

PLANNING REPORT

PORT OF EDEN: URBAN DESIGN – BLUEPRINT AND DESIGN PRINCIPLES

Prepared for

**Bega Valley Shire Council & Eden
Chamber of Commerce**

Submission to Bega Valley Shire Council

Prepared by



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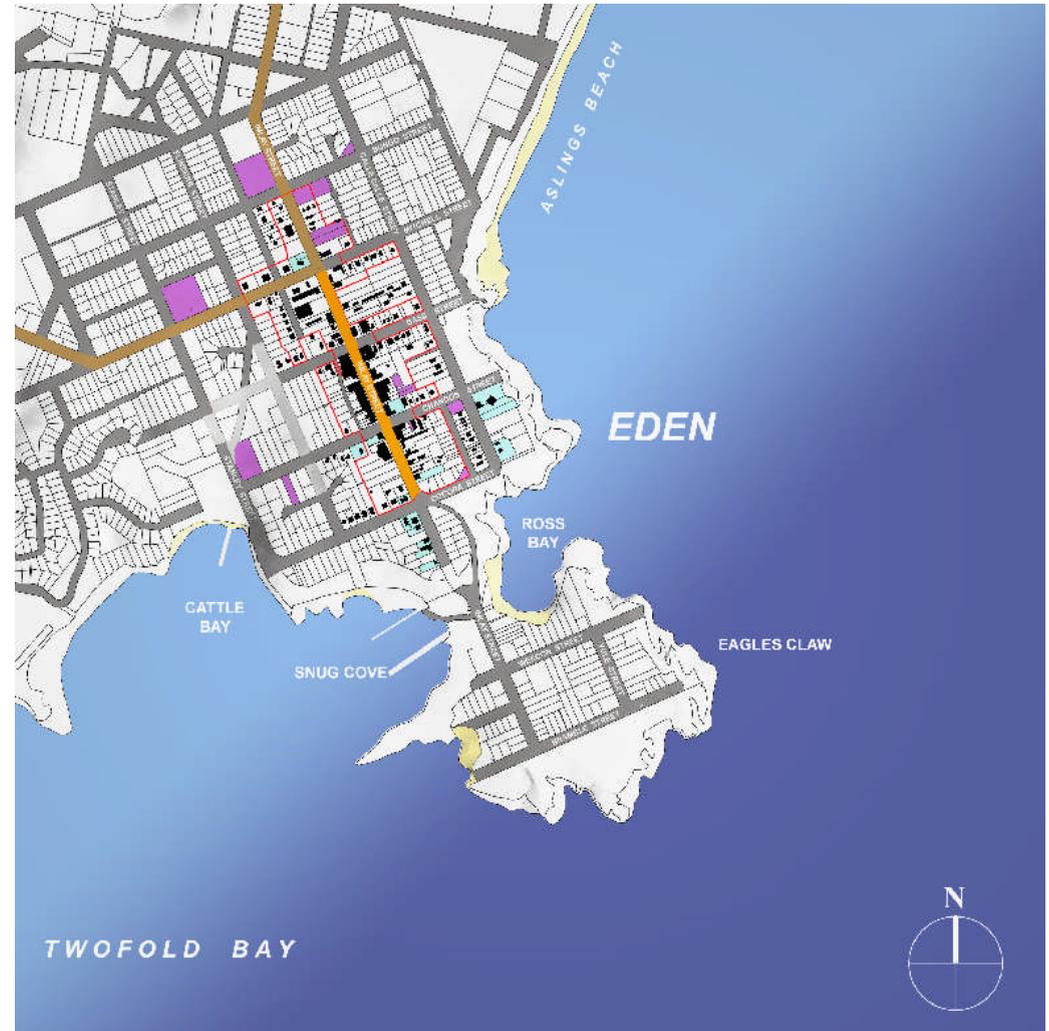


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1. Introduction

This planning report seeks to initially provide a context for the development of the rejuvenated Port of Eden. Further, the report seeks to summarise the Design “Blueprint” for the Eden town centre and immediately surrounding support landuses and develop a suite of consistent design principles/requirements. It also canvasses implementation issues.

Finally, the report establishes a template/framework for a Development Control Plan (DCP) for the Eden Town Centre and environs.

This planning overview builds largely upon the planning framework established by Council to-date.

2. Eden – A History of Fluctuating Fortunes

Eden’s history is characterised by fluctuations in vibrancy and relative prosperity over time. This past has been largely a response to variations in its economic underpinning or more particularly variations in local industry and support services. Further, its relative remoteness has meant that the influence of mainstream urbanisation and tourism trends have been severely diluted by the time of their impact in Eden.

Various ad hoc government initiatives of the past have met with modest success at best. Their focus upon short-term gain has invariably not created a solid foundation for a new Eden.

3. Repositioning Eden

Despite the limited success of attempts to reposition Eden in the past, there can be no denying that without a strong vision for a new Eden, supported by an appropriate Strategy, a Design “Blueprint” accompanied by new design guidelines are likely to reap little reward.

A strong economic underpinning is critical to Eden’s future. The Eden Town Centre, or a potential re-badging as the Port of Eden, has perhaps the most significant prospect of anchoring a solid local economy, particularly if dovetailed with the prevailing broader latent tourism potential.

4. Constraints and Opportunities

The Eden Town Centre and immediate environs, like any centre, is characterised by a range of opportunities and constraints. These qualities have been documented by the community, interest groups and Council over recent years and have informed the visioning work cited at 5.0 in this report. A brief review of prevailing opportunities and constraints with the Chamber of Commerce and Council highlighted the following:

4.1 Opportunities (Positive)

- Relative abundance of development/redevelopment opportunities.
- Relative lack of inappropriate development.
- Picturesque natural setting.
- Magnificent ocean, bay and forested hinterland views.
- Commanding ridge top and facing slope setting.
- Capacity to generate developer funding for infrastructure and public domain upgrades.
- Industry rationalisation/restructure funding availability.

- Some good footpath paving.
- Foundations of a public art program.

4.2 Constraints (Negative)

- “Tired” look of buildings and public domain.
- Lack of engineering infrastructure and poor appearance of much existing infrastructure.
- Limited funding for redressing infrastructure deficiencies.
- Lack of “high end” accommodation facilities.
- Undeveloped and minimal tourist facilities.

Knowledge of these constraints and opportunities and the broader local context and regional and sub-regional influences has informed the preparation of the Design “Blueprint”, together with the visioning work previously undertaken and reviewed below.

5. Visioning

Visioning seeks to describe and define a place that doesn't yet exist; to provide solutions to identified issues; problems and opportunities.

It is essential that a strong vision for the future Port of Eden be established at the outset.

5.1 A “Driver” and a “Stocktake” Measure

A vision should act as a driving mechanism for Eden's future. It should not only project a “target” but moreover it should act as a check mechanism to ensure that all strategies and actions are directed toward its realisation.

All energy be it government investment or initiatives, community actions and private investment and development decisions must be calibrated to reflect the vision.

5.2 Diverse Stakeholder “Ownership”

Given the diverse stakeholder interests in Eden it is essential that any visioning exercise be inclusive. There has been much good work undertaken in this regard in the past and reflected in particular in the “Twofold Bay and Hinterland Strategy”, the “Action on Imlay” Mainstreet Planning Project and Council's Draft Eden – Boydtown Structure Plan and Commercial Strategy.

It is important that this visioning work not be discarded given its valuable origins, the process of achieving consensus to date and the need to keep the diverse contributors committed to the aspiration of a better Eden. Importantly, the visioning work has been adopted by Council as a foundation for its structure planning work and strategy development.

An extract of some of the more relevant recent visioning work mentioned above is reproduced as **Annexure “A”**.

The new vision for Eden reflected in the Design “Blueprint” (developed as the product of this part of the planning process) seeks to build upon such work and recalibrate it as appropriate.

5.3 Salient Elements of the Vision

Salient elements of the vision underpinning the Design “Blueprint” include:

- Glimpses of sparkling waters of Twofold Bay and the Ocean.
- Filtered views to forested surrounding hills
- Maritime/nautical/fish/forestry/heritage theme is reinforced throughout public domain.
 - public art
 - street furniture
 - paving
- Signage and visual inducement to turn-off highway.

-
- Embellished roundabout remains.
 - Focus on Grevillea and Westringia understorey plantings.
 - Marine Discovery Centre focal attraction on former BP Site.
 - Masthead still dominates.
 - Series of smaller decorated mast like structures.
 - Footpath widened with complimentary road narrowing.
 - Street trees form an avenue.
 - New streetlights reinforce avenue effect.
 - Buildings enhanced and increased in height generally.
 - Integrated weather protection for pedestrians with building enhancement.
 - Mosaic dominates centre isle opposite Fisherman's Club.
 - Improved / rationalised vehicle / pedestrian access in vicinity of Killer Whale Museum.
 - Expanded Killer Whale Museum integrated with Marine Discovery Centre.
 - Pedestrian linkage of Museum with Warren's Walk.
 - Warren's Walk developed as a heritage trail.
 - Working harbour reinforced.
 - New Marina.
 - Substantial redeveloped dwellings overlooking harbour.
 - Mix of residential / commercial development redeveloped on former Fuel Depot area (Lookout Point), including live / work facilities.
 - Passenger liners are a common caller.
 - Imlay Street a shared resource with tourists, but owned, planned, built and celebrated by community.
 - Quality integrated advertising.

6. Statement of Desired Future Character

The salient elements of the revised and embellished vision for the Port of Eden may be re-couched and expressed as a Statement of Desired Future Character. A relevant statement is produced below.

"The Port of Eden has evolved as a dynamic, mixed-use Centre, which respects it's environmental and heritage contexts and capitalises upon its coastal setting. It highlights a reinvigorated working Port and functions as a service centre for an expanded and diversified local and broader hinterland population and business interests. It caters for an ever expanding tourist trade and retirees looking for a convenient, vibrant "downtown" residential setting.

A tree lined Princes Highway leads to a focal point at the termination of Imlay Street, in the form of an embellished roundabout, which in turn invites people with eye-catching directional signage and enticing framework and lower profile planting.

