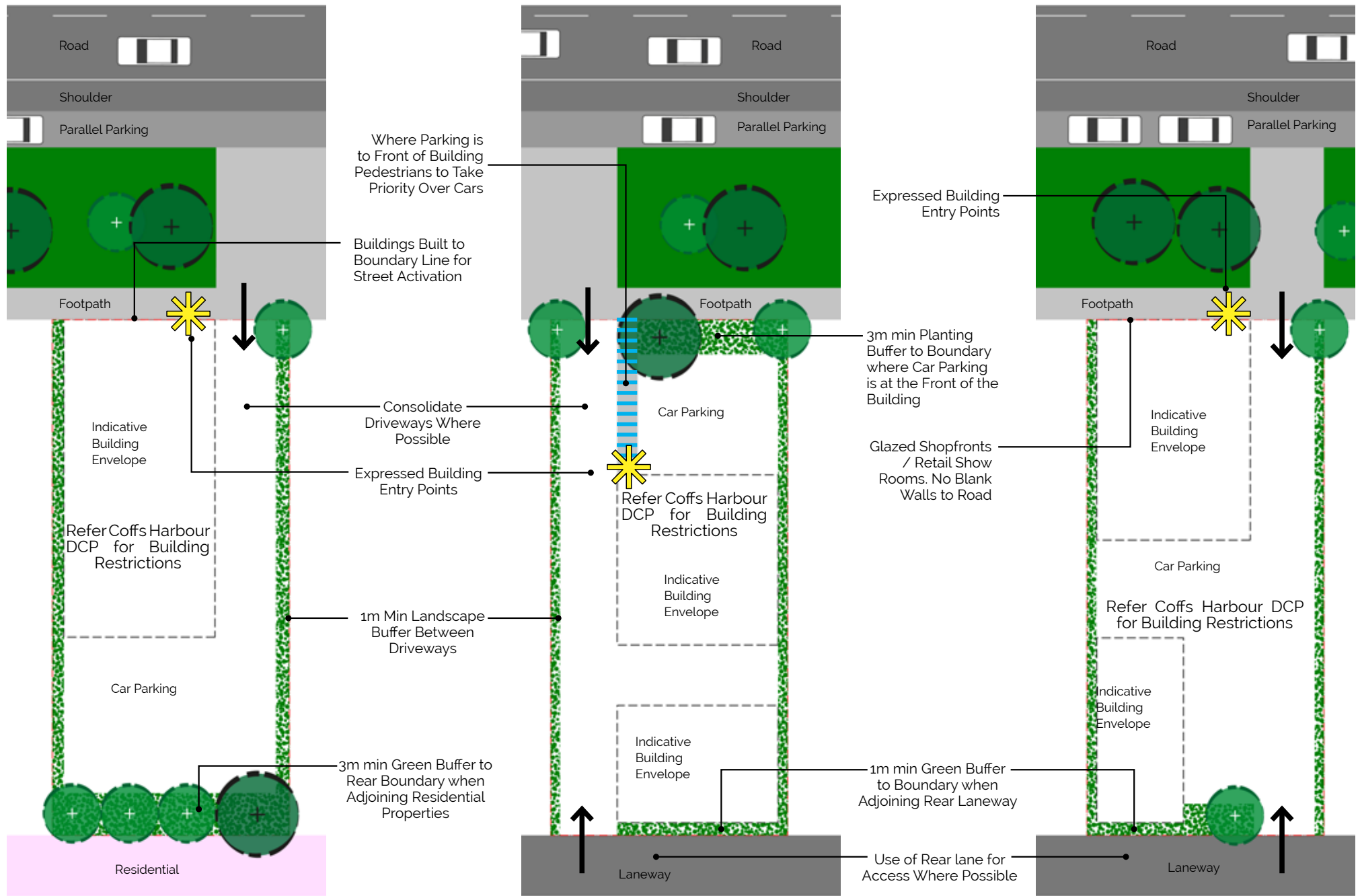


Figure 5.2: Building Envelopes and Access

5.4 The Public Realm

Historically a thoroughfare, Solitary Islands Way is now a destination in its own right. Public realm design should enhance the corridor’s function and identity as a sub-regional economic centre and establish a memorable sense of arrival for the town centre.

Entry Experience and Wayfinding

- Through high quality streetscaping and integrated signage and urban art elements, establish welcoming entry gateways and arrival experiences for both the enterprise precinct and the town centre (see plans opposite).

