



Batemans Bay Waterfront

Draft Master Plan and Activation Strategy



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Background



Batemans Bay is a major regional hub in Southern NSW with access to significant economic, social and environmental assets. The town has vibrant businesses, services and facilities to meet regional and local needs. It is also renowned as a place to live and as a holiday destination for people seeking an idyllic lifestyle by the sea.

The Batemans Bay waterfront is the gateway to the town – its' where locals shop and stroll and where visitors congregate when reaching town. However, the waterfront is fringed by commercial development, roads and parking which fails to match its potential as a quality seaside setting for the daily life of the community or as a destination for visitors. It looks a bit tired with too many vacant shops and lacking activity after dark.

The Batemans Bay Waterfront Master Plan and Activation Strategy is a flagship project for the Council – one that seeks to awaken the community to the opportunities of an activated waterfront.

Shared drivers for change include healthy living, residential and commercial development, improved environmental quality, active transport and climate hazard adaptation, all within the framework of a sustainable economy in support of improved lifestyles for residents.

Success in the project will help create a waterfront that is a magnet for residents and visitors where they immerse themselves in the best that Batemans Bay has to offer.

The Master Plan aims to answer four questions:

- › What can be done to improve the appearance of the Place?
- › What will people do when they are here?
- › What experiences do we want them to enjoy while here?
- › What can be done to encourage them to stay longer?

The Master Plan is consistent with strategic plans including the *NSW South Coast Marine Tourism Strategy*, *NSW Maritime Infrastructure Plan*,

Eurobodalla Nature Based Tourism Feasibility Study, *South East and Tablelands Regional Plan* and a range of Council's plans and policies. It was informed by Transport for NSW (Roads and Maritime Services) work on the Batemans Bay Bridge replacement plans.

Importantly the Master Plan is underpinned by the input derived from extensive engagement in the local community – meetings, workshops, community walks and talks, surveys and an exhibition of the initial ideas for improving the waterfront presented for community review and discussion in November 2019.

Community feedback on the initial ideas have been reviewed leading to further refinement of the initial waterfront concept master plan. This report includes a range of activation strategies for the waterfront centered around building collaboration by Council, agencies, businesses and the community.

The Batemans Bay Waterfront Master Plan and Activation Strategy will provide a framework for on-going decision making. Having an agreed Master Plan will enable Council to:

- › assess proposals for development and/or key management decisions about the waterfront;
- › formulate a long term budget and funding strategy to upgrade and activate the waterfront;
- › seek resource and funding assistance to instigate the recommended actions; and
- › consult with key stakeholders and the community about the planning, development and management of the waterfront.

Vision and Guiding Principles for the Waterfront



Vision

The Council have adopted a vision for the Shire that it is:

“An active, lived in place, linked to the coast and waterways where people want to do business, shop, work, visit and become immersed in the lifestyle of the community.”

To be great, the Batemans Bay waterfront must offer memorable, personal and engaging experiences. Aesthetics matter but so too do the activities that are on offer and the way they engage and educate visitors. When the ‘experience’ of the place is addressed the foreshore will become a distinctive place – a place where people are encouraged to stay and participate in daily life and where memories are created.

Research and engagement with the community indicated broad support for upgrading and activating the waterfront at Batemans Bay. The Master Plan puts Batemans Bay amongst a host of coastal towns around the world that are building the infrastructure required to be economically, socially and environmentally sustainable. It identifies projects that are visionary in scope and time-frame as well as immediate and commonplace. Both kinds of projects are necessary – the visionary to spur imagination, the smaller to inspire enthusiasm for needed change. The easy and immediate wins will provide incentive for the continuous investment that is needed.

Great towns are created entities grounded in strong planning. The Batemans Bay Waterfront Master Plan and Activation Strategy provides that planning. With its implementation, Batemans Bay will become one of the best places on the New South Wales Coast to live, visit, work and play – a safe place that the community can come together along a well-maintained, strategically planned and vibrant foreshore.

The following vision has been prepared:

Batemans Bay Waterfront

A distinctive waterfront, not just one of many. A place to make you feel good and belong.

An active, lived in place, where people visit, are immersed in the lifestyle of the community, do business, shop and work.

This is the challenge of the Batemans Bay Waterfront and Master Plan and Activation Strategy, to create the kind of place that residents can proudly promote to visitors while they engage with the waterfront as part of their daily life.



Guiding Principles

Four guiding principles have been adopted throughout the process and these along with the key elements to support these principles have been presented to the community through the engagement program.

The principles and elements will assist Council to assess whether proposed development or management actions will impact, either positively or negatively, the achievement of the other recommended actions for the waterfront.

Council will be able to use the Master Plan to ensure that proposed development or major management action does not conflict with the long term vision and guiding policies for the waterfront.

Attachment 1 provides an outline description of these key elements, why they are important to activating the waterfront, and how they can be achieved.

Guiding Principle	Key Elements
Make it a people place	<ul style="list-style-type: none"> › Give priority to people not cars › See the waterfront as a stage › Design attractive, all year-round open spaces › Make playful and energetic spaces › Create leafy shade › Make streets safe, comfortable and inviting › Stimulate the senses › Respect the local culture › Interpret the story of the place › Install wayfinding › Inject arts and arts activities › Make it safe and secure › Walking, walking, walking
Make it active – day and night	<ul style="list-style-type: none"> › Light the night › Encourage and outdoor culture › Create spaces to host events and activities › Support spontaneous activity › Provide a program of activation opportunities
Make strong connections	<ul style="list-style-type: none"> › Celebrate the waterfront edge › Enliven the links to the waterfront › Remove barriers to access and activity › Foster alternative transport
Make it work for local businesses	<ul style="list-style-type: none"> › Excite the imagination › Diversify street edges, activate the street › Identify the gateways to the precinct › Respond to climate risks and opportunities › Encourage people to live in the town › Stimulate mixed-use development

Community Views and Issues



We know the community have expressed their views about the waterfront in the past so we have reviewed the outcomes from past consultation processes. These include community input into the *Batemans Bay Town Centre Vision and Growth Project*, *Batemans Bay Bridge Replacement Project*, *Mackay Park Plans* and the *Eurobodalla Community Strategic Plan*.

In developing the initial concepts, the consultant team met with many people in the community, walked the foreshore together with them and spent time in workshops and meetings with a variety of stakeholders and Council staff. Through these activities we've learned there are a divided opinions of the waterfront.

On one hand, many residents appreciate the history of the waterfront as a setting for industry. They understand that today it is the town's 'commons', a public realm that is clean and laid back.

People value the waterfront's place adjacent to the town centre and its easy, universally accessible connection with recreation and residential areas to the south. Together these make the foreshore an attraction for families who enjoy walking and cycling and for those who might have mobility challenges.

Locals also recognise that the waterfront is a residential and short stay precinct with an emphasis on food, entertainment and activity.

Nonetheless, we were told that the experience of the waterfront doesn't live up to its potential given its strong natural character. People spoke about the need to create a richer variety of uses, programs, and amenity that come to life at different times of the day and night and cater to all groups within the community - for it to be contemporary, relaxed and worry free, entertaining and encouraging of participation in the events of the day.

The community identified a range of issues about the waterfront - some are big and some small.

The **BIG** issues were:

The foreshore is a fragmented series of disparate places. The promenade needs to be readable as a singular entity. While variety of spatial treatment is important, elements of continuity are critical. The waterfront should flow seamlessly from Beach Road to Smoke Point while linking beyond to Mackay

Park, Corrigans Reserve and the town centre via connecting paths and public spaces of varying qualities and sizes.

The new bridge creates opportunities and challenges to how the waterfront is used. Clyde Street will no longer be accessible from the highway. Traffic volumes and speeds there will be significantly lower. Large vehicle movements will be challenged by the lack of a through route. Intrastate buses pick-up and drop-off points may need to move to a new location. The abandoned footprint of the old bridge and the underpass of the new bridge will create new open space that can be enlivened by creative thinking.

The waterfront lacks a clear welcome. It lacks focal points to attract and retain people and limited places where people can engage with the water. Instead, those who do come to the foreshore move quickly through and away from it. The foreshore needs to be a destination for people of all ages rather than a thoroughfare. A place where people linger, stay and spend more. Many people want greater access to the water edge where it is possible.

Activated space requires programming and promotion. A lack of programming to date means that the potential benefits of activation is not being realised. Events, activity and thematic interpretation/ story telling all add reasons to be on the waterfront and for users to speak positively about their experience there - word of mouth promotion being the best kind.

The future of the Clyde Street boat ramp. There were divided opinions about retention of the boat ramp in Clyde Street. Some raised concerns about the changed flow of traffic along Clyde Street and with the barrier it creates to achieve an otherwise strong, attractive and safe activated waterfront. There was strong community support for the improvements to the park at Smoke Point and development of the youth central space under the new Batemans Bay bridge. Some boat users mentioned there are other boat ramps available for use including Hanging Rock and the Old Punt Road boat ramps. Hanging Rock is a regional boat ramp that attracts higher recreational boating use and provides good, safe access to the Clyde River. Recent changes to legislation allow small boats to head up the Clyde River without all the extra equipment needed for open waters. There are

investigations underway into whether the Old Punt Road boat ramp can be enhanced with the potential for a jetty/floating pontoon. Removing the boat ramps would reduce future maintenance and operating costs.

Alternatively some wanted the existing Clyde Street boat ramp to be retained to allow convenient access for recreational fishing in the estuary and indicated that boat users would need to travel further from Hanging Rock boat ramp or considered it was less convenient to go to the Old Punt Road boat ramp on the northern shore.

Transport for NSW (TfNSW) indicated they will not be removing the boat ramp at Clyde Street as part of the bridge replacement.

Other issues raised included:

- › a lack of residential living opportunities in immediate proximity to the waterfront
- › concern about the vacant shopfronts along Clyde Street
- › concern that planning conditions for new development creates car parking at the expense of ground floor activation
- › under-realised potential for public art, functional and decorative lighting and trees to contribute to the quality of the place
- › the need for urban service infrastructure upgrades
- › limited use of the public foreshore at Smoke Point
- › the need for jetties and floating pontoons to facilitate access for vessels of various shapes, sizes and uses
- › concerns about environmental impacts such as the loss of sea grass and mangroves that could occur with changes to the foreshore environment
- › the waterfront being below the 1:100 year flood level and at risk of inundation from storm surge, high tides, river flooding and sea level rise
- › the need for more diverse food experiences - for example pop-up vans
- › achieving greater access to the waterfront edge e.g. steps down to the water edge
- › interpretation/storytelling and better wayfinding information signs
- › greater understanding of the waterfront's natural and cultural values (including Aboriginal and European heritage)

In November 2019, the initial ideas for the Master Plan were placed on exhibition for community review and comment.