Rationalised service infrastructure, new kerb aligned streetlights and enhanced central median masts, integrated parking provision and footpath widening with enhanced paving and street furniture, contribute to the level of attraction of a revitalised maritime centre.

This enhanced public realm context shall complement a rejuvenated largely two-storey mixed-use commercial strip dominated by a continuous colonnade and awning treatment of street aligned

buildings of maritime architectural influence. Existing lower stature buildings shall be enhanced and heightened or redeveloped as part of realising this new built form image.

Radiating out from Imlay Street, the public realm context retains the same qualities, but with somewhat lesser stature. The colonnade effect is similarly diminished.

The "downtown" shopping precinct is a lively place to be and is enhanced by shop-top housing and direct resident interaction. Mixed-use activities dominate this precinct, grading away to medium density residential precincts, which thrive upon proximity to the centre core and capture the magnificent views. Isolated higher density residential apartments blocks command sensitive sites.

Glimpses of the sparkling waters of Twofold Bay and the Pacific Ocean and the working port, together with filtered views of the forested surrounding hills, provide an ever present captivating and relaxing and energising context.

Improved vehicle and pedestrian permeability and connectivity underpin the introduction of a "finer grained" accessibility network servicing the redeveloped centre. An important long term addition is an accessway between Bass and Chandos Streets and ultimately Mitchell Street servicing a redeveloped carpark precinct. Opportunities to improve vehicle/pedestrian access in the vicinity of the "Killer Whale" Museum have been pursued. Warren's Walk is embellished as a heritage trail and integrated with the Museum Precinct and a potential Maritime Discovery Centre.

Convenient accessible parking is fostered throughout the Centre. Imlay Street is the focus of a rationalised parking scheme, which sees the retention of kerbside parking and centre island parking in a reconfigured manner that integrates with footpath widening and integrated landscape treatment to define groups of spaces”.

7. Planning Context

The Draft Commercial Centres Strategy for the Shire and the Draft Eden Structure Plan generally provide the planning context for the development of this Port of Eden Urban Design “Blueprint” and the accompanying suite of Design Principles/Requirements. The Strategy and Structure Plan are generally consistent with the visioning work undertaken and are strongly founded on the Eden/Boydton Charrette outcomes.

The salient elements of both the Strategy and Structure Plan are reproduced in **Annexure “B”**.

7.1 Commercial Hierarchy

A commercial hierarchy is advanced for the Shire, which identifies; amongst others, Bega as an emerging Regional Centre and Merimbula, Bermagui and Eden as District centres.

As a District Centre Eden is projected to provide for the daily and weekly needs of local residents and to satisfy visitors demands. Whilst in tourist terms Eden is projected to perform an increasingly important role.

7.2 Strategic Planning Projections

Council has developed a land use scenario for the Township of Eden, including support residential areas based largely upon an extrapolation of the current population.

An upper limit population of approximately 5,500 people is projected for 20 years time. Although generally considered optimistic given past growth rates and traditional expectations the scenario is considered an under-whelming representation of what population dynamic will exist.

The significant provision for commercial floor space and residential dwelling units, which underpin the “Blueprint” is considered justifiable given the likely continuation of the “sea change phenomenon”, (potentially by-passing Merimbula and impacting on Eden), targeted and significant tourism growth and continued industry readjustment and consolidation.

7.3 Planning Instruments

7.3.1 Bega Valley LEP 2002

Bega Valley Local Environmental Plan 2002, in zoning the Eden Centre generally 2(e) provides for a full range of commercial functions. The zone, however, is a multipurpose residential zone with fairly general zonal objectives.

The zoning provides for a significant range of commercial, residential and support uses and as such includes inherent flexibility for the development of a vibrant centre without succumbing to zoning restrictions.

This inherent flexibility is, however, diminished somewhat by the provisions of Bega Valley DCP No.34.

Clause 28 of the LEP includes specific provisions governing development within the zone generally; whilst Clause 23 details general controls for development in the zone.

23 General controls for development – Zone 2 (e) (Urban Zone)

- (1) Land is within Zone 2(e) (the Urban Zone) if it is shown lettered 2(e) on the zoning map.
- (2) Objectives of the zone The Objectives of Zone 2 (e) are as follows:
 - (a) to provide a flexible framework for future development within and adjoining the Eden urban area,
 - (b) to allow a range of landuses within the town to stimulate the local economy without reducing the amenity or changing the character of the Eden urban area,
 - (c) to provide for a range of housing opportunities appropriate in context and location of the Eden urban area.
- (3) Allowed without development consent Development for the purpose of:

environmental facilities.

(4) Allowed only with development consent. Any development not included in subclause (3) or (5).

(5) Prohibited Development for the purpose of:

Abattoirs; animal establishments; brothels; caretakers' residences; extractive industries; hazardous industries; institutions; intensive livestock keeping establishments; junkyards; mines; offensive industries; sex shops; stock and sale yards.

7.3.2 Bega Valley DCP 34 – Eden Urban Area

Bega Valley DCP No.34 provides a finer grained level of detail. Initially it divides the urban area into landuse sectors in an attempt to focus development aspirations within such sectors.

The DCP provides some general strategic directions, but is largely silent on a commercial strategy. Further, the strategic direction advanced needs to be revised having regard to the more recent planning work undertaken in Eden and its environs. In particular it needs to have regard to the visioning work and this Urban Design “Blueprint” and Design Principles & Requirements.

The current DCP appears to be a “holding mechanism”, rather than a guiding and instructional document, supported by relevant development principles and controls.

7.3.3 Amendments to Planning Instrument Generally

Suggested amendments to the prevailing planning instruments are contained in **Annexure “B”**. The Design “Blueprint” and Design Principles/Requirements have had general regard to the subject suggestions. The Shire wide LEP review will address many of the suggestions, whilst the Design “Blueprint” and Design Principles/Requirements should be embraced in a new town centre DCP.

A template for a new DCP, which has regard to the revised planning context, is produced as **Annexure “C”**. The template apart from administrative procedures provides for the establishment of directional aims and objectives canvassed in this planning report and detailed development principles and controls.

8. Urban Design “Blueprint”

An Urban Design “Blueprint” was produced having regard to the preceding visioning work and accompanying Statement of Desired Future Character. Further, it has had regard to Council’s general policy direction, with the exception of elements of “Action on Imlay”, which have been “revisited”.

The landscape element of the “Action on Imlay” streetscape has been revised in the preparation of the “Blueprint” (Refer to **Annexure “E”**) as to the service infrastructure rationalisation proposals. In the latter regard rationalisation of aboveground power and stormwater drainage upgrade are considered fundamental if any significant town centre revitalisation is to be fully effective.

The “Blueprint” includes the following elements and is importantly based upon a digital terrain model, which provides a tool for merit based site-specific analysis.

- The provision of new buildings in the town Centre and surrounding areas of reasonable height bulk and scale, based on the 3D digital terrain map prepared as part of this study. New developments must not block existing view corridors and must positively contribute to the built environment of Eden
- The adoption of a common “maritime themed” architectural style both for new buildings and the renovation of existing buildings

- The adoption of a limited colour palette for new and renovated buildings so that a “coherency” and “sympathy” in the towns’ buildings is developed, which will assist in making the town a more desirable place to visit
- A program to enhance the design quality of the existing town buildings, including the enhancement of basic hydraulic and electrical infrastructure within Imlay Street. This program recommends significant expenditure within a more reduced timeframe partly funded by a specific “town improvement rate” and increased Council expenditure.
- Improvements to the town “entry points from North and South of the town, incorporating the use of super advanced trees.

A copy of Urban Design “Blueprint” for the Port of Eden is produced as **Annexure “D”**.

9. General Design Principles/Requirements

Realisation of any design vision is generally not easily achieved. To assist in this regard the following design principles / requirements have been developed and will ultimately inform the preparation of a relevant DCP.

9.1 Views and Vistas

The views and vistas, associated with Eden’s coastal setting and forested backdrop set Eden apart as a unique place. Their careful management and retention of strategic corridors and filtered view opportunities is critical and constitutes a solid underpinning principle for the Design “Blueprint” and subsequent development.

- Views along public streets to the water and distant surrounding landscape shall be retained and embellished through framework planting and the like.
- Opportunities for new access corridors should be pursued with a prospect of providing further view opportunities.
- Opportunities to preserve and enhance strategic plantings in the town centre and immediate environs should be pursued.
- The concept of “view sharing” should inform development proposals and their assessment.
- Where new view corridors are promoted on individual properties for the clear benefit of the broader community, the context of equity and funding under Section 94 shall be explored.
- Large-scale buildings shall generally not exceed the “visual absorption” capacity of the town centre when viewed from a distance.
- Buildings shall generally “step-down” the slope from the Imlay Street ridge.
- The removal, relocation and /or screening of features and buildings, which detract, from the ambience and views of the town centre and environs shall be promoted.

- Signature buildings performing a significant view marker function shall be conserved and enhanced, whilst new buildings performing such functions shall be encouraged.

9.2 Accessibility

Access to and through the town centre and movement about a rejuvenated and redeveloped centre and immediate environs rank highly as qualities creating an accessible and relatively safe place. Opportunities to create enhanced vehicular and pedestrian permeability and connectivity should underpin redevelopment. Increased densities and activity alone will introduce demands for a “finer grained” access plan. The most critical improvements to local accessibility are highlighted in the diagram below in **Figure 1** (More detail is provided in the DCP):

Figure 1



The following accessibility principles have informed the Design “Blueprint” and should similarly inform development and redevelopment proposals:

- Opportunities to foster a “finer grained” accessibility network shall be pursued, including new streets, laneways and pathways through large blocks.
- All development / redevelopment proposals shall be considered in terms of precinct and centre scale accessibility objectives.
- The accessibility improvements highlighted in **Figure 1** shall be realised through the “Section 94 and Development Consent/Works in Kind process”.
- Buildings shall be designed to optimise “overlooking” and “passive surveillance” of public places and thoroughfares and in particular private and public walkways.
- Pedestrian arcade style development shall provide an inviting width, be lined with active shop fronts on both sides, be straight and maintain a line of sight and be open for extended periods.
- Footpaths shall be formalised along all streets.
- Street and public space lighting shall be provided along key pedestrian routes.