Streetscape Enhancement and Pedestrian and Cycle Movement

- Prepare and implement an ongoing program of streetscape improvements aligned with street upgrades which integrates comprehensive pedestrian and cycle networks, including:
 - Existing shared pathway on eastern side of Solitary Islands Way retained and upgraded;
 - Addition of a new shared pathway to the western side of the road; and
 - Pedestrian crossings introduced in strategic locations.



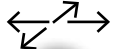











Open Spaces, Urban Spaces and Laneways

- Draw on the character and native riparian flora themes to characterise streetscape and public realm landscape design; and
- Prepare and implement an ongoing program for the enhancement of Apex Park;

Community Safety

Ensure the street and public specs are well lit and have strong visual relationships with adjacent buildings.

Legend

-  Solitary Islands Way Precinct
-  River Street Precinct
-  Network of priority pedestrian pathways*
-  Decision points and masterplan focus areas - focus on legibility, character and wayfinding
-  Vehicular roads - including on street parking and street trees*
-  01 Wayfinding element at Woolgoolga Creek crossing as the "entrance to Woolgoolga"
-  Continuation of riparian vegetation to mimic the language of the green avenue leading into the Village
-  Off-street shared path*
-  02 Open space to bus stop area to have seating, shelters and shade trees
-  03 Upgrade of amenities at Apex Park rest stop, Retention of existing healthy trees
-  Location for wayfinding "welcome to Woolgoolga" feature element such as: understated signage, significant feature trees with integrated lighting and artwork
-  04 Informal seating areas with shade (in the form of trees and/or shelters) to the road verge in front of commercial buildings. Refer typical sections.
-  Green avenue "the backbone" linking the highway to the beach, consisting of healthy existing trees (including Norfolk pines) and newly planted street trees
-  Riparian corridor and green open space link

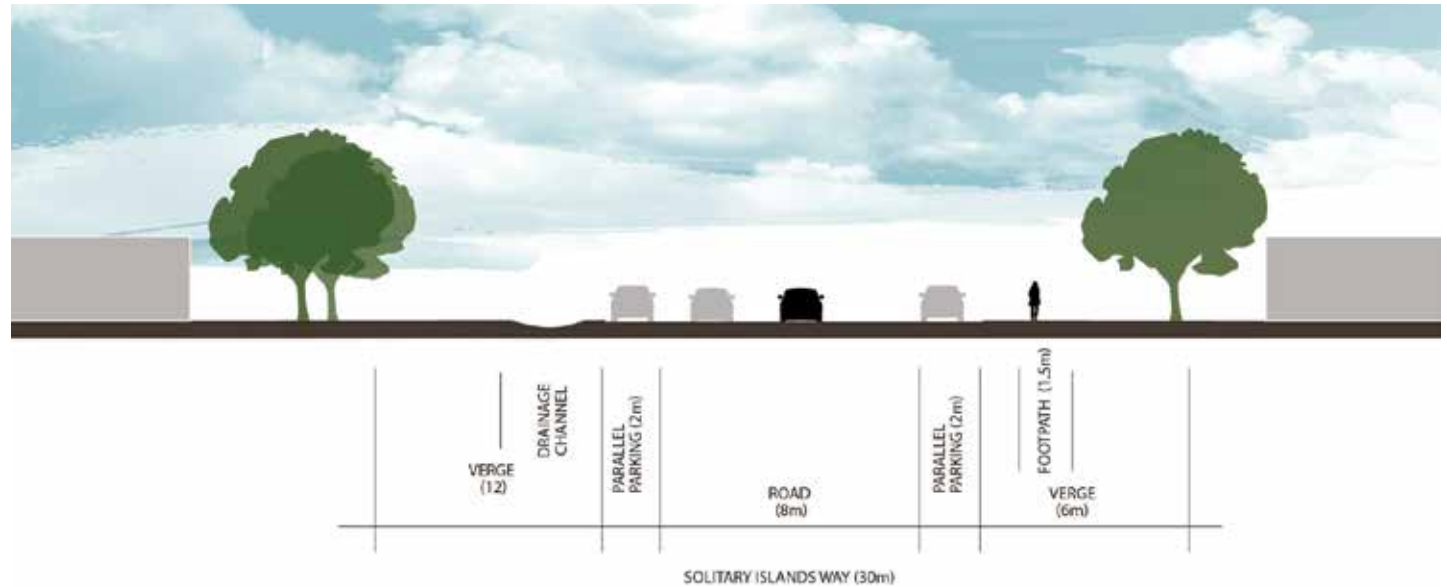
(* Refer Typical Sections)