The Master Plan showed ideas for :

- › waterfront north (Smoke Point area)
- › waterfront central (Clyde Street area)
- › waterfront south (Murra Mia Walkway)

This was part of an activated waterfront event with music, a movie in the park, food stalls and other activities. The community were invited to talk with Council staff and the consultant team, complete surveys and fill-in comments sheets in response to the initial ideas. There was also online information and access to the surveys.

Council received 85 surveys, 30 comments sheets and some written submissions during the two week period allowed for community feedback. The surveys asked people to indicate whether they strongly agreed, agreed, were unsure, disagreed or strongly disagreed with the ideas presented on the concept master plans.

The response to the ideas at Smoke Point waterfront area showed majority support (strongly agree and agree) for all ideas other than the retention of the boat ramp which received 41% of respondents in agreement, 26% unsure and 33% either disagree and strongly disagreement. The ideas for future use of the shed as a restaurant/cafe/local tours, upgrade the park to include nature play, a nature walk to Mackay Park and extending the promenade walkway/lighting/seating received above 90% support.

The response to the ideas for the Clyde Street waterfront area all received 72% or above support (strongly agree and agree). The ideas for a new floating jetty, extending the promenade walkway/lighting/seating and maintaining the lawn for passive recreation and events received above 90% support.

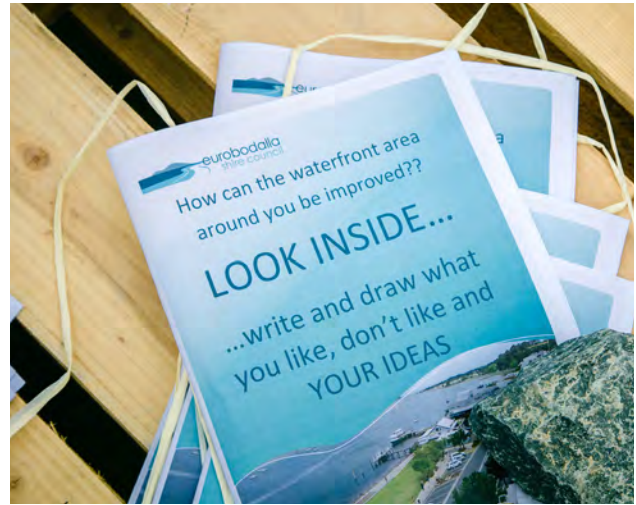
The response to the ideas for Murra Mia Walkway waterfront area all received 88% or above support (strongly agree and agree) other than the ideas for a pontoon for the sea plane tours which received 71% support and future tourism and residential development opportunities which received 66% support.

Overall the community expressed support for:

- › better access and more steps down to the water shade and sheltered seating
- › continuous and widened waterfront boardwalk, floating pontoons, upgrade lighting along the waterfront, relocating toilets, Youth Central, kayak hire, bike hire, art and sculptures
- › facilities that attract youth to the waterfront
- › water play as an attraction with appeal on the waterfront

- › pedestrians to be given priority on Clyde Street and to reduce car parking
- › relocation of the public toilets
- › outdoor performance activities e.g. yoga, music, movies in the park, interactive play equipment
- › more art and sculpture
- › celebration of the Aboriginal culture

The issues and ideas were reviewed in the preparation of the Batemans Bay Master Plan and Activation Strategy.



Map 1

Waterfront Area Diagram



Map 2
Smoke Point Waterfront

Map 3
Clyde Street Waterfront

Map 4
Murra Mia Walkway

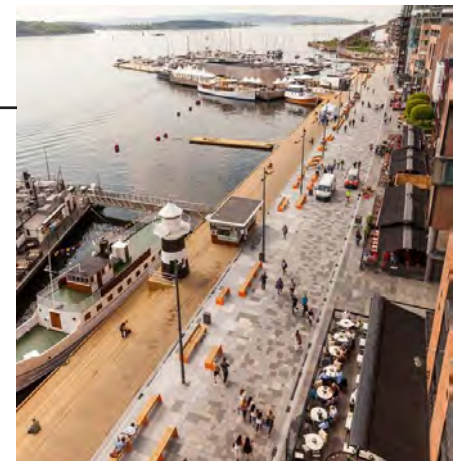
Not To Scale



Smoke Point the beginning or end of a journey? Boat and bike hire, a restaurant/cafe, local tours booking office, a place to hang while the children roam the nearby nature park play space.



Clyde Street the heart of the waterfront, the flexible stage of hard and soft surfaces for events, festivals, access to the water and the joys of daily life.



Murra Mia Walkway is an under-realised opportunity. Opportunity to respond to coastal hazards, to be wide, free flowing foot traffic, seating, trees, places to eat along an activated edge, art, connections out over the water and a well lit night time.

Smoke Point Waterfront Concept Master Plan

1. Investigate options for a new future for the shed - restaurant/cafe, local tour ticket/booking outlet, interpretation point (e.g. oysters, timber milling), kayak/ bike hire etc . The beginning and end of the foreshore journey
2. Park and nature play space taking advantage of existing shelter, barbeque and the mature canopy of trees, the foreshore as backdrop - a place for children and their minders to connect with nature.
3. Reduce the width of the road and create additional foreshore parking and extension of the park.
4. Consider new toilet and barbeque shelter servicing park and Youth Central.
5. Youth Central - Explore the potential for a hard surfaced space under the new bridge with multiple play opportunities: skating, basketball, table tennis, etc. in a colourful setting by the sea. Potential future market space, interpretation point, art, seating and social space. Steps to waters edge. Available site would be reduced if boat ramp were to remain.
6. New nature walk linking the waterfront through to Mackay Park and town centre.
7. The promenade north. New, response to potential coastal hazards, pedestrian safe, continuous access along foreshore linking Smoke Point to Beach Road and beyond. Integrated lighting, furniture and pavements.
8. Future redevelopment opportunity for tourism and residential accommodation.
9. Car parking and fixed jetty retained. Potential use of car park for markets.



Redevelopment of the Smoke Point shed will create a new visitor and local hub with a restaurant/cafe, local tour ticket/booking office, interpretation and upgraded jetty for the oyster industry and recreational users. The development will also strengthen the interface with the Clyde River estuary.



Upgrading the park with a theme based on nature play and exploration of the marine environment will encourage children and young people to make their own discoveries on their own terms and at their own pace. Views and accessibility to the park will increase with the upgrading of the waterfront and new bridge.



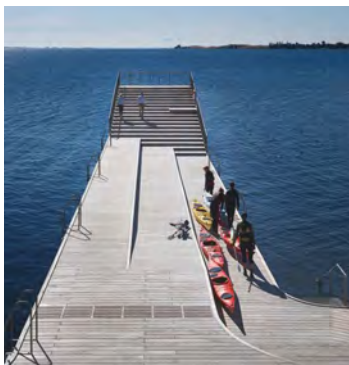
Youth Central will activate the hard space around and under the new bridge to be a place for youth with a range of outdoor recreational facilities and activities. Youth Central will be a connecting element linking the whole of the waterfront as a stronger, more attractive and safer place for all.



The stories of the waterfront underpin the identity of Batemans Bay. Story-telling opportunities include those of the Aboriginal community, the oyster industry, timber milling, past crossings of the Clyde and the fishing industry. These stories may be presented as stand-alone elements or as integrated features within the street furniture.

Clyde St Waterfront Concept Master Plan

1. Investigate options to have a new floating jetty aligned with entry to arcade opposite. Design as an all-accessible opportunity for people to access and use small boats, cruise ship tenders, charter boats, kayaks and hobbies to moor. Allows users and passengers to make their way onto the activated foreshore.
2. Explore feasibility options for promenade central - updated, potential response to coastal hazards, pedestrian safe, continuous access along the foreshore linking Smoke Point to Beach Road and beyond. Integrated lighting, furniture, pavements.
3. Upgrade the lawn to be an open plane of grass to support events, play and relaxation. A place to spread a blanket and watch world go by, to hold a market, to set up a marquee.
4. Investigate options for relocation of the public toilets to facilitate improved view-lines along the foreshore and pedestrian through access.
5. Remove barriers to create direct street crossings, connecting to Clyde Street shops and arcades and parking opposite. Safe, raised pavements to make the edge more permeable and support businesses in the street and behind. Right angle parking.
6. Waterfront Square. An open coastal vista through to the estuary, free of cars and buses, with access to the water. Potential for interactive play feature to activate the square. Interpretation point (e.g. fishing industry). Promenade (boardwalk) extends past the Boatshed. Quality street furniture to encourage people to linger. Hard surfaces to cope with the wear and tear.
7. Consider moving bus parking space forward to retain open views of Waterfront Square and the Clyde River.



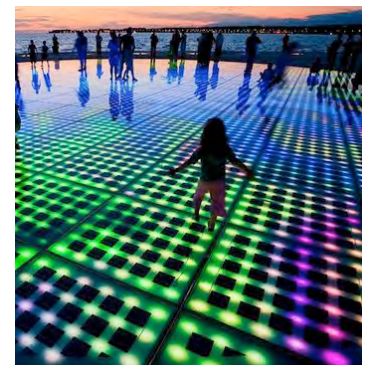
The floating pontoon will become an attractive waterfront element while catering for boats, ferries, yachts, cruise ship tenders, charter boats, water taxis, kayaks and hobbies. The pontoon is situation to align with the foreshore facilities and to have direct access to the Clyde Street shops.



Around the world, great waterfronts have achieved strong connections between their waterfront edges, surrounding public open spaces and the business activity along nearby streets. Clyde Street needs to be better - remove barriers, reduce vehicle speed, create better crossings and re-organise parking.



The master plan shows how the waterfront promenade can become a continuous and attractive access around the Boatshed linking Murra Mia with the lawn and points north. Made from timber, the new structure can be designed to retain access and security to the existing jetty (fishing boats and ferry).



