

LOCAL
STRATEGIC
**PLANNING
STATEMENT**

**DISCUSSION
DOCUMENT**

JULY
2019

KEMPSEY
Shire Council



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1. Introduction

1.1. What is a Local Strategic Planning Statement?

In March 2018 amendments were made to the *Environmental Planning and Assessment Act 1979* (EP&A Act) which included provisions requiring each council in NSW to prepare a local strategic planning statement (LSPS). The LSPS will:

- Create a 20-year vision for land use in the local government area
- Identify the special characteristics which contribute to local identity
- Recognise shared community values to be maintained and enhanced
- Identify how growth and change will be managed into the future.

The LSPS will identify the local character and future development opportunities for our various communities in line with the priorities contained in Council's *Macleay Valley 2036: Community Strategic Plan – June 2017* and consistent with the principles of the State government's North Coast Regional Plan 2036.

Once implemented, the LSPS will be the key document informing the strategic direction of land use planning at the local level. The LSPS will also identify future planning studies necessary to investigate and develop further the strategic directions contained in the LSPS (such as revised local growth management strategy for residential, commercial and industrial land uses).

1.2. Aim and Objectives of this Discussion Document

This Discussion Document has been prepared to facilitate informed discussion as to the future development opportunities and constraints for the various communities located across the LGA. The opportunities and constraints identified include:

- planning 'need',
- population growth projections,
- infrastructure availability,
- land use conflict,
- recognising environmental values and hazards, and
- the restrictions imposed by legislation, planning instruments and the North Coast Regional Plan.

The Discussion Document considers also the built form, character and hierarchy of centres across the LGA.

1.3. Working with the community and stakeholders

The development of the LSPS will be reliant on the participation of the community and stakeholders. Council will facilitate opportunities for the community and stakeholders to help develop the framework of the LSPS and to comment on draft iterations of the LSPS. State government authorities and agencies will also provide guidance on such matters as cultural heritage, education, the environment, health and transport.

It is proposed to create an online presence for this project on Council's *Your Say Macleay* webpage. Your Say Macleay will contain information such milestone dates for the project, community meeting dates, project updates and opportunities for the community to provide feedback on the project.

2. Population Growth

Council's Local Strategic Planning Statement (LSPS) provides a strategic vision for the next 20 years. Population forecast statistics presented below are based on the last census taken in 2016. The 2016 census data for the

Kempsey Local Government Area (LGA) identified a population of 29,291 people. Current population projections for the LGA are provided in Figure 1 below.



Figure 1: Kempsey Shire population forecast 2019 to 2036 (source: .id)

Across the LGA, the projected growth rates are not uniform, as identified in in Figure 2 below. Please note that the statistical areas

stated below can be broad and do not necessarily align with town boundaries.

Kempsey Shire	Forecast year					Change between 2016 and 2036	
Area	2016	2021	2026	2031	2036	Total change	Avg. annual % change
Kempsey Shire	29,456	30,147	31,296	32,649	34,148	+4,693	+0.74
Aldavilla - Euroka - Yarravel	3,047	2,931	3,010	3,064	3,115	+68	+0.11
Crescent Head - Kundabung	2,207	2,201	2,235	2,341	2,485	+278	+0.60
East Kempsey	2,150	2,221	2,270	2,329	2,380	+230	+0.51
Frederickton and District	2,290	2,382	2,468	2,621	2,738	+448	+0.90
Rural West – Bellbrook	2,514	2,574	2,584	2,630	2,704	+190	+0.36
Smithtown - Gladstone and District	2,214	2,151	2,156	2,153	2,173	-41	-0.09
South Kempsey	2,473	2,525	2,578	2,663	2,748	+276	+0.53
South West Rocks - Jerseyville	5,235	5,700	6,321	7,008	7,812	+2,577	+2.02
Stuarts Point and District	1,548	1,575	1,595	1,612	1,655	+108	+0.34
West Kempsey - Greenhill	5,778	5,887	6,077	6,229	6,338	+559	+0.46

Figure 2: Kempsey Shire population forecast 2016 to 2036 (by statistical locality) (source: .id)

While the current population forecast data for the LGA identifies that the average household size (of between 2.0 and 2.5 persons per household) will remain largely unchanged, the forecast age demographics are expected to change significantly for the 70 to 85+ age

group and the 0 to 19 age group. This change is likely to create demand for alternative housing stock and property sizes to cater to this growing segment of the market. The forecast age structure across the LGA is provided in Figure 3 below.

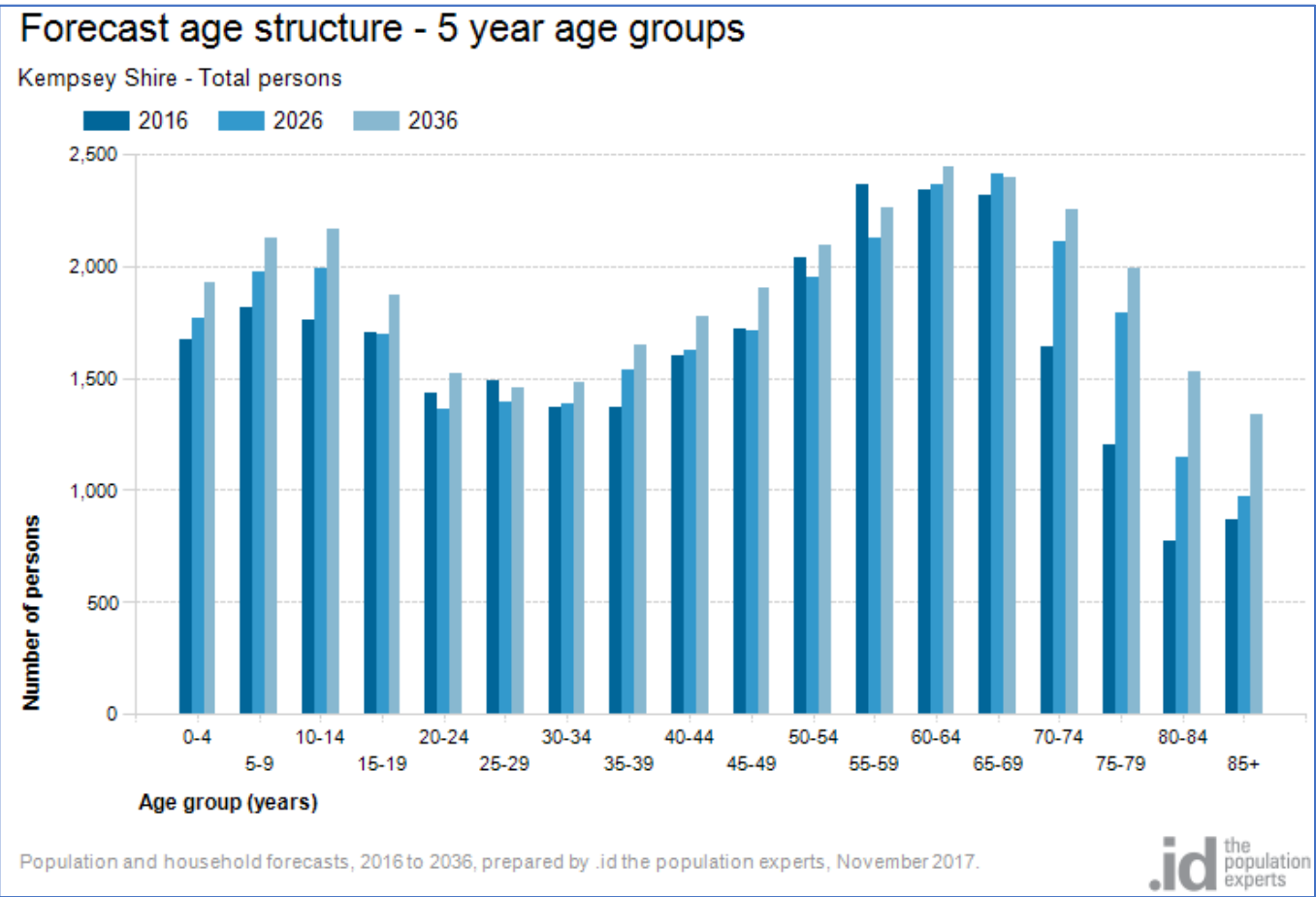


Figure 3: Forecast age structure for Kempsey Shire 2016 to 2036 (source: .id)

3. Kempsey Shire Settlement Pattern

3.1. Background

The Kempsey Shire Council local government area (LGA), comprises an area of 3,380 km2 with an estimated population of 29,291 residents.

