

Scope and Project Plan

North Byron Coastal Communities Place Plan



Introduction

In December 2022, Council resolved that Ocean Shores would be the next location for a Place Plan.

Ocean Shores is the largest residential community in the Byron Shire. The villages of Ocean Shores, New Brighton and South Golden Beach are closely linked and share a lot of the same services, public amenities and spaces.

This scope document and project plan proposes to include New Brighton and South Golden Beach alongside Ocean Shores to create a **North Byron Coastal Communities Place Plan**.

By combining these three places into a single Place Plan, budget and resource efficiencies are achieved. Together with the proposed 12-month project program this will allow for community and Council to reach an agreed list of priority projects as quickly as possible for these locations.

The North Byron Coastal Communities Place Plan will be developed in collaboration with community. This will be a Council led document, with significant community involvement through-out the development, with an IAP2 '*Collaborate*' approach.

The Place Plan will define the community vision for the next 20 years and provides a holistic approach to planning and development.

Although this Place Plan will include three communities, each village has its own distinct vision, character and priorities. The Place Plan will draw these out for each community while also addressing themes and projects that benefit the whole area.

This document provides the aim, purpose, scope and project plan for this Place Plan, including an estimate of timeframe, budget and resource requirements.

Aim

To develop a Place Plan that describes a 20-year vision, guiding principles and priority actions for the North Byron Coastal Communities of New Brighton, Ocean Shores and South Golden Beach.

What is a Place Plan?

The Place Plan will:

- Describe a 20-year vision and supporting overarching principles for the North Byron Coastal Communities
- Consider background information and analysis completed to date including site history, trends and community feedback
- Address place-making issues that are already identified and any additional issues identified during the process
- Identify a set of clear, concise and implementable priority projects to address these issues and contribute to the future vision of the communities
- Consider governance, implementation, and funding of proposed projects, aligning with the Council's Community Strategic Plan, Delivery Plan and Operational Plan.
- Aim to be adopted by Council as one of Byron Shire's Place Planning Strategies

Why develop a Place Plan?

The Place Plan will provide the following benefits to community:

- Provide an opportunity for communities to clearly identify collectively the vision and priorities for each of their locations
- Establish a strategic basis to promote and fund the priority actions identified
- Develop a strong level of community and Council ownership of the vision and priorities for these communities
- Develop and strengthen relationships between Council and community.
- Enable Ocean Shores, New Brighton and South Golden Beach representatives to join Council's Place Planning Collective, a platform to promote priority actions

Project Scope

Location

This Place Plan scope includes Ocean Shores east of the M1 Highway, New Brighton and South Golden Beach, as outlined below.