- Pedestrian and vehicle access to buildings should be separated.
- Access to parking and loading facilities shall be provided from secondary streets or laneways where possible to protect the amenity of the public domain and reduce conflicts.
- The accessibility network shall make provision for mobility-impaired persons.
- Appropriate provision shall be made for bike parking facilities.

9.3 Car Parking

Convenient, accessible parking is considered vital to the functioning and attractiveness of commercial centres. Expectations of this nature tend to be more prevalent in existing towns where patrons and residents are not confronted with the nature of competing demands (as is commonly experienced in metropolitan locations) and the need to constantly seek balance.

Options for rationalising utilisation of the existing parking stock were detailed in “Action on Imlay”.

The retention of kerbside and centre island parking in Imlay Street is considered to be generally appropriate, subject to pavement upgrade, strategic footpath widening and integrated landscape treatment to define groups of spaces.

On-site parking in the front of properties in Imlay Street is considered inappropriate and should be actively pursued for “retrofitting”.

Parking and access to it should not dominate the streetscape in other secondary streets.

The following urban design principles/requirements underpin the Design “Blueprint” in respect of parking:

- Adequate parking shall be provided for all uses and activities without compromising amenity or pedestrian safety.
- Accessing parking directly across Imlay Street shall generally be avoided, with access being provided from secondary streets.
- Parking shall be provided in convenient and accessible locations.
- Large surface car parks adjacent to streets shall generally be avoided, or at least adequately softened by landscaping.
- Private on-site parking should not be visible from public streets and places.
- “Retrofitting” of parking in front of buildings in Imlay Street shall be pursued.
- Underground parking should be provided for all major development.

- Car parking structures at street level and where adjoining public places shall present an active frontage to adjoining streets and public spaces.
- No carpark or service entry should be more than 6 metres in length along any building frontage and where practicable should not be located in pedestrian areas.
- The parking requirements in the RTA Guidelines for Traffic Generating Development shall apply.
- Visitor parking spaces shall be clearly marked.

9.4 Public Domain

The public domain performs an important function in contributing to the feel of a place. It has a symbiotic relationship with the private domain. Investment in public places and infrastructure is critical if the context for new and rejuvenated buildings is to be optimised.

Streetscape and landscape works within public streets, places and spaces should be co-coordinated to reinforce the character of the centre and ensure the development of attractive, high quality, memorable and comfortable public places.

Capital investment in the public domain typically involves major commitment and to be effective must occur with limited staging, in a particularly finite time frame.

Rationalisation of aboveground power, formalisation of a stormwater drainage system, paving enhancement, the creation of quality spaces, the installation of enhanced street furniture and public/private investment in public art and framework planting represent a focus area if the vision is to be “kick started” and realised.

The following principles have informed the Design “Blueprint”:

- Clear boundaries between the public and private domain shall be promoted to increase security, privacy and safety.
- Public spaces shall be designed to provide an appropriate interface with commercial activity, adequate opportunities for integrated public facilities and public art and relevant recreational experiences.
- A quality paved surface shall be installed in Imlay Street and its returns and draw upon relevant theming.
- All street furniture is to be co-ordinated and draw upon a maritime theme.
- Street lighting and overhead power shall be rationalised.
- An appropriate stormwater drainage system shall be installed.
- Public art shall be integrated in the public domain over time.

- The provision of street trees and public domain landscaping should be consistent with the revised themes and strategy presented in the Design “Blueprint”.
- Development should aspire to the highest standards in landscape design, construction and maintenance and exhibit themes that reflect and promote the achievement of the vision for Eden.
- Landscaping should promote the latest ESD principles and practices.
- Lighting and directional signage shall be provided to all pedestrian paths, carpark areas, building entries, and public spaces.
- All front fencing shall be subject to significant controls to prevent a major barrier effect.
- All fencing shall be compatible with the building.

9.5 Signage

Signage is an important element of any centre. It performs important directional and identification functions in terms of commercial and retail premises and public facilities.

Signage should provide structure and legibility and serve to reinforce the Centre’s image and identity in an integrated manner.

Signage should not increase visual clutter.

Directional signage is generally less problematic than advertising signage. There exists in most commercial centres a view that more distinguishing advertisements and greater exposure to corporate colours is critical to success. The answer, however, is very much one of balance and careful integration with a building's architectural features.

The following principles/requirements are critical to realization of the objectives:

- Signage shall be consistent with the desired character of the area and with thematic advertising for the Port of Eden.
- Signage shall not detract from the amenity of the area.
- Signage shall not obscure or compromise important views, dominate the skyline or reduce the quality of vistas.
- The viewing rights of other advertisers shall be respected.
- The scale, proportion and form of advertising shall be appropriate to the streetscape setting or landscape.
- All signage shall be contained within the envelope of buildings and shall have regard to the architectural features of the building.
- Rooftop signs shall not be permitted.

- Commercial signage is to be generally limited to identification signage. (Located above entrances or suspended under verandahs or awnings).
- The uses of brightly lit neon, moving and backlit signage should be avoided.

9.6 Character

An urban area exhibits a feel, which has an immediate impact upon residents and visitors alike. The feel is created in large part by materials of construction, the method of application and arrangement of materials and the palate of colours, which tend to dominate.

Dominant architectural styles also exert a strong influence on character. And although there is not one dominant architectural style, generally the grander and more significant buildings provide an important lead, "mimickery" should, however, be avoided.

The Design "Blueprint" draws heavily upon the district's heritage, industry and maritime influences and indeed the international maritime influence.

Maritime buildings the world over are personified by lightweight timber clad structures, with reasonably pitched metal gable roofs (often multiple pitches), well proportioned windows and either finished in a white or pastel colour with contrasting trims. Other appropriate contemporary materials not comprising face brick may equally be used.

The success of the final design outcome will be largely attributable to detailing. Basic forms can fall well short of the desired outcome if the final selection of materials, their combination and/or method of application are flawed. Fenestration may also be poorly detailed. The application of colours may be inappropriate.

The maritime theme shall be adopted as a unifying element in the development/redevelopment of the Port of Eden. Buildings rich in character will be produced with certain unifying public domain elements.

The following principles/requirements shall be observed in realizing the sense of character detailed in the “Blueprint”:

- Buildings shall contribute to the local distinctiveness of the centre by using a varied palette of colours, materials and finishes drawn typically from the following and importantly carefully implemented:

Materials/Finishes

A principal element of maritime architecture is the use of well-coordinated colour. Refer to the **Annexure D** to this document for the five colour palettes selected based on historical town colours and contemporary modern maritime colours. Colours other than those in the palette will be considered however overtly bright colours, particularly related to brand advertising is to be avoided.

The traditional material used in maritime buildings is lapped weatherboard, combined with plain or coloured gable metal

roofing. These boards may be traditional timber, “weathertex” or James Hardies FC “Linea” weatherboard range.

Other materials such as rendered brick or blockwork are equally suitable however any new development should contain a well considered mix of materials. Windows should preferably be of timber construction however well detailed powdercoated aluminium windows are equally suitable.

External features in buildings may include stone walling, rendered finishes, however face brickwork is not encouraged as an external wall treatment.

Detailing

One of the most important facets of a successful building is good detailing. Combined with correct material usage, the quality of detailing, whether simple or complex is paramount. Successful maritime buildings are often simply detailed, however the proportion of openings to wall area, the extent of roof and gable size, and the extent of unbroken walls is critical.

Colours

Colours shall be drawn from a palette, which provides a tangible link to the history and character of the place, as well as surrounding development. Generally, they shall comprise light hues of white or pastel colours with contrasting trims.

Several alternate palette suggestions are presented in **Annexure D**.

-
- Street furniture and public art shall contribute thematically to the character of the Centre.

9.7 Heritage

Heritage items represent the “jewel in the crown” of the town centre and environs. They bring a unique quality which can anchor a quality built form and local character.

The unique quality of heritage items should not be “mimicked”. Rather development should be respectful drawing upon some of the underlying principles but importantly in a contemporary form.

Development in the vicinity of heritage items should observe the following:

- Development shall provide a transition in scale form and setbacks from a heritage building.
- Where a heritage items has a large setback, it may be appropriate to create a public space to the street outside the heritage building and then provide buildings that turn the corner from the street with frontage to that space.
- Development shall provide a context that is sympathetic in terms of materials and colour palette as well as interpreted through contemporary building elements.

9.8 Roofscape

The roofscape of traditional towns, particularly where developed on a landform of variable topography contribute an important dimension to the character of an area.

The conservation of glimpses of the Eden roofscape (albeit proposed to charge) should form an integral element of the development / redevelopment of the Centre and environs. Further, new development should ensure the breakdown of roof massing.

The following urban design principles/requirements should be adopted in respect of the Eden roofscape:

- Glimpses of the general Eden centre roofscape shall be retained.
- The massing of roofs of new buildings shall be “broken up”.
- Flat roofs should be minimised and screened by parapets.
- Parapets and roof design shall screen any rooftop service infrastructure.
- Rooftop plant and equipment shall be integrated into the design of the building so as not to detract from the appearance of development.

9.9 Landmark Features

Key features in the streetscape add an important dimension to the character of a centre. They focus the eye and add an element of integrated variety.

The Design “Blueprint” emphasises landmark features, with such objective likely to be realised by the following design principle.

- Corner sites, the termination of vistas along streets, key bends in a street or a key point in the façade of a larger building will generally be accentuated by larger scale buildings with elements such as:
 - towers
 - articulated tall elements
 - entrances
 - balconies
 - strong sense of material and colour
 - roof forms
 - articulated parapets or gables
 - built elements encroaching on the setback of an upper level

9.10 Built Form (General)

The design outcomes sought are based on a built form that recognises and responds to a human scale and produces a unique Eden character. It should be noted that these Built Form principles are of a generic nature. Their application and specific nature may vary between precincts.

9.10.1 Massing

Building mass is a critical element in creating a sense of place. Imlay Mainstreet is generally under whelmed in terms of mass and scale of the existing buildings. Buildings of minimum 2 storeys should be encouraged either through redevelopment or extended parapet treatment. Opportunities for buildings in excess of 2 storeys exist, but need to have regard to location in the streetscape and their digitally modeled impact. Indeed pockets of 2 storey, 3 storey and 4 storey development are proposed. A height control map is included in the Design “Blueprint” and is produced below as **Figure 2**.