Solitary Islands Way - North

Precinct Responses

- Continue the language of the riparian corridor from the creek down Solitary Islands Way by:
 - Turning the existing drainage corridor on the western side of the road into a planted swale; and
 - Using native wetland planting and tree species such as Melaleuca and Casuarina species.
- Formalise parallel parking to either side of the road;
- Create a 3m shared path to the western side of the road;
- Widen the existing shared path on the eastern side of the road to 3m;



Key Plan



Typical Street Section - Future

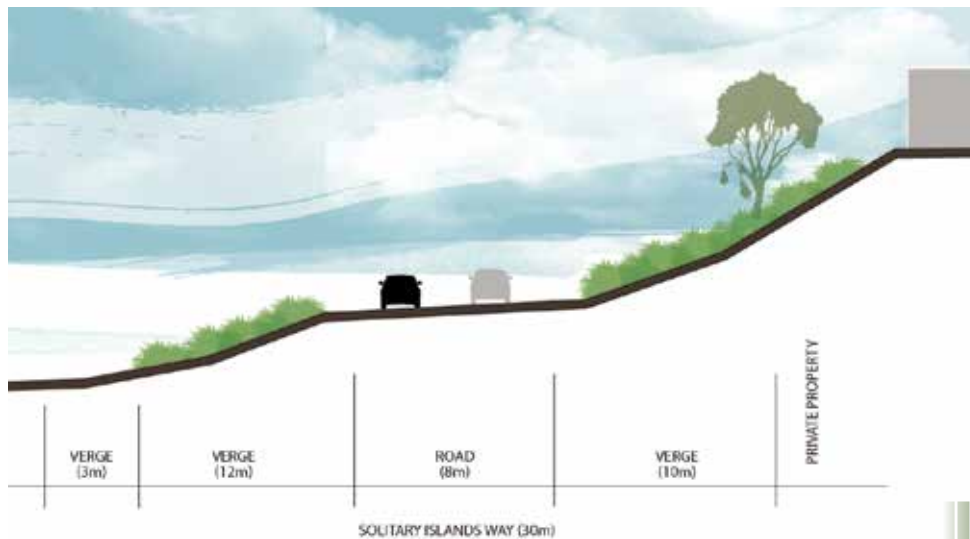
Solitary Islands Way - South

Precinct Responses

- Soft landscaping treatment to eastern side of the road to provide screening from the buildings above and to offer a more appealing town entry;
- Provide a 3m shared path to the western side of the road to provide a continuous priority cycle and pedestrian path all the way to the Creek;
- Add retaining walls to steep eastern side of the road where required for screening tree planting; and
- Wayfinding signage options along road.



