

Lot 12 Bayshore Drive Byron Bay

SITE STRATEGY & URBAN DESIGN PROTOCOL

Preliminary - Internal Use Only

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OVERVIEW AND SCOPE

1. Purpose

The Lot 12 Site Strategy and Urban Design Protocol (the document) describes Council's vision for the site, and provides a set of objectives and built form, site infrastructure and public realm principles to guide its redevelopment.

The document is designed to assist those looking to respond to Council's Expression of Interest for the development of the site. The document is in two parts:

Part A sets out Council's strategy for Lot 12, articulating a vision and objectives the future of the land of the site, a broad description of land uses consistent with this vision and the key design outcomes Council consider to be important for the land.

Part B sets out a range of urban design protocols to guide future development at the site so that Council's vision can be met.

A separate document "Expression of Interest – Lot 12" will set out the procedures and terms of the Expression of Interest process, and clarify the types of responses sought by Council.

All responses to the Expression of Interest will be assessed against the vision and objectives and development proposals will be assessed against the urban design protocols.

It is intended that the document will be reviewed periodically to ensure it remains current and adaptable over time as the community/population changes.

2. The Site

Lot 12 Bayshore Drive, Byron Bay (described as Lot 12 DP 1189646), is located within the Byron Bay Arts and Industry Estate and presents a unique development opportunity.

The Bundjalung of Byron Arakwal people are the Traditional Custodians of the land on which the Arts and Industry Estate now sits.

The physical characteristics of the site include:

- Developable area of approximately 2.6ha within a total site area of 5.81ha
- Developable area is flat and without vegetation
- Located in one of Australia's iconic destinations – Byron Bay
- Located within the Byron Bay Arts and Industry Estate – home to an eclectic mix of innovative businesses and commercial premises
- Located opposite a local shopping centre
- 3.5kms by road from the Byron Bay Town Centre
- 3.5kms by road from the Pacific Motorway
- 440m from the rail line and Solar Train North Beach Station

A 7m wide easement exists on the title of the Lot 12, located along the Bayshore Drive frontage and accommodating services and drainage infrastructure.

A pipeline will soon be constructed along the southern boundary of the lot, which will require a new 6m wide easement. Otherwise, the developable part of the property is unencumbered.

Figure 1: Outline of developable area of Lot 12



3. Site background and context

From the early 1980s to the early 2000s, Lot 12 was used by Council for storage of construction materials, including old bridge timbers, concrete pipes, soil, road base and rock stockpiles and other Council stores.

In about 2015, stockpiled materials were removed from the site and works were undertaken to sort, spread and compact the remaining clean fill material across the cleared part of the property.

The clean up works were carried out under an EPA License, which was surrendered in early 2017, following successful completion of the works.

Lot 12 sits within the Byron Arts and Industry Precinct. A Precinct Plan was developed and endorsed by Council in June 2020. This Plan details high level aspirations for the site. This document [can be found here](#).

This guideline supersedes in the case of any conflicting information.

Other relevant background documents include:

- [Business and Industrial Lands Strategy](#)
- [Economic Development Strategy - Enterprising Byron](#)
- [Northern Rivers Economic Development Strategy](#)

PART A SITE STRATEGY

1. Site Vision

Lot 12 a place to learn, collaborate, create, change and connect

Lot 12 is a place of innovation that:

- leads the way locally to inspire global solutions.
- is a catalyst precinct to support local ideas, creativity and initiatives.
- is supported by low carbon and climate resilient infrastructure, technology and systems.
- demonstrates excellence in urban design, governance and delivery models.

2. Site Objectives

The following objectives are key to realising Council's vision for Lot 12:

Productive

- Growth of technology-based and creative industries.
- Diverse and resilient employment community.
- Layered economy that includes large and small businesses, start-ups and supportive businesses such as cafés and service providers that create community and destinations.
- Focal point for development of industry clusters, including opportunity for collaboration between educational institutions and industry.
- Strong site brand focused on innovation and clean technology.