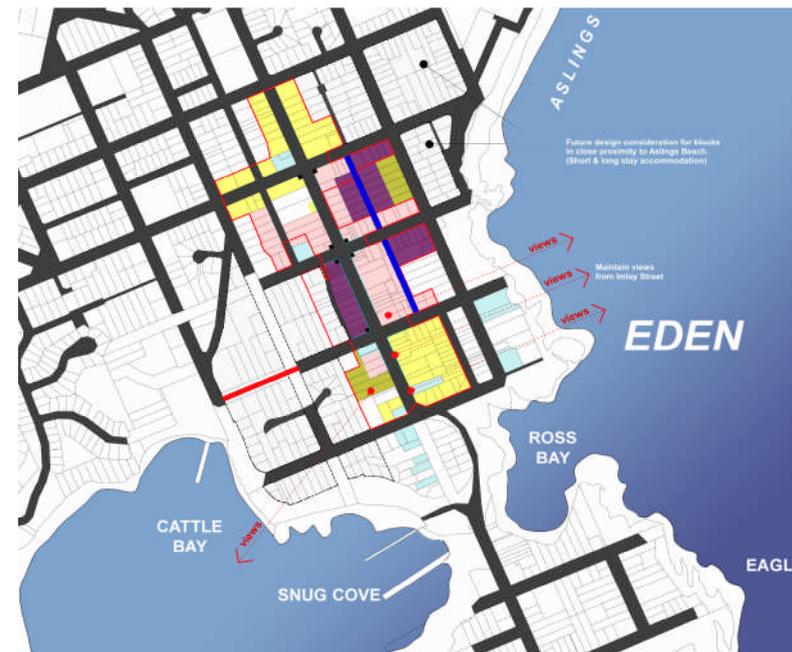


Figure 2

The following massing principles/requirements shall be observed in realizing the “Blueprint” vision.

- Buildings shall generally be consistent in form, massing and articulation with the “grander” buildings of the town centre i.e. 2 storeys with a significant roof.
- Development may exceed the preceding limit where consistent with the height control map and the impact is acceptable having regard to the digital terrain model.
- Generally there shall be a gradation of massing from the denser main street outwards, including residential development.

9.10.2 Setbacks

Building setbacks have an important contributory streetscape impact and represent an important element of the final built form outcome. Setbacks in Imlay Street are of prime importance. Generally in a commercial context of a traditional Mainstreet zero front building setbacks contribute to the vibrancy of the footpath activity zone and architectural impact.

Buildings currently setback to Imlay Street have a negative punctuating impact. The spaces generally become voids and lack human activity and energy.

Greater flexibility in setbacks should be afforded development grading away from Imlay Street. Generally, higher density residential redevelopment need not retain traditional domestic cottage setbacks. Setbacks in such case shall contribute positively to the establishment of new streetscapes.

The following setback principles are advanced to realise the underlying objectives:

- Setbacks shall protect and enhance the relationship of the building to the streetscape character and role and function.
- Unless expressly constrained all development or redevelopment in Imlay Street shall be constructed to the front property boundary.
- Development grading away from Imlay Street of a commercial or mixed-use nature is encouraged to maintain a zero front boundary setback. Setbacks varying from 1.5 to 3.0 metres to create a semi-public/private strip along the building front as a “spill-out” area for the building’s uses are, however, permissible where a positive streetscape impact is occasioned.
- Higher density residential development / redevelopment should have regard to SEPP 65 provisions and the NSW “Residential Flat Design Code”.

9.11 Residential Development

Residential development associated with town centres generally adds to the vibrancy of a centre and brings the advantages to residents of a “down town” setting. Residents warmly embrace ready access to goods and services, quality public spaces and concentrated leisure and recreation opportunities. Increases in activity over extended hours introduces enhanced prospects of passive surveillance.

Residential living may occur in a variety of forms in such locations. It may typically include shoptop housing, mixed-use developments generally, residential flat buildings, townhouses and villas, duplexes, senior living units or single dwellings. Integration within a town centre often introduces a range of challenges.

9.12 Mixed-use Development

Mixed-use development involves different uses being designed to co-exist in close and compatible relationship to one another either horizontally on adjacent parcels of land, or vertically within the same building. By fostering an appropriate range of uses – commercial, retail, residential, entertainment, dining etc. Vibrant centres can be created; centres that are safe, attractive, sustainable and convenient for people.

Developments proposing a residential component must first demonstrate the compatibility of the proposed uses within a mixed use development context with specific reference to adjoining and adjacent developments which may generate environmental disturbances such as noise and the like. In a mixed use context residential development at ground floor should be avoided.

The following design principles/requirements should underpin residential development in the broader Eden Town Centre area.

9.13 Residential Flat Development

Residential flat buildings comprising three or more levels shall comply with the provisions of State Environmental Planning Policy No.65-Design Quality of Residential Flat Development as amplified by the “Residential Flat Design Code: produced by Planning NSW.

9.14 Medium Density Residential Development and Mixed-use Development

9.14.1 Solar Access and Overshadowing

- Reasonable access to sunlight shall be provided for living spaces within buildings and open space areas around dwellings.

9.14.2 Overlooking and Acoustic Privacy

- Development should not overlook living spaces within surrounding buildings and private open space areas.
- Development should address noise emissions and the like from non-residential uses in close proximity.
- Development should contain noise between dwellings and mixed-use developments without unreasonable transmission between uses and to adjoining dwellings.

9.14.3 Private and Communal Open Space

- Adequate private open space shall be provided and be readily accessible in the case of ground floor dwelling units.
- An adequate balcony or rooftop area conveniently accessible shall be provided for dwellings above ground level.
- Appropriate and accessible communal open space shall be provided to each residential and mixed-use development.
- Communal open space shall include appropriate levels of embellishment and facilities.

9.14.4 Access and Adaptability

- Reasonable access shall be provided across common property.
- Adequate provision shall be made available for impaired people.

9.14.5 Site facilities and Services

- Site facilities should be provided that are adequate in size and conveniently located for residents, Town Centre uses and visitors.
- Site facilities should be of practical and attractive design and easy to maintain.

10. Precinct Plans

As mentioned above the general design principles will need to be adapted for individual precincts given the variation in prevailing local circumstance and in particular local topography and position in the streetscape.

A series of precincts have been identified and with exception of the Mainstreet Precinct are described in Section 11 (Targeted Areas) below. The precinct plans highlight in particular the need to seriously consider lot amalgamation mechanisms to realise reasonable developable parcels. In the absence of a degree of lot consolidation, particularly in a residential context, the desirable development outcomes may not be achieved.

11. Targeted Development Areas/Actions

11.1 Targeted Development Areas

A number of precincts and sites project as candidate sites for comprehensive development/redevelopment, potentially in the short/medium term time horizon. These precincts and sites are discussed briefly below:

11.1.1 Flora Street Precinct

The site bounded by Cocora, Flora and Chandos Streets is considered suitable for medium density residential development. Realisation of its potential is likely, however, to be constrained by the relatively small size of allotments and fragmental ownership pattern.

The block layout is also large. Motel or tourist accommodation is likely to continue and consolidate.

The Cocora, Flora and Chandos strip may well redevelop in time as “boutique” two storey apartments or similar. This view, however, should not preclude these properties being “absorbed” and incorporated into larger Imlay Street developments.

11.1.2 Fisherman’s Club Car Park

This most prominent and strategic site has the capacity to lead the revitalisation of Eden. The site has excellent qualities, reflected in its prominent ridge top setting and extensive Ocean and Bay views.

Preliminary modeling of the site at four-storey intensity has been undertaken and reveals the capacity of the site including retention of current carparking provisions and residential provisions in basement facilities. Retention of an active street frontage to Imlay Street is critical, with possibly two levels of residential development over.

The prominence of the site dictates the need for exceeding core with the potential building mass. The development would accordingly need to take the form of well-articulated and separated buildings conforming with SEPP65 and the NSW Residential Flat Code.

Elements of a notional design addressing the design guidelines requirements are reproduced as “**Figure 3**”.

11.1.3 Council Carpark

The Council carpark situated behind the Australiana Hotel represents another site potentially suitable for development. Given the nature of the Hotel it is likely to be a lead candidate for the site.

The site would need enhanced accessibility to the side streets and not be reliant upon a major vehicle punctuation of the significant Imlay Street footpath pedestrian traffic.

A significant challenge is to create a new development precinct dependent upon a new and subservient address.

Figure 3



11.1.4 West Cocora Street Precinct

The land generally above Snug Cove bounded by the western side of Cocora Street, Cattle Bay Road and Flinders Street is considered to have significant short to medium term development potential.

The area is characterised by large lots, modest existing development, gently sloping land and superb (be they southerly) views. The preceding factors and the relative closeness to Snug Cove and the Town Centre project this area as suitable for Motel and apartment development, with the slope providing overlapping views over buildings below.

11.1.5 East Calle Calle Street Precinct

The land to the east of Calle Calle Street bounded by Mitchell, Bass and Hosies Road is like the Cocora Street precinct and is particularly suitable for redevelopment, particularly having regard to its proximity to Aislings Beach.

11.1.6 Mitchell Street Precinct

This precinct is in the “heart” of the Town Centre, has frontage to Imlay Street and has the school as a dominant landuse. Clearly, the school does not represent the highest and best use of this strategic holding, nor do the other improvements. It has a ‘downtown’ location that lends itself to higher density residential development and/or tourist accommodation fringed by commercial development fronting Imlay Street. It is clearly a candidate site for aged persons housing or the like, with support services attached.

11.2 Areas for Future Consideration

Areas for future redevelopment consideration, given current constraints, include the Flinders Street and East Calle Calle Street precincts. A brief commentary in respect of each precinct is provided below.

11.2.1 Flinders Street Precinct

The potential of the precinct bounded by Chandos Street, Strickland Lane, Bass Street and the unformed Flinders Street is considered to be significantly constrained in the immediate future due to the lack of infrastructure and challenge of cost effective environmentally sensitive development of steep land.