The waterfront is a stage for life's events to happen. Explore feasibility for installation of a solar light platform or interactive play feature that will attract people, especially families, to the Waterfront Square. These attractions also double as a hard space for other activation events to occur day or night.

Murra Mia Walkway Concept Master Plan

1. Enliven existing links and consider opportunities to use available land as urban 'parklets for day to day enjoyment, events, busking and mini-festivals.
2. Murra Mia Walkway - safe, continuous access along foreshore linking Smoke Point to Beach Road and beyond. Explore the feasibility of options to expand Murra Mia Walkway to adapt to coastal hazards. An option could include boardwalk cantilevered over a wave deflecting sea wall designed to create habitat for sea life. Integrated with lighting, furniture and pavements. Improving pedestrian access to the water edge should be sought with any option.
3. Look to achieve pedestrian linkages through to Orient and Perry Streets as well as one aligned with the Beach Road crossing lights as properties are developed or upgraded along the waterfront.
4. Assess opportunities to create a strong entry statement - new water access, carefully positioned artwork, feature pavements, interpretation point (e.g. Walbunga people story) and specialist lighting.
5. Investigate potential pontoon for sea plane tours.
6. Future tourism and residential redevelopment areas indicative shading only)



The waterfront needs to be well linked to the town centre and accessible to people of all abilities. Links to the waterfront from Orient Street can be enhanced. Laneways provide opportunities for people to find comfort and rest. They can also introduce public art, wayfinding and interpretation of the local stories.



The physical features of the waterfront can enhance the experience of the place - helping to define the whole of the waterfront edge. Contemporary night lighting, for instance can be an attractive feature while also providing lighting for security and safety at the pedestrian level.



Investigate the feasibility of widening Murra Mia Walkway to help address coastal hazards while offering a better space for people movement, seating, trees, alfresco eating, art, lighting and celebrations - a value-adding experience that will make the foreshore work for all.



The master plan illustrates the potential for the creative design of jetties, floating pontoons, platforms and steps to facilitate boat access and allow people to reach the water edge. These facilities will also become attractive platforms for fishing, sitting and exploration by locals and visitors.



Activation Strategies

Activated public spaces are the stage for daily life accommodating a range of possibilities that add value to the quality of resident's lifestyle. People's positive image of where they live as safe, sustainable, beautiful and vibrant correlates with a willingness to come, stay longer and spend more. When they do, everyone benefits as an active, liveable public realm is also beneficial to local business.

The activation strategies below outline the actions that will help transform the waterfront into a more attractive, accessible, safer, friendly and lively place over time. The strategies are grouped under the headings of:

- › **Making it Easier**
- › **Work Together**
- › **Communicate More**



Making it Easier

Review and revise Council's policies to :

- › review fees for community use of public spaces for small and temporary activities under the Fees and Charges Policy;
- › clearly articulate the processes to support food vendors, street stalls and busking in the Street Activities Code of Practice (This includes reviewing and extending the available locations to help position these services as a key component of a wider town activation program by increasing opportunities to trade on-street and in places that may be considered "inactive" at times);
- › ensure opportunities are available for control of public reserves for the purpose of conducting events, markets and commercial operations;
- › review ways to support trading on public footways to encourage the potential for further outdoor alfresco dining;
- › review leases and licences for public land in Plans of Management for land categorised as 'park' and 'general community use' to help facilitate future commercial, events and public recreation activities; and
- › review parking requirements for 'development' within the waterfront to ensure it encourages more active use of the ground floor areas which adjoin public space (retail and community activities should be encouraged in preference to the provision of car parking); .

Prepare a Pedestrian Wayfinding Plan to better match the information needs and expectations of pedestrians in accordance with Council's *Tourism Wayfinding and Signage Strategy* and *Signage Design and Style Guide*.

Ensure the Development Control Plan promotes exemplary mixed use, active street edges and exemplary environmentally sustainable building designs that consider energy production, design for climate change, use of roof-tops, natural ventilation etc.

Identify a clear line of responsibility and reporting within Council to facilitate implementation of the activation strategies

Work Together

Build stronger relationships between Council, private sector and organisations to help activate the waterfront. In particular, the Council should work closely with the Chamber of Commerce.

Support traders to have active shopfronts into the street.

Consider opportunities under the Events Strategy or from other potential funding bodies to access grant funding and encourage activation opportunities (e.g. small events, markets and other commercial activities) with the aim of creating a more vibrant town and waterfront precinct offering a diversity of activation opportunities.

Facilitate and conduct activations that demonstrate how public space can be used for small scale interventions that enliven community life.

Continue to assess potential opportunities for redevelopment and activation of sites including partnering arrangements with investors and landowners.

Communicate More

Create and promote a calendar of local community activation events for the waterfront.

Install a community events board in the waterfront.

Create marketing and promotional material (electronic and print) to indicate what is happening to activate the waterfront.

Promote Council's regular and casual hirer insurance policy.

Assist organisers in planning a marketing plan and using social media to promote events e.g. factsheets, webpage



Action Plan



The Action Plan is a guide for the long term staging and implementation of the Batemans Bay Waterfront Master Plan and Activation Strategies. **Timing for the recommended actions may vary in response to the availability of resources or level of support as funds are sourced.** Many of the recommended actions require additional consultation, planning, design, feasibility and costing assessments before they can be implemented. Further, whilst an action may have priority within this report, other Council or community priorities may necessitate that actions be reviewed or delayed.

Recommended actions are listed under three stages :

- › **Stage 1 Gain Approval and Initiate Support Mechanisms**
- › **Stage 2 Design, Cost and Feasibility Assessments**
- › **Stage 3 Source Funding**

The Action Plan lists the recommended actions for each of these stages and indicates the responsibilities and indicative frame for their implementation based on Short Term, Medium Term and Long Term.

Stage 1 Gain Approval and Initiate Support Mechanisms

The Batemans Bay Waterfront Master Plan and Activation Strategy needs to be reviewed and supported to allow Council to initiate a range of recommended actions for the waterfront. A range of support mechanisms can be improved to assist with the process of activating the waterfront.

Number	Recommended Action	Responsibility	Indicative Timing
1.1	Review and consider the Batemans Bay Waterfront Master Plan and Activation Strategy within Council's Community Strategic Plan 2017, Long Term Financial Plan, Delivery Program and Operational Plan, and Local Planning Statements.	Council	Short Term
1.2	Prepare final version of the Batemans Bay Waterfront Master Plan and Activation Strategy.	Consultants	April 2020
1.3	Review existing policy and planning controls with reference to the planning and development guidelines (Attachment 3) for buildings, landscaping/amenity and activated use	Council	Short Term

Stage 1 Gain Approval and Initiate Support Mechanisms (continued)

Number	Recommended Action	Responsibility	Indicative Timing
1.4	Review Council's existing policies and Codes of Practice to ensure there are minimal barriers to use and activation of the waterfront in public spaces and reserves. This includes the Street Activities Code of Practice, Fees and Charges, Events Policy, Council's Signage Strategy, leases and licences for public land in Plans of Management and Council's parking requirements	Council	End of 2020
1.5	Review Council's policies and actions in regard to encouraging an environment that embraces active transport, slower vehicle speed limits on Clyde Street, upgrading lights, mixed use with active street edges, environmentally sustainable building designs	Council with input from Batemans Bay traders	Short Term and Ongoing.
1.6	Consider opportunities under the Events Strategy or from other potential funding bodies to access grant funding and encourage activation opportunities (e.g. small events, markets and other commercial activities) with the aim of creating a more vibrant town and waterfront precinct offering a diversity of activation opportunities.	Council	Short Term
1.7	Prepare a Pedestrian Wayfinding Plan to better match the information needs and expectations of pedestrians in accordance with Council's <i>Tourism Wayfinding and Signage Strategy and Signage Design and Style Guide</i> .	Council	Short - Medium Term
1.8	Support traders to have active shopfronts into the street	Council and Batemans Bay traders	Short Term and Ongoing
1.9	Create a calendar of activation events and community events board for the waterfront along with marketing and promotional material (electronic and print) to indicate what is happening to activate the waterfront.	Council with input by community	Short Term and Ongoing
1.10	Assist organisers in planning a marketing plan and using social media to promote events e.g. factsheets, webpage	Council	Short Term and Ongoing

Stage 2 Design, Cost and Feasibility Assessments

Identify and seek funding to allow detailed design, cost and feasibility assessments for proposed works within the public realm of the waterfront. The key projects are listed below in an indicative order of staging but this will be influenced by available funding and support levels.

Number	Recommended Action	Responsibility	Indicative Timing
2.1	Investigate opportunities to upgrade Clyde Street to improve parking arrangements, raised pedestrian crossings, reduce traffic speed, remove barriers to pedestrian access, upgrade lighting and building of shared pathways. This work will need to be integrated with the new bridge works that will close direct access and egress to Clyde Street from the Princes Highway.	Council and TfNSW	Medium - Long Term
2.2	Assess the feasibility for installing a new floating jetty to accommodate small boats, cruise ship tenders, charter boats, kayaks, hobbies and other watercraft. This project should be instigated as part of the urban projects associated with the new bridge works program.	TfNSW and Council	Medium Term
2.3	Investigate feasibility to upgrade the Old Punt Road boat ramp and to provide pontoon and/or jetty facilities to allow improved access to the Clyde River. This project is part of the infrastructure projects associated with the new bridge works program.	TfNSW	Short - Medium Term
2.4	Investigate the opportunities for developing the Youth Central with multiple use play facilities, potential future market space, beach/ water access, interpretation, seating and new toilets. This may include conversion of the existing boat ramp and trailer parking area into a more activated and vehicle free space connecting Smoke Point Park to the Lawn. It is envisaged that the new bridge project will create a level hardened space suitable for construction of Youth Central. The detailed design would complement and support other outdoor youth facilities proposed between Batemans Bay and Corrigans Reserve including the waterfront, Mackay Park and Hanging Rock precincts.	Council and TfNSW	Medium - Long Term
2.5	Consider the feasibility for upgrading lighting along the waterfront shared pathway and public spaces to adopt contemporary 'warm' LED lighting with smart controls that allow flexibility and designing of lighting sensors to better cater for different times and use levels whilst addressing 'dark sky principles'.	Council	Medium Term
2.6	Advocate the State Government to create the new activity hub at Smoke Point with conversion of the shed into a restaurant/café, tour operator ticketing, extended jetty and interpretation.	Council, State Agencies	Medium Term
2.7	Investigate opportunities to upgrade Waterfront Square to be the primary gateway to the waterfront with a new boardwalk/jetty connection, upgraded jetty, investigate options for relocated toilets, performance space, street trees, lights, seating and potential for a water or solar light installation. Consider options to relocate the bus stop elsewhere within the town centre.	Council	Medium - Long Term
2.8	In response to coastal hazards investigate options and feasibility to widen the Murra Mia Walkway to be a high quality promenade boardwalk along the foreshore between Smoke Point and Beach Road, provide increased alfresco dining space, create continuous pedestrian access, install art and interpretation nodes, upgraded lighting, seating, access along the waters edge.	Council	Medium - Long Term

