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INTRODUCTION

Batemans Bay is the principal commercial centre in the Eurobodalla Shire and is a key destination for residents and visitors to the area. It is therefore critical that the town functions well, is open for business and is an attractive place to visit.

Ensuring good functionality, business activity and visual amenity require a range of different measures and the involvement of many stakeholders. Everyone in the community plays a part in a successful and prosperous Batemans Bay, from land owners to business operators to residents and visitors. Council also has various roles to play, including the provision of infrastructure, management of the public domain, supporting economic development, supporting tourism and planning for the future.

To undertake good planning, it is important to know where we would like to be in the future. What do we want Batemans Bay to look like in 2036? It is also important that these questions be considered and answered by the community as a whole. A shared vision for the future of Batemans Bay will set the scene for our collective actions, aimed to deliver that vision.

ABOUT THIS BOOKLET

This workshop booklet sets the scene for the Batemans Bay Vision and Growth project. It tells a part of the Batemans Bay story, its history, a snapshot of the current situation and emerging trends and opportunities for its future.

The booklet provides a summary of some recent work relating to Batemans Bay town centre that has been completed, that is currently underway, or that is planned in the near future. It outlines some of the challenges and opportunities that may face Batemans Bay in the future. It also outlines the next steps in the process beyond this workshop.
THE VISION AND GROWTH PROJECT

The purpose of the Batemans Bay Vision and Growth project is to bring together local businesses, community members and Council to work together to develop a shared vision for the future of the town.

The project will be informed by the issues and ideas raised at the series of village meetings organised by the Batemans Bay Chamber of Commerce to commence a conversation between community and business about building a better Batemans Bay.

WHAT IS THE NEXT STEP?

A Vision and Growth Workshop will be held with key stakeholders including land owners and representatives of the Batemans Bay Chamber of Commerce and local community groups. The workshop will be independently facilitated and will aim to consider:

- How does Batemans Bay work?
- What is its identity and values?
- What opportunities does it have?
- What future do we want for Batemans Bay?
- How can the community realise this future?

Broader community engagement on the ideas and concepts developed at both the village meetings and the workshop will then be undertaken. It is hoped that a final vision for the Batemans Bay town centre will be endorsed by both Council and the Batemans Bay Chamber of Commerce. The endorsed vision could then be presented as a kind of “prospectus” for Batemans Bay that can be used to encourage investment and guide development and management outcomes.

WHAT IS YOUR ROLE?

As stated in the Batemans Bay Chamber of Commerce’s flyer for the village meetings, a better Batemans Bay is everyone’s business. Local business owners, local workers, land owners and all community members have a role in making Batemans Bay a prosperous and enjoyable place to live, do business, work and play.

We want to hear from everyone about what they love about Batemans Bay and what changes they think are needed to improve the town into the future. All ideas and suggestions are valuable and will inform the final vision for Batemans Bay.
A BRIEF HISTORY OF BATEMANS BAY

Aboriginal people have occupied the south coast region of NSW for at least 20,000 years. The traditional owners of the Batemans Bay area are the Walbanja people of the Yuin nation.

The first European to explore the Clyde River was Lt Johnson who renamed the river from the Aboriginal Bhunduu in 1821. By the 1830s, settlers arrived in the Nelligen area, attracted by the abundance of valuable timber and the accessibility to markets via the river. The track up Clyde Mountain was built in the mid-1850s. This and the discovery of gold at Araluen helped Nelligen to become a busy port servicing Braidwood’s farming district and the goldfields.

Ships landed passengers and supplies returning with cargoes of wool, gold, timber and produce for Sydney. Nelligen was also on the main track south from Nowra until a ferry was installed at Batemans Bay in 1871.

At this time, Batemans Bay began to develop as a small settlement. Sawmills were soon established nearby and there were at least 13 sawmills around the Clyde River by the 1880s, some near Nelligen. Fishing and oyster farming also became significant industries. Shipping gradually favoured Batemans Bay at Nelligen’s expense.