11.2.2 East Calle Calle Street Precinct

The land to the east of Calle Calle Street bounded by Mitchell, Bass and Hosies Road is like the Cocora Street precinct and is particularly suitable for redevelopment, particularly having regard to its proximity to Aislings Beach.

11.3 Targeted Actions

Implementation of a series of actions is critical to bringing about the change envisaged in the Port of Eden Design “Blueprint” and related visioning.

Two areas likely to have a pronounced and immediate impact are targeted at both the private and public domains.

11.3.1 Facade Upgrades

Existing building facades represent a critical element of the private domain, which presents a tired and underwhelming atmosphere when viewed by the public. The number of positive images projected by building facades is clearly the exception rather than the norm.

Immediate action in this area has proven in other situations the catalyst for significant and contagious transformation of the built environment component of streetscapes.

Images and talk of transformation alone are insufficient. Incentives invariably need to be offered. In such context it is recommended that Council establish a fund and contribute between \$10,000 and \$20,000 per building (depending on single or two storey development, amount of façade work required and position of the building) to an annual total of \$50,000, for individual premises façade upgrade and signage rationalisation (Refer to **Annexure “E”** for expanded commentary).

11.3.2 Infrastructure Upgrade and Landscaping

In a similar manner the public domain image of service infrastructure contributes to a negative view of these elements of the streetscape.

Significant capital injection into rationalising existing above ground power; formalising Stormwater drainage and avenue tree plantings both on the approaches to the Town Centre in Imlay Street is required as a minimum.

Incremental footpath upgrades as positive as they are do not address the foundation of public domain enhancements required.

12. Implementation

Plans and “Blueprints” as nice as they may be are of little worth unless effectively implemented. The new vision for the Port of Eden has many stakeholders and has the opportunity to garner further support.

Successful implementation is likely to be very much a partnership as private and public domain initiatives are pursued and private and public funding sources are accessed. Formalisation of the planning framework is also critical to successful implementation of the Design “Blueprints”. The following implementation strategy is accordingly recommended:

12.1 Planning Framework

The Urban Design “Blueprint” and Design Guidelines/Requirements need to be further developed in the format of a Development Control Plan (DCP). It is envisaged that the Design “Blueprint” could become an annexure of the DCP, whilst the Design Principles/Requirements will be further amplified to include more specific requirements.

It is envisaged that this suite of planning documents namely, Urban Design Blueprint and Design Principles and accompanying Planning Report and Draft Development Control Plan would proceed to public exhibition.

The significant development projected in the “Blueprint” requires Council to develop and adopt a relevant Developer Contribution Plan.

Such a plan should form the basis of significant capital injection into realising the public realm/streetscape enhancements.

The potential benefit of a Design Review Panel or similar should be explored by Council as a cost effective means of procuring expert advice to ensure that the vision is being realised through appropriate application and interpretation of the “Blueprint” and Guidelines, Requirements and Controls as detailed in the DCP (Refer to **Annexure “E”** for more detail).

12.2 Funding Strategy

A range of funding scenarios involving private and public investment need to be developed to establish how reasonable expectations can potentially be fulfilled.

Scenarios to be explored should include:

- Council’s budgeting provision through the Management Plan process for façade upgrade subsidisation and capital injection into public domain infrastructure upgrade.
- Adoption of a “Town Improvement Fund” (Refer to **Annexure “E”** for a brief commentary)
- Development and application of a relevant Developer Contribution Plan.
- Industry adjustment funding prospects particularly associated with rationalisation of the fishing industry.

13. Recommendation

It is recommended that Council (with the support of the Chamber of Commerce):

- (a) Adopt this report and the accompanying Urban Design “Blueprint” as a pragmatic draft strategy for repositioning Eden as the Port of Eden.
- (b) Proceed to further develop the Design “Blueprint” and Design Principles/Requirements as a DCP
- (c) Concurrently develop a relevant Developer Contributions Plan
- (d) Proceed to publicly exhibit the foregoing planning documents
- (e) Adopt the DCP “Blueprint” and Contributions Plan (as modified if need be)
- (f) Develop a funding strategy, beyond the Contributions Plan, including a possible “Town Improvement Rate” for inclusion in the Management Plan
- (g) Explore the establishment of a Design Review Panel.

14. Conclusion

The Design “Blueprint” developed in this planning exercise is largely founded upon the visioning work undertaken in Eden of relatively recent times and the Strategic Planning template established by Council over a corresponding period, as revised.

The review has had regard in particular to a modified growth scenario and the detail and general implementation philosophy embraced in “Action on Imlay”.

Eden remains acknowledged as a District Centre in the hierarchy of Shire centres. Expectations in terms of growth have been optimistically expanded to justify the scale and intensity of development proposed in the “Blueprint”. This expanded growth scenario was noted to be predicated upon the declining opportunities in Merimbula being taken up in Eden with relative ease and cost effectiveness and the “sea change” phenomenon discovering Eden as an alternative to Merimbula.

The “Blueprint” projects an image of the new Port and what it will potentially look like should the accompanying Strategy be implemented. The “Blueprint” is importantly produced in an electronic format, which provides for greater understanding of the fit of new development. This coupled with the prospect of independent development assessment advice (in the form of a Design Review Panel) increases the confidence that Council has procured an effective design tool as opposed to merely having acquired a plan.

A suite of design principles/requirements has been developed to guide realisation of the “Blueprint” / vision and ultimately inform a relevant supporting Development Control Plan.

Public domain works and facade upgrades need to be undertaken at a significant scale and in a timely manner if there is to be a significant transformation of Eden. These works will require innovative funding streams and a local political commitment to be realised in certain instances.

Finally, the merit of a Design Review Panel in considering development applications and realising the “Blueprint” and vision should be explored.

ANNEXURE “A”

SUMMARY OF RECENT VISIONING WORK –

EDEN / TWOFOLD BAY

(1) Twofold Bay and Hinterland Strategy – March 2004

(Department of Infrastructure, Planning and Natural Resources)

Community Documented Vision.

Our vision for Twofold Bay and hinterlands.

Twofold Bay and hinterlands will be recognised widely as a preferred area in which to live, work, play – and stay.

Community Derived Objectives / Outcomes.

In our place we will strive towards developing:

A vibrant and viable community

A viable community of people of all age groups that enjoys a quality of life based on a lasting balance between environmental, social and economic aims and rights; and provides a broad range of employment opportunities, and is proud of its diversity.

A community responsible for its own destiny

An informed and committed community that is directly involved and influencing accountable decision making and management, including monitoring actions taken and responding to opportunities or need for change.

A healthy environment for all to enjoy

A healthy environment that is biologically diverse maintains ecological processes and is resilient. The environment will provide for the aspirations and rights of all residents, including indigenous people, and visitors. The sustained use of renewable natural resources will be valued and the aesthetic and recreational opportunities will be enjoyed.

An enterprising culture

A respected regional commercial centre, which has sufficient infrastructure to meet the social, educational, employment and cultural needs of its community and visitors. There will be a growing range of employment opportunities and increased local value adding to primary products.

(2) “Action on Imlay” – Mainstreet Planning Project – February, 2003

(Planning NSW/Bega Valley Shire Council)

PAINTING A VISION

STROLLING DOWN IMLAY STREET – 26 JANUARY 2015

The last time I'd been to Eden was Christmas, way back in 2002 that's what – 12-13 years ago. I always remember you'd drive in emerging from the forest to see the sparkling waters of Twofold Bay and the vast expanse of the ocean. Then you'd roll down the big hill into the town.

The forests still dominate the hills around the town and the waters have lost none of their shimmer. I pull over opposite the Caltex Service station, beneath a row of flags with images of whales, ships, pioneers and trees that flutter and flip in the breeze. Native shrubs grow in tidy beds where one lane of the Princes highway used to be. Traffic is slowed and signs entice people to stop and take in the history and atmosphere of Australia's premier coastal town.

The roundabout is still there but is now adorned by a nautical sculpture. The path beneath my feet is etched at intervals with art works celebrating Eden's past, its present and its future.

People are about, taking photo's, a child pesters its mother 'I want to see the fishes...please can we see the fishes...look it's this way...we've got to follow the fish...please mum'. The child is pointing at the fish stenciled into the footpath. Apparently you follow the fish to the marine discovery centre down by the wharf. It takes minutes for me to take it all in and make the short walk to the information centre. The 'Gateway Centre' was newly opened in 2002 and I remember back to all the brochures, touch screens and friendly volunteers.

The carpark was filled with all manner of car, camper, boats and caravans. More flags and bollards with plaques, more Grevillia's and Westringia are all where cars used to dominate. Crossing the highway is easy, more like a quiet back street, vehicles cruise slowly, more kids with faces glued to windows, pointing, smiling.

The gateway is still serviced by helpful volunteers, I explain my connection to Eden and am told to expect some changes since 2002. Already I have seen change. After a long drive I'm keen for a stroll, I'm told people are encouraged to walk up the street, it's a better way to take in the atmosphere of the town. Stepping back out onto Mitchell Street I'm once again struck by the colour.

Imlay Street still ramps up from the roundabout, the mast head still holds pride of place but has seemingly spawned a series of smaller versions, each adorned with a national flag. The primary school is still there but has been freshened up, new shops have been built and the road narrowed a little to create wider pathways with seating and garden areas established. The seats, rubbish bin surrounds, signs and bollards all follow a maritime, forestry or heritage theme. Street trees and shrubs add colour and compliment the new light poles.

The shopping area still enjoys the wide street and centre lane parking. Signs direct visitors with caravans and boats to overflow parking. Overall the shops themselves don't seem a lot different from what I remember but do look like they've been given a coordinated coat of paint, lots of blues, reds, yellows and white. Many have had awnings built to provide shade and shelter.

The footpath seems to be wider and cleaner, the motifs and stenciling theme continues. The occasional artwork, sculpture or mosaics is scattered about with a small plaque describing the work. It seems local artists and groups are responsible for many of the artworks.

I'm still following the fishes

Local people move about, friendly voices echo down the street, meeting over a cuppa, making plans to grab lunch or people just sitting reading the paper. I'm greeted by smiles and the odd 'G'day.

'Enjoying our town' I'm asked by an older lady at the bakery – "Absolutely!!!"