Key Plan



Typical Street Section - Existing



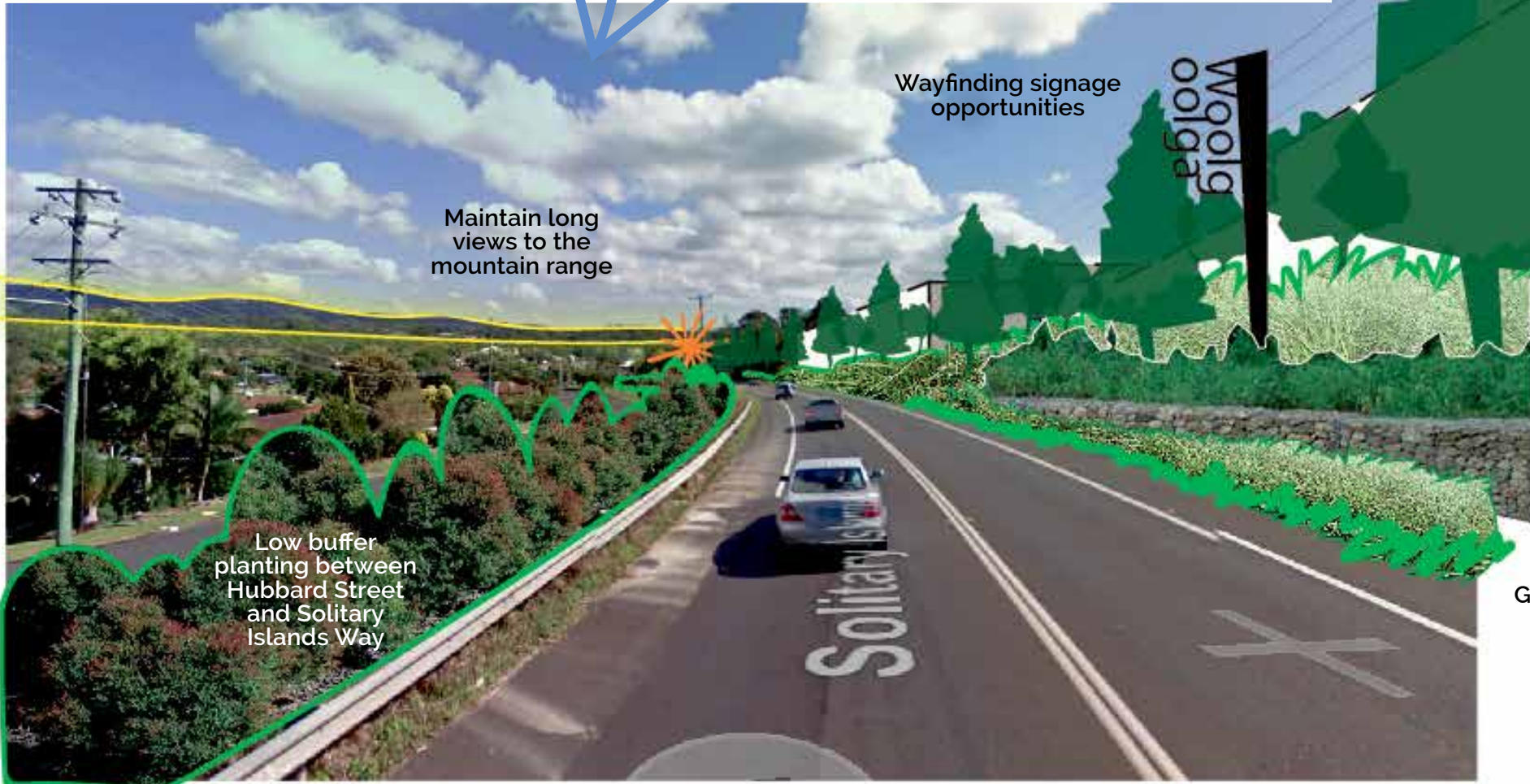
Typical Street Section - Future



Existing

Araucaria planting to mark the way to Beach Street roundabout

Soft landscaping treatment to embankment to screen commercial buildings



Maintain long views to the mountain range

Wayfinding signage opportunities

Low buffer planting between Hubbard Street and Solitary Islands Way

Gabion retaining walls where needed



masterplan
implementation



06

6.1 Implementation - From Vision to Reality

Establishing clear implementation actions will be essential to this Masterplan's success. Clarity around priorities will assist in coordinating and catalysing both public and private sector developments and investments. The following tables outline the Woolgoolga Town Centre Masterplan implementation actions, including their priorities, anticipated timeframe and funding availability.

The timeframes specified in the following tables relate to Council's internal resourcing process as follows:

- Quick Wins (Immediate)
- Short Term Actions (1 to 4 years)
- Medium Term Actions (4 to 9 years)
- Strategic Actions (10+ years)

*** Note: some actions are contained within Council's current delivery program and are therefore funded, whilst other actions are currently unfunded and are therefore subject to resourcing either by inclusion in Council's Delivery Program or via external grant funding or other initiatives.**

The following key is utilised in this regard:

Unfunded	Requires funding through Council's Delivery Program or via a grant application or other initiative
Funded	Funded through either Council's Delivery Program or via a grant application or other initiative
Funded	Funded by fees and charges or delivered in Accordance with Council's Asset Management Plans

Where projects are incorporated into Council's Asset Management Plans, priorities are weighted for the entire LGA.