Priority 3 Design, Cost and Feasibility Assessments (continued)

Number	Recommended Action	Responsibility	Indicative Timing
2.9	Investigate opportunities to upgrade the lawn as a more attractive and usable open space with the capacity for events and small scale activation, upgrading the Clyde Street shared path, installing shade trees to define the open space better and upgrade the quality of the lawn surface. This should be guided by the preparation of a Landscaping and Street Tree Plan for the town centre and waterfront.	Council	Medium - Long Term
2.10	Reduce the width of Clyde Street at Smoke Point to create additional parkland for locals and visitors. Upgrade the park as a nature play space whilst utilising the existing mature trees, shelters and barbeque facilities.	Council	Long Term
2.11	Assess the options to develop an entry statement at the southern end of Murra Mia Walkway and Beach Road with new water access, jetty and potential for any new sculpture in line with preparing an overall Art of the Foreshore Strategy for the waterfront.	Council	Long Term
2.12	Assess options and feasibility for the development of a shared path from Smoke Point to Mackay Park and connections to the town centre.	Council	Long Term
2.13	Prepare a Thematic Interpretation Strategy that reflects Aboriginal and non-Aboriginal stories and identity and integrates with other plans eg public art, wayfinding, seating and landscaping.	Council	Long Term



Stage 3 Source Funding

The implementation of the recommended actions in the Master Plan projects will require considerable funding support to proceed. Successful sourcing of funding will allow the works to be commenced in accordance with the design, costing and feasibility assessments previously undertaken.

Number	Recommended Action	Responsibility	Indicative Timing
3.1	Identify the capacity for contributing funding to implement the recommended actions listed within the Batemans Bay Waterfront Master Plan and Activation Strategy.	Council	Short - Medium Term
3.2	Target the Commonwealth and State Government for grants and funding assistance for the implementation of project stages.	Council	Short Term and Ongoing
3.3	Review the opportunity for seeking developer contributions towards funding of the projects.	Council	Short Term and Ongoing
3.4	Implementation of projects including establishing a project budget, lodging of development applications and approval process, seeking tenders and project managing works.	Council	Ongoing

Whilst funds need to be distributed across many Council functions and locations, the Batemans Bay waterfront is a gateway for the Shire and consistent investment of resources over a long time frame will provide a range of environmental, economic and social benefits to the community beyond the capital investment required. Investment will also reinforce the potential of the waterfront to better cater for a range of recreational, social and health needs within the community.

The Master Plan can be used as a vehicle to support submissions for funding assistance under programs managed by the Commonwealth and State Governments. As the Master Plan covers a wide range of interests – economic growth, tourism, recreation, community open space, health, access etc – there is the opportunity to identify and target multiple grant programs. The Master Plan may also be used as a tool to for engage and guide the community, local businesses and Service Clubs in their own actions to improve facilities on the waterfront.

It is recommended that Council undertake an internal ‘minor’ review of the *Batemans Bay Waterfront Master Plan and Activation Strategy* every second year. A ‘major’ review of the Plan should occur every 10 years or earlier if deemed necessary, with significant involvement of the local community and other stakeholders.

PRINCIPLE 1

Make it a people place

Give priority to people, not cars







In modern times, transport has come to mean motorised vehicles with road infrastructure favoured over all other transport. There is, however, a revolution underway where streets are being returned to people and path networks are being made generous and inviting. As they say, “every journey begins and ends on foot” – a journey that should be safe, pleasant and rewarding.



- Traffic should be calmed including measures to reduce large vehicle, trucks and trailer movements
- Footpaths should be of a generous width to support shared use by pedestrians and cyclists.
- Pavement materials should be robust with quality finishes.
- There should be frequent, safe crossing points between the waterfront and adjacent commercial/residential properties.

Key:

-  Pedestrian Priority
-  Vehicle Priority
-  Major pedestrian access points
-  Minor pedestrian access points

PRINCIPLE 1

Make it a people place

See the waterfront as a stage







It is important that the foreshore provide the opportunity for an event to happen. How and where it will occur is unpredictable, but we do know that well located infrastructure is a spur to activation in any of its forms. After all, we've been told that "all the world's a stage".



- To maximise opportunities for imaginative performance opportunities, there should be a variety of spatial types and sizes created along the waterfront using a mix of surface materials, some enclosed, some open, some in shade, others exposed.
- Power and water should be provided at key locations to support events.

Key:

-  Soft surface performance/activation spaces
-  Hard surface performance/activation spaces
-  Potential future performance/activation spaces
-  Linked performance trail

PRINCIPLE 1

Make it a people place

Design attractive, all year-round open spaces







Australians love an outdoor lifestyle. Increasingly they have traveled the world where they have experienced active, attractively designed waterfronts and want the same in their daily life here at home. Quality design of the public space of the foreshore adds to the user's experience of the place as well as value to adjacent property.



- The open spaces of the waterfront should be attractive and well maintained
- Lawn areas should be irrigated and weed free.
- Large shade trees should be encouraged along the street edge and in key locations as feature elements.

Key:

-  Sheltered stopping points
-  Potential future sheltered stopping point
-  Open landscaped spaces
-  Open plaza spaces

PRINCIPLE 1

Make it a people place

Make it playful and energetic








Parents and carers want to be in a lively place but need facilities that are safe and inviting. Traders recognise that activity and playful spaces bring locals and visitors to the city and increasingly attracts expenditure. Provision of formal play opportunities and encouragement of informal use of urban space for play will add needed life to the waterfront.



- A sizable 'nature play' space should be developed at Smoke Point aimed at the 3-9 year old age bracket
- 'Youth Central' should be developed as a hard court play space with multiple play options aimed at the 10 year old and up age group.
- An informal performance and water play/solar light installation/wave sound/play feature to draw visitors and families to activate the Waterfront Square.
- Consideration should be given to the potential for a kayak 'trail' along the Clyde River estuary, commencing from Smoke Point.

Key:

-  Water access for recreation
-  Dedicated recreation spaces
-  Informal play and open spaces
-  Recreation trails
-  Canoe/Kayak/Hobie recreation

PRINCIPLE 1

Make it a people place

Create leafy shade



The values of green space and trees are well recognised. Trees deliver ecosystem services, are good for our mental and physical health, have social and economic benefits, address 21st C concerns about climate change, are beautiful and they provide shade! All good reasons to add more of them to the waterfront landscape.



- Large shade trees should be established as matter of priority.
- The focus of planting should be on the street edge with feature trees in key locations.
- Tree species selection should respond to a Batemans Bay Landscape and Street Tree Plan.

Key:

- Areas where there is an opportunity for tree canopy to be integrated within the open space
- Individual notional tree locations

PRINCIPLE 1

Make it a people place

Make streets comfortable and inviting



Places to sit are welcoming, inviting people to stop and take in the sights. Well-located seats and informal sitting opportunities such as steps and ledges, create choice and encourage visitors to linger. Use of well designed street furniture also promotes a sense identity that will make the experience of the waterfront special.



- Locations for installing more seats should be considered during the preparation of detailed site plans along the waterfront.
- Seat types should include benches, seats with backs and arm rests and seat platforms.
- Some seats could incorporate power points, USB charging points and interpretation.
- Co-locate seats with landscaping, rubbish bins, drinking fountains, etc. to create integrated settings.

Key:



Seating areas

PRINCIPLE 1

Make it a people place

Stimulate the senses



What we sense has pervasive effects on our physical well-being. Colour, scent, texture, sounds and the sense of movement all add depth to our aesthetic appreciation and experience of a place. We need to bring the sensory as well as the physical world within reach along the foreshore.



- Selection of construction materials should consider a mix of colours, textures, audible qualities (e.g. walking on gravel sounds different to walking on timber or concrete), olfactory sensory experiences.
- Opportunities to touch the water should be provided.
- Variation between light and shade should be encouraged.
- The introduction of limited areas of seasonal plantings should be investigated as a means of highlighting change through the year

Key:

-  Opportunities for connection to water
-  Hard Landscaping
-  Soft Landscaping
-  Potential future Soft Landscaping

PRINCIPLE 1

Make it a people place

Respect Aboriginal culture





Understanding and respect for the culture of the Aboriginal inhabitants of the region is important. There is enormous visitor interest in stories about the world's oldest surviving culture and how they lived sustainably in the area for over 50,000 years and how they now thrive in contemporary times. The Batemans Bay waterfront provides a place where visitors could be engaged and immersed within the local Aboriginal community.



- This includes opportunities for contemporary Aboriginal Cultural elements e.g. artworks, performances, professional development, partnerships with locals to have stories in urban design.
- The Eurobodalla Aboriginal Heritage Study provide an excellent grounding for the development interpretive themes and their authentic expression as part of a comprehensive Thematic Interpretation Strategy.
- Stories could be incorporated as stand-alone elements or integrated with street furniture, pavements, etc.

Key:

-  Interpretation/sculptural story telling opportunities
-  Seating areas that provide the opportunity for interpretation/ storytelling

PRINCIPLE 1

Make it a people place

Interpret the story of the place




Remnants and stories of the past are important parts of the layered history that is the foreshore – they are memories that underpin the identity of the place. The public realm should nurture, expose and interpret this layered history as part of the contemporary life of Batemans Bay.