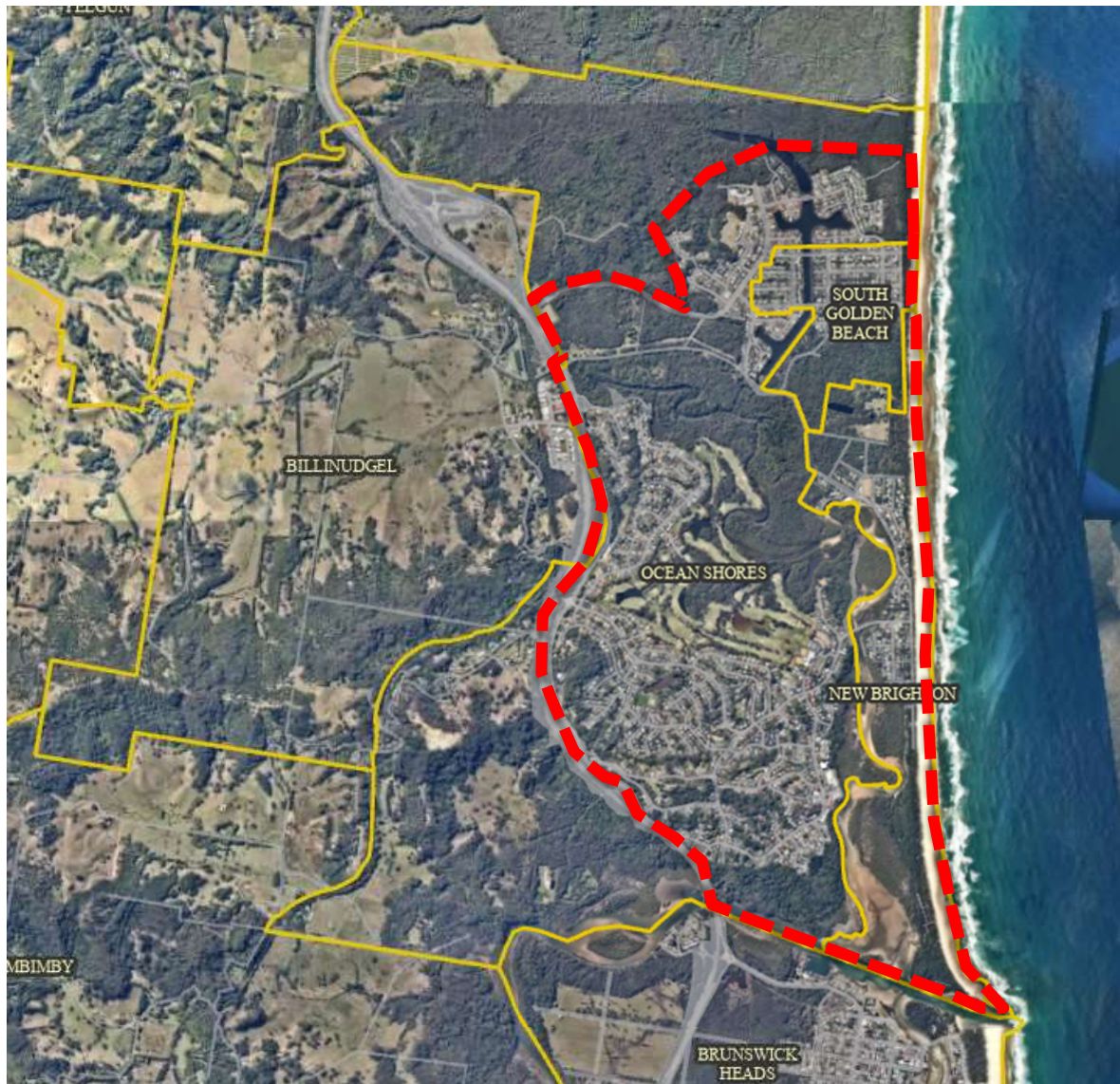


Figure 1: Location Scope for the North Byron Coastal Communities Place Plan

Contents

The Place Plan will include for each location a vision, set of principles, and priority actions. The actions may be related to themes such as:

- place making (for example streetscape upgrades)
- transport and accessibility (for all modes such as pedestrians, cyclists, buses)
- development planning controls, land use and built form
- sustainability, resilience and environment
- business and economy
- community development (such as events, arts and culture)
- parks and open spaces

In Stage 1 of this project, a **primer document** will be developed that captures the following:

- background of each community, their history, character and cultural heritage
- demographics, population changes and growth
- trends and key issues affecting each community
- existing council strategies, plans and planned works relevant to the north Byron area
- a draft summary of risks, challenges and opportunities – drawing on information gathered through the Place Plan Expression of Interest process and other engagement with community representatives

The purpose of the primer document is to clearly capture the information already known and understood about each community and provide a starting point for stakeholder input into the draft Place Plan.

Key Deliverables

During the community consultation and stakeholder engagement stage, the Primer will be tested and validated, and will form part of the draft Place Plan. The following additional Place Plan content will be identified through community engagement and stakeholder workshops:

- A 20-year vision for the communities of Ocean Shores, South Golden Beach and New Brighton
- Supporting principles and character statements for each community
- A shortlist of well-defined priority actions that are aligned to the vision and realistically implementable
- Indicators to monitor and measure success over time

Any action or project identified in the Place Plan will need to describe:

- a clearly defined scope
- cost estimate and potential funding stream
- timing
- responsibility
- category
- alignment with the Community Strategic Plan
- impact rating – to support prioritisation
- consistency with existing Council strategies and plans

