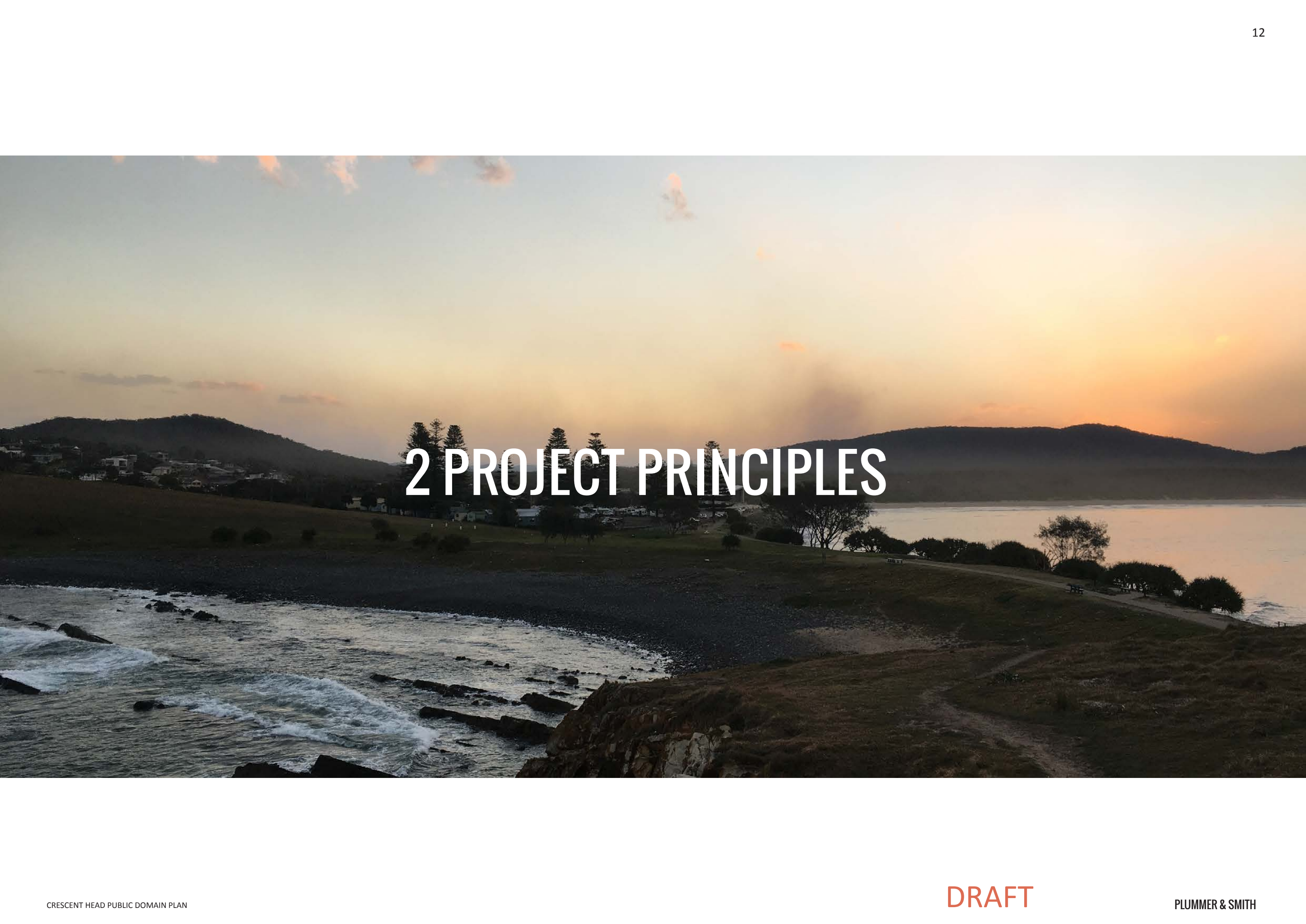
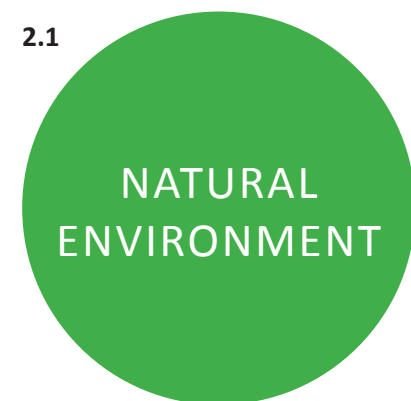




# 2 PROJECT PRINCIPLES

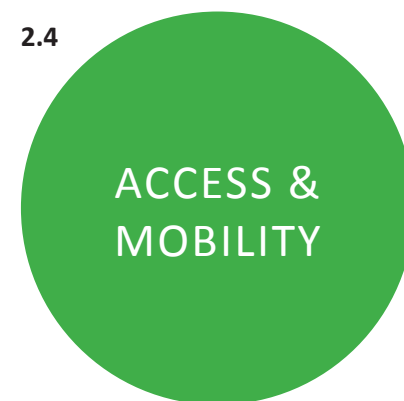
The following principles represent the critical project components and considerations established through community consultation and site assessments and analysis. These principles become the structure and criteria that is returned to again and again through the report and the design process- the guide and the measure.

