



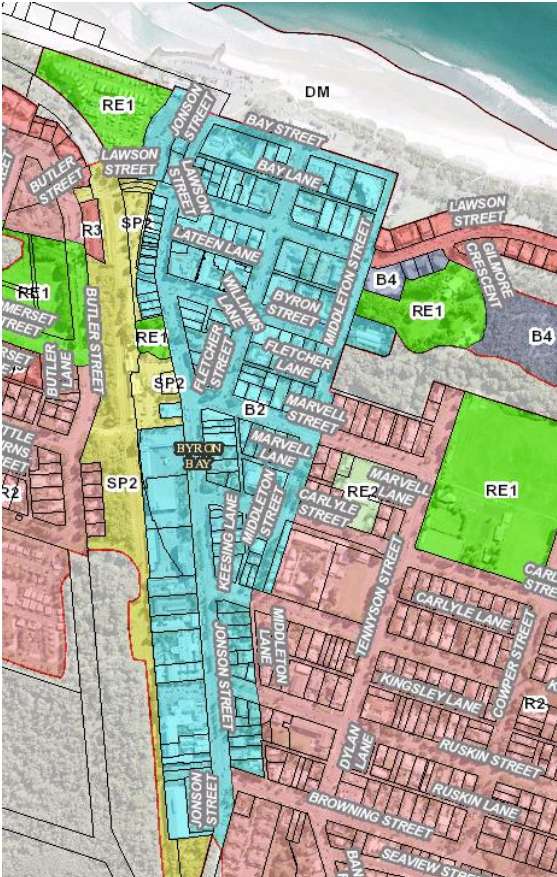
Communication and Engagement Plan

Byron Bay Town Centre

Review of Planning Controls

Pre-Gateway Consultation

(#E2018/3858)

Project name	Byron Bay Town Centre Masterplan Planning Control Review – Pre-Gateway Consultation
When	Late February to April 2018
Background	<p>In line with recommendations of the Byron Bay Town Centre Masterplan, Council has commenced a review of the planning controls that are applicable to the Town Centre.</p> <p>The development of the Masterplan helped draw together ideas from property owners, business and community, planned infrastructure upgrades and funding opportunities to activate areas within the Byron Bay town centre.</p> <p>Updating the planning controls will allow changes to Byron Local Environmental Plan (LEP) and Development Control Plan (DCP) to reflect the outcomes of the Masterplan and align with the unique characteristic and location of the town centre.</p> <p>The review relates to the part of town currently zoned B2 Local Centre, which essentially takes in either side of Jonson Street, from the beachfront in the north to Browning Street in the south, west to the rail corridor and east to Middleton Street (see below).</p> 

<p>Governance</p>	<p>At the Council meeting of 23 November, Council resolved (17-599):</p> <p><i>That the balance of Planning Proposal 26.2017.5.1 (relating to the Butler Street Reserve) and Planning Proposal 26.2017.6.1 be deferred for public consultation including the following:</i></p> <p>a) <i>conducting community information sessions and collating feedback.</i></p> <p>b) <i>issuing a media release and Council website post at least two weeks prior to the first information session to advise the community of the planning proposals with notice of all information sessions.</i></p> <p><i>That following completion of the information sessions and other community consultation, a report be received by Council, no later than the March Ordinary meeting, with a review of the community meetings and consultation.</i></p>
<p>Objectives</p>	<ol style="list-style-type: none"> 1. Review the zoning of the Byron Bay Town Centre to: <ul style="list-style-type: none"> • reflect its place as the primary commercial centre in the Shire and the region; • provide opportunities for people to live in the town centre; and • restrict options for tourism accommodation in the Town Centre. 2. Review the planning controls that establish the maximum allowable height of buildings in the town centre, to: <ul style="list-style-type: none"> • maintain the three-storey maximum height; • maintain and enhance the existing character of Byron Bay; and • facilitate mixed use buildings that respond to the Byron Bay climate, particularly by maximising natural ventilation and light. 3. Introduce new planning controls that will facilitate better design of both buildings and the streetscape and activate important street fronts; and 4. Amend car parking provisions to assist in reducing the number of cars in the Town Centre, and improve design outcomes by the removal of car parking on site. 5. To specify additional permitted uses with consent under Schedule 1 on land at Butler Street Reserve (Zone RE1 Public Recreation) to permit Car Parks and Passenger Transport Facilities and facilitate the reduction of traffic congestion within Byron Bay Town Centre.
<p>Challenges</p>	<ol style="list-style-type: none"> 1. ‘Distractions’ associated with contentious Council decisions/ proposals that relate to Byron Bay – in the later half of 2017, there were some actions undertaken in the town centre (e.g. tree clearing in Railway Park; Plan of Management Rec Grounds), that generated significant negative community comment. This led to an environment of mistrust. 2. Entrenched resident views about the size and scale of buildings in the town centre – during the Masterplan process, the community indicated a very strong view that the existing three-storey height limit should be maintained. 3. Lack of understanding of relationship between 11.5m height limit and three-storeys: The strong attachment to three-storey height is likely to also mean a strong attachment to the (existing) 11.5m height limit. 4. Resourcing: particularly given the other strategic planning activities at the same time. 5. Planning framework: Lack of flexibility within the Standard LEP Template, particularly regarding building height, and inflexibility of Department of Planning and Environment in looking at non-standard control options.