In the 20th century Batemans Bay grew as a regional centre largely due to its being the closest seaside town to the growing national capital Canberra. It became a popular holiday destination particularly for Canberra residents. Tourism is now the most important industry for the Batemans Bay economy.

The demise of coastal shipping in the early 1950s and the south coast’s subsequent reliance on road transport led to the construction of the Batemans Bay Bridge in 1956. The 60th anniversary of the opening of the bridge will be celebrated this year. While forestry activities continue in the State Forests surrounding Batemans Bay, the last sawmill at Batemans Bay closed in 2012. Oyster farming however remains a significant and growing industry to this day.
Batemans Bay is identified as a Major Regional Centre in the NSW Government’s South Coast Regional Strategy 2006 and under the draft South East and Tablelands Regional Plan 2016. This means that Batemans Bay has an equivalent role in terms of business and employment functions as other major centres in our region, including Bowral, Bega, Goulburn, Nowra and Queanbeyan.

Our planning rules for Batemans Bay need to reflect its important role and to facilitate development that is appropriate for a Major Regional Centre. This means that major retail, commercial, entertainment and community developments should be encouraged to locate in the town centre. We should also be facilitating new mixed use developments that include both residential and tourist accommodation to ensure a more vibrant town centre and support business viability.

Planning for the future growth of Batemans Bay also needs to take into account the unique natural characteristics of its location. The whole of the town centre is below the 1 in 100 year flood level and is therefore at risk of inundation from storm surges, major high tide events, riverine flooding and sea level rise. Over time, new developments and new public infrastructure will need to be designed to respond to these hazards to ensure Batemans Bay can continue to function as a major regional centre for the long term.

The location of the Batemans Bay Town Centre between the Batemans Marine Park and the Clyde River National Park also presents unique opportunities for new development. There are views to the east and west to take advantage of and the waterways and oyster lease areas provide both visual and culinary interest. Batemans Bay is easily accessible, located at the junction of the two major highways through the region, the Kings and the Princes Highways.
## EXISTING PLANNING CONTROLS

<table>
<thead>
<tr>
<th>Zone:</th>
<th>Mix of zones as shown on the zoning map on previous page. The commercial core is zoned B4 Mixed Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Building Height:</td>
<td>Ranges from 8.5m to 18m as shown on the maximum building height map below</td>
</tr>
<tr>
<td>Street Frontage Heights:</td>
<td>Ranges from 8.5m to 12m, to encourage upper levels to be set back from the street frontage</td>
</tr>
<tr>
<td>Minimum Street Frontage:</td>
<td>24m for a new building in the B4 zone</td>
</tr>
<tr>
<td>Active Street Frontages:</td>
<td>Retail or business uses at ground level required</td>
</tr>
<tr>
<td>Design Excellence:</td>
<td>For new buildings or external alterations in the B4 zone</td>
</tr>
<tr>
<td>Building Setbacks:</td>
<td>Zero, for majority of commercial area</td>
</tr>
<tr>
<td>Car Parking:</td>
<td>On-site provision or monetary contribution required</td>
</tr>
</tbody>
</table>

### Other DCP Controls:
- Façade Treatments
- Visual Amenity
- Building Materials
- Adaptable Housing
- Accommodation Mix
- Solar Access
- Signage
- Footpath Trading
- Safer by Design
- View Sharing
ECONOMIC CONTEXT

As the most important commercial centre in the Eurobodalla, the Batemans Bay economy is critical to Eurobodalla’s prosperity. Council has recently negotiated, through the Joint Canberra Regional Organisation of Councils, to have access to detailed economic data for the Eurobodalla Shire. The Eurobodalla economic profile is now available on Council’s website for all members of the community to see and some key statistics are provided below:

Share of Eurobodalla businesses in Batemans Bay – 24%

- For retail – 29%
- For accommodation and food services – 28%
- For manufacturing – 33%
- For wholesale trade – 33%
- For education and training – 36%

Share of Eurobodalla’s economic value in Batemans Bay – 34%

- For retail – 46%
- For accommodation and food services – 41%
- For financial and insurance services – 55%
- For agriculture, forestry and fishing – 24%

Share of Eurobodalla’s future population growth in the catchment of Batemans Bay – 60%

Confidence in the Eurobodalla economy is now growing as demonstrated by increased building approvals, a “mini-boom” in land releases and growth in property sales. The number of new residential lots released in the 2015-16 financial year almost doubled the number of previous years, indicating that the development industry is confident in Eurobodalla’s housing market and that there is increasing demand for land for new dwellings.