- The stories of the evolution of the settlement of Batemans Bay should be highlighted along the waterfront.
- The Eurobodulla heritage studies (available on Council's website) are good starting point for understanding the built heritage of the place.
- Consideration should be given to fleshing out the 'big ideas' that the community want visitors to take away with them through the preparation of a Thematic Interpretation Strategy.

Key:

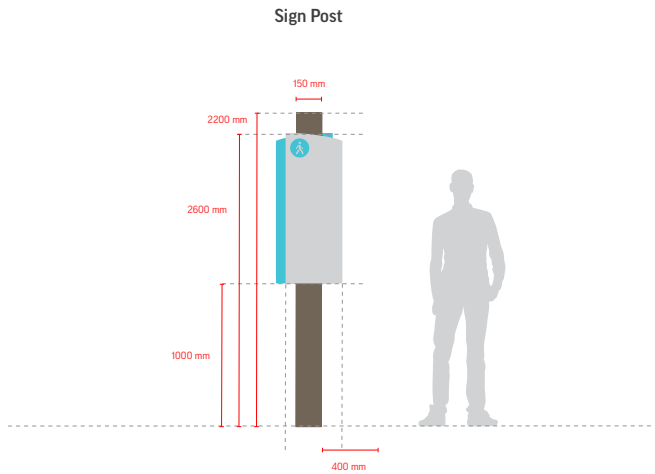
 Interpretation/sculptural story telling opportunities

 Seating areas that provide the opportunity for interpretation/ storytelling

PRINCIPLE 1

Make it a people place

Install wayfinding



Wayfinding Sign in Eurobodalla Signage Style Guide



Wayfinding systems make places legible and enhance the visitor's experience increasing their confidence, and encouraging exploration. It maximises the experience of what is ahead and invites them to stay longer and support businesses along the way. Consistent and recognizable graphics and placement ensure a system is comprehensive and appears neither fragmented nor piecemeal.

- A pedestrian wayfinding strategy should be prepared for the town centre with an emphasis on directing people to key cultural institutions (Mackay Park, history museum, post office, visitor centre), to waterfront activity areas (Smoke Point, Murra Mia Walkway) and public amenities (toilets, bus stops).

Key:

- Key wayfinding nodes
- Sign posted directional access points
- Pathway links
- Proposed pathway links

PRINCIPLE 1

Make it a people place

Inject Art and Arts Activities





Public art speaks to the culture of a place, adds to its beauty, tells its story and enlivens it through colour and motion. Carefully chosen and well-placed, contemporary artworks, by regarded artists can animate the foreshore, adding surprise and engaging people as participants, not just as passers-by. Eurobodalla Public Art Strategy identifies the Batemans Bay Foreshore as an important environment for exciting art projects.



- Enable well planned inclusion of foreshore art projects in landscape, pedestrian areas, play spaces, lighting, media and infrastructure.
- Integrate art along the waterfront to celebrate and reveal the story of the place, its Indigenous themes and contemporary cultural landscape .
- Explore opportunities for a wide range of artforms and creative projects
- Ensure art is an integral part of street and landscape features with preference given to artworks that are part of an overall approach rather than stand alone pieces.
- Consider how required infrastructure and design elements might be artfully imagined.
- Prioritise original approaches and well designed, expertly fabricated and installed works with review by the Public Art Advisory Committee of all proposed works.

Key:

 Live performance/installation experience opportunities

 Key areas for sculptural installations

PRINCIPLE 1

Make it a people place

Make it safe and secure





Public space is a critical ingredient of a liveable city. Great public spaces feel safe. They are secure, inviting, universally accessible, inclusive and intergenerational. When safe spaces are created activity increases and vice versa. When spaces are activated with happy, well-intentioned citizens they become safe by design.



- New landscaping should comply with Crime Prevention Through Environmental Design Principles (CPTED).
- Night lighting levels along footpaths should be of a 'facial recognition' standard.
- 'Dark sky' principles should be applied to all night lighting as part of a municipal wide strategy to reduce light pollution, protect human and animal health and encourage 'astral tourism' (see darksky.org for further information).
- The design of new development should consider opportunities for passive surveillance of public spaces.

Key:

-  Open spaces
-  Lighting the foreshore
-  Passive surveillance from neighbouring buildings

PRINCIPLE 1

Make it a people place

Walking, walking, walking



Walkable places are in demand, favoured and sought out by the young, old and educated. Paths should be wide and free of obstacles, street corners generous and signalisation at intersections should favour pedestrians. In the end, all people who journey to the foreshore end up on foot. Walking should be a joy.



- Footpaths should be built of durable, non-slip materials and safe to use by people of all ages and abilities with colour contrast tactile indicators to Australian Standards.
- Footpaths widths should be generous, accounting for sharing use of the foreshore by pedestrians and cyclists.
- Attention should be given to enhancing the pedestrian experience on Beach Road.
- New development should be required to provide 24/7 access from Orient Street and between the Beach Road/Flora Crescent intersection and the waterfront.

Key:

- • • Pedestrian walking network
- • • ➔ Links to the town centre
- — — Future links

PRINCIPLE 2

Make it active - day and night

Light the night



While recognising that good night lighting promotes a sense of security, there is an increasing concern about light pollution and its effects on our health and wildlife. Light fixtures that shield and direct light where it is needed, warm white light and energy efficiency all need to be considered in seeking safe but dark sky friendly foreshore spaces.



- Night lighting levels along footpaths should be of a 'facial recognition' standard.
- 'Dark sky' principles should be applied to all night lighting as part of a municipal wide strategy to reduce light pollution, protect human and animal health and encourage 'astral tourism' (see darksky.org for further information).

Key:

- Foreshore pedestrian lighting
- Lighting for pedestrian and vehicle zone
- Proposed night time event spaces

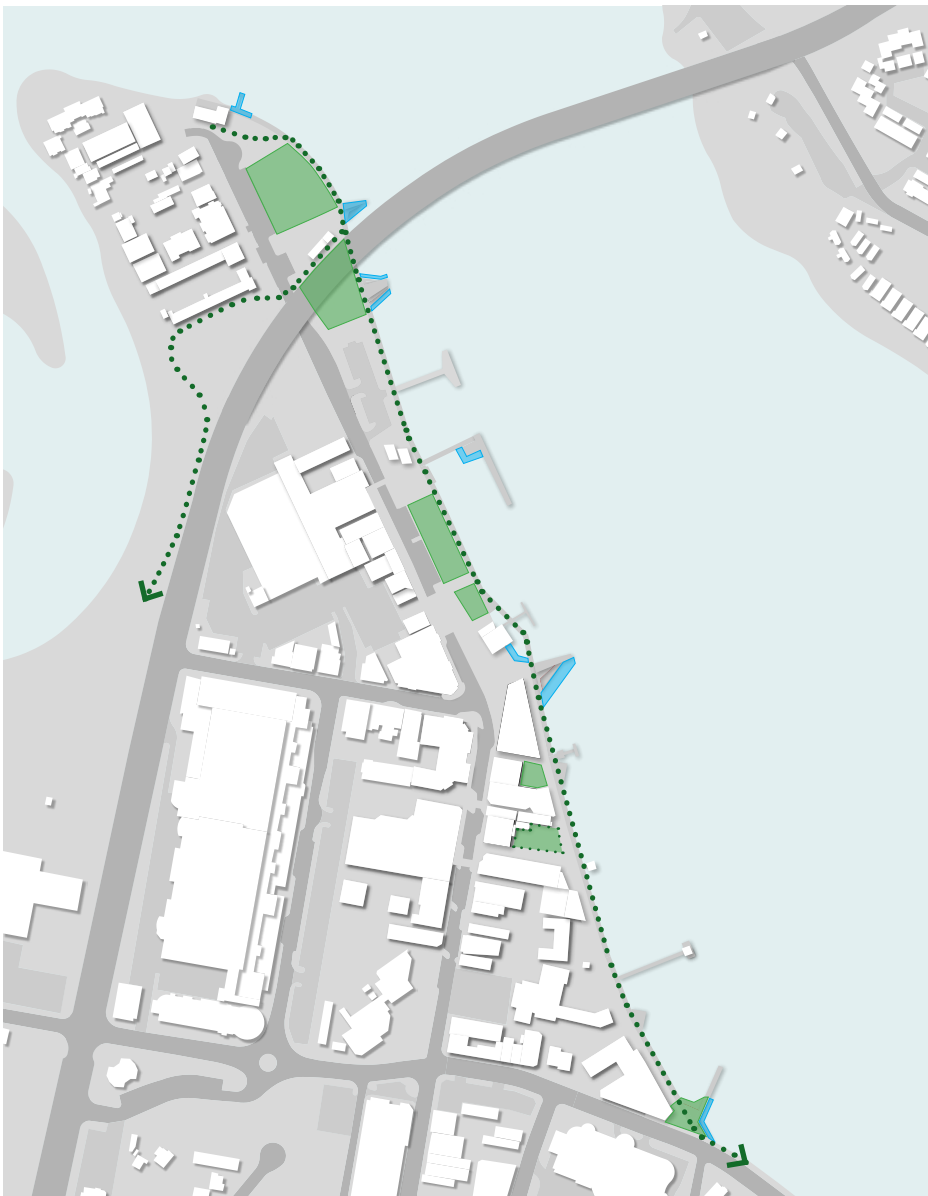
PRINCIPLE 2

Make it active - day and night

Encourage an outdoor culture







People are increasingly feeling trapped indoors or in their car by their work and lifestyle and they want out! Fresh air and exercise are good reasons to be on the foreshore. Entertainment and events expand on these reasons. To increase participation in the outdoors, the foreshore must be inviting, safe and easily accessible.



- The waterfront should be attractive and well maintained to provide for imaginative use of public open spaces.
- Infrastructure should be provided in support of future use including electrical and drinking water supply, comfortable seating and good lighting.
- Consider the potential for Council provision of free wifi on the foreshore.
- Council actively encourage people to use the waterfront e.g. review policy, promote it and make it an easy process to the waterfront.

Key:

-  Water recreation access
-  Open active spaces
-  Potential open active spaces
-  Recreation trails

PRINCIPLE 2

Make it active - day and night

Create spaces to host events and activities





Comfortable places to sit and stop, good path networks, food and active promotion and programming of the foreshore will all draw people to be there. Greatest use will occur where there are a variety of spatial sizes and types. While some spaces might be fixed, others should be open and unencumbered to allow for spontaneous activation.