2.1



The natural environment of Crescent Head should remain the primary experience of the place- it is the cultural, economic and aesthetic life blood of Crescent Head

2.4



Improving access and mobility across the village centre and foreshore to improve resident and visitor experience and safety

2.7



Allow natural beauty and functional public domain to enhance economic viability and resilience

2.2



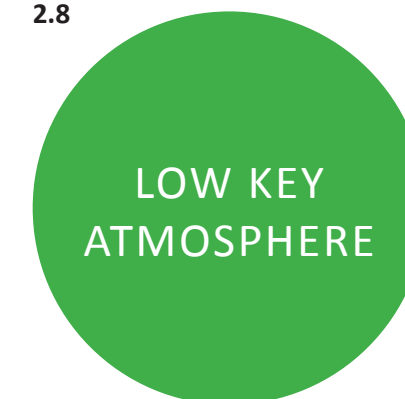
The culture and history of the place should be legible into the future

2.5



Manage traffic flow and rationalise parking to improve safety and public domain amenity

2.8



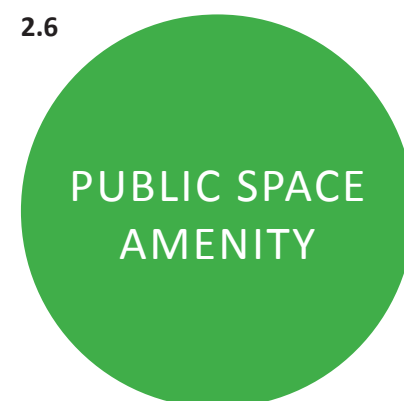
Any proposals should at all times seek to maintain a low key 'make-do' atmosphere as a defining characteristic of place

2.3



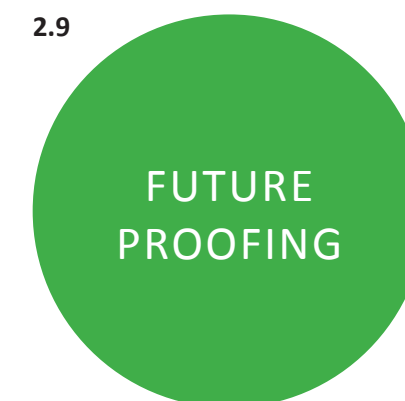
Ensure proposals are in keeping with village scale and village atmosphere

2.6



Provide public domain and space outcomes that allow for casual social connection

2.9



Ensure the place is fit for the future- both social and environmental- whilst retaining the essence of what makes it special

The project principles are both observations of what defines the place and aspirations the types of solutions required and desired.

### 2.1 NATURAL BEAUTY

The most important component of Crescent Head and its community and culture (both past, present, and future) is the beauty of its natural environment. Environment and culture are always intertwined- in Crescent Head they are inseparable.

The importance and beauty of the natural environment is undeniable. What is also undeniable is that in certain site areas in particular it is coming under extreme stress...it is being loved to death.

In order to protect and celebrate the natural environment- the cultural, economic, and aesthetic life blood of Crescent Head- some accepted existing cultural practices may need to change