The Whole Masterplan Area

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
1.1 Develop a People Movement and Transport System Strategy	High	Undertake a detailed parking analysis of supply and demand (including the number and location of inclusive parking spaces) in the town centre to inform the development of a People Movement & Transport Strategy.	Prepare a People Movement & Transport Strategy in consultation with the community and stakeholders based on the Masterplan vision comprising: <ul style="list-style-type: none"> • identification of additional on street parking; • identification of short term and long term parking; • preparation of an inclusive parking policy to meet the needs of people with a disability and the elderly with limited mobility; • consideration of existing bus services and alternative community transport options; • consideration of funding mechanisms for the implementation of the strategy (i.e. a developer contributions plan, grant funding, public/private partnerships); • preparation of a staging plan for the provision of additional parking and associated footpaths to offset parking lost as part of public realm works; • consideration of a temporary relaxation of minimum parking requirements for development within the town centre; • detailed analysis of existing and proposed cycle infrastructure to inform updates to Council's Bike Plan and enable the provision of cycle paths (see Action 1.5 below); • detailed analysis of pedestrian infrastructure (including bus stops, seating and street trees) to inform updates to Council's Pedestrian Access and Mobility Plan (see Action 1.2 below); and • a requirement for parking surveys to be undertaken every two years to ensure parking demand remains within acceptable thresholds. Support the community and stakeholders in obtaining funding for the delivery of projects within the People Movement & Transport Strategy. Deliver the projects identified for Woolgoolga within the People Movement & Transport Strategy.	Support the community and stakeholders in obtaining funding for the delivery of projects within the People Movement & Transport Strategy. Deliver the projects identified for Woolgoolga within the People Movement & Transport Strategy.	Support the community and stakeholders in obtaining funding for the delivery of projects within the People Movement & Transport Strategy. Deliver the projects identified for Woolgoolga within the People Movement & Transport Strategy.

The Whole Masterplan Area

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
1.2 Update Coffs Harbour Pedestrian Access and Mobility Plan (PAMP)	High		Develop a new chapter within Council's Pedestrian Access and Mobility Plan specifically for Woolgoolga in consultation with the community and stakeholders comprising: <ul style="list-style-type: none"> • prioritisation of new footpath infrastructure and inclusive footpath infrastructure; • consideration of mobility scooters; • preparation of a Priority Schedule for existing footpath infrastructure (with consideration of an inclusive network) to incorporate into Council's Asset Management Plans; • analysis to assist with the establishment of an Active School Travel Program (see Action 1.10 below); and • identification of new bus stops and improvements to existing bus stops such as quality shelters; access; associated footpaths; shade; transit information; and lighting. 	Support the community and stakeholders in obtaining funding for the delivery of projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule. Deliver the projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule.	Support the community and stakeholders in obtaining funding for the delivery of projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule. Deliver the projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule.
			Support the community and stakeholders in obtaining funding for the delivery of projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule. Deliver the projects identified for Woolgoolga within the updated Pedestrian Access and Mobility Plan in accordance with the endorsed Priority Schedule.		
1.3 Provide and Maintain Kerb and Gutter Infrastructure	High		Prepare a Priority Schedule for new kerb and gutter infrastructure (including accessible ramps) for Woolgoolga in consultation with the community and stakeholders to be incorporated into Council's Delivery Program. Deliver new kerb and gutter infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule.	Deliver new kerb and gutter infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule.	Deliver new kerb and gutter infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule.
			Maintain existing kerb and gutter infrastructure (with consideration of accessible ramps) for Woolgoolga in accordance with Council's Asset Management Plans.	Maintain existing kerb and gutter infrastructure (with consideration of assessable ramps) for Woolgoolga in accordance with Council's Asset Management Plans.	Maintain existing kerb and gutter infrastructure (with consideration of assessable ramps) for Woolgoolga in accordance with Council's Asset Management Plans.

The Whole Masterplan Area

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
1.4 Flooding, Stormwater & Drainage	High		<p>Prepare a Priority Schedule of flooding, stormwater and drainage mitigation measures for Woolgoolga based on the actions contained within the Woolgoolga Floodplain Risk Management Plan.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of flooding, stormwater and drainage mitigation measures for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver flood mitigation, stormwater and drainage infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule and Council's Delivery Program.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of flooding, stormwater and drainage mitigation measures for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver flood mitigation, stormwater and drainage infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of flooding, stormwater and drainage mitigation measures for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver flood mitigation, stormwater and drainage infrastructure for Woolgoolga in accordance with the endorsed Priority Schedule.</p>
1.5 Update Coffs Harbour City Bike Plan	High		<p>Develop a new chapter within Council's Bike Plan for Woolgoolga in consultation with the community and stakeholders comprising:</p> <ul style="list-style-type: none"> • prioritisation of new cycle paths; • consideration of wheelchair bikes; • analysis to assist the establishment of an Active Schools Travel Program (see Action 1.10 below); • cycle parking; and • cycle facilities. <p>Support the community and stakeholders in obtaining funding for the delivery of projects identified within the updated Bike Plan for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver the projects identified for Woolgoolga within the updated Bike Plan in accordance with the endorsed Priority Schedule.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of projects identified within the updated Bike Plan for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver the projects identified for Woolgoolga within the updated Bike Plan in accordance with the endorsed Priority Schedule.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of projects identified within the updated Bike Plan for Woolgoolga in accordance with the endorsed Priority Schedule.</p> <p>Deliver the projects identified for Woolgoolga within the updated Bike Plan in accordance with the endorsed Priority Schedule.</p>
1.6 Prepare a Parklet Policy and Pilot Program	High	Assist the community and stakeholders in delivering a Pilot Parklet Program for Woolgoolga	Develop a Parklet Policy for the Coffs Harbour LGA.		