Active

- Vibrant, safe and integrated mixed use community with a diverse range of business and employment opportunities, focusing on creative industries, digital economy, education, research and training.
- Well connected community both internally (pedestrians, cycles and public transport) and to the surroundings (Byron Town Centre, Cavanbah Centre, rail, beach, etc.).
- Seamless management of the interfaces between adjacent land uses: a workable and consistent mix.

Sustainable

- Best practice sustainability at precinct and building site levels.
- High level of resource efficiency with great environmental outcomes and new business models utilising smart technology.
- Flexibility for adaption to changes in market conditions and technological advances.
- Minimisation of waste and maximisation of water and energy efficiency.

Place

- Distinctive, recognisable and marketable 'sense of place'.
- A well-designed public realm that favours pedestrian use over vehicles and active transport links over private car use.
- An active public realm both during the day and at night.
- Built form and public realm that work together.
- Integrated and site-specific public art.

3. Land Use

Whether through incubation or innovation, learning or economic development, projects to be included will focus on the creative and digital economy sectors, across the following quadrants:

- Education, Research and Training;
- Arts and culture; and
- Environment.

A TAFE NSW Connected Learning Centre (CLC) will be an anchor tenant of the site, with a requirement for a parcel of 3,500m², to incorporate the CLC building, associated outdoor learning spaces and access/ manoeuvring space for the associated CLC vehicles.

The site is not intended to provide residential, tourism or stand-alone retail outcomes.

4. Design Outcomes

The public realm and built form should work together to achieve an integrated, mixed use development that displays excellence in design, achieving, as a minimum, the following key outcomes:

- Building height, alignment, form, grain and massing are appropriate to the site topography, open space design, and adjacent built form.
- A safe public realm is achieved through passive surveillance, active interfaces and attractive and safe landscaping.
- The site has a unique identity recognisable in the built form and public realm design and public art.
- Buildings reinforce the scale and volumetric proportions of the overall site and adjacent public realm, achieving a high standard of design quality.
- Buildings and spaces are designed to evolve and accommodate change over time.
- Lot 12 connects to surrounding land uses and movement networks.

PART B URBAN DESIGN PROTOCOLS

1. Introduction

It is anticipated that responses to the Expression of Interest would include a Structure Plan showing the desired future development of the site, together with information outlining how that Structure Plan would be delivered.

This should include staging and management plans for development and a governance and delivery model.

In compiling that information, regard should be had to the information in this Part, which communicates the important design outcomes Council is looking for.

2. Protocols

ENVIRONMENTAL PERFORMANCE

Outcome

Lot 12 provides an inclusive, healthy and environmentally conscious community. The community is carbon neutral once fully occupied, setting a new benchmark in urban design and community place planning.

Guidelines

The design should:

Sustainability

- Embrace social, economic, cultural and environmental sustainability.
- Provide best practice in sustainable development through the Green Star Communities framework (or similar), demonstrating 'World Leadership' in sustainable design at both precinct level and at individual building sites.
- Create buildings that are carbon neutral in operation, using renewable energy where feasible.
- Utilise building materials selected for their life cycle performance and local content.
- Ensure that building facades respond to the local climate, and are modelled for energy, thermal comfort, daylight and glare.
- Provide for connection to recycled water from the Byron Sewerage Treatment Plant.
- Integrate smart technology throughout the site and building infrastructure and systems, including digital infrastructure, smart lighting and safety controls.
- Manage the environmental impacts of construction in accordance with ISO 14001 Environmental Management Systems specific to this site.