Looking across Little Davidson Park I see the prow of a boat rising from the shrubs. Its bowsprit seems to point longingly toward the ocean, I doubt its earth bound desks would ever afford it the dip of a wave and the salty spray it longs for. The wheelhouse of the shop provides public toilet facilities and change facilities. A family is gathered around one of the BBQ's situated on the boats 'foredeck' with seats and shade sails. The smell of frying onion fills my nostrils and the sounds of more children my ears.

Affront the Fisherman's Club in the centre isle is a spectacular mosaic depicting the history of Eden. I recall a treacherous dirt bank and scraggly eucalypts. The plaque proudly states that the work is the largest outdoor mural of its type in Australia and was opened in December 2010 by the Premier of New South Wales.

Apparently pupils from the local schools and community groups worked for three years to do most of the work under the guidance of a professional artist.

Passing the Police station I see that vehicle and pedestrian access around the Killer Whale Museum is greatly improved with clearly defined paths for both those on foot and those in cars. The museum has also expanded and has developed a strong connection to the Marine Discovery Centre.

Stenciled fish still guide my stroll.

It is pleasing to see a pedestrian access now links the museum to Warren's Walk, the twisting turning slalom that provides easy access down the hill to the Snug Cove area. At stations down the walk artworks and reminders of Eden's history provide insights into a bygone era. The sleeper stack, historical photo etchings and the twisting pipe work of the valve unit from the former bulk fuel depot. It's a great place to sit and watch over the bustling activity of the working harbour. Fishing boats unloading their catch, a tourist cruise ship about to depart, a couple of naval warships manoeuvring to berth and a flotilla of private yachts and boats. The newly completed marina is already half full of some serious nautical hardware, possible the 'toys' of those in residence at some of the more palatial looking homes visible further around Twofold Bay.

About the wharf workers and tourists occupy the same space, one group earning – the other spending. I see people enjoying a lunch of seeing to the next task. More youngsters are crowded at the end of the wharf, lines cast, and obviously there are still fish to be caught and nippers to chase them.

My eyes wander over the cove toward Lookout Point and the former fuel store area. I see a mix of residential and commercial development. Lower down are what appear to be commercial buildings with residences above. The volunteer at the gateway told me that a number of home businesses were established here. One notable resident is a renowned architect with a passion for sailing and the ocean. Indeed she has won a number of the famous Sydney to Eden yacht races that now form part of the larger annual Sydney to Hobart race.

Looking to the east the old BP site is now home to the Australian Marine Discovery Centre and marks the end of the fishy trail. The site offers educational, interpretation and recreational opportunities and has won international awards. Important research being undertaken at the centre is helping to better understand fish stocks, migration and sustainable capture methods. The centre was also a key player in the development of a new medicine to fight cancer extracted from the air found in the swim bladder of the deep-sea species of fish. Many hours are spent at the centre and enjoying the Snug Cove area but I am keen to stroll further, to the Rotary Park lookout where all those years ago I came and sat and pondered and thought.

Despite the incline of the hill, etched photos on bollards depicting the views from the lookout urge me on. If too weary I could sit a while and look back over the cove, weaving my eyes up Warrens Walk to the museum, the outline of the shops and the ever present treed hills in the distance. No time to stop, I was charged by the expectation of once more gazing out across the waters toward the coastal heaths and rugged coast of Ben Boyd National Park.

The ocean breeze welcomes me to the raised viewing platform; ocean swells crumble lazily on the rocky shore below. I recall the 'multi-purpose wharf' project, something to do with the Navy and cruise ships. Before me hugging the far shore of the bay are a destroyer and some sort of supply ship. Their drab grey colours quite the opposite of the vibrancy and colour of Imlay Street. I am momentarily saddened by the need for such tools of conflict.

To the right however is berthed a passenger liner 'Ocean Spirit' with a small shuttle ferry departing it to deliver another load of visitors to Snug Cove, to Eden and to Imlay Street. I doubt the visitors could relate to the journey that the street has taken. Doubt they could fully appreciate its character and the pride local residents must have in their town. But then Imlay Street doesn't belong to the tourist, enjoy and share it as they might; Imlay Street is for its community. Owned by the community, planned by the community, built by the community and celebrated by the community.

As for me, I wander back along Imlay Street in the fading light of evening, lights flicker and come on and illuminate my way, illuminating my journey along Imlay Street. The street has changed, improved, and that's great.

That the people haven't changed – that's better.

That I played a small part way back when, with the project called 'Action on Imlay' fills me with pride.

ANNEXURE “B”

BEGA VALLEY SHIRE DRAFT COMMERCIAL CENTRES

REVIEW AND EDEN IMPLICATIONS (Extracts)

(1) Character and Role of Eden

Agreed Principles

- District centre servicing Eden and Boydtown settlements and the rural hinterland.
- Growing tourism focus with increasing demand regarding visitor services and visitor accommodation within the town centre. Proposals such as the Sapphire Coast Marine Discovery Centre, Snug Cove wharf redevelopment, Cattle Bay redevelopment and Boydtown tourist facilities will increase the need for visitor services in the Eden commercial area.
- The wharf and maritime theme are dominant impacts in the town centre with references to fishing and timber heritage seen as being important

Role Issues

- Building height and redevelopment strategies.
- Architectural style.

- Increasing accommodation in the town centre.

(2) Hierarchy and Themes of Commercial Centres

Eden

Should be identified as a District Centre and have a development Strategy that ensures weekly needs of locals are met and visitor requirements can be satisfied.

Eden will assume a growing tourism role, with Council encouraging investment in tourism infrastructure.

(3) Improvements to Public Domain

The Action on Imlay Strategy is advanced and is commencing to deliver outcomes regarding improvement of public places in Eden. The section between Mitchell and Bass Streets is designed for completion this year.

Action on Imlay would benefit from further review to match changes in building height and possible private redevelopments adjoining public infrastructure. New and higher building development should be setback from the street and maximise the opportunities for the town centre to look out at the magnificent views either side of Imlay Street.

- Scenic quality is highest in the southern half of the town centre so more basic commercial developments such as the Bi-Lo's etc. should be concentrated at the Mitchell Street end of town.

(4) Traffic, Parking and Transport

The Action on Imlay Project will generate improvements in traffic flow. Off-street parking is quite well addressed at Eden and will likely cater for needs for the 20-year period. It is considered too expensive and difficult to bypass Imlay Street.

(5) Planning Instrument Actions

DCP Actions (see map attached to Commercial Strategy)

An amendment should be proposed for DCP No.34 that provides for the changes identified in the Commercial Review. These changes would include an allowance for buildings up to four storeys in the precincts as identified by hatching on the map, to allow logical infill and expansion and to improve prospects of joint venture developments incorporating commercial, tourism and permanent accommodation aspects.

Finalise design style for the architecture of new building development.

“Action on Imlay”

Council should finalise the concept plans for the remaining sections of Imlay Street. There would also be potential to review Action on Imlay in the light of the outcomes of the tourist redevelopment proposals and architectural design investigations so as to blend in the changes in public and private lands.

EDEN DRAFT STRUCTURE REPORT (Extracts)

(1) Preferred Landuse Elements and Actions

The following preferred landuse elements and actions were identified for the Eden Township.

- Main retail commercial centre of the study area and one of the four main retailing and tourism commercial areas of the Shire.
- Cattle Bay and Snug Cove have potential for urban-based tourism accommodation and facilities and could benefit from four plus star accommodation.
- Concepts for Land Council and Crown Lands need to be finalised for supply of industrial land.
- Seniors living accommodation requires significant expansion including provision of additional nursing / hostel care.
- Increased accessibility needed for seniors and persons of restricted mobility in both public and private infrastructure.
- Commercial area to be targeted for precincts of higher buildings (up to four storeys) including residential and tourism accommodation. Architectural guidelines are needed (under preparation).
- Finalise master plan of Eden Cove and negotiate developer agreement to improve foreshore recreation and conservation opportunities in this area.

- Improve bushfire protection at urban / bushland interfaces.
- Marine science education and tourism opportunities need a home in the area (provide a site for the Sapphire Coast Marine Centre).

(2) Recommendations Regarding Zoning and Structural Landuse Controls

Preliminary findings indicate that some greater surety of zoning controls is needed in Eden and Boydtown. The Eden 2(e) zone has performed relatively well to date and gives flexibility for development of small centre however more surety is needed with regard to the location of industrial and commercial areas and areas of Crown land proposed as open space in the long term. This section of the report should now be read with Map D “Preliminary Recommendations regarding Zoning and Structural Land Use”.

Eden 2(e) zone Review

Area 8

It is proposed to rezone sections of the current 2(e) zone to reflect areas of industrial zone (proposed 4(a) zone).

Area 9

Definition of the commercial area in a proposed 3(a) zone is warranted. The final boundaries and uses of this zone and detailed master planning will follow from the commercial centre review.

Area 10

Confirmation of open space/recreation areas is required (mixture of 6(a) and 7(d) zones).

Area 11

Curalo Lagoon and surrounding estuary is proposed to be part of a new zoning category of 7(e) Environment Protection Coastal Estuaries to provide specific protection to this sensitive coastal lake.

Area 12 - Eden Golf Club

It is proposed to delineate current and future expansion of Eden Golf Club recreational areas as 6(c) zone (12a) and distinguish the operational lands at the Golf Club as 2(e) zoned land providing for a mixture of tourism and permanent accommodation associated with recreational facilities (12b).

The proposed extensions southward of the Golf Course (12c) present an opportunity to improve bushfire buffers for current and future urban lands.

Area 13 – Crown Land areas on the western boundary of Eden Township

These Crown land areas are proposed to be divided into several cells as mapped for future reserve along the environmentally sensitive sections (13a), future urban in the northwest (13b) and an area for possible review for industrial purposes in the southwest (13c).

Area 14 – Nullica Lodge

Additional areas for the logical extension of senior living opportunities are recommended in the vicinity of Nullica Lodge.