Limitations

There are several limitations and constraints of a Place Plan, as outlined below:

- The development of the Place Plan is dependent on funding in the 2024/2025 Council budget
- A Place Plan only identifies and scopes priority projects – it does not initiate, design or undertake a project
- A Place Plan does not supersede any Council technical strategies already in place or in development
- A Place Plan is not a statutory document and as such doesn't have any legal status. It can be the basis for changes in planning controls but these changes in zoning and planning controls occur separate to, and after the adoption of a Place Plan

Project Plan

The Place Plan Project will be delivered over approximately 12 months, with an aim to report the final Place Plan to Council by June 2025. Note that this timeline is subject to being able to consult all stakeholders in the timeframes identified.

A high-level summary of the approach is shown below. A detailed Project Plan is provided at Appendix A.



Figure 2: High-level Program, identifying key stakeholder engagement points (orange) and internal resourcing requirements (teal).

Roles, Responsibilities and Consultation

The Place Plan will be a Council led document developed with an IAP2 ‘Collaborate’ approach with community.

IAP2 ‘Collaborate’ is described as: Partnering with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

In this level of engagement, Council will look to the community for advice and innovation in forming solutions and incorporate the advice and recommendations to the maximum extent possible (ref: IAP2 public participation spectrum)

This section explains the key stakeholders and their role in this project.

Council Place Planning Team

Council’s Place Planning team will be responsible for developing and delivering the North Byron Coastal Communities Place Plan.

Place Planning will lead the coordination of the project, maintain the project schedule and budget, engage and manage consultants as required, facilitate engagement with key stakeholders, and provide reports and updates on the project to the Executive Team and Councillors.

Internal Teams

Other internal Council teams will support the development of this Place Plan. The following teams are identified as key stakeholders to provide guidance, advice and expertise throughout the process and participate in meetings and workshops:

- Infrastructure Planning
- Transport
- Open Spaces and Facilities
- Strategic Planning
- Community and Cultural Development
- Business and Industry
- Biodiversity
- Grants
- Sustainability
- Recovery
- Events
- Executive Officer
- Aboriginal Project Officer
- Development Planning
- Water and Sewer
- Flood and Drainage

Community Consultation

The Place Planning team intends to involve and consult community members and key stakeholders in a variety of ways throughout the process. This may include events at local schools or pre-schools, market stalls and on-street consultation in key locations across Ocean Shores, New Brighton and South Golden Beach. It is important for the success of this process and the Place Plan that a wide range of community members have the opportunity to learn about the Place Plan and contribute their feedback and ideas.

Stakeholder Workshops

A group of key stakeholders will be invited to attend a series of workshops to support the development of this Place Plan. These sessions will be facilitator-led. Further details of the purpose, duration and key outputs of each workshop is in the Project Plan at Appendix A.

This stakeholder group will include representatives from:

- Tweed Byron Local Aboriginal Land Council
- Ocean Shores Community Association
- South Golden Beach Community Association
- New Brighton Village Association
- Ocean Shores, South Golden Beach and New Brighton Community Resilience Team
- Ocean Shores/North Byron Chamber of Commerce
- Major land owners
- Byron Shire's Access Consultative Working Group (ACWG)
- National Parks & Wildlife Service
- NSW Department of Planning
- Transport for NSW
- Public transport organisations
- Byron Shire Council staff (key teams listed previously)

Budget and Resourcing Requirements

The estimated budget for this Place Plan document is presented in the table below.

Budget item	Cost
Community consultation and workshops (hall hire, catering, AV, event costs)	\$9,000.00
External Facilitator (workshops and pre-work)	\$8,000.00
Council staff internal resourcing	\$10,000.00
Graphic design for final Place Plan	\$5,000.00
Technical consultants input at workshops and peer review	\$20,000.00
Subtotal	\$52,000.00
Other / contingency (15%)	\$7,800.00
Total	\$59,800.00

Appendix A – North Byron Coastal Communities Place Plan - Project Plan

The following table provides the key tasks and associated timeline for the development of the Place Plan.