Wellbeing

- Provide all buildings with high quality daylight and fresh air, to provide optimal indoor environments for staff.
 - Consider connection to the surrounding landscaped areas and
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	<p>public realm, with use of biophilic design approaches encouraged.</p> <ul style="list-style-type: none"> • Ensure that facades are transparent to allow visual connection with the precinct.
WSUD & Stormwater	<ul style="list-style-type: none"> • Collect, treat and retain stormwater on site as far as possible. • Improve the quality of any stormwater that leaves the site before it exits the site. • Utilise stormwater to make a feature and cool the public realm. • Maximise the use of rain gardens and localised retention techniques.
Biodiversity	<ul style="list-style-type: none"> • Respond to the existing significant biodiversity on the residue of Lot 12 and integrate those biodiversity values where possible.
Resource Efficiency	<ul style="list-style-type: none"> • Achieve energy efficiency through site selection, passive design and active measures. • Achieve minimal environmental impact of all tenants through the sharing of infrastructure, resources, and other environmental opportunities. • Achieve minimal water consumption by utilising non-potable sources such as stormwater, rainwater and recycled water in preference to potable water.
Responsible	<ul style="list-style-type: none"> • Commit to the smallest practical impact on the environment during construction.
Educational	<ul style="list-style-type: none"> • Provide an example of a sustainable mixed use precinct to educate visitors, workers, students and visitors. • Encourage a culture of sustainability.
Material choice	<ul style="list-style-type: none"> • Utilise materials that are durable, fit for purpose, contain eco-preferred content and are low maintenance. • Consider longevity, robustness and whole of life in the selection of materials and building techniques.
Waste	<ul style="list-style-type: none"> • Achieve minimal waste generation through consideration of reuse and recycling options on site. • Provide for a minimum of 90% of all construction waste generated to be segregated for recycling and diverted from landfill.

ACCESS AND MOVEMENT

Outcomes

Lot 12 presents as an identifiable unified precinct, with strong connections to surrounding land uses and pedestrian and cycle networks.

The design balances high quality permanent landscape with flexible, well-designed urban spaces that can change as Lot 12 is developed, and can support a variety of activities and events that enliven and enrich the diverse community of workers, students and visitors.

Lot 12 contains a well-designed public realm that favours pedestrian use over vehicles and active transport links over private car use.

Guidelines

The design should:

Staging

- Provide a framework for systematic development in the future.
- Provide flexibility for future project scope changes.
- Provide for intermediate uses on site until land is ready for development.
- Remain true to the vision of Lot 12.
- Allow for evolution of the precinct.

Management

- Provide leadership and strength of vision across the whole site.
- Allow for entrepreneurial and innovative input for the greater good of the project.
- Provide an economic development focus.
- Ensure a community / social / cultural development focus.
- Evolve as an adaptable precinct over time as the community / population changes and builds.

Movement

- Connect with existing and proposed pedestrian and cycle networks and strategies, as per the Byron Shire PAMP and Bike Plan.
- Provide easy pedestrian connection to the neighbourhood retail centre opposite the site.
- Promote active transport over private car use.
- Emphasise shared, low speed, pedestrian friendly movement corridors throughout the precinct.
- Establish strong north-south and east-west links across the site, connecting the adjoining Habitat development, the Cavanbah Centre and the wider Arts & Industry Estate.
- Cater for heavy vehicle access into and through the site to service internal uses.
- Provide direct access to the precinct for bus users and those accessing the site by taxi or ride-share.
- Integrate public pick up and drop down with public realm elements, including paving, seating, drinking fountains, wayfinding and signage.
- Take into account new technologies as they are realised, including driverless cars and shuttles.

Routes

- Generally, discourage private vehicle use of the site internally.
 - Define vehicle movement routes by capacity and character.
 - Ensure the hierarchy is clear.
 - Support the key pedestrian and cycle connections into Lot 12 connecting destinations and favouring routes with no vehicle traffic.
 - Keep junctions and intersection radii tight.
 - Provide a main entry to the precinct that responds to the
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recommendations of the draft *Traffic Study and Analysis of Options for Site Access* (dated 22 May 2020) as per Attachment A.

Streets as Social Place

- Provide places, not roads!
 - Put the public realm first, providing safe and attractive venues for meeting and active use.
 - Clearly define private, communal and public realms.
 - Allow for appropriate volumes of vehicle traffic, including heavy vehicle use.
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Block Size

- Keep blocks small where possible.
 - Provide block sizes that allow for future change.
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Block Interiors

- Provide for internal flexibility of uses and layout.
 - Respect visual and acoustic privacy by the arrangement of buildings.
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PUBLIC REALM

Outcomes

Public realm design focuses on the needs of the people who use Lot 12 - students, workers and visitors, connecting people and places, and facilitating commerce, education and recreation.