The principal town in the LGA is Kempsey. Kempsey is located approximately halfway between the state capitals of Sydney and Brisbane as well as halfway between the regional centres of Port Macquarie and Coffs Harbour.

The area covered by the LGA was originally inhabited by the Dunghutti people and

their culture and heritage still resonate. The earliest European settlement in the area is recorded in 1827. Historical settlement patterns have been linked with resource extraction and farming opportunities and the navigability and the capacity of the Macleay River to transport materials.

The recent upgrading of the Pacific Highway now provides development opportunities for locations benefiting from reduced travel times, such as rural-residential development in Kundabung, and the established localities of Kempsey and Frederickton.



Figure 4: Kempsey Shire Council Local Government Area map (source: macleayvalleycoast.com.au)

3.2. Centres

For the purposes of this document, the hierarchy of communities in the Kempsey LGA comprises:

- the urban centres of Kempsey (the principal centre) and South West Rocks;
- the urban villages of Crescent Head, Frederickton, Gladstone, Hat Head, Smithtown and Stuarts Point; and

- the rural villages of Bellbrook, Fishermans Reach, Grassy Head, Jerseyville, Kinchella, Kundabung and Willawarrin.

In addition to the identified localities above, there are numerous smaller rural population centres, some historic and others which have expanded with more recent rural-residential development.

4. Opportunities & Constraints

4.1. Discussion/Background

To enable informed discussions as to the future development prospects within the LGA, this document will identify known economic, infrastructure and environmental matters and any future growth opportunities for our various communities.

Guidance material relied upon for these considerations include Council's growth strategies, the North Coast Regional Plan and the Macleay Valley 2036: Community Strategic Plan.

Council growth strategies

Council has an existing suite of growth strategies being:

- *Kempsey and South West Rocks Industrial Land Review – June 2004*
- *Kempsey Local Growth Management Strategy – Residential Component 2010*
- *Kempsey Shire Council Rural Residential Land Release Strategy – December 2014*

The recommendations of these growth strategies, which are due to be reviewed, continue to inform strategic growth and direction. It is proposed that the review of these strategies will be a future action identified in the adopted LSPS.

North Coast Regional Plan 2036

Each locality in this document has a map (where provided by the North Coast Regional Plan) which defines the extent of the "Urban Growth Boundary" and any "investigation employment" or "investigation urban land" that applies. These areas are taken from the *North Coast Regional Plan 2036* (Regional Plan). The Regional Plan provides three planning principles for guiding growth:

- Principle 1: urban growth is to be directed to identified growth areas.
- Principle 2: Land to the east of the Pacific Highway is identified to be sensitive coastal land and rural residential and urban development is limited.

- Principle 3: Urban centres are to provide housing diversity, jobs and vibrant communities while maintaining environmental values and avoiding natural hazards.

The Regional Plan also contains a "Local Government Narrative" for each council area which includes "regional priorities" and "economy and employment" actions anticipated by NSW Government.

For Kempsey Shire, the Regional Plan covers the following:

Regional priorities

- Foster stronger strategic relationships with Port Macquarie and the Nambucca Valley.
- Develop opportunities to grow local jobs associated with increased connectivity provided by the upgraded Pacific Highway.
- Support the growth and diversification of the shire's agricultural base by leveraging the strength of the dairy and cattle sector to encourage new opportunities for agribusiness and associated manufacturing and transport.

Economy and employment

- Support new and emerging job opportunities associated with Kempsey District Hospital and the TAFE NSW Kempsey campus.
- Develop employment land at South Kempsey and Frederickton.
- Protect important farmland in the Macleay Valley.
- Identify opportunities to expand nature-based, adventure and cultural tourism by leveraging the area's environmental and iconic assets such as Trial Bay Gaol and Smoky Cape Lighthouse.

Housing

- Deliver housing in Kempsey, Crescent Head and South West Rocks.
- Support the unique character of the area's towns and villages, and deliver rural residential housing opportunities at Collombatti, Frederickton, Yarravel, Euroka, Dondingalong, Verges Creek, Crescent Head, South Kempsey, Kundabung and Yarrahapinni.

It is anticipated that future residential growth will mostly be provided in Kempsey, South West Rocks, Frederickton, Crescent Head and Stuarts Point where residential land for investigation may be available; a planning need exists; and necessary infrastructure is (or will be) available.

These priorities and actions are reflected in the opportunity and constraint discussions that follow.

4.2. Urban Centres

4.2.1 Kempsey

Kempsey is the principle urban centre of the LGA and the focal centre for retail, commercial and community services covering the Macleay Valley.

Residential land

Kempsey comprises the residential suburbs of East, West and South Kempsey; and Greenhill. Parts of Kempsey are significantly impacted by potential flood inundation from the Macleay River and this has resulted in the broad application of the E2-Conservation Land zone across the town to prevent the further development of land impacted by floodway. Consequently, future urban residential growth will likely be directed to flood-free greenfield sites such as Greenhill and South Kempsey, subject to investigation and the projected capacity of reticulated services.

Industrial land

Kempsey's proximity to the Pacific Highway and the North Coast Rail line (as well as its geographical location between Coffs Harbour and Port Macquarie; and Sydney and Brisbane) affords Kempsey economic opportunities to be capitalised upon. Current and future industrial estates are located throughout Kempsey with large areas of undeveloped industrial zone land available in South Kempsey and adjacent the eastern Highway Service Centre, with additional industrial investigation land also identified in this locality. A second Highway Service Centre on the western side of the Kempsey interchange will provide the impetus to expand reticulated sewage infrastructure to this area of Kempsey.

Central Business District

The riverside setting of the Kempsey CBD is an opportunity that remains untapped. Creating active commercial frontages in

this location and the connectivity of this precinct to open space adjacent the river are possibilities that have not been developed but have great potential. There have been evaluations as to the feasibility of a second Kempsey bridge crossing - which would have potential implications on the urban fabric of Kempsey, depending on the alignment and access routes proposed.

The future Kempsey Cinema will further enliven the CBD, especially outside of standard business hours. There may be benefits in allowing mixed use residential development in the CBD to provide further momentum for increased economic opportunities in this locality.

West Kempsey

Elbow Street in West Kempsey is subordinate to the Kempsey CBD but thrives with a mix of Federal and State government offices, the Court House, the police station, a post office and small business. The function of Elbow Street regarding traffic management may need to be revisited to enhance pedestrian wellbeing and the amenity of this location.

West Kempsey – Health Precinct

There is also the potential to develop a health precinct adjacent the Kempsey District Hospital which could leverage health related business, teaching, and research in this locality. This project will require further investigation, but the concept has support from the Regional Plan.