Key messages	<ol style="list-style-type: none"> 1. The change in zoning is to reflect Byron’s place as the primary town centre in the Shire and the region; 2. The review of building controls is about facilitating better buildings, not higher buildings; and 3. The controls are a continuation of the ideas established in the Masterplan and are designed to “connect the centre of Byron Bay with the spirit of the community”. 	
Media spokesperson	Mark Arnold (Acting General Manager) Simon Richardson (Mayor) Shannon Burt (Director Sustainable Environment & Economy) Annie Lewis (Communications Manager)	
Work contact	Rob van Iersel Major Projects Planner T. 02 6626 7054 E. rob.vaniersel@byron.nsw.gov.au	
Potential level of impact	Level 3 – high impact on local area or group	
IAP2 Public Participation Spectrum	<ol style="list-style-type: none"> 1. Inform 2. Consult 	
Stakeholders	Internal Staff Customer service Councillors	External Byron Bay Town Centre Leadership Group Residents Local Businesses Byron Bay Chamber of Commerce Byron Residents Group Arakwal Corporation
Our promise	INFORM <i>We will keep you informed.</i>	
	INVOLVE <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.</i>	
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.</i>	
Evaluation	Success will be measured by: <ul style="list-style-type: none"> • Easily accessible and searchable information of Council’s website • Workshop with Byron Bay Town Centre Leadership Group • Community attendance at information sessions • Submissions (verbal &/or written) regarding proposed controls 	

Internal staff	YES <ul style="list-style-type: none"> • DSO's and Customer Service Team • Planning Services Staff • Infrastructure Services Staff 	
Submitted to Director	YES	APPROVED: DATE:
Reported to ET	Yes I2018/79	Date: 7 February 2018
Reported to Communications Panel	YES I2018/xxx	DATE: 13 February 2018

Action (Method)		Stakeholders	Note	When	Tasked to	Cost \$
1	Fact Sheet	Internal (initially)	Development information sheet: <ul style="list-style-type: none"> • intent/ nature of project • background material – project area; existing controls 	Draft by end of Jan '18	Rob van Iersel Jamie van Iersel COMMS	Staff time
2	Councillors Strategic Planning Workshop	Councillors	Director & project team to present project objectives and ideas	Feb '18	Rob van Iersel Shannon Burt	Staff time
3	Letter/email to specific parties	Byron Bay Town Centre Leadership Group Town centre land owners Byron Bay Chamber of Commerce Byron Residents Group Arakwal Corporation	Leadership Group – email to advise of workshop date and provide background material. Letter to advise the general terms of the project, dates of upcoming information sessions	End of Feb '18 Early March '18	Rob van Iersel Jamie van Iersel COMMS	Staff time \$100 (mail out)
4	Introduction to Staff	DSO's, Customer service team, development services	Email & briefing to advise of project intent and key components	Early March '18	Jamie van Iersel Rob van Iersel	Staff time
5	Website notice	Community	Home page information	Early March '18	Jamie van Iersel Rob van Iersel COMMS	Staff time
6	Staff phone contact	Community	Enquiries to Administration in Environment and Economic Planning	Early March '18	Jamie van Iersel	Staff time
7	Media release	Community	Community 'launch' Notify start of process with info about meetings etc	March '18	COMMS	Staff time

Action (Method)		Stakeholders	Note	When	Tasked to	Cost \$
			Second release: Notify about closing date for input, last chance, and what happens from here	April '18		
8	Public notice advert (BSN)	Community		March '18	COMMS	Staff time
9	Newspaper ads Echo Byron News	Community	¼ page – advise of the project etc	March '18	COMMS	Staff Time BSN \$350 Echo \$735
10	Bay FM	Community	Arrange 'interview' to discuss project	March '18	COMMS Shannon Burt Rob van Iersel	Staff time
11	Display material for community information sessions	Community	Prepare display panels & other information to be used for sessions	March '18	Jamie van Iersel Rob van Iersel COMMS	\$200
12	Community Access Point	Community	Fact Sheets and display material	March '18	Jamie van Iersel	Staff time
13	Drop in session / shopfront	Community	Temporary pop-up space in TC - either in Countrylink building, temporary 'tent' in Railway Park, or space in Community Centre - depending on space, may set up for a number of days, or specified times/ dates	March – April '18	Jamie van Iersel Rob van Iersel	Rent? - tba
14	One-on-one briefing	Businesses, groups		March – April '18	Jamie van Iersel Rob van Iersel	Staff time

Please note that implementation of the above actions/tasks dependent upon approved budgets and resourcing. Cost is estimated based on previous similar projects.