### 2.2 CULTURE / HISTORY

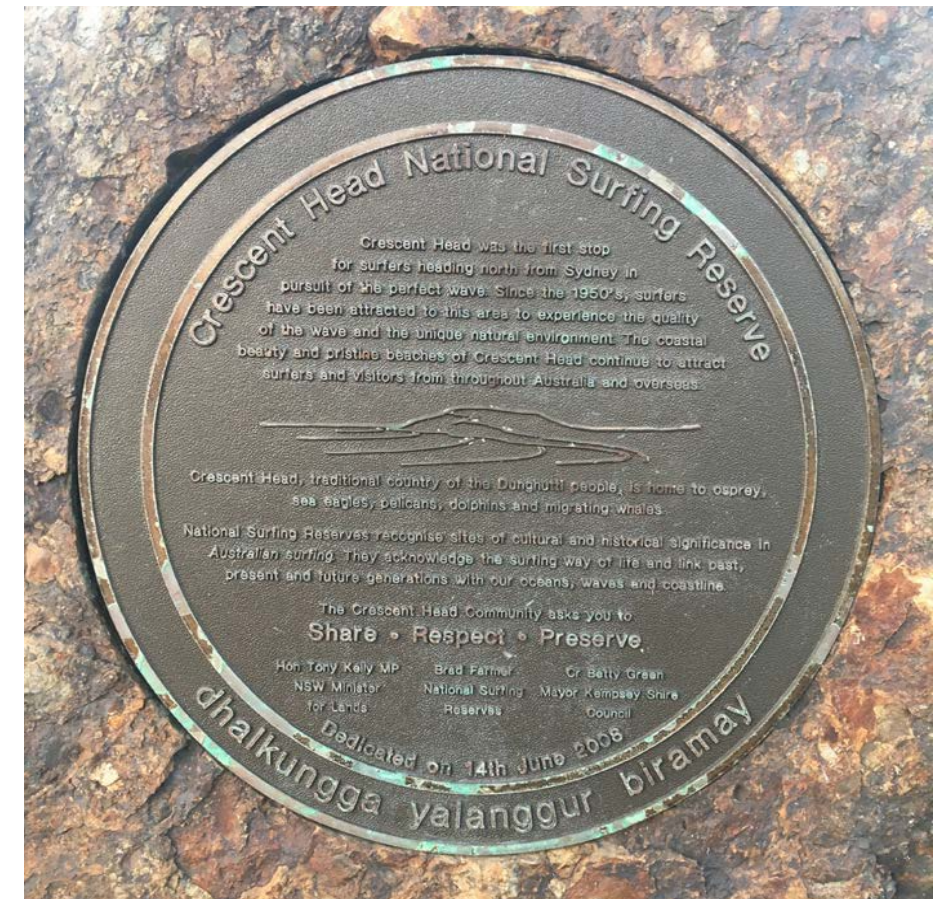
As outlined in the summary section the culture and history of Crescent Head has always been connected to the environment. Indigenous culture and history are deeply important within the local landscape and to the local community. Opportunities for recognition and education exist within the public domain of the village- cultural interpretation opportunities are outlined within the proposals section of the report.

Another important element of Crescent Head's history and cultural landscape is surfing. Since surfing first began as a recreational and cultural past-time Crescent Head has been a legendary surf break of the east coast.



In 2008 Crescent Head was recognised and dedicated as a National Surfing Reserve (dhalkungga yalanggur biramay). Part of the dedication states the edict- 'Share- Respect- Preserve'.

The notion of sharing, respecting, and preserving the natural environment is a key concern for Crescent Head in general.



### 2.3 IT IS A VILLAGE

A simple concept but one that is important in understanding the aspirations of a place and a community- consider scale and simplicity at all times.



### 2.4 ACCESS & MOBILITY

Improving accessibility in the village centre in particular will be an important part of proposals. Ensuring that pedestrian and cycling linkages into the village and to the foreshore will improve resident and visitor experience- this was an issue that was raised in all community engagements. Similarly, providing accessible and functional streetscape areas in the village centre is critical- including improved widths for pedestrian flow and outdoor dining, and providing equitable access in areas of level transition.

### 2.5 TRAFFIC & PARKING

Congestion and safety resulting from traffic flow and parking are significant issues- particularly in busy times. These elements also have a knock-on impact on village atmosphere. The Traffic Management & Parking Plan completed in conjunction with this project outlines a number of potential measures for managing traffic and parking. A number of these recommendations have informed the design components of this masterplan- a number of others are management rather than design based- refer to the Traffic Management & Parking Plan for additional details.

### 2.6 PUBLIC SPACE AMENITY

In quiet times the scale of public spaces in Crescent Head is comfortable- but amenity could be improved. However, in busy times the scale of public spaces in Crescent Head means that open spaces can become very congested. Various keys to public space amenity include- capitalising on the potential of existing open space areas, rationalising existing elements to ensure the potential of available spaces is realised, increasing public spaces in desirable areas where possible.



### 2.7 ECONOMIC VIABILITY

The economic viability of the village is really about ensuring that it is a comfortable and beautiful place to be for residents and visitors alike. All other principles relate back to the economic viability of the place- natural beauty, low key atmosphere etc all being important reasons for why people want to live and stay in Crescent Head. Ensuring people have functional and beautiful places to gather, socialise, and linger will be a key for village centre viability- a key to this will be improving streetscape and public open space amenity and functionality. Existing natural elements in village centre public spaces such as the Lloyd Park Melaleuca grove and the 'Pacific Court' palm trees are all valuable assets for setting the scene and providing natural amenity and shade.

### 2.8 LOW KEY ATMOSPHERE

A significant part of Crescent Head's charm is its 'low-key' atmosphere. Things such as blurred edges, limited areas of kerb and channel, the ambiguity of public open space and the golf course, mature trees in grass are all important components of the cultural landscape of the place. Solutions and proposals don't need to be complex- they just need to enable the character of the place to be maintained as it becomes busier.



### 2.9 FUTURE PROOFING

Making appropriate changes now that enable the village, the community, and the environment to manage issues in a way that retains the atmosphere of place.