South Kempsey

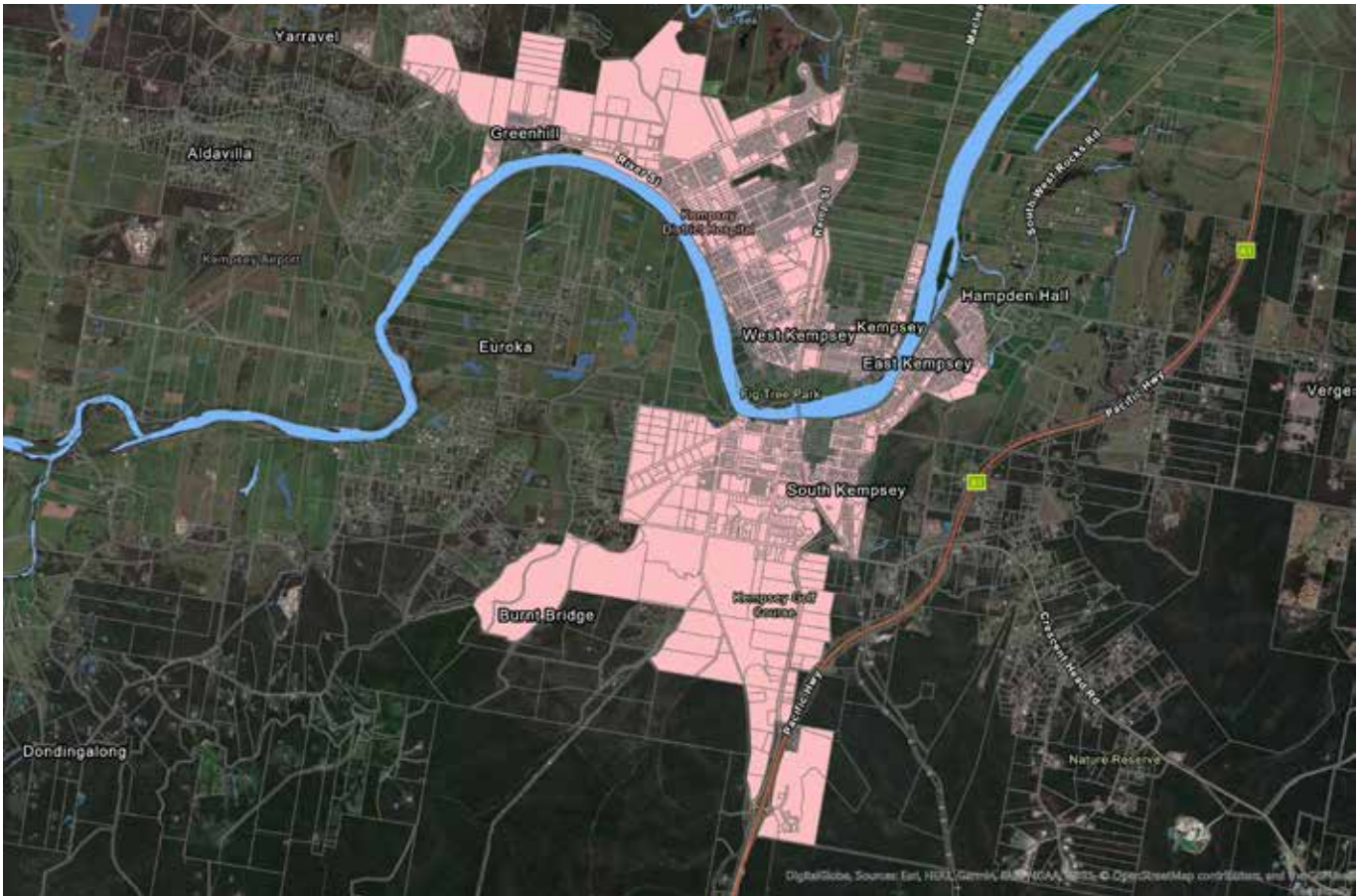
Through Council's Bypass Strategy, The South Kempsey Planning Review resulted in the rezoning of portions of land, in the vicinity of Lachlan Street, to R3-Medium Density Residential and B4-Mixed Use zones. The intended outcomes of this review are the promotion of expanded local employment opportunities and the facilitation of a new housing mix to meet an identified demand for smaller households.

Kempsey Airport

The Kempsey Airport has expanded its services following the construction of the Aviation Business Park in 2015 and the construction and operation of the

pilot training facilities by the Australian International Aviation College in 2016. The airport is generating investment and jobs in the region however issues of aircraft noise and flight paths management are impacting nearby residential development.

While the development of a Fly Neighbourly Agreement will identify and address impacts, future investigations to prevent the further encroachment of sensitive residential development on the airport is recommended.



Map: Kempsey Urban Growth Boundary

4.2.2 South West Rocks, Arakoon and Jerseyville

South West Rocks is the largest seaside town in the LGA and a popular tourist destination with continued and sizeable population growth prospects.

The locality of South West Rocks comprises an area with significant environmental, cultural and recreational values which have contributed to the spatial layout of this town and will define future growth opportunities.

Retail centres

The town has a defined centre, to the north, which is the principal location for commercial/retail activity. There is also the

retail shopping centre to the south which is anchored by a Coles supermarket.

Residential land

Residential development is essentially concentrated adjacent Gregory Street and an east/west axis extending from Gordon Young Drive/Phillip Drive. There are two Urban Release Areas in South West Rocks which are collectively identified as the Saltwater Precinct in the *Kempsey Development Control Plan 2013*. The Saltwater Precinct projects have a potential yield of some 500 residential lots. Identified future urban land for investigation is in the south west, however this land (which is largely undeveloped) comprises areas with high environmental values.

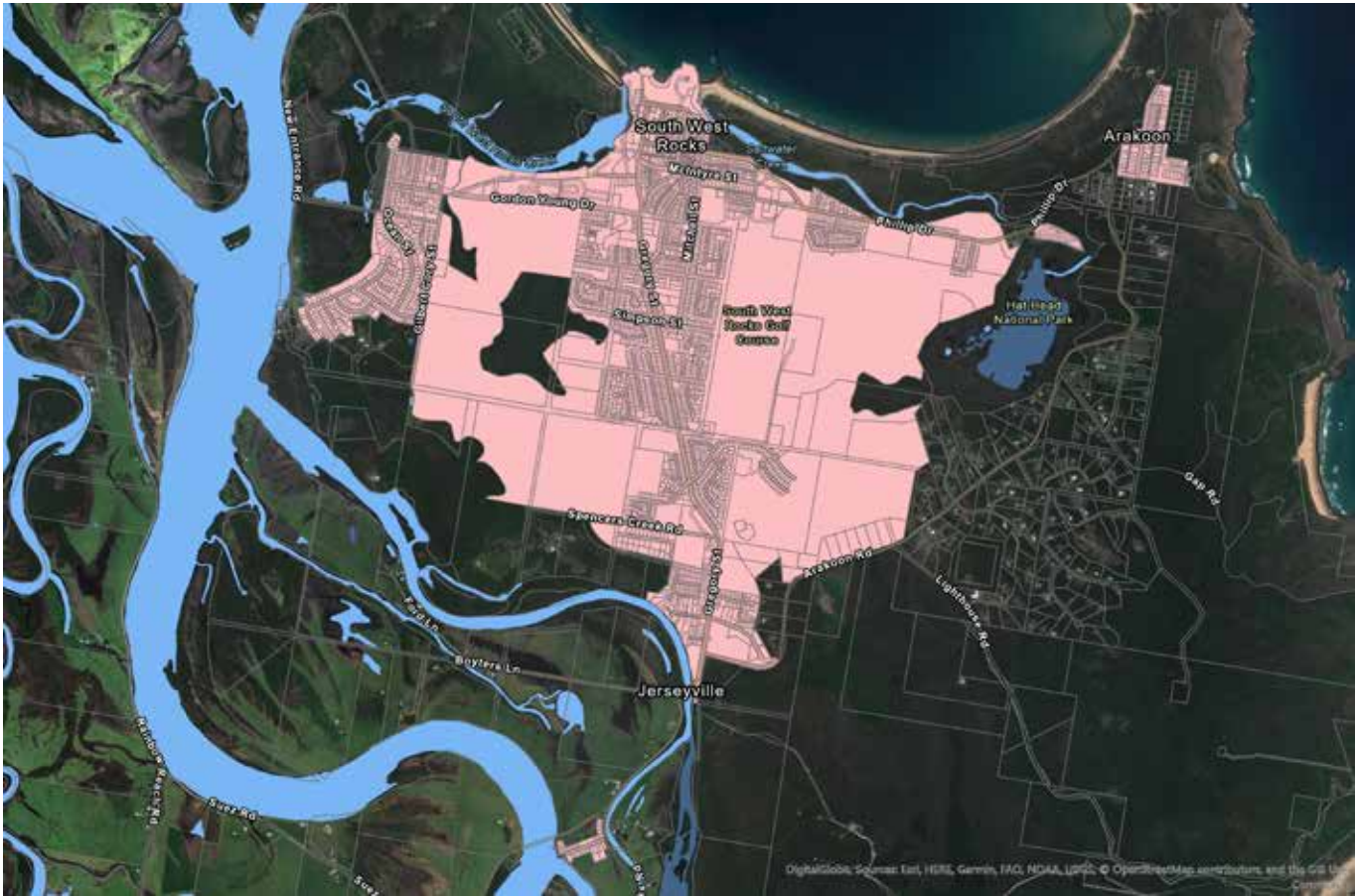
Presently residential development in South West Rocks is dominated by low density detached housing. Given the expected population projections for South West Rocks and the significant environmental constraints to further expansion of the urban footprint, reconsideration of residential density and building heights restrictions may be necessary. Potential responses for consideration may include allowing higher density development and increased building heights within specific, well-served locations such as the South West Rocks town centre.