The Whole Masterplan Area

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
1.7 Provide an Entry Experience & Way Finding	High	Investigate funding opportunities from the NSW Roads and Maritime Services for signage, landscaping and entry features.	Develop a Wayfinding, Signage & Entrance Strategy for Woolgoolga. Develop a concept design for village entrance features and signage for the southern and northern town thresholds. Deliver the projects within the endorsed concept design for village entrance features and signage for the southern and northern town thresholds.	Deliver the projects identified within the endorsed Wayfinding and Signage Strategy for Woolgoolga.	Deliver the projects identified within the endorsed Wayfinding and Signage Strategy for Woolgoolga.
1.8 Develop a Branding and Marketing Plan	Medium		Develop a Branding and Marketing Plan for Woolgoolga to lift the town centre's regional profile and encourage greater business and visitor investment. Deliver the projects within the Branding and Marketing Plan.	Deliver the projects within the Branding and Marketing Plan.	Deliver the projects within the Branding and Marketing Plan.
1.9 Improve Street Tree Assets	Medium		Develop a Street Tree Plan and Street Tree Priority Schedule for Woolgoolga in consultation within the community and stakeholders to inform public realm works (see Actions 3.3; 4.1; 6.1; and 7.1); and Council's Public Realm Strategy.		
1.10 Develop an Active Schools Travel Program	Medium		Develop an Active Schools Travel Program for Woolgoolga including consideration of: <ul style="list-style-type: none"> initiatives to encourage students, parents and teachers to leave the car at home and actively travel to School; provision of safe and improved footpaths, street lighting and cycle infrastructure; and initiatives to encourage Schools to establish an Active School Travel Committee. 	Support the community and stakeholders in obtaining funding for the delivery of an Active Schools Travel Program for Woolgoolga. Deliver the projects identified within the Active Schools Travel Program for Woolgoolga.	Support the community and stakeholders in obtaining funding for the delivery of an Active Schools Travel Program for Woolgoolga. Deliver the projects identified within the Active Schools Travel Program for Woolgoolga.

The Whole Masterplan Area

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
1.11 Provide Digital Connectivity to the Town Centre	Medium		Undertake a feasibility analysis to provide free digital connectivity for the Woolgoolga town centre.	If supported by the feasibility analysis, deliver free digital connectivity in the Woolgoolga town centre.	
1.12 Improve Public Transport Options	Medium		Liaise with relevant stakeholders and State Agencies to investigate available funding opportunities and initiatives to improve public transport options in Woolgoolga.	Support the community and stakeholders in obtaining grant funding for the delivery of initiatives to improve public transport options in Woolgoolga. Deliver initiatives to improve public transport options in Woolgoolga.	Support the community and stakeholders in obtaining grant funding for the delivery of initiatives to improve public transport options in Woolgoolga. Deliver initiatives to improve public transport options in Woolgoolga.
1.13 Improve Local Recreational Opportunities	Low		Undertake analysis of local recreational opportunities in Woolgoolga to inform Council's Public Realm Strategy.		
1.14 Monitor Retail Floor Space	Low			Review Council's Land Capacity Assessment Audit 2014 to determine the amount of retail floor space per person in Woolgoolga. Investigate initiatives to facilitate future local employment opportunities if the review identifies a significantly low retail floor space per person for Woolgoolga.	