The number of new dwellings built in the last 12 months is also higher than previous years and if trends continue, should be even higher this year. This is great news for local builders and tradespeople, particularly those who may have been working outside of Eurobodalla in recent years.

The last financial year saw a 20 per cent increase in the number of applications received by Council and the value of development increased last financial year to $127 million, up from just under $100 million the year before.
In 2006, a detailed study of commercial centres in Eurobodalla was undertaken (Wakefield, 2006). The study estimated that there was approximately 83,300m² of retail and commercial floorspace in the Batemans Bay Town Centre.

Since that time, there have been two major developments, the government services building known as Baylink at Flora Crescent and the new retail shops at Perry Lane. There has also been a slight reduction in retail floorspace with the demolition of part of the Ned Kelly’s building to provide for additional car parking at the Bridge Plaza. The net increase in floor space from this recent development is approximately 4000m².

New bulky goods retail development has also recently been completed on Vesper Street (Princes Highway) south of the town centre.

Development consent has also recently been granted to the erection of a new building adjacent to the Murra Murra Mia walkway. This new building which is yet to be commenced, will consist of ground level parking and a retail kiosk with four levels of residential units above. A variation to the current building height control from 12m to 15m was granted for this development.

Council has also received enquiries for other new developments in the town centre that exceed the current building height controls, however development applications for these are yet to be lodged.

In October 2010 and 2013 and November 2016, Council conducted audits of land uses and vacancies in the Batemans Bay town centre. The results of these audits are shown in the table below.

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2013</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Businesses</td>
<td>269</td>
<td>273</td>
<td>288</td>
</tr>
<tr>
<td>Total Number of Units</td>
<td>301</td>
<td>303</td>
<td>316</td>
</tr>
<tr>
<td>Number of Vacant Units</td>
<td>32</td>
<td>30</td>
<td>24</td>
</tr>
<tr>
<td>Vacancy Rate (Units)</td>
<td>10.6%</td>
<td>9.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Total Number of Lots</td>
<td>121</td>
<td>121</td>
<td>122</td>
</tr>
<tr>
<td>Number of Vacant Lots</td>
<td>15</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Vacancy Rate (Lots)</td>
<td>12.4%</td>
<td>10.7%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Number of Residential Premises</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>
FUTURE CHALLENGES AND OPPORTUNITIES

Over the next 20 years and beyond, there will be a range of trends and issues that will have an impact on the growth of the Batemans Bay town centre. Some of these trends can be influenced at a local level, while some are global issues that require a management response at the local level. The fast rate of technological change will ensure new unforeseen trends will need to be considered and addressed over time.

We will need to consider how the following might shape the way Batemans Bay grows and changes:

- How will the growth in population of Canberra and the surrounding area and the recent addition of international flights to Canberra affect Batemans Bay?
- How will the NBN and the “sharing economy” change the way business is done in Batemans Bay?
- What impact will online retailing have on the growth of “bricks and mortar” shopfronts?
- How will Airbnb impact on the tourist accommodation market?
- What other tourism trends may arise in the future – what new activities / experiences will be required to continue to attract tourists to the area?
- What changes may influence traffic, transport and parking in Batemans Bay – Uber, share cars, driverless cars and buses, new forms of public transport, a new bridge over the Clyde River, improvements to the Kings and Princes Highways?
- How will Batemans Bay adapt to the potential consequences of climate change?
- What other changes should we be considering and planning for?

The primary population catchment of Batemans Bay extends from Durras in the north to Malua Bay / Rosedale in the south and includes the surrounding rural hinterland.

The population of this area in 2016 is just over 18,000 and is predicted to increase by more than 3,000 by 2036 to approximately 21,400. This is a growth rate of just under 1% per annum, or about 170 new residents every year.