Industrial land

A single industrial park exists at the southern end of town. It is proposed that Council investigations will be undertaken to identify demand and suitable new locations for this land use in South West Rocks.

Arakoon
Arakoon is a large locality with residential land in the north, rural residential land to the south and significant areas of environmentally sensitive land surrounding these uses. There are no identified opportunities to expand the urban footprint in Arakoon and accordingly there is no expectation that change will occur in terms of development opportunity in this locality.

Jerseyville
Jerseyville is a clearly defined village located between the Macleay River and Spencers Creek. There are no prospects for expansion of the village because of the flood risk implications to life and buildings from the adjacent watercourses.



Map: South West Rocks, Arakoon and Jerseyville Urban Growth Boundaries

4.3. Hinterland towns – Bellbrook & Willawarrin
4.3.1 Bellbrook

The Bellbrook urban growth boundary comprises the area zoned RU5-Village. There is an adjoining larger area to the northwest which is zoned E3-Environmental Management. The area comprising both zones is identified as the Bellbrook conservation area, which is a National Trust registered urban village in recognition of the locality's cultural significance.

Along with the environmental restrictions to the northwest, residential land expansion is constrained by the flood risks emanating from

the Macleay River and the Nulla Nulla Creek. A significant further constraint on the future growth of Bellbrook is the current reliance on onsite sewage systems. A reticulated sewerage scheme is necessary to enable further subdivision and additional dwellings in Bellbrook. However, this infrastructure is not identified for funding in Council's long-term financial plan.
While these constraints will prevent the physical expansion of Bellbrook, the community will continue to benefit from employment opportunities derived from surrounding rural business and increased tourist numbers as the Kempsey Armidale road is upgraded.



Map: Bellbrook and the Bellbrook Aboriginal Reserve Urban Growth Boundaries

4.3.2 Willawarrin

Willawarrin extends along both sides of Armidale Road and has a number of heritage items located at the western and eastern margins of the village. Willawarrin has a public primary school and local businesses which are also supported by surrounding rural activities and the tourism that passes through this compact village. Willawarrin is zoned RU5-Village.

There are two significant constraints to the future development and expansion of Willawarrin which are:

- The identified extent of potential flood waters from Hickeys Creek which encompasses the western, northern and eastern extent of Willawarrin; and
- Further residential development growth in Willawarrin is not supported due to the community's reliance on onsite sewage treatment. There are currently no plans to provide a reticulated sewage system in Willawarrin



Map: Willawarrin Urban Growth Boundary

4.4. Coastal towns – Stuarts Point, Hat Head & Crescent Head

4.4.1 Stuarts Point, Grassy Head & Fishermans Reach

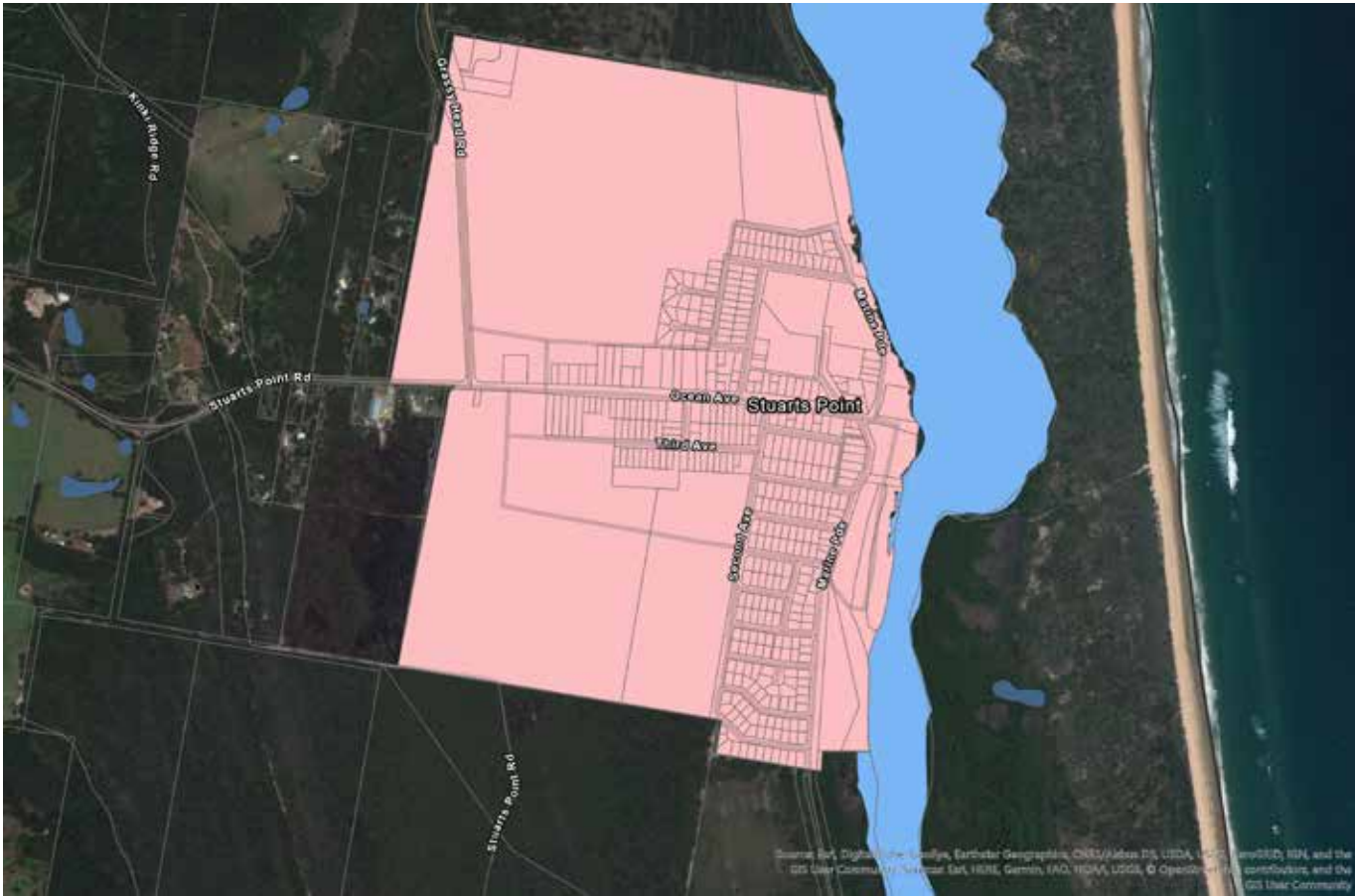
Stuarts Point has approximately 100ha of RU5-Village zone land that remains undeveloped. While this provides ample supply for the future growth of Stuarts Point, further development has been unachievable to date as reticulated sewage infrastructure is unavailable.