- Council policies should be reviewed to encourage use of public open space for events and healthy activities.
- The waterfront should be attractive and well maintained to provide for imaginative use of public open spaces.
- Infrastructure should be provided in support of future use including electrical and water supply, comfortable seating and good lighting.
- Maximise potential for events through the creation of a variety of spatial types and sizes.

Key:

-  Potential event spaces
-  Flexible open spaces

PRINCIPLE 2

Make it active - day and night

Support spontaneous activity




A wise landscape architect once said, that his profession “creates the opportunities for events to happen”. While designers can imagine how some spaces will be used, others will creatively respond to a situation in unimaginable, yet positive ways. We need to be open to these events and treasure them as they add to the experience of daily life.



- Council policies should be reviewed to encourage use of public open space for events and healthy activities.
- The waterfront should be attractively upgraded and well maintained to provide for imaginative use of public open spaces.
- Infrastructure should be provided in support of future use including electrical and water supply, comfortable seating and good lighting.
- Ensure there are a variety of spaces of different sizes available for spontaneous activities .

Key:

-  Large open areas available for larger scale activities
-  Potential areas for spontaneous activity

PRINCIPLE 2

Make it active - day and night

Provide a program of activation opportunities






The open space of the foreshore needs to be well programmed by Council, businesses and the local community to host a full calendar of events, festivals and uses of varying scales and durations. Uses like outdoor fitness training give daily life, while special events can draw people from near and far. Importantly, a steady program of activity needs to occur if residents and visitors are to regularly visit the waterfront.



- Council staff should plan and/or support a regular calendar of events on the waterfront.
- Council policies should be reviewed to encourage use of public open space for events and healthy activities.
- Infrastructure should be provided in support of future use, including electrical and water supply, comfortable seating and good lighting.
- Maximise potential for events through the creation of a variety of spatial types and sizes.

Key:

-  Large open areas available for larger scale activities
-  Potential spaces along the foreshore for activation activities.
-  Possible additional activation spaces in the future

PRINCIPLE 3

Make strong connections

Celebrate the waterfront edge






The physical features of the waterfront can enhance the user's experience of the place. Where rock ballast provides protection from wave action, alternative solutions can do the same while celebrating the location by adding amenity, new public space and aesthetic pleasure. New treatments may also enable contact with the water where there is currently none.



- Council should explore opportunities to widen the foreshore promenade along its length to better provide for outdoor dining and for shared use by pedestrians, runners and cyclists, to create opportunities for the introduction of shade trees, pop up vendors, interpretation and public art and to address anticipated coastal hazards.
- Pavement materials should be robust with quality finishes.

Key:

-  Explore opportunities to widen and expand the waterfront edge
-  Existing waterfront edge
-  Physical connections to the water

PRINCIPLE 3

Make strong connections

Enliven the links to the waterfront






Permeable edges enable multiple patterns of movement. Flexibility and variety of opportunity expand the experience of the foreshore from a linear route to include possibilities for connectivity to the town centre. Long building frontages without openings and dead end paths should be avoided. Instead, a punctuated building pattern and inter-connected network of footpaths should be encouraged.



- Linkages would ideally align with safe crossing points in adjacent streets.
- Linkages should be safe to use by people of all abilities.
- Night lighting of linkages should be to a facial recognition standard.
- Linkages to the foreshore should be seen as opportunities for the introduction of public art, wayfinding and interpretation.
- Council should consider the inclusion of linkages particularly across Orient Street through to Perry Street and from the intersection of Beach Road and Flora Crescent as planning requirements in future developments.

Key:

-  Water edge
-  Connections to the waterfront
-  Future connections to the waterfront

PRINCIPLE 3

Make strong connections

Remove barriers to access and activity



Car parking, roads, fences and planter beds can all be barriers to movement. Access to the waterfront is enhanced when spaces are permeable and there are direct, safe, easy and frequent access points. Greater permeability encourages people out of their cars by making local trips and daily tasks on foot easier and more pleasant.



- There should be frequent, safe crossing points between the waterfront and adjacent commercial/residential properties.
- Traffic should be calmed along Clyde Street including measures to reduce large vehicle movements.
- Footpaths should be of a generous width and built of robust, quality materials incorporating colour contrast tactile indicators to Australian Standards.

Key:

- Existing pedestrian barriers to the waterfront
- Existing pedestrian routes breaking through barriers
- New pedestrian routes breaking through barriers
- Future pedestrian routes

PRINCIPLE 3

Make strong connections

Foster alternative transport



Better and safer conditions for cycling will encourage access to the waterfront. More bicycles, means fewer cars and fewer car parks. People will be healthier, the foreshore quieter, the pace slower and the air cleaner. Significantly, cycling infrastructure is a point of difference that will attract a younger generation to live in Batemans Bay and around the waterfront.



- Investigate the separation of parking and vehicles from pedestrians. As far as possible, once out of the car pedestrians should not be required cross a street.
- Footpath widths should be generous, accounting for shared use of the foreshore by pedestrians and cyclists.
- Footpaths should include an integrated suite of signage, outdoor furniture, lighting and interpretation to encourage shared use
- Council should consider promoting the waterfront as an all-abilities venue.
- Investigate the options to relocate the Intrastate bus services elsewhere within the town centre.

Key:

- • • Cycling network
- • • Links to surrounding areas
- • • Future links to surrounding areas

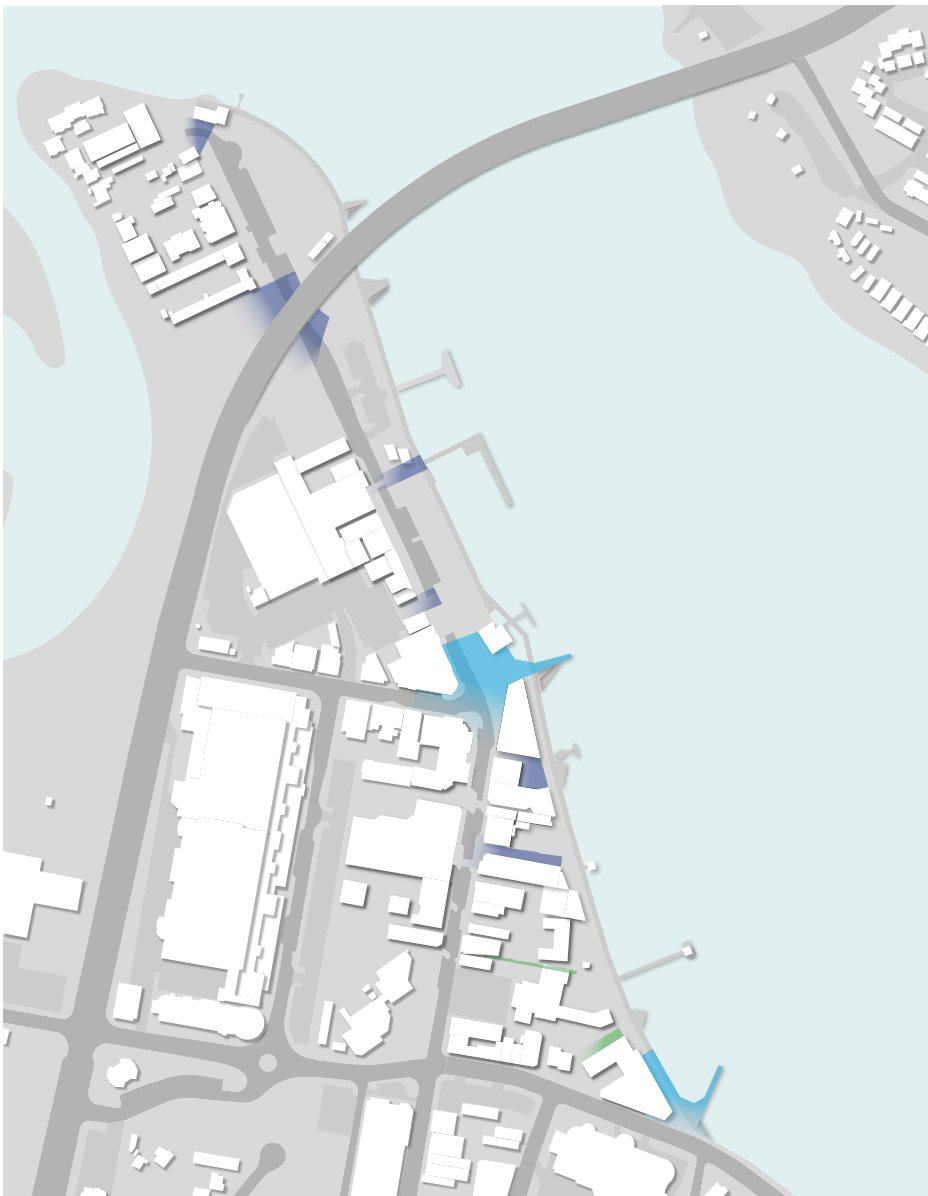
PRINCIPLE 4

Make it work for local business

Identify the gateways to the precinct






Gateways mark the difference between travel and arrival and define the inside and outside of a precinct. Well-defined and recognisable gateways that suggest the story of the place are the starting point for exploration of a precinct. They can be simple (a change of lighting or paving) or complex (artworks or arches) but importantly they must be distinctive and relevant to the place.



- Entries to the foreshore should be marked as 'thresholds' through a variation in pavement treatment, the siting of wayfinding, public art and/or interpretation.
- Major entries are opportunities for bespoke art, furniture or other elements.

Key:

-  Major entry points
-  Minor entry points
-  Future entry points

PRINCIPLE 4

Make it work for local business

Excite the imagination





Sometimes simple things spark the imagination. One tiny do-it-yourself parklet in San Francisco in 2005 stoked the imagination of people world wide and is now celebrated annually in over 900 cities. The community needs to be open to, support and facilitate out-of-the-box activation ideas when they arise. Who knows, a worldwide movement might start in Batemans Bay.



- Council policies should be reviewed to encourage use of public open space for events and healthy activities.
- Maximise potential for events through the creation of a variety of spatial types and sizes.