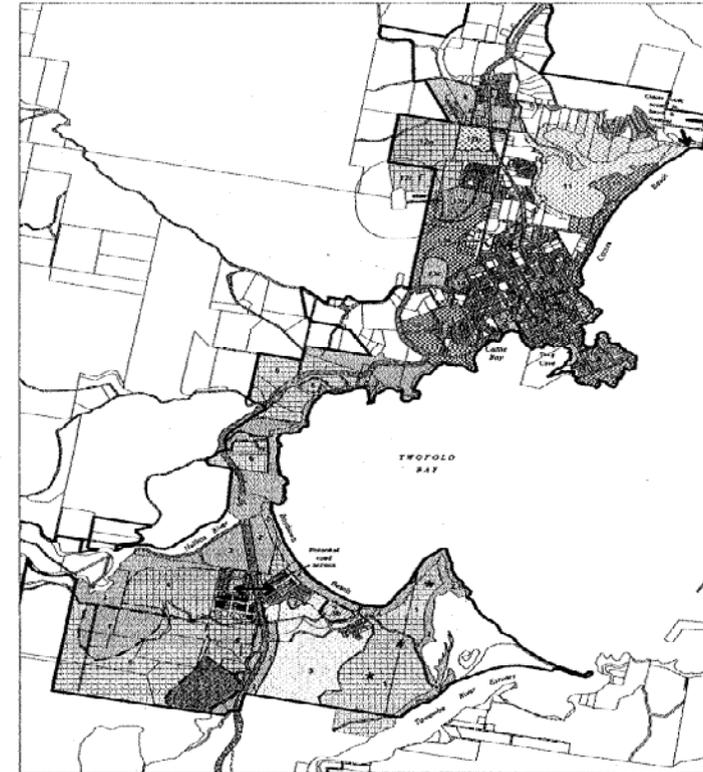
Area 15 – Cattle Bay precinct

Future land uses to be resolved through Cattle Bay Master plan but with appropriate linkages to this structure report.

Area 16 – Snug Cove precinct

Future land uses to be resolved through Snub Cove and Environs Master plan but with appropriate linkages to this structure report.

Map D Preliminary recommendations regarding zonings and structural controls



ANNEXURE “C”

Draft Port of Eden – Town Centre Development Control Plan

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- 3.20 Community Safety
- 3.21 Soil and Stormwater Management
- 3.22 Geotechnical Site Stability
- 3.23 Statutory Authorities
- 3.24 Residential Development
 - 3.24.1 Solar Access and Overshadowing
 - 3.24.2 Overlooking and Acoustic Privacy
 - 3.24.3 Private and Communal Open Space
 - 3.24.4 Access and adaptability
 - 3.24.5 Site Facilities and Services





Slide 1 – Ground Existing



Slide 2 – Ground Existing

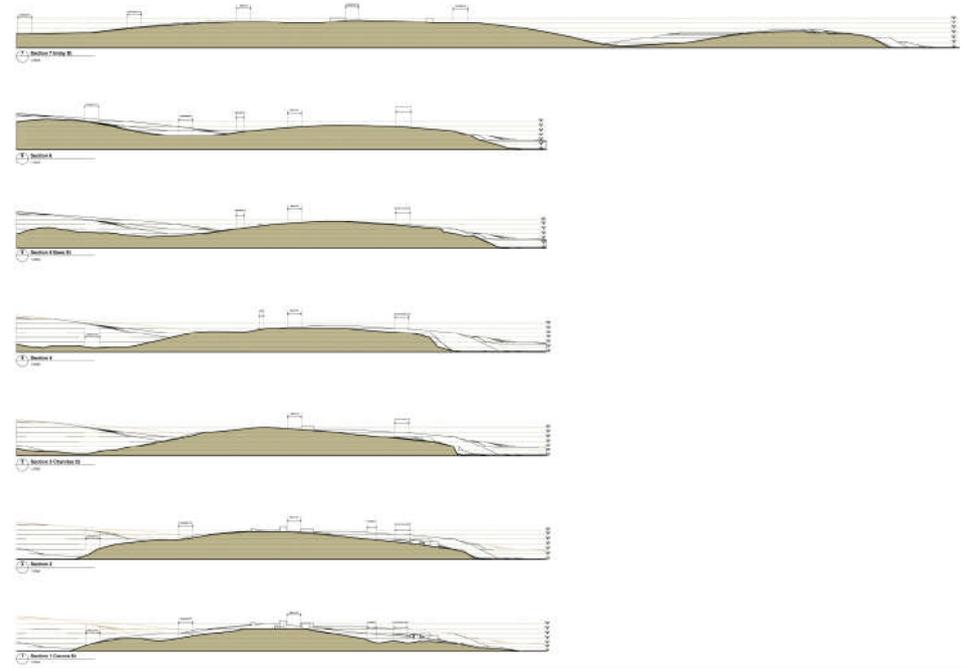
Slide 3 – Perspective of Imlay Street



Slide 4 – Site Plan



Slide 5 - Sections

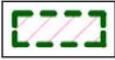


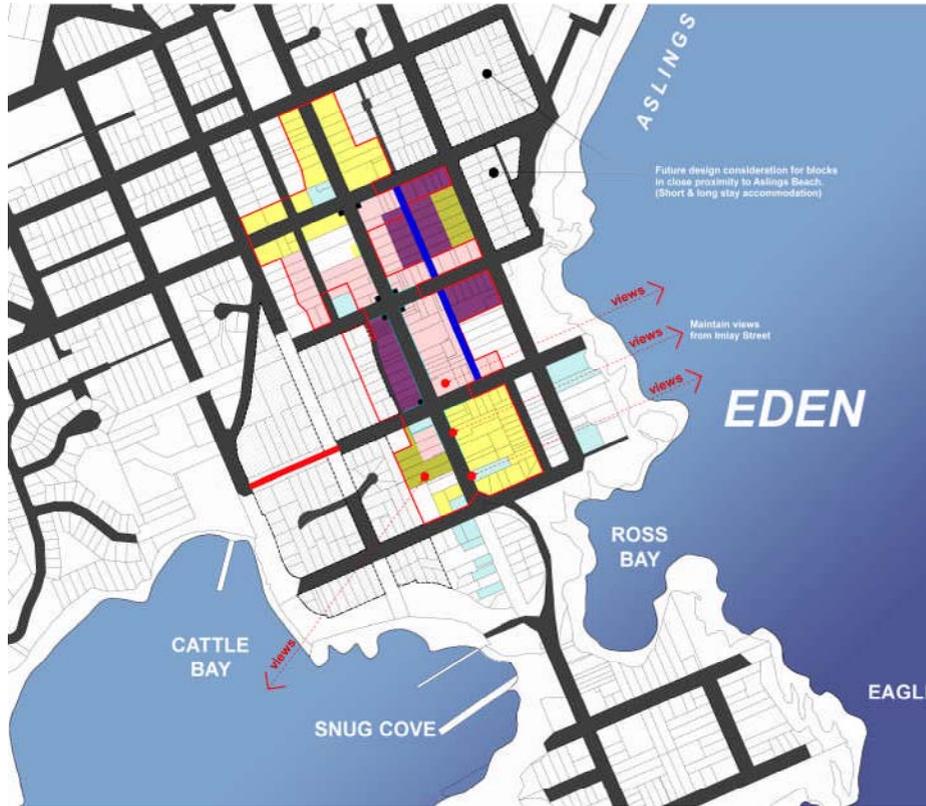
Slide 6 – Infrastructure



Slide 7 – Infrastructure Legend

INFRASTRUCTURE LEGEND

-  **PRINCESS HIGHWAY**
Mass planting of new large size trees to emphasis approach to eden township
-  **MASTER PLAN SITES**
Sites identified require further design consideration and master planning.
-  **IMLAY STREET**
Upgrade shop fronts, paving, landscaping and street furniture.
-  **Future Design Consideration**
Development subject to lot consolidation and SEPP 65 design guideline requirements
-  **Proposed Future Road Connection**
-  **Proposed Future Pedestrian Connection**



Slide 8 – Building Height

Slide 9 – Building Height Legend

BUILDING HEIGHT LEGEND

- 4 Storey**
 Development subject to lot consolidation and SEPP 65 design guideline requirements

- 3 Storey**
 Development subject to lot consolidation and SEPP 65 design guideline requirements

- 2 - 3 Storey**
 Development subject to lot consolidation and SEPP 65 design guideline requirements

- 2 Storey**
 Development subject to lot consolidation and SEPP 65 design guideline requirements

- Future Design Consideration**
 Development subject to lot consolidation and SEPP 65 design guideline requirements

- Heritage Item**

- Proposed Future Road Connection**

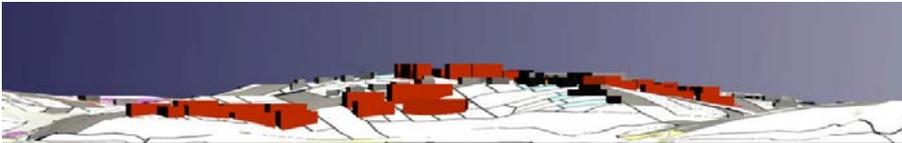
- Proposed Future Pedestrian Connection**