Council has now received grant funding to construct the Stuarts Point Sewage Scheme which will provide a reticulated sewage

service for the communities of Stuarts Point, Grassy Head and Fishermans Reach. Construction of this project is anticipated to be completed in 2023.

Given the scale of development potential at Stuarts Point, Council is likely to undertake a future planning investigation, in collaboration with the community and stakeholders, to ensure future development is well planned and responds to the needs of the community.

While the delivery of the Stuarts Point Sewage Scheme will provide for future urban development opportunities at Stuarts Point, there are no identified expansion opportunities for Grassy Head and Fishermans Reach beyond the current RU5-Village zone.



Map: Stuarts Point, Fishermans Reach and Grassy Head Urban Growth Boundaries

4.4.2. Hat Head

Hat Head is an isolated coastal village bounded by Hat Head National Park, Korogoro Creek and the coastline. The residential population of Hat Head is restricted by the fixed extent of the village boundary and the limitations of the Hat Head vacuum sewerage scheme (scheme).

This scheme serves some 300 residential lots, commercial premises and a holiday park. The scheme is now running at capacity. Council will cap future development in Hat Head to avoid the public health and environmental consequences of overloading the scheme. Accordingly, it is anticipated that development will be restricted to a maximum of 1 dwelling (1 equivalent tenement) per existing allotment within the scheme area.



Map: Hat Head Urban Growth Boundary

4.4.3. Crescent Head

The Crescent Head Master Plan (plan) was adopted by Council on 17 October 2017. The plan provided the opportunity for Council to work with the community to identify and respond to matters of significance identified for this locality and provide a framework for the future direction of Crescent Head informed by the community.

The plan identifies the urban release area located south west of the town centre (which is currently the subject of a planning proposal to enable future residential subdivision) as well as the need to review Council's Local Environmental Plan in terms of the current zoning provisions and development controls that apply to Crescent Head's residential and commercial development.

Identified issues for residential development in Crescent Head include balancing the

needs of permanent residents against the needs of investors and holiday makers, and the implications to housing availability/affordability and local business/employment opportunities.

As identified earlier, a Planning Proposal has been lodged (and publicly exhibited) for the urban release area site located south west of the town centre. This is the last remaining greenfield site in Crescent Head with potential for residential subdivision. Therefore, Crescent Head has no current opportunity to expand outward other than the identified urban release area. Accordingly, it is envisaged that future review of current zoning provisions and development controls will explore, in collaboration with the community, opportunities for infill development in Crescent Head and areas where greater residential density may be appropriate.



Map: Crescent Head Urban Growth Boundary

4.4.4. Point Plomer Road

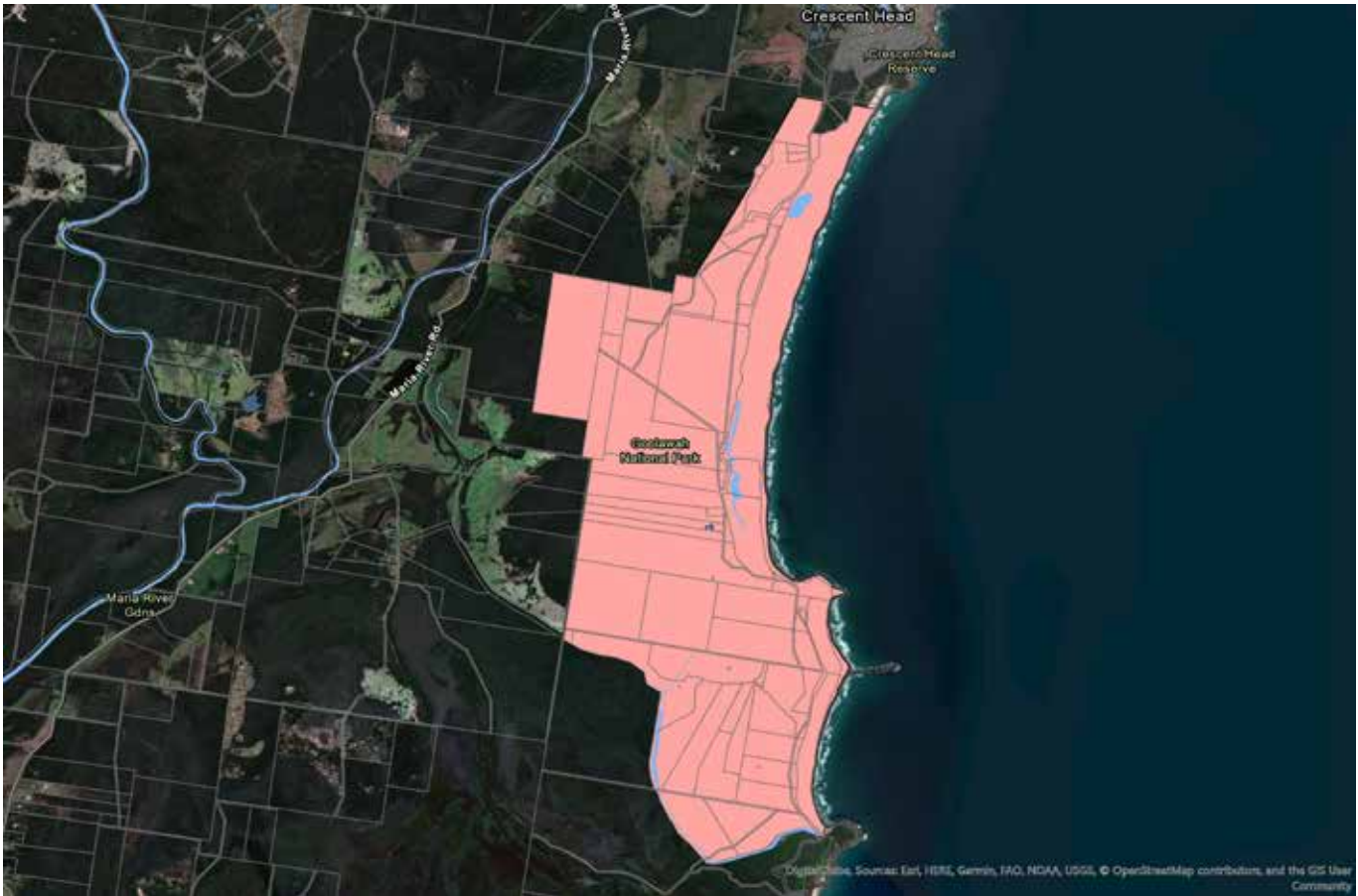
Point Plomer Road runs from Crescent Head south through to Limeburners Creek National Park. This precinct is not identified or mapped in the Regional Plan, however with the future sealing of Point Plomer Road, it is important to identify:

- the locations values, and
- what future opportunities are appropriate for this area.