What kind of housing will the new residents want and where? Will there be some demand for “inner-city” living?

All of the growth will be due to net migration into the area. This is because natural increase (births), while continuing to grow, will become smaller than the annual death rate. Those moving here are more likely to be from other parts of New South Wales and Australia than moving from overseas.

What will new residents bring in terms of skills and capacities, and what will they expect when they arrive?

What will we need to provide or improve in order to attract new residents to the area?

The Batemans Bay catchment population will continue to age. How will this affect the town centre in terms of the size of the workforce, but also in terms of the design of buildings and the public domain?
In 2015, Council engaged architecture and urban design firm XPACE to undertake a review of the existing building height controls in the town centre and to make recommendations for future potential changes to the controls. The final report is a key input into the development of a vision for the Batemans Bay town centre and for considering any potential changes to building height controls.

In preparing the report, the consultants developed a conceptual analysis of the Batemans Bay town centre based on five themes, as shown in the diagram and described on the next page.
A BLUE EDGE
The waterfront as the prime entertainment and short stay accommodation precinct.

A GREEN EDGE
Expand the built form and public space of the town to acknowledge and integrate the wetlands along the western edge.

A WATERGARDENS NEIGHBOURHOOD
Creation of a new multi-use neighbourhood focused on the Watergardens.

CLYDE-ORIENT STREET AXIS
Extend the “main street” axis along the full length of Clyde and Orient Streets.

LANDMARK SITES
Landmark buildings on key sites provide visual markers to the town’s edges and precincts.

The consultant’s report made the following specific recommendations about building height:

- Remove the DCP street frontage height controls;
- Allow uncapped building height on key landmark sites;
- Allow an additional storey in certain locations subject to architectural quality and or public domain improvements;
- Provide for some low height development in the Perry Street parking area.

The consultant also made some supporting recommendations for consideration, including:

- Develop a long-term urban design strategy to respond to flooding threats;
- Develop a round walk / cycling path to form an interesting trail for locals and visitors;
- Develop a “Discovery Centre” in the town centre to tell the story of the Clyde River and the Batemans Marine Park.
Following the completion of the Review of Building Heights, Council engaged an economic firm Strategic Economic Solutions to prepare an economic assessment of potential increased building heights in Batemans Bay.

The final report makes the following key findings:

- Batemans Bay will require 2,000 to 2,500m² of additional retail and commercial floorspace every five years to 2036. This potentially amounts to 1 to 2 new buildings every five years (assuming ground and first floors are used for retail and commercial purposes).

- There is sufficient vacant land and premises to absorb the additional demand to 2026. Some new buildings will be required on existing vacant land and some refurbishment of existing floorspace will also be required to meet business needs.

- Redevelopment of existing buildings, to create additional floorspace will be essential to keep pace with demand beyond 2026.

- There is sufficient capacity across the town centre for all of the retail and commercial floorspace needs to 2036 to be accommodated at ground and first floor levels.

- Additional height is therefore essential to achieve the objective of increasing residential and tourist accommodation within the town centre.

- To achieve a target of 200 households residing in the town centre by 2036, approximately 2 new six-storey buildings would be required every five years. New tourist accommodation would be in addition to this.