- Corner Building Feature**

Slide 10 – Elevations



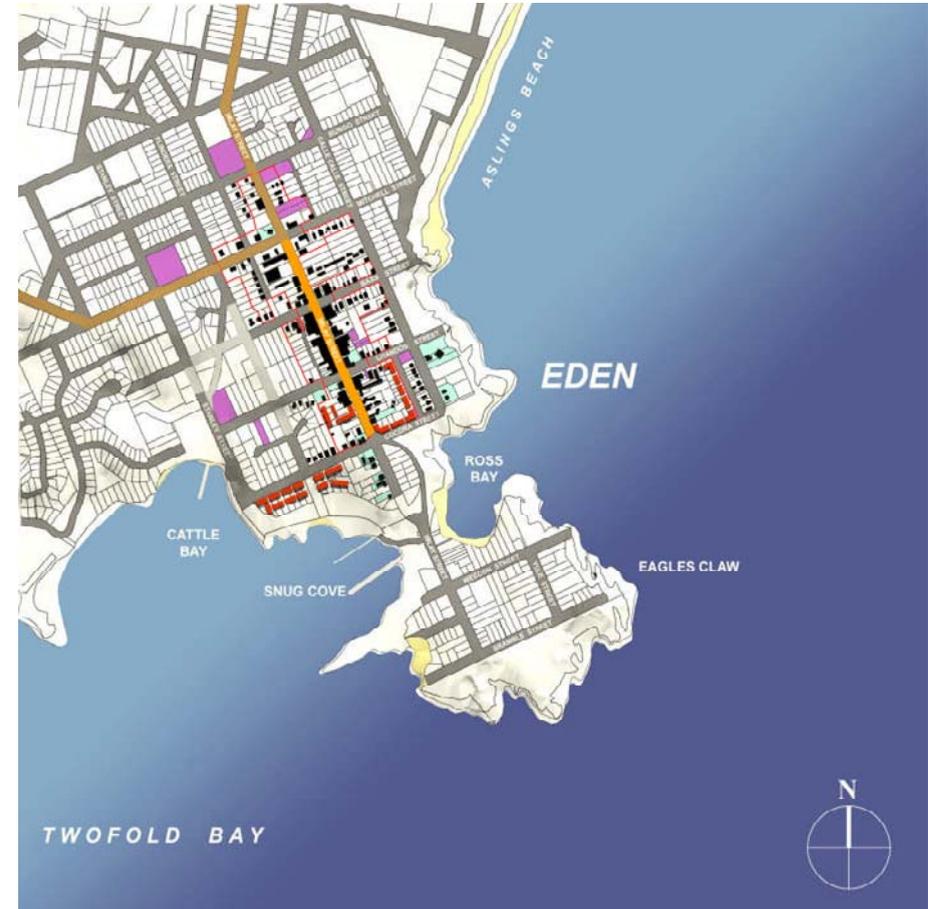
Slide 11 – Elevations



Slide 12 – Elevation Concepts - Inlay Street



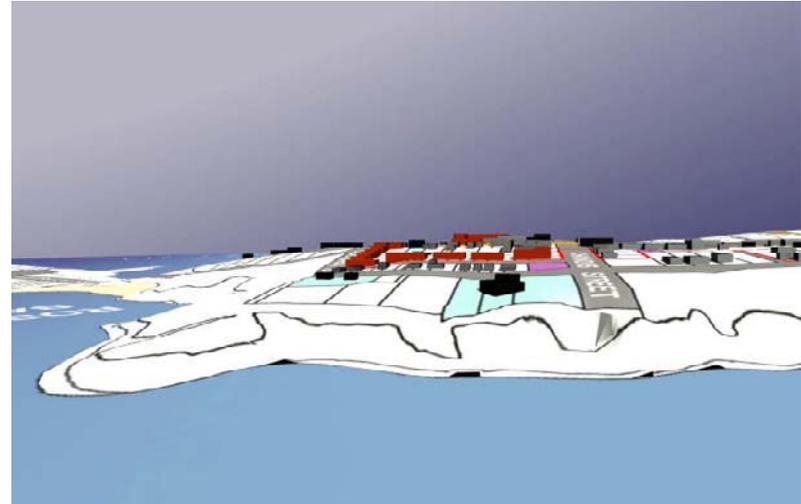
Slide 13 – Terrain Model



Slide 14 – Terrain Model



Slide 16 – Terrain Model



Slide 15 – Terrain Model



Slide 17 – Terrain Model



Slide 18 – Shop 1



Slide 20 – Shop 3



Slide 19 – Shop 2



Slide 21 – Fisherman's Club



Slide 22 – Shop 5



Slide 23 – Shop 6



Slide 24 – Maritime Examples – Mixed-use



Slide 25 - Apartments



Slide 26 – Apartments



Slide 28 – Detailing



Slide 27 – Detailing & Colours



Slide 29 – Mixed-use



Slide 30 – Detailing & Colours



Slide 31 – Tree Planting & Public Domain



Slide 32 – Roofscape & Detailing



Slide 33 – Roofscape – Maritime



Colour palette recommendations.

Port of Eden

Town Colour Proposal Palette 1

SAND - BEIGE - CREAM - WHITE



Port of Eden

Town Colour Proposal Palette 2

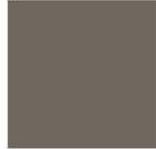
DEEP BLUE – SKY BLUE – PALE BLUE - WHITE



Port of Eden

Town Colour Proposal Palette 3

MOCHA – WARM GREY – LIGHT GREY - WHITE



Port of Eden

Town Colour Proposal Palette 4

SEA GREEN – GREY GREEN – PALE AQUA - WHITE



Port of Eden
Town Colour Proposal Palette 5

STONE - MUSHROOM - TAUPE - WHITE



ANNEXURE “E”

STREETSCAPE IMPROVEMENTS REVISITED – LANDSCAPING

Streetscape improvements (landscaping)

It is recommend that Council DOES NOT PROCEED with the proposed street tree planting and footpaving improvements in Imlay Street in the section between Mitchell Street and Bass Street. We consider central tree planting (as exists between Bass and Chandos) is inappropriate due to the trees ultimately obscuring the flagpole when mature, one of the town’s most cherished features.

We consider Council should explore the procurement of at least 3.0m to 4.0m high Canary Island palms for this section of the street. These palms are entirely compatible. Furthermore, any tree planting in Imlay Street between Mitchell and Bass should be at the sides of the street, NOT the middle as currently proposed as this obscures the flag pole and buildings from the town entry point at Mitchell street

We also question the long-term durability and appearance of essentially plain concrete and suggest that some form of exposed aggregate or acid wash finish exposing selected aggregates in the mix would be a more durable and attractive finish.

Streetscape improvements (Town Centre buildings and Infrastructure)

As noted in our presentation to Council and the Chamber in December we strongly recommend Council adopt an active program to encourage property owners to improve the external appearance of their shops and offices and to create a “maritime” theme with buildings in the Eden Town Centre. The form of program proposed is akin to a “Main Street” program adopted by many towns throughout Australia, but with a greater emphasis on building façade improvement, rather than just painting and landscaping.

The images shown in our presentation are achievable and economical outcomes, and it may well be possible for the Council or Chamber of Commerce to obtain materials at a reduced or no cost from either CSR or James Hardie in return for some promotion. With respect to costs for the facade upgrading, we recommend that Council should be an active partner in this program, and allocate between \$10,000 and \$20,000 per building (dependant on single or two storey, amount of faced work required and position of the building).

This could be in the form of either direct payment on completion, or as a rate reduction equaling the agreed fee. Expenditure should be limited to a max \$50,000 in any financial year. Such a program should be commenced at the earliest opportunity

Adoption of the proposed “Town colour palette”

The consultant team recommend that Council adopt for a period of three to five years the five (5) colour palettes prepared by DeAngelis Taylor and Associates. These palettes have been extensively researched and are considered appropriate and suitable within a maritime environment. While adopting these colours as a general principle, we consider that other colours MAY BE USED based on design merit and quality, but definitely not based on “advertising need” or desirability.

Similarly, while we have strongly recommended the extensive use of profiled timber boarding (or its FC or composite timber equivalents) we have no objection to the use of rendered or painted block or brickwork, or the use of stone (including sandstone veneers) in appropriate circumstances.

The principal aim of these measures is to reduce the extent of “face” brickwork, which we consider an undesirable material in the effort to create a “maritime look and feel” to the town. Additionally the images prepared, as examples of “façade upgrading” to a number of town buildings are easily and economically able to be undertaken using lightweight materials

Adoption of a “Town Improvement Fund” rate to assist in funding streetscape works and building façade upgrading

Following on from our comments on our first visit, where we indicated that we earnestly believed Council needed to undertake an “extensive” program of streetscape improvements in Imlay Street related to footpath improvements and widening, and the provision of more avenue planting, this view has been

further reinforced when we were advised that in addition to these works substantial stormwater drainage works and undergrounding of power lines are required within Imlay and surrounding streets within the current and proposed extended Town Centre.

Incremental improvement of footpaving within Imlay Street will not achieve an overall improvement in streetscape quality, nor create the necessary “ambience” desired for a seaside “tourism oriented” town.

As the costs of such measures are very significant we consider that Council may wish to adopt a “Town improvement Fund”, an additional rate applied to properties ultimately benefiting from the improvements undertaken. Such a measure has been adopted by Liverpool City Council in Sydney, with the fund only being expended for specific and agreed activities, related to the improvement of street paving, drainage and lighting, planting and maintenance, and for the reimbursement of façade upgrading funds.

It is beyond the scope of the study to recommend specific costs or charges, or even the specific extent of the additional rateable area, however we have provided under separate cover details related to Liverpool City’s system.

Certainly works proposed must be prioritised, however we would recommend a maximum of \$50,000 per year be allowed for façade upgrading projects, this amount allowing for perhaps three (3) building facades per year within the Town Centre being upgraded.

With respect to Imlay Street improvements we do not see any value in significant expenditure on streetscape works alone until electrical undergrounding and stormwater issues are resolved.

Adoption of a developer funded Design Review Panel for all façade upgrade work and new residential and commercial buildings in the Town Centre area

The interpretation of “Architectural design quality” is a highly subjective and sometimes emotive view, with in many cases “beauty being in the eyes of the beholder”. To obviate the difficulties of Council officers having to make assessments of design quality and detailing, areas for which they may not have specific expertise, we recommend the introduction of a Design Review Panel for

- a. Building façade upgrades where financial rebates are proposed to be given for building refurbishment
- b. New Commercial, tourism related and Residential buildings within the town two levels or above.

We consider that the costs of the panel should be borne by the applicant, but should not exceed \$500 per assessment (including reassessment where required). Due to the lack of local experienced architects Council may consider sending applications (by email or post) to a selected panel of Sydney and or Canberra architects with experience in urban renewal and the process of Design Review Panels, with assessments undertaken by one or perhaps two architects on an agreed format and returned to Council within an agreed time.

The fee paid to the architect (\$300 - \$400) would cover assessment of the application, possibly marking up or illustrating improvements on the submitted plans and the preparation of a brief report with comments for improvement or alteration, and recommendations for Council’s consideration.

For large developments (say over \$5.0 million) this fee may be increased to allow a one-day on site meeting with the applicant and Council officers.

We consider this process vital, certainly for the delivery of the first few projects to ensure projects are delivered that represent the outcomes desired by Council and the community.