The land adjoining Point Plomer Road generally comprises Goolawah National Park to the east and large lot residential holdings on the western side. Much of the area is

identified to have high environmental values and is constrained by flooding and coastal wetlands. Appropriately a significant portion the area is within environmental land use zones (*E1-National Parks & Nature Reserves, E2-Environmental Conservation, and E4-Environmental Living*).

As identified in Chapter E3: *Point Plomer Road Precinct* within Council's Kempsey Development Control Plan 2013, development in this area is to be low-scale and low impact - recognising and responding to the ecology, character, amenity and scenic values of this area. Therefore, development potential for this locality will remain restricted, in accordance with existing planning controls.



Map: Extent of Point Plomer Road Precinct

4.5. Downriver Towns –
Frederickton, Smithtown,
Gladstone & Kinchela

4.5.1 Frederickton

Frederickton has remained a distinct town despite its close proximity to Kempsey. With the realignment of the Pacific Highway, Frederickton is now bypassed, and this has had mixed implications for residents and local businesses. Zone mapping for Frederickton has now expanded beyond a uniform RU5-Village zone to encompass areas of R1-General Residential. Consequently, it may be appropriate to investigate the application of specific residential, business and industrial land zones across Frederickton.

Council's Kempsey Bypass Strategy contains a number of actions including the *Frederickton Planning Review – September 2015*. The Frederickton Planning Review (FPR) investigated the opportunities for additional employment, general residential or rural-residential land in Frederickton. Notable findings of the FPR included:

- various land parcels adjacent Flanagan Street and to the west of the Frederickton Golf

Course are now proposed to be rezoned to R1-General Residential. It is expected that this rezoned residential land will provide a potential future yield of approximately 150-180 residential allotments.

- The Regional Plan identifies a large area of potential industrial land to the northeast of Frederickton. The FPR review characterises this location as having significant environmental constraints incompatible with industrial land uses and therefore new localities for future industrial land releases will need to be investigated, as demand emerges.

More generally, the primary constraints to the future urban expansion of Frederickton are its proximity to:

- Waterways to the south,
- Noise and odour buffers (for nearby quarries and the abattoir) to the northwest,
- Remnant vegetation and ecological values to the north and west,
- The new alignment of the Pacific Highway to the east, and
- Areas prone to flooding to the south and north.



Map: Frederickton Urban Growth Boundary

4.5.2 Smithtown, Gladstone and Kinchella

These three distinct settlements have cultural significance and the economic prospects for local growth. However, due to their proximity to the Macleay River, these settlements will remain significantly constrained by potential

flood inundation and the risks to life and property. Consequently, there are presently no prospects for the enlargement of residential land zoning nor the relaxation of existing development controls which prevent residential subdivision.



Map: Smithtown, Gladstone and Kinchella Urban Growth Boundaries

4.6. Rural residential and broadacre areas

4.6.1 Rural Residential

Historic, opportunistic and ad hoc rural land fragmentation into non-viable primary production land holdings, has led to:

- land use conflict,
- poor land management practices,
- land parcels that are ultimately unsuitable for hobby farms, and
- the undesirable demand for further subdivision.

While rural residential is a legitimate land use, it is imperative that it is appropriately planned for to ensure:

- that adequate land supply is maintained.
- it supports the effective and efficient use of infrastructure.
- we avoid the potential for land use conflict with rural land uses.
- that land is utilised for its most suitable purpose.
- that areas with environmental values, natural hazards or are part of a water supply area are avoided.

The Kempsey Shire Rural Residential Land Release Strategy – December 2010 identifies expected future demand for this land typology and the areas potentially suitable for rural residential subdivision. This strategy identifies a 25-year supply of potential rural residential land comprising a combined area of 2,457ha.

Significant areas of the identified future rural residential land remain undeveloped including

the Kundabung land release area which covers a significant 1,133ha, divided into 3 distinct stages. The scale of potential rural residential identified at Kundabung can significantly increase the economic prospects for the village of Kundabung.

As identified earlier, it is proposed to revisit the rural residential strategy in the near future.



Map: Kundabung Urban Growth Boundary

4.6.2 Broadacre areas

Rural land comprises the dominant land use, by area, in the Kempsey LGA. For the purposes of this document, primary production land has been identified as broadacre areas. Given the widespread extent of these broadacre areas in the Kempsey LGA, specific location names are not necessary.

Council's intention is to:

- continue to protect important farmland,
- prevent the encroachment of sensitive uses,
- support agricultural diversity, and
- encourage complementary rural activities such as Farmstay and ecotourism.

The vision is to promote job opportunities throughout the rural sector and ensure the sustainability of rural villages. The significant areas of national park estate adjacent rural land holdings throughout the shire provides opportunities to further leverage off this less accessible, nature-based tourism.

With the recent upgrading of the Pacific Highway there are potential inter-regional transportation advantages that can be capitalised on in terms of:

- agricultural production exports,
- the promotion and development of the Macleay Valley Food Bowl concept, and
- improved tourist accessibility to the region.

5. Character Statements

5.1 Background

The Character and Cultural mapping exercise being undertaken by Kempsey shire Council forms part of the broader Local Strategic Planning Statement (LSPS) program.

The Character and Cultural Map is the first phase in the preparation of the Local Character Statement which will accompany the LSPS.

Purpose of the Mapping Program

The character of a place is closely aligned with the people that occupy that place and the culture that has developed from their occupation, settlement and activity in that landscape.

Landscape character can be¹ defined as *“the distinct, recognisable and consistent pattern of elements in the landscape. It is these patterns that give each locality its ‘sense of place’, making one landscape different from another, rather than better or worse. In defining the combinations of components which make each landscape unique, landscape character is a way of thinking about landscape more holistically and objectively, rather than focusing on scenic beauty and subjective responses. Landscapes have evolved over time as a result of both natural and cultural processes.”*

The program has been approached in a way so as to provide a greater understanding of the cultural processes that have shaped the lands that now are identified as Kempsey Shire throughout the centuries of human occupation.

Identifying Landscape Types

Acknowledging the Dunghutti View of Country

The landscape that lies within the LGA boundary of the Shire makes up the traditional country of the Dunghutti Nation. The Dunghutti view of place acknowledges at least three (3) major landscape types:

1. Saltwater Country – aligns broadly with coast and estuarine systems and lower floodplain lowlands and back-swamps

2. Freshwater Country – aligns broadly with up-river freshwater systems and floodplains and valley country

3. Mountain Country – way upriver, high country, steep, remote and wild

In turn each of these has within more detailed landscapes, terrain, vegetation and settlement patterns that give rise to distinct character types. These include the natural elements of creek-lines, valleys, slope and the cultural elements of viewpoints / viewsheds, pathways, road routes, settlement form and patterns, land uses and the impacts of European cultural thinking on modifying the original landscape.