### PROJECTED FLOORSPACE NEEDS FROM ADDITIONAL RESIDENTS 2016-2036

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
<th>2026</th>
<th>2031</th>
<th>2036</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected LGA population</td>
<td>37,079</td>
<td>37,701</td>
<td>38,856</td>
<td>40,549</td>
<td>42,476</td>
<td>44,448</td>
<td></td>
</tr>
<tr>
<td>Additional households in Town Centre catchment every 5yrs</td>
<td>280</td>
<td>419</td>
<td>524</td>
<td>555</td>
<td>553</td>
<td>2,331</td>
<td></td>
</tr>
<tr>
<td>Sqm required</td>
<td>184</td>
<td>273</td>
<td>343</td>
<td>362</td>
<td>362</td>
<td>1,523</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Groceries</td>
<td>45</td>
<td>67</td>
<td>85</td>
<td>89</td>
<td>89</td>
<td>376</td>
<td></td>
</tr>
<tr>
<td>Liquor Take-away</td>
<td>156</td>
<td>233</td>
<td>293</td>
<td>309</td>
<td>309</td>
<td>1,300</td>
<td></td>
</tr>
<tr>
<td>TA Food, restaurants &amp; catering &amp; drinks</td>
<td>321</td>
<td>478</td>
<td>600</td>
<td>633</td>
<td>634</td>
<td>2,666</td>
<td></td>
</tr>
<tr>
<td>Main street goods retail</td>
<td>251</td>
<td>373</td>
<td>469</td>
<td>495</td>
<td>496</td>
<td>2,085</td>
<td></td>
</tr>
<tr>
<td>All other retail goods (eg bulky)</td>
<td>228</td>
<td>339</td>
<td>427</td>
<td>450</td>
<td>450</td>
<td>1,894</td>
<td></td>
</tr>
<tr>
<td>Personal Services</td>
<td>1,186</td>
<td>1,763</td>
<td>2,217</td>
<td>2,338</td>
<td>2,340</td>
<td>9,844</td>
<td></td>
</tr>
</tbody>
</table>
In June 2015, Eurobodalla Shire Council adopted a Fit for the Future Improvement Proposal that had as a key action to support economic growth and development through a new Integrated Economic Growth and Development Strategy.

Council resolved to take a leadership role in increasing our regional focus on economic and population growth and development, with an emphasis on supporting growth in business and tourism. In preparing the Strategy, Council will work collaboratively with businesses, the community and NSW, ACT and Australian Governments.

While the Integrated Economic Growth and Development Strategy will be a Shire-wide strategy, it will have a key focus on Batemans Bay as the Shire’s major regional centre.

Significant background work and consultations have already been undertaken in the development of this strategy. Two key studies have been completed, on the drivers of economic growth and the health and community care sector. Over 30 business and community leaders have been interviewed and a facilitated workshop was held on 18 May 2016.
In April 2016, Council purchased the former Batemans Bay Bowling Club site. This strategic purchase resulted in all of the land to the west of the Princes Highway across from the Batemans Bay Town Centre being in public ownership. A map of the site and broader precinct is provided below.

Following the purchase of the land, Council asked the community for their ideas for the future use of the land. 187 community submissions were received and 114 Facebook comments were recorded. Submissions were overwhelmingly positive and generally consistent with the development outcomes envisaged by Council.

At the same time, Council called for preliminary expressions of interest from parties interested in partnering with Council in the redevelopment of the land. The expression of interest document identified some of Council’s preferred development opportunities for the site, including a new aquatic centre, an arts and culture facility, conference and event space, tourism accommodation, restaurant and cafes, seniors’ living and the integration of existing sporting fields into the future development of the precinct. Four (4) expressions of interest were received, indicating that there is and will be interest from the private sector in partnering with Council to deliver these development outcomes.

On 11 October 2016, Council resolved to appoint community representatives to a Sunset Committee to assist Council with the investigation of opportunities for the development of the precinct and to develop and oversee the community engagement process during the investigation of opportunities for the development of the Batemans Bay Mackay Park precinct.
Council has progressively been upgrading and revitalising the Batemans Bay town centre to enhance outdoor dining and social spaces and encourage business development. This work, costing $1.6m has been funded from the special rate variation, paid parking income and extra funds from the 2016/17 budget to lift and resurface the road.

The area being upgraded includes the southern side of North Street between Perry Street and Orient Street, and both sides of Orient Street between North Street and Beach Road. The design will adopt a style consistent with Clyde Street. The project includes:

- upgrading footpaths;
- reusing existing pavers and incorporating new paving treatments with a mix of pavers, granite and concrete;
- extra trees and landscaping with night time lighting and added colour in plant selection;
- replacing existing trees;
- new street furniture, additional seating and resting spots;
- enhancing the outdoor eating environment;
- improving pedestrian access;
- extra parking;
- a small community and information structure;
- new service mains under roads; and
- road resurfacing.
16. BATEMANS BAY TOWN CENTRE VISION AND GROWTH PROJECT

RELATED PROJECTS

Council is involved in a range of other projects and services that have an influence on the Batemans Bay town centre.