The design is flexible to bring diverse characters and participants together on the site, and to allow the public realm to become richer and more multi-layered over time.

Pedestrian passages focus on making routes safe and creating comfortable places that encourage social interaction and community spirit.

Public spaces support permanent landscape infrastructure, such as mature trees, and spaces that can accommodate activities that are key to achieving a lively and safe public realm.

The public realm, and the landscaping within, creates a distinctive place that supports the sense of cultural identity and community ownership that results in safe and well used places.

Guidelines

The design should:

Social spaces

- Provide areas within the public realm that concentrate various activities.
 - Ensure an active interface to adjacent land uses.
 - Allow for flexibility and adaptability.
 - Be comfortable to be in, safe and aesthetically stimulating.
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Distinctive places	<ul style="list-style-type: none"> • Create a distinctive Lot 12 identity as Byron Bay's creative and innovation neighbourhood. • Embrace the Byron Bay climate and soils. • Integrate public art within the public realm design as a key contributor to making distinctive, memorable places.
Safety and security	<ul style="list-style-type: none"> • Focus on natural passive surveillance. • Create active interfaces between the public realm and adjacent buildings. • Follow Crime Prevention through Environmental Design (CPTED) principles. • Avoid long lengths of blank walls adjacent to movement routes and open spaces. • Integrate secure service yards and loading docks within the building footprint that is also integrated with the building's architecture.
Cohesive whole	<ul style="list-style-type: none"> • Consider the site infrastructure design integrated within the public realm design.
Street design	<ul style="list-style-type: none"> • Incorporate stormwater management (WSUD) and utility servicing within the street cross-sections.
Open space	<ul style="list-style-type: none"> • Provide a variety of quality open space types - active and passive - catering for many interests and abilities. • Ensure the location, distribution and organisation of open space complements the built form arrangement. • Ensure that the public realm is considered with the built form so that each complements the other. • Connect open spaces as a continuous network. • Provide connection to existing open space and recreational social infrastructure, particularly the Cavanbah Centre.
Trees/ Planting	<ul style="list-style-type: none"> • Locate major tree groups comprising tree avenues, copses and individual trees, throughout the site as a key component of the public realm design and to work with built form location, height and massing. • Use local indigenous native species within a wider mix of plants to achieve locally suitable outcomes.
Public art	<ul style="list-style-type: none"> • Incorporate public art within the design as an integrated component. • Make public art a memorable part of experiencing the site, both for first time and repeat visitors. • Ensure public art is relevant for the site, reflecting its origins and history, and contemporary use.
Street furniture	<ul style="list-style-type: none"> • Provide a consistent palette of furniture for the public realm that also makes context. • Allow for bespoke design items (designer, artist) supporting place identity. • Ensure materials and design details are of a high quality to minimise whole of life costs.

	<ul style="list-style-type: none"> • Ensure maintenance is minimised. • Incorporate smart technology where possible.
Lighting	<ul style="list-style-type: none"> • Be co-ordinated with the placement of other public realm elements such as trees. • Consider the appearance of light poles and luminaires during the day as well as night. • Be strategic and dramatic, highlighting focal points. • Only use energy efficient lamps and luminaires.
Wayfinding	<ul style="list-style-type: none"> • Propose wayfinding signage that is integrated with other architectural elements and the public art strategy. • Include destination signage and information on multi-nodal routes and timetables.

BUILT FORM

Outcomes

Lot 12 development offers adaptable and flexible building stock, providing a diverse range of uses and efficiency in the use of public infrastructure.

Users include students, workers and visitors attracted to the site by a range of employment, creative/ digital industries, commercial, educational and community opportunities.

Building mass encloses but does not overwhelm the public realm.

Interesting facade treatments and an active interface at ground level attract attention and use, adding to the character of Lot 12 overall, its legibility to visitors and the marketing of individual businesses.