Key:

-  Spaces for large scale activation
-  Spaces for smaller scales of activation

PRINCIPLE 4

Make it work for local business

Diversify street edges, activate the street





Homogeneous building façades dampen opportunities for use and enjoyment. Meandering building edges create space for people to step off the path, sit or stand and observe life. Nooks and crannies in building edges are also open to imaginative uses. Some will be sunny and quiet, some open and exposed. Importantly, they will be occupied and active.



- Planning regulations should be reviewed to ensure that development proposals encourage an active interface with adjacent footpaths and the foreshore.
- Council policies should be reviewed to encourage use of public footpaths for short-term activities.
- Footpaths widths should account for the potential for pop up installations.

Key:

-  Building frontages for activation
-  Extended water front elements for activation

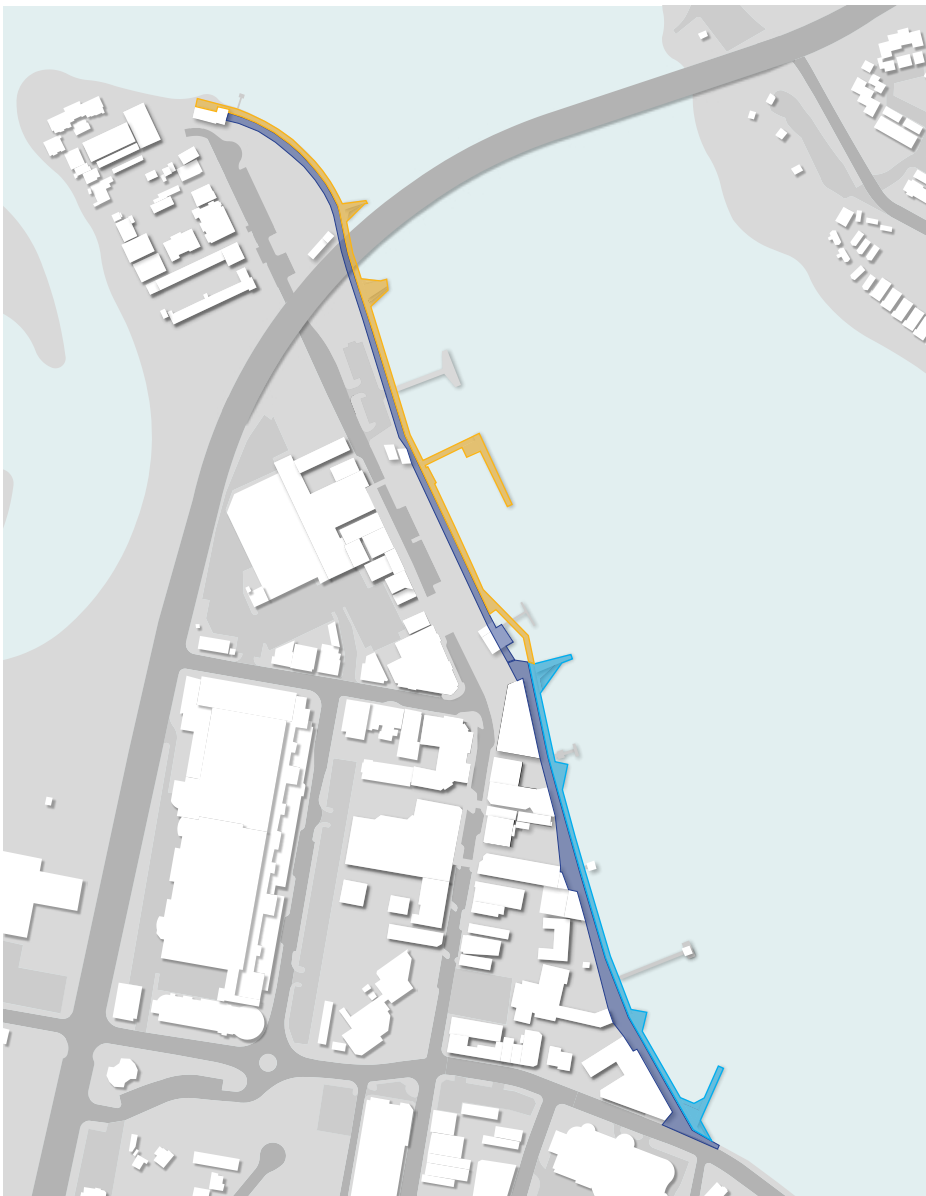
PRINCIPLE 4

Make it work for local business

Respond to climate risks and opportunities






The climate is changing and with it sea level is rising putting the foreshore and the town centre at threat. Adaptation is required. Floor levels on buildings, pavements and services will all need to be rethought. The consequences of change are confronting, but the response offers opportunities to re-imagine the look and feel of the foreshore.



- All new development should address anticipated coastal hazards and flood risks.
- Shade trees and/or shade structures should be liberally provided along the waterfront to address rising temperatures and to provide UV light protection for users.
- Selection of tree and plant species allow for anticipated changes in growing regimes (i.e. hotter and drier weather).

Key:

-  Expand and raise waterfront edge
-  Expand waterfront edge
-  Existing waterfront edge which may require raising in some locations (e.g. Murra Mia)

PRINCIPLE 4

Make it work for local business

Encourage people to live in town




Success in activating the waterfront lies in getting more people living within walking distance (800m) and in those people using it as an extension of their home. This is realised by increasing residential living opportunities along the promenade where people can walk to shops, lounge and play in its open spaces and eat in its multiple food outlets.



- Council policies should encourage the development of medium to high density residential living within the town centre.
- Council should investigate ways to increase mixed development opportunities without exacerbating the oversupply of commercial floorspace.

Key:

 Area for encouraging increased residential living opportunities

PRINCIPLE 4

Make it work for local business

Stimulate mixed-use development





Mixed-use development blends cultural and residential life to create a lived in and worked in city. Mixed-use development on the waterfront will bring housing variety to the market, benefits to residents and more passing trade for business as people walk to work and go about their daily lives. Mixed use-development also supports an ageing population looking to retire and move to Batemans Bay.

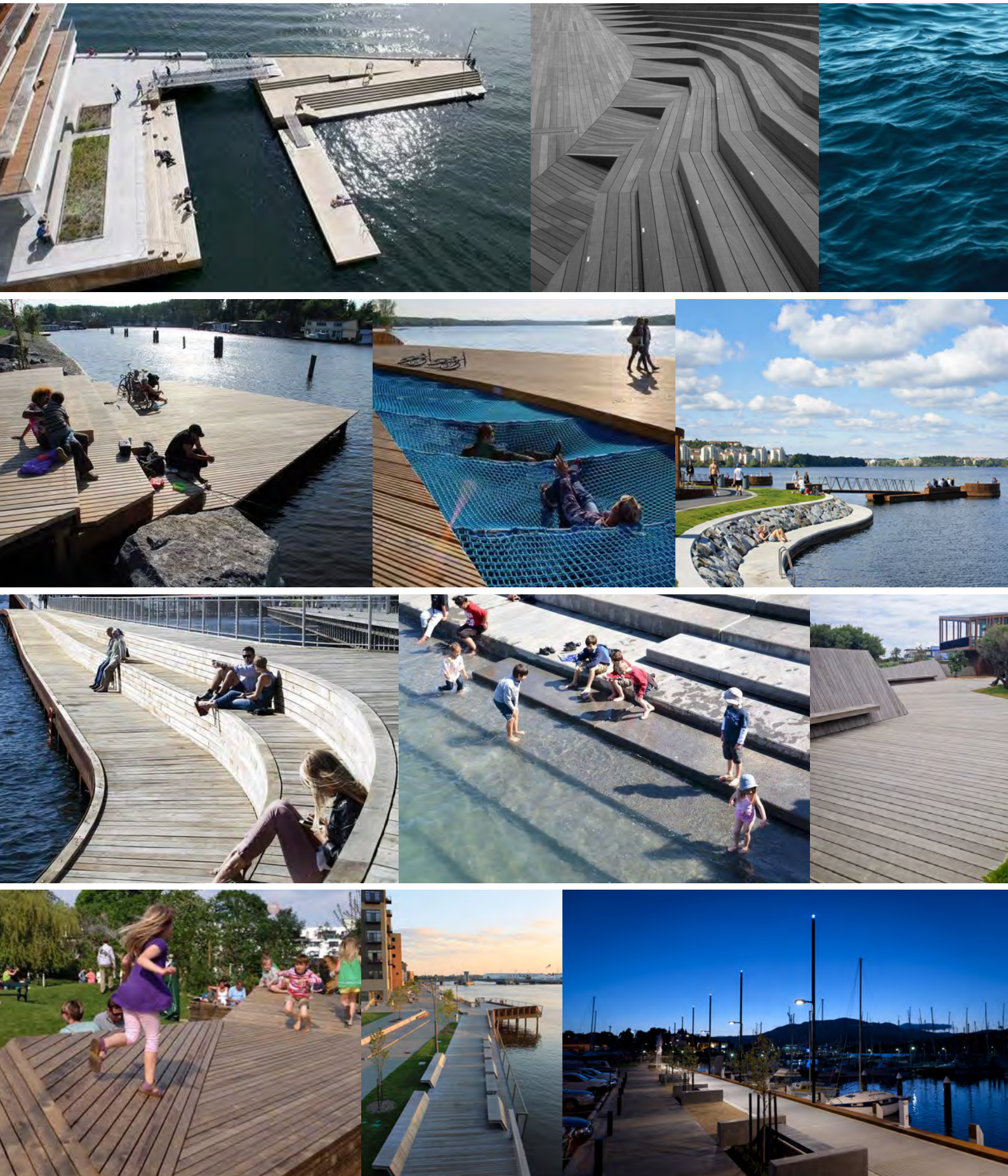


- Council should investigate ways to increase mixed development opportunities without exacerbating the oversupply of commercial floorspace.
- Development of generous, well-appointed, pedestrian safe and cycle friendly outdoor living spaces should be promoted as a feature to attract residential living in the town centre.