Project Stage	Output or Task	Purpose	Completed by
1. Project Initiation and Primer	Internal Kick-off meeting	Ensure internal stakeholders have a clear understanding of the project scope and objectives, timeline and support needed	31 March 2024
	Draft Primer Document	Gather all relevant information and form a useful resource for stakeholders. This document will be tested and validated by community and key stakeholders and content will contribute to the draft Place Plan.	31 May 2024
	Place Planning team site visit(s)	Support development of the Primer document and understanding of key community opportunities and constraints.	31 May 2024
	Engagement and Communication Plan	Finalise details for engagement and communication with community.	30 April 2024
	Identify Key Community Stakeholders for Workshops	Identify and invite key stakeholders to participate in 3 key workshops to support development of the Place Plan.	31 May 2024

Project Stage	Output or Task	Purpose	Completed by
	Event Planning	Prepare for community engagement and consider accessibility for broad community representation. Ensure consultation aligns with objectives. Enable multiple opportunities for community collaboration and involvement in Place Plan.	30 June 2024
	Engage Workshop Facilitator	Engage external support to facilitate key community and stakeholder engagement events and capture key information for the Place Plan	31 July 2024
	Stakeholder Workshop 1 (3 hours, facilitated)	Engage stakeholders and explain their role and responsibilities in the process Request feedback and improvement on Primer contents	31 July 2024
	Final Primer Document	Update draft Primer Document as basis for broad community engagement	31 July 2024
2. Broad Community Engagement	2 x Community Workshops (2 hours, facilitated)	Structured community engagement facilitated by consultants, aim to gather community ideas on vision, opportunities and constraints, and priority actions for the Place Plan.	31 August 2024
	Online Community Engagement	Enable community to provide feedback online to contribute to the Place Plan.	31 August 2024

Project Stage	Output or Task	Purpose	Completed by
	Additional Community Engagement	Create multiple opportunities to share information about the Place Plan and gather community feedback. For example visiting local schools, markets, shopping village.	31 August 2024
	Refine Community Inputs	Draft Place Plan content for further development in stakeholder workshop.	30 September 2024
3. Drafting	Stakeholder Workshop 2 (1 day, facilitated)	Develop key features of the Place Plan with stakeholder collaboration: Vision, principles, opportunities and constraints	31 October 2024
	Councillor Workshop	<p>Inform Councillors of the place planning progress, gather ideas and feedback.</p> <p>Timing of this session may be confirmed given Councillors will be in onboarding phase following elections in September.</p>	30 November 2024
	Drafting of Place Plan	Taking input from stages 2 and 3 and forming a draft Place Plan	30 November 2024
4. Report to Council	Draft Place Plan Reported to Council	Draft Place Plan is reported to Council and recommended for public exhibition.	30 November 2024

Project Stage	Output or Task	Purpose	Completed by
5. Formal Exhibition Period	Public Exhibition of the Draft Place Plan	Public Exhibition period is a key opportunity for community to provide feedback on the draft Place Plan. Key consultation steps noted below. Other minor activities will also take place.	15 March 2025
	Online Community Engagement	Enable community to provide feedback online to contribute to the draft Place Plan.	15 March 2025
	2 x Community Drop-in Sessions	Informal drop-in sessions that provide an opportunity for people to provide input on draft Place Plan	15 March 2025
6. Drafting	Stakeholder Workshop 3 (3 hours, facilitated)	Present to the stakeholder group any proposed changes to the draft following the public exhibition period, collaborate on final Draft.	30 April 2025
	Drafting of Final Place Plan	Place Planning team finalises amendments ready for recommendation to Council.	30 May 2025
7. Report to Council	Final Place Plan reported to Council	Seek final Place Plan adoption and move to implementation of priority actions.	30 June 2025



BYRON
SHIRE
COUNCIL

FOR MORE INFORMATION

PO Box 219 Mullumbimby NSW 2482 (70 Station Street)

E: council@byron.nsw.gov.au

P: 02 6626 7000 | F: 02 6684 3018

www.byron.nsw.gov.au