

DRAFT BYRON BAY MOVEMENT AND PLACE BRIEF

1. INTRODUCTION

Byron Shire Council is seeking to undertake a Movement and Place Study of the transport network associated with the Byron Bay Township (known hereafter as The Study).

The Study is to form part of the Byron Bay Town Centre Masterplan and is to align with the Masterplan vision and goals.

2. PROJECT BACKGROUND

The Byron Shire Council has developed the Byron Bay Town Centre Masterplan. The vision for The Byron Bay Town Centre Masterplan is to:

“Connect the centre of Byron Bay with the spirit of the community”.

The Bay Community Spirit

The development of this vision statement was informed by community values and what the community perceive as unique about Byron Bay Town Centre, namely:

- Byron Bay’s historical role as a ‘Meeting Place’ for all people is a key reason why the town centre is so unique.
- It’s the spirit of the Byron Bay community that makes Byron Bay Town Centre so unique.
- It’s what Byron Bay represents to the community that makes the centre so important.

Therefore, a key aim of this vision statement is to capture the true essence of the community and the unique connection they have with the town centre.

Applying this vision to transportation and how people move through the township, a concept transport strategy of “Cars Out / People In” has been informally adopted. The closer you get to the heart of The Byron Bay Township the more tactical, personal and relational the experience. In regards to a Movement and Place methodology, the Byron Bay Township is to be seen as more of a Place to enjoy.

A Dominant Characteristic

In contrast, cars currently form a dominant characteristic of the Byron Bay Township causing it to be bisected and disconnected in places. Prior to the Bypass opening east bound traffic queues frequently extended from the Jonson St / Lawson Street roundabout all the way west along Ewingsdale Road to the motorway and have been known to extend 3km north along the motorway. This amounts to a queue length of approximately 8.5km long.

This traffic then dissipates throughout the township resulting in congested road networks, high parking demand and a disconnected township. West bound traffic congestion converges around the Lawson St / Jonson St roundabout with queues often snaking down Jonson St and Lawson St for several hundred meters and taking 10 or more minutes travel these distances.

Combined with an ever increase number of developments and increasing number of cars per dwelling parking and traffic congestion within key residential and commercial areas is increasing significantly and adding to the feel of a disconnected and crowded township.

A number of projects and strategies have been developed to help realign the dominant characteristic of Byron Bay around the vision statement and away from a car centric zone. Many more projects and strategies have been identified as required in the future to continue progressing this realignment.

A primary issue to be addressed as the town seeks to align itself around the master plan is the issue of defining and identifying Movement and Place within the Byron Bay township.

3. OBJECTIVES

Undertake a Movement and Place Study of the transport network associated with the Byron Bay Township and key surrounding transport links.

This is to be done in accordance with the NSW Governments Movement and Place Framework and supporting documentation and the goals and objectives associated with the Byron Bay Master Plan.

It is to generally follow the recommended project stages outlined in NSW Governments document Aligning Movement and Place.

3.1 DISCOVER

In regards to the Movement and Place project stages outlined in Aligning Movement and Place, much work has already been done in regards to “Discover” with the development of the Byron Bay Master Plan. This has been developed in close consultation with key community groups.

However, some additional work within the “Discover” stage is required to ensure the consultant has a clear understanding of the planned and potential future changes associated with Byron Bay, such as: future developments and potential impacts on movement and place networks and links, population growth and distribution, demographic changes, transport trends, etc.

The following actions and tasks are anticipated as required as part of the “Discover” stage:

- Traffic and transport modelling of existing conditions and future conditions assuming no changes to existing transport networks.
- Planned and unplanned trials and events to see impacts
- Traffic and parking data collection.
- The Provision of a movement and place classification matrix of all existing transport and road corridors within and connecting to the Byron Bay Township.
- Literary review of key documents, including, but not limited to:
 - Pamp
 - Bike Plan
 - Byron Bay Master Plan and Associated Documents / Concepts
 - Draft Integrated Transport Management Strategy
 - Byron Shire Council Operations Plan
 - DCP's

- Development and Design Manuals
 - Other documents as relevant
- Site inspections
- Two “Discovery” meetings. These can be either in person or via video:
 - One with Council
 - Another key community groups.

3.2 CREATE

It is anticipated the bulk of the investigation will relate to the “Create” stage as the consultant develops multiple scenarios for:

- Aligning a movement and place network with the Byron Bay Master Plan objectives.
- Delivering movement functions and improving place and identify.

The following actions and tasks are anticipated as required as part of the “Create” stage, as a minimum:

- Development of several movement and place scenarios based around the road hierarchy and road uses identified in the Byron Bay Master Plan, PAMP and Bike Plan.
- Undertake Traffic and transport modelling and present modelling results associated with the above scenarios to demonstrate potential impacts, benefits and recommended priority actions.
- Presentation of Case Studies
- The Provision of a movement and place classification matrix of proposed transport and road corridors associated with the preferred scenario(s). This matrix is to align with the road hierarchy and road uses already identified in the Byron Bay Master Plan, PAMP and Bike Plan.
- A concept high level draft list of actions, processes, tasks, planning changes and cost estimates associated with the preferred scenarios. This list is anticipated to form the basis of the “Deliver” stage once the preferred scenario(s) are confirmed by Council.
- A draft Movement and Place Report
- An in person meeting with Council representatives to review and workshop recommended scenarios and review draft report.

3.3 DELIVER

A key part of the project is to help Council identify and prioritise movement and place actions, tasks and projects that will establish a balanced movement and place network suitable for the Byron Bay Master Plan.

The following actions and deliverables are anticipated as required as part of the Deliver stage, as a minimum, and are anticipated to be based on the concept high level draft list of actions, processes, tasks, planning changes and cost estimates presented to Council as part of the scenarios workshop:

- A final Movement and Place Report based on the draft and Council feedback
- Identify and prioritise recommended actions, tasks, processes and projects to bring about a staged, cost effective, efficient alignment between movement and place and the Byron Bay Master Plan. Such actions, tasks, processes and projects may include recommended (but not limited to);
 - land use changes,
 - planned and unplanned trials and events,
 - amendments to DCP's,
 - infrastructure, road, place making and landscaping projects,
 - Monitoring, measuring and reporting processes and tasks.
 - Recommended technology adoption
 - A transport network classification matrix for the preferred movement and place scenario(s).

4. RELATED PROJECT TASKS

The following tasks will be undertaken by Council and are considered part of this project:

5. Parking Scheme review of Belongil, Byron Bay and Wategos
6. Intercept Survey to understand why people come to Byron, how they arrive and how they travel around Byron Bay. To be undertaken by Council with advice and input from the consultant.
7. Other tasks recommended by the consultant and to be submitted as part of the RFQ.