The detail, craftsmanship, texture, durability, colour, sustainability, treatment and life cycle cost of materials contributes to the comfort, safety and visual appeal of the environment and its overall feel and character.

Guidelines

The design should:

Buildings	<ul style="list-style-type: none"> • Ensure that building mass encloses but does not overwhelm the public realm. • Provide buildings of up to 3 storeys. • Provide built form of a pedestrian scale at ground level. • Provide varied building forms to create individuality within the overall continuity of built form expression. • Optimise spacing between buildings to provide outlook, daylight and sunlight access, and privacy.
Variety of uses	<ul style="list-style-type: none"> • Integrate a variety of land uses, including education and research, commercial, community and arts/ culture. • Create a purpose designed 'central hub' that will become the heart

	<p>of the precinct with an active ground plane and diversity of spaces to support the innovation ecosystem.</p> <ul style="list-style-type: none"> • Incorporate 'vertical' (multi-storey mixed use development) and 'horizontal' mix of uses.
Human scale	<ul style="list-style-type: none"> • Comprise medium rise buildings that have a direct relationship with the public realm. • Create a pleasant pedestrian environment with access to sun, shade and shelter. • Clearly define private, communal and public realms. • Keep commercial units narrow on the ground floor. • Keep the grain fine.
Contextually sensitive	<ul style="list-style-type: none"> • Positively contribute to the public realm character. • Provide a significant and positive presence to Bayshore Drive. • Provide appropriate response to the size, shape and orientation of the overall site. • Achieve height and massing determined in relationship with the adjacent land uses.
Legibility	<ul style="list-style-type: none"> • Provide obvious, well defined points of access to buildings. • Make entrances a feature in the facade. • Utilise detailed massing and facade treatments to welcome, guide and orientate users. • Separate pedestrian access from vehicle access. • Integrate signage within the facade design.
High standards of design	<ul style="list-style-type: none"> • Demonstrate high standards of design and construction. • Commit to innovation and enterprise.
Accessibility	<ul style="list-style-type: none"> • Provide universal access.
Active and vibrant	<ul style="list-style-type: none"> • Create synergies between activities during day and night. • Provide safety for visitors, workers and students.
Access to sunlight	<ul style="list-style-type: none"> • Provide access to sunlight for building occupants, neighbouring sites and the public realm.
Privacy	<ul style="list-style-type: none"> • Ensure privacy where needed.
Spaces between	<ul style="list-style-type: none"> • Include spaces between buildings for tree planting, landscaping, pedestrian movement and amenity.
Compact	<ul style="list-style-type: none"> • Include compact low-medium rise built forms that make efficient use of space and provide for generous landscaping and pedestrian pathways
Sensitive to type of use	<ul style="list-style-type: none"> • Ensure appropriate noise and odour reduction techniques between uses to limit conflict.
Trees	<ul style="list-style-type: none"> • Plant trees with a mature height of 12 metres or over in natural ground. • Plant trees with a mature height of less than 12 metres over roof

decks or platforms with a minimum soil depth of one metre.

- Plant deciduous trees on the northern face of buildings to allow sun access to these buildings in winter.
 - Utilise a variety of tree species to achieve maximum functionality and visual interest.
 - Where possible, incorporate planted roof decks and balconies into building design.
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INFRASTRUCTURE

Outcomes

The digital future of Lot 12 is supported with robust and resilient infrastructure.

Common service corridors locate infrastructure services as part of the overall site organisation and general arrangement of built form, internal site movement and the public realm.

Service and emergency vehicle routes are clearly designated through the arrangement of buildings and the public realm, and are supported by corresponding robust pavement design.

Guidelines

The design should:

Technology / Data

- Maximise the extent to which data collection storage and re-use for asset management and design is incorporated within the public realm.
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Services

- Locate key services within a central common corridor, located to feed service connection to buildings and the public realm and designed for future expansion and provision of new services currently not known or anticipated.
 - Locate end points and supporting service infrastructure into building design rather than being free-standing.
-