General Topics & Planning Controls

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
2.1 Amend Coffs Harbour LEP 2013	High		Amend building height controls and floor space ratio controls in Coffs Harbour LEP 2013 to reflect the Masterplan vision. Amend Coffs Harbour LEP 2013 to apply Zone R1 General Residential to land identified on Beach and Clarence Streets in the Masterplan.		
2.2 Establish a Design Review Panel	High		Establish a Design Review Panel (and terms of reference) to review and provide recommendations for development on keys sites and significant development proposals.	Ongoing use of the Design Review Panel	Ongoing use of the Design Review Panel
2.3 Promote Design Excellence & Maintain Village Atmosphere	High	Amend Coffs Harbour DCP 2015 to facilitate design excellence and maintain the village atmosphere within Woolgoolga.			
2.4 Amend Coffs Harbour DCP 2015	High	Amend Coffs Harbour DCP 2015 to incorporate design criteria into Council's planning controls for the key sites identified within the Masterplan to: <ul style="list-style-type: none"> • achieve design excellence; • a high standard of public realm outcomes; and • to maintain the village atmosphere within Woolgoolga. 			

General Topics & Planning Controls

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
2.5 Improve Road and Pedestrian Safety	Medium		<p>Investigate pedestrian and road safety issues in Woolgoolga (e.g. High Street) and develop a Priority Schedule.</p> <p>Implement measures to improve pedestrian and road safety in accordance with the endorsed Priority Schedule.</p>	<p>Implement measures to improve pedestrian and road safety within Woolgoolga in accordance with the endorsed Priority Schedule.</p>	<p>Implement measures to improve pedestrian and road safety within Woolgoolga in accordance with the endorsed Priority Schedule.</p>
2.6 Improve Housing Choice and Housing Affordability Options	Medium		<p>Investigate initiatives to improve housing choice and housing affordability options within Woolgoolga.</p> <p>Deliver initiatives to improve housing choice and housing affordability options within Woolgoolga.</p>		

The Beach Street Village

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
3.1 Upgrade Beach and Wharf Street	High		<p>Deliver Stage One of the Wharf Street upgrade works in accordance with Council's Resolution and endorsed Concept Plan.</p> <p>Deliver Beach Street upgrade works from Queen Street to Carrington Street in accordance with the concept design provided within the Masterplan.</p>	<p>Deliver Stage Two of Wharf Street upgrade works in accordance with Council's Resolution and endorsed Concept Plan.</p> <p>Deliver Beach Street upgrade works for the remainder of Beach Street in accordance with the concept design provided within the Masterplan.</p>	
			<p>Support the community and stakeholders in obtaining funding for the delivery of Stage Two Wharf Street upgrade works in accordance with Council's Resolution and endorsed Concept Plan.</p> <p>Support the community and stakeholders in obtaining funding for the remaining Beach Street upgrade works in accordance with the concept design provided within the Masterplan.</p>		
3.2 Prepare a Detailed Concept Plan for the Woolgoolga Beach Reserve	High	<p>Commence preparation of a detailed concept plan for the Woolgoolga Beach Reserve in consultation with the community and stakeholders.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of projects within the concept plan.</p> <p>Deliver the projects within the endorsed concept plan for Woolgoolga Beach Reserve.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of projects within the concept plan.</p> <p>Deliver the projects within the endorsed concept plan for Woolgoolga Beach Reserve.</p>	<p>Support the community and stakeholders in obtaining funding for the delivery of projects within the concept plan.</p> <p>Deliver the projects within the endorsed concept plan for Woolgoolga Beach Reserve.</p>

The Beach Street Village

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
3.3 Enhance & Activate the Public Realm	High		<p>Prepare a Priority Schedule for public realm improvements and activation initiatives for the Beach Street Village Precinct.</p> <p>Prepare detailed concept plans for high priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of high priority public realm improvements and activation initiatives.</p> <p>Deliver high priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for medium priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining grant funding for the delivery of medium priority public realm improvements and activation initiatives.</p> <p>Deliver medium priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for remaining public realm improvements.</p> <p>Support the community and stakeholders in obtaining grant funding for the delivery of remaining public realm improvements and activation initiatives.</p> <p>Deliver remaining public realm improvements in accordance with the endorsed concept plans.</p>
3.4 Provide Quality Amenities within the Woolgoolga Beach Reserve	High		<p>Deliver accessible amenities within the Woolgoolga Beach Reserve in accordance with the 'changing places model' and endorsed concept plan for the Woolgoolga Beach Reserve.</p>		
3.5 Investigate the Feasibility of Additional Beachside Amenities within the Woolgoolga Beach Reserve	High	<p>Investigate the feasibility of additional beachside amenities within the Woolgoolga Beach Reserve.</p> <p>Facilitate a design competition for additional beachside amenities within the Woolgoolga Beach Reserve (if supported by the feasibility analysis).</p>	<p>Deliver additional beachside amenities within the Woolgoolga Beach Reserve (if supported by the feasibility analysis) in accordance with the endorsed concept plan for the Woolgoolga Beach Reserve.</p>		