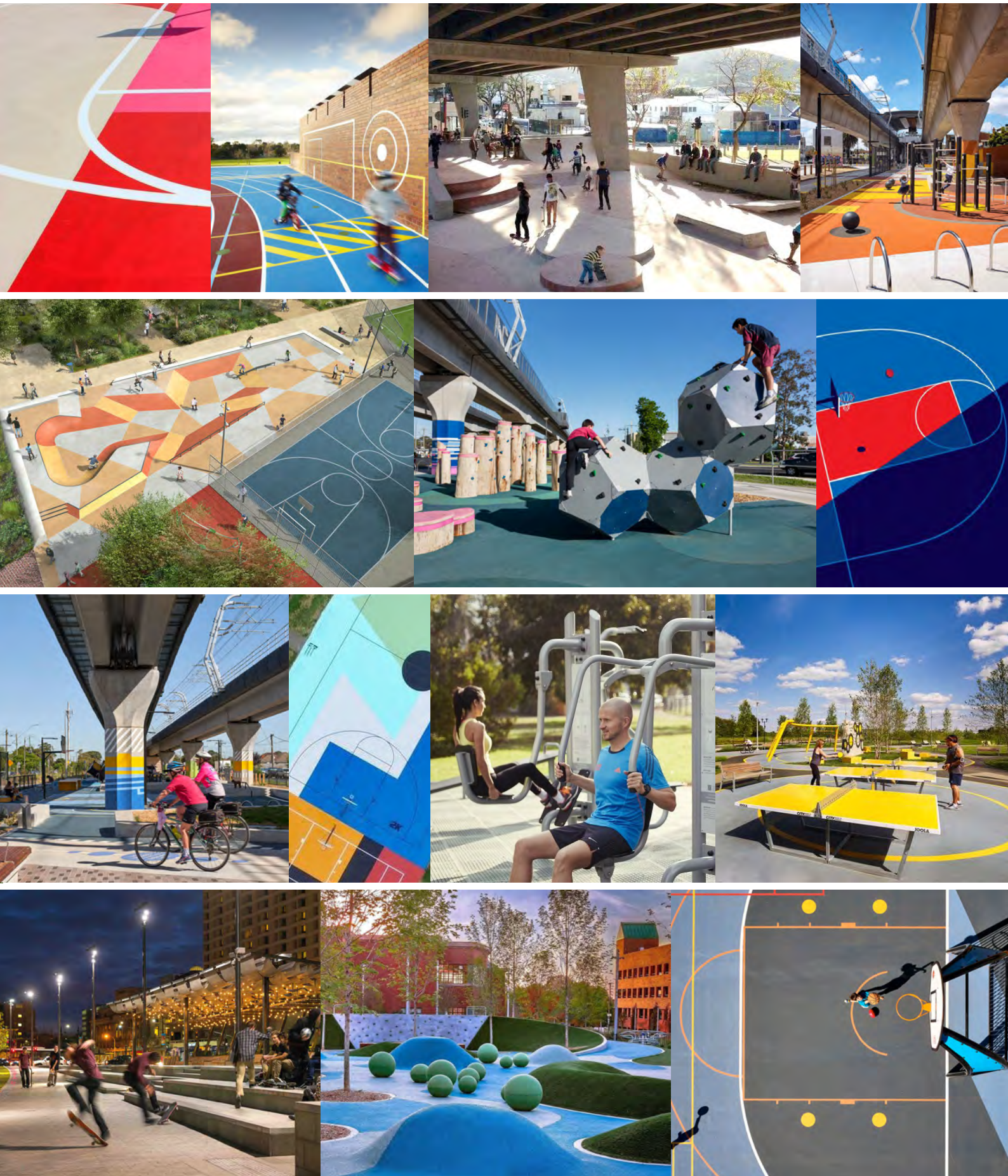
Key:

-  Areas to explore mixed-use development
-  Opportunities for existing businesses to become mixed-use

Precedents/ Look + Feel
Waters Edge + Promenade



Precedents/ Look + Feel Youth Central



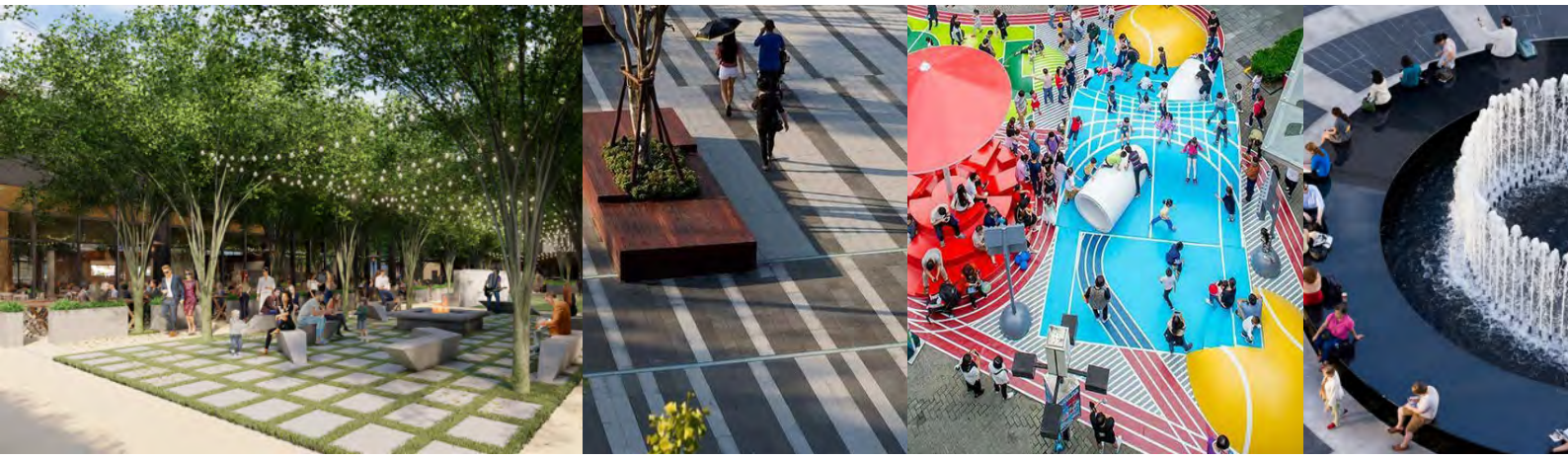
Precedents/ Look + Feel

Park and Nature Play



Precedents/ Look + Feel

Public Plazas



Purpose

The purpose of the guidelines are to create a clearly legible urban scale and to give direction to future redevelopment and investment within the waterfront.

Objectives

The objectives for the guidelines are:

- › To achieve an attractive, safe and functional waterfront.
- › To ensure development respects and responds to the natural and cultural values of the place.
- › To promote a consistent and high quality approach to the streetscape, built form, landscaping and movement systems that ensure compatibility and synergy between uses of the waterfront.
- › To encourage highest and best use of the land.
- › To encourage consistent and high quality development standards that respect the visual prominence of the waterfront.
- › To promote activation of the waterfront spaces to attract people and investment.
- › To ensure universal access within the waterfront.

Guidelines

In addition to Council's statutory planning and development controls, any land use or development proposals should address the relationship of the proposed development to meeting the vision and guiding principles of the Batemans Bay Waterfront Master Plan.



Buildings

- › Building heights should be aligned with those outlined in the LEP. However consideration should be given to selected areas and landmark locations where it would be appropriate to encourage greater heights. Corner sites should be accentuated with higher building heights or greater massing.
- › Building form mass should provide different visual experiences when viewed from public spaces rather than simplistic or bulky forms which lack human scale and diversity. This might include building stepping, recesses and changes to the materiality of the facades.
- › The scale, massing and proportions of new buildings should be designed to avoid adverse over-shadowing or wind tunnel effects.
- › Any protrusions from the streetfront should be sympathetic in character, materials, and colour to its immediate location. Weather protection to the public footpath should include the potential for a verandah, canopy or awning for the length of all buildings with a zero front setback.
- › The detailing and finish to buildings should provide an appropriate scale to the street and visual interest to enable differentiation between buildings when viewed from public streets and public open spaces.
- › Large areas or lengths of blank walls should not be allowed on the street façade or footpaths where visible from public streets and public open spaces. Encouraging narrow frontages at ground floor will allow for active edges and a higher level of pedestrian permeability to maximise activation.
- › Entrances to buildings should be clearly recognised to provide an engaging interface to the street and should be accessible directly from the street.
- › Buildings should be designed in response to the localised climatic conditions including wind, sea breezes, salty air, precipitation, solar orientation and bushfire risk.
- ›

Landscaping and Amenity

- Landscaping should seek to enhance the existing sense of place, interpreting cultural values and defining the public realm whilst contributing to the safety and comfort of visitors and users of the waterfront. Use of native salt tolerant species are preferred in the waterfront location. Consideration should be given to the appropriate selection of the height and species in relation to the scale, building mass, nature of the location and crime prevention principles.
- Landscaping should be cognisant of retaining the integrity of the view corridors to prominent features.
- The design of paving, street lighting, seating, bins, signage and other street furniture should be consistent across the waterfront and reinforce the function of a street.
- The potential for façade planting or 'green walls and green roofs' should be considered to enhance the appearance and thermal/water conservation performances of new buildings.
- Wifi and power points (may include restrictions on use time) should be incorporated into the design of outdoor facilities.
- Parking areas should be well designed and unobtrusive from the street or public open spaces.
- Loading docks, plant, equipment and outside storage areas should be screened from public spaces so as to maintain a high standard of visual amenity.



Activate Use

- Building setbacks should encourage development to be conducive to a lively street and waterfront environment. Setbacks may be required to protect existing trees or to allow for trees to be added into the street or waterfront.
- Priority should be given to maximising pedestrian access and circulation throughout the waterfront.
- Unrestricted public access to all public open space should prevail. Strong connections between the town centre and the waterfront should be required.
- Laneways and alleyways should be well lit, straight and direct, free of objects that facilitate concealment and sufficiently open for casual surveillance.
- Important public view corridors should be protected and not be obstructed. Visual access and interaction between the public realm and internal spaces of new buildings should be maximised.
- Ground floor spaces should be flexible and adaptable to maximise amenity of users of the street and activity on the waterfront. New development should incorporate horizontal and vertical mixing of uses including retail, food and beverage, civic/community uses at ground floor with commercial and residential activities above ground floor.
- Development should be encouraged to accommodate a broad mix of uses to support daytime and evening activation, community access and enjoyment.
- New development should directly contribute to an enhanced public realm adjoining and nearby to the site