DRAFT PATHWAYS STRATEGY

Eurobodalla Shire Council plans for and manages a range of public open spaces, including parks, footpaths, cycleways and natural reserves. Council is currently working on a new Recreation and Open Space Strategy and has recently placed a draft Pathways Strategy on public exhibition. Both of these documents are important for the future of the Batemans Bay Town Centre.

Council provides opportunities for business owners and others to use Council managed public spaces for appropriate activities. For example, in town centres, we issue licences for outdoor dining on footpaths. We also facilitate festivals and other events in public spaces, such as the recent Batemans Bay Fringe Festival.

PLANNING MAJOR ROAD INFRASTRUCTURE

Planning for major infrastructure is a key function of Council in partnership with the NSW and Australian Governments. One very important project that will have significant impacts on Batemans Bay is the South Batemans Bay Link Road. When this new link road is completed, it will:

- reduce congestion on Beach Road;
- improve pedestrian safety within the Batemans Bay CBD;
- reduce heavy vehicles and traffic noise on Beach Road; and
- reduce travel times for commuters, freight and emergency vehicles.

REVIEW OF PARKING IN THE BATEMANS BAY CBD

Council is about to embark on a review of parking in the Batemans Bay town centre. This review will audit existing parking availability and assess the existing and future demand for additional parking space and make recommendations with regards to the location of future parking areas. The issue of pay parking and parking time restrictions will also be considered. Council will also be reviewing the parking controls for new developments in the Batemans Bay town centre.
EUROBODALLA BRAND AND STYLE GUIDE

In around 2008, Eurobodalla Shire Council developed a brand, logo and style guide for Eurobodalla with catchy tag lines for our major towns and the Tilba district. For Batemans Bay, the tag line is “take it easy”. The brand, logo and tag line are still in use and can be seen in marketing and promotional material and at the Batemans Bay Visitor’s Centre.

RENEW EUROBODALLA

Renew Australia is a national economic and social enterprise designed to catalyse community renewal, economic development and creative industries across Australia. It works with communities and property owners to take otherwise empty shops, offices, commercial and public buildings and make them available for short term use to stimulate foot traffic in the commercial area, and increase interest and confidence in the retail sector. Renew Eurobodalla has filled a number of vacant retail spaces in Batemans Bay and Moruya and is continuing to look for new opportunities.

MAJOR EVENT PLANNING

Council is developing a strategy to drive economic growth from events in Eurobodalla and overcome seasonality. As our Major Regional Centre, Batemans Bay will be home to a number of major events over the next 12 months including:

- South Coast Caravan and Camping Show in November,
- Red Hot Summer concert in March,
- Bridge to Bridge kayak challenge in May,
- Antiques & Collectibles Fair in June,
- Rally of the Bay car rally in August,
- Batemans Bay Fringe Festival in September,

along with a number of fishing, sailing, cycling and running events throughout the year.
THANK YOU

This booklet has been designed to share information with you about Batemans Bay and to spark your imagination. We hope it has inspired you and that you come to the workshop armed with big ideas for the future of Batemans Bay.

Thank you in advance of your positive and creative participation in the workshop. We look forward to working with you on this exciting project.

NEXT STEPS

- Following the workshop, Council will commence broader community engagement in order to develop a draft vision.
- A draft vision statement will then be presented to Council for endorsement.
- It is anticipated that the vision statement will inform the preparation of a “prospectus” for Batemans Bay, which can be used by land owners, business owners and Council to promote the town for further investment and development.
- In addition to the finalisation of a vision statement for Batemans Bay, Council will pursue any necessary changes to the existing planning controls that are required to facilitate delivery of the vision.
- Council will also progress the Economic Growth and Development Strategy. It is anticipated that a draft Strategy will be available for public input during community engagement on the vision ideas.
- Planning for the Batemans Bay Bowling Club and Mackay Park precinct will also continue and the community will be updated on progress at key milestones.