The Beach Street Village

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
3.6 Restore the WW1 Memorial	Medium	Develop design criteria for the restoration of the WW1 Memorial.	Reinstate the WW1 Memorial in accordance with the concept plans shown in the Masterplan and the design criteria endorsed by Council. Support the community and stakeholders in obtaining grant funding for the restoration of the WW1 Memorial.		
3.7 Provide directional signage for Holiday Parks	Medium	Provide additional directional signage for the Woolgoolga Beach Holiday Park & Woolgoolga Lakeside Holiday Park			
3.8 Provide Inclusive Access on Woolgoolga Main Beach	Medium		Investigate the feasibility of a permanent inclusive access ramp and opportunities for a beach wheelchair/ beach mats at Woolgoolga's main beach. Provide an inclusive access ramp and beach wheelchair/ beach mats (if supported by the feasibility analysis).		
3.9 Improve the Swimming Pool Site	Low		Prepare a detailed concept plan for the swimming pool site in consultation with the community and stakeholders to accord with the Masterplan vision.	Deliver the projects within the endorsed concept plan for the swimming pool site.	Deliver the projects within the endorsed concept plan for the swimming pool site.

The Clarence Street & Beach Street Corridor

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
4.1 Enhance & Activate the Public Realm	High		<p>Prepare a Priority Schedule for public realm improvements and activation initiatives for the Clarence Street & Beach Street Corridor.</p> <p>Prepare detailed concept plans for high priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of high priority public realm improvements and activation initiatives.</p> <p>Deliver high priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for medium priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of medium priority public realm improvements and activation initiatives.</p> <p>Deliver medium priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for remaining public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining grant funding for the delivery of remaining public realm improvements and activation initiatives.</p> <p>Deliver remaining public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>

River Street: A Local High Street

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
6.1 Enhance & Activate the Public Realm	High		<p>Prepare a Priority Schedule for public realm improvements and activation initiatives for the River Street Precinct.</p> <p>Prepare detailed concept plans for high priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of high priority public realm improvements and activation initiatives.</p> <p>Deliver high priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for medium priority public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of public medium priority realm improvements and activation initiatives.</p> <p>Deliver medium priority public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for remaining public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of remaining public realm improvements and activation initiatives.</p> <p>Deliver remaining public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>
6.2 Improve Pedestrian and Road Safety on River Street	Medium		<p>Liaise with the Sikh community and prepare a concept plan to improve pedestrian and road safety at the Sikh Temple.</p> <p>Implement pedestrian and road safety measures in accordance with the endorsed concept plan.</p>		

Solitary Islands Way: An Enterprise Corridor

Action	Priority	Quick Win (Immediate)	Short Term Action (1 to 4 Years)	Medium Term Action (4 to 9 Years)	Strategic Action (10+ years)
7.1 Enhance & Activate the Public Realm	High		<p>Prepare a Priority Schedule for public realm improvements for the Solitary Islands Way Precinct.</p> <p>Prepare detailed concept plans for high priority public realm improvements.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of high priority public realm improvements.</p> <p>Deliver high priority public realm improvements in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for medium priority public realm improvements.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of public realm improvements.</p> <p>Deliver medium priority public realm improvements in accordance with the endorsed concept plans.</p>	<p>Prepare detailed concept plans for remaining public realm improvements and activation initiatives.</p> <p>Support the community and stakeholders in obtaining funding for the delivery of public remaining realm improvements and activation initiatives.</p> <p>Deliver remaining public realm improvements and activation initiatives in accordance with the endorsed concept plans.</p>
7.2 Investigate Funding from RMS for Signage and Landscaping on Solitary Islands Way.	High	Investigate funding opportunities from the NSW RMS for Signage and Landscaping.	Utilise funding (if successful) to deliver signage and landscape improvements on Solitary Islands Way.		



COFFS HARBOUR
CITY COUNCIL

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