The Mapping

The mapping phase covers twelve locations across the Shire. The locations were chosen on a set of criteria which included:

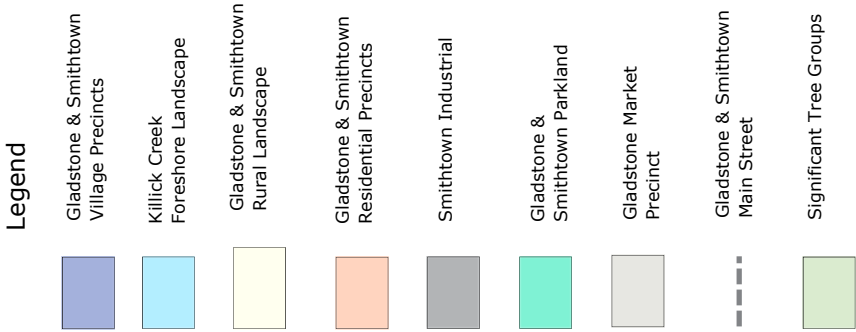
- Resident population
- level of social and urban infrastructure provision
- landscape and
- location

Locations

The twelve mapped locations being investigated and assessed are:

1. Bellbrook
2. Crescent Head
3. East Kempsey
4. Frederickton
5. Gladstone and Smithtown
6. Hat Head
7. Kempsey
8. South Kempsey
9. South West Rocks
10. Stuarts Point
11. West Kempsey
12. Willawarrin

¹ Worcester County Council 'Landscape Character Assessment' 2018



Draft Kempsey Shire Character and Cultural Mapping

Location: Gladstone & Smithtown
Sheet Title: Character Framework
Sheet No: GS-01
Scale: NTS
Date: June 2019
Ref: 190625/bp



Landscape

Terrain



Stuarts Point

Stuarts Point village is located on the closed arm of the Macleay River below the eastern fall of Yarrahappinni Mountain. The village has a quiet character separated from the ocean beach by the closed river arm. The residential area is set off to the south of the main road, and along Fishermans Reach Road. The village itself is enclosed by coastal forest and woodland on three sides with Yarrahappinni as a backdrop, and the ocean to the east providing it with a sub tropical landscape flavour reminiscent of coastal valleys further north. This is further reinforced by the rural landscape of avocadoes, mangos and bananas growing in the surrounding foothills and visible on the entry to the town.



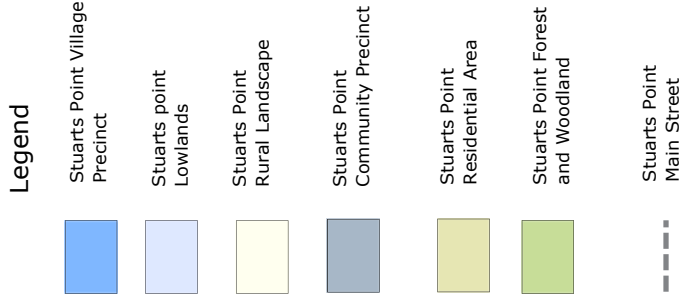
Terrain



Landscape

Draft Kempsey Shire Character and Cultural Mapping

Location: **Stuarts Point**
Sheet Title: **Character Framework**
Sheet No: **SP-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp



South West Rocks

There is a single approach to the township with no immediate sense of arrival – lack of any landmark element. The immediate arrival at the modern edge presents a relatively homogenous visual field, however there is a vegetated ridge plain to the west and the ocean or river in the north and east are silhouettes while in the near south is Laggans Point and hills remain in its hinterland. The beach ridge has a steep vegetated slopes to the ocean or river in the north and east and gentler vegetated slopes to the creek and delta plain in the south. The location of South West Rocks has outlooks to all points of the compass and has a mixture of relative and introduced vegetation in surrounding reserves and delta plain. The approach to the town is through a satellite township in which the supermarket and general utility shops and services are the most impressive streetscapes to be found. It forms the historic core of the village as well as a substantial entry point to the business area. The juxtaposition of ocean, foreshore reserve, heritage sites and historic associations coupled with the landmark trees provides a most appealing streetscape. It is probably best described as rare. The other streetscapes in the business area are more typical of seaside villages under going redevelopment but still contain a sense of history and character. The business area is concentrated and oriented towards the waterfront, buffered by parkland and a recreational park both of which were highly valued. South West Rocks character reflects the socio-economic situation of an historic sea side holiday town one that has a commuter community and the onset of modern tourism and leisure activities. The architecture is comprised of several functional types – community, period residential, period accommodation and modern. Housing is very much tourist/vacationing orientated and multi unit urban housing is starting to permeate the area particularly near the beach. The single storey small cottages and accommodation houses are decreasing in numbers as they are replaced with mixed use two and three storey contemporary buildings.



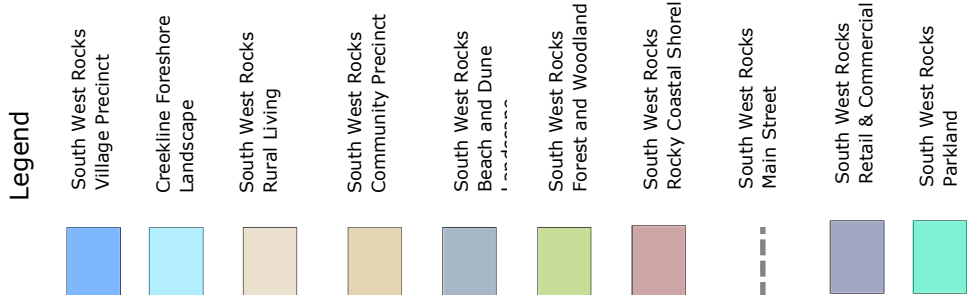
Terrain



Parkland

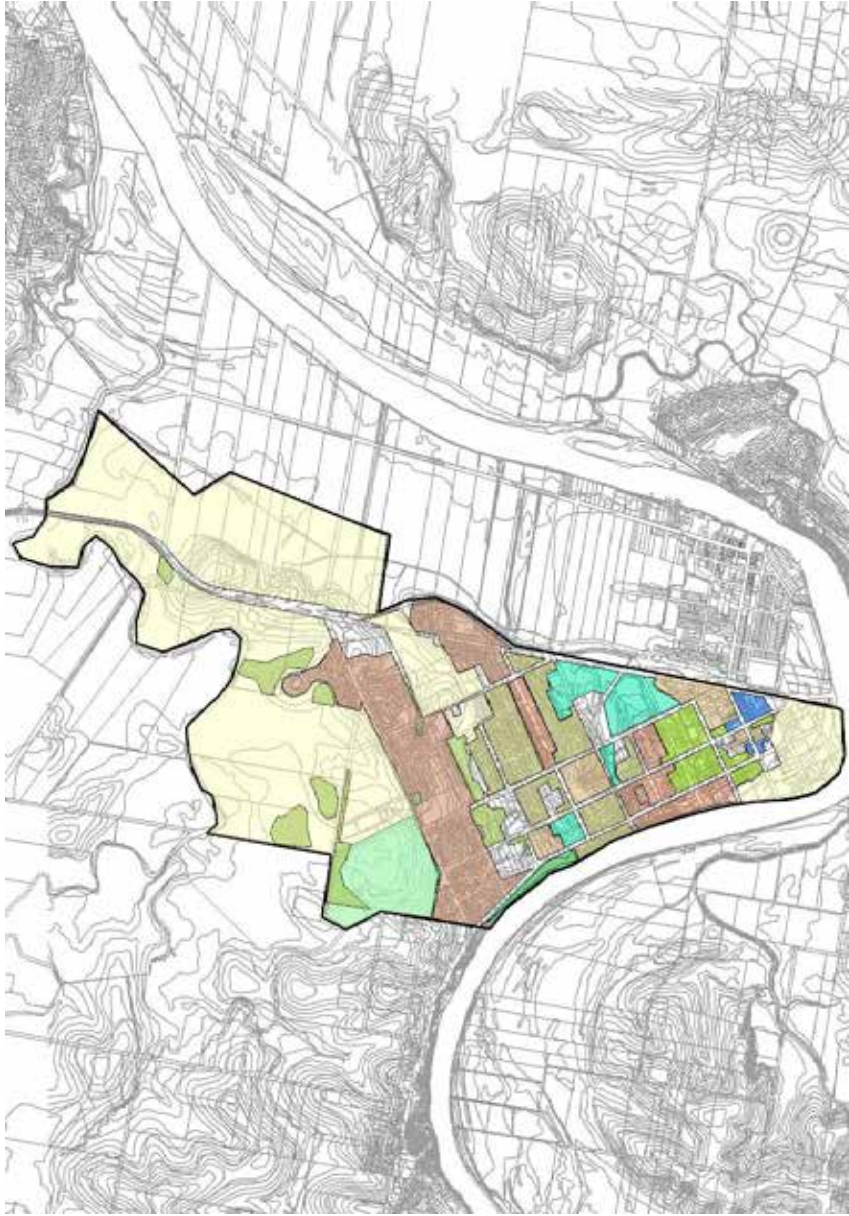
Draft Kempsey Shire Character and Cultural Mapping

Location: **South West Rocks**
Sheet Title: **Character Framework**
Sheet No: **SWR-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp





Terrain



West Kempsey

The major commercial and residential centre in the LGA with significant social and civic infrastructure- Schools, Courthouse, Churches, Railway Station and hub, Hospital, Ambulance and Fire Station. West Kempsey is a township of valleys, hills and ridgelines that established a framework for it's settlement and development. The residential precincts of the town provide a document of the architectural periods, with many residential buildings along River, Wide and Tozer Street positioned in commanding locations. The ridgelines of Broughton Street and Short Street offer panoramas over the surrounding landscape in all directions.



Rail Corridor

Draft Kempsey Shire Character and Cultural Mapping

Location: **West Kempsey**
Sheet Title: **Character Framework**
Sheet No: **WK-01**
Scale: **as shown**
Date: **July 2019**
Ref: 190702/bp

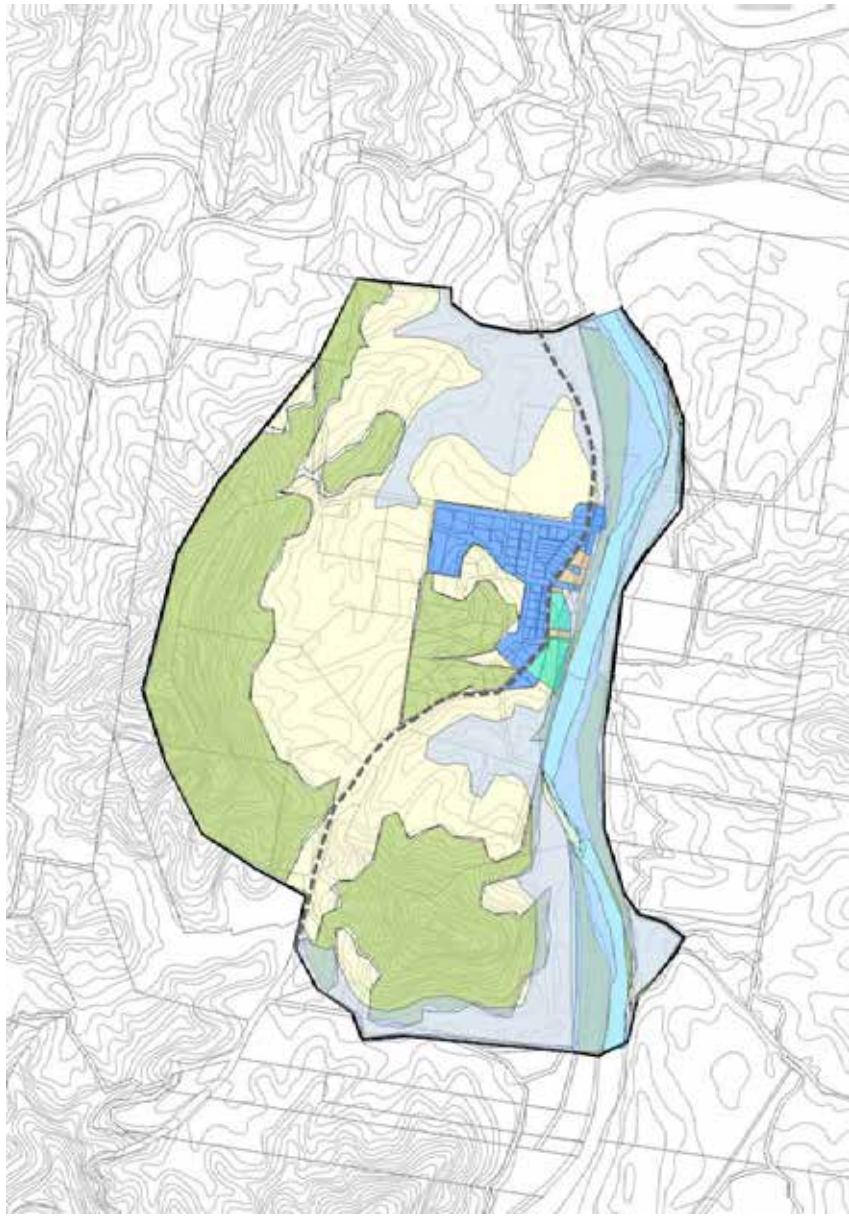


Legend

- West Kempsey Village Precinct
- West Kempsey Post War Residential
- West Kempsey Late 19thc Early 20thc Residential
- West Kempsey Pre-War Residential
- West Kempsey Post war and Later Residential
- West Kempsey Civic Precincts
- West Kempsey Forests and Woodlands
- West Kempsey Parklands
- West Kempsey Rural Landscape



Terrain



Bellbrook

Mountain Country

The village of Bellbrook is a remote settlement at the foot of the Great Dividing Range approximately 50 kms from the coast. The village is laid out in a fairly regular grid pattern with the Kempsey - Armidale Road forming the main street and southern boundary. The village is surrounded by steeply rising hills and the surrounding lands surrounding the village are largely cleared giving an open pastoral setting to the north and east, with views across to the range of hills that enclose the village to the west, north and east. To the north east is the prominent mountain Burrell Butte. The southern edge of the town is determined by the course of the Macleay River and its steeply incised northern cutting.

Bellbrook is a blend of modestly settled pastoral and steep forested landscapes, with the organised central village being laid out with formal streets and lawns, supporting a mix of building types, gardens and land use reflecting the patterns of growth and decline of the pastoral and timber industries the village would have supported. The character of the town reflects the quiet and contemplative landscapes of the mountains in the building colours and materials, the avenue and street plantings, and the parks and open spaces.

Bellbrook has a strong Aboriginal community and the character of the community is powerfully embedded in the township with bright murals on the Bellbrook Public School building and the monument to Auntie Ester Quinlan in the town park reflecting the creativity and strength of the community.

Draft Kempsey Shire Character and Cultural Mapping

Location: **Bellbrook**
Sheet Title: **Character Framework**
Sheet No: **B-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp



Legend

- Bellbrook Village Precinct
- Riverine Landscape
- Upriver Pastoral Landscape
- Village Civic Group
- Bellbrook Lowlands
- Bellbrook Forest and Woodland
- Bellbrook Parkland
- Bellbrook Main Street



Crescent Head
Saltwater Country

The village of Crescent Head, sitting above the estuary of Kilkick Creek and under the northern face of the headland known as Big Nobby, is a relaxed beachside town of under a thousand people 15mins east of Kempsey. The place is defined in the first instance by its location and the landscape that surrounds it. The coastal landscape is defined by the sea to the north, the houses and gardens of the place reflect the warmth and laid back atmosphere of the coastal homes with light flowered trees and shrubs such as hibiscus and fougaria; purple eucalypts and red flowering poplars are highlighted against the native forest and woodland vegetation. The street pattern following the meandering sweep of the headland to houses perched on terraces commanding extensive panoramas to the north and west, and on the ridge of the headland to the south. The historic subdivision layout of the building lots has established a unique facade on the face of the headland with building styles, materials and colours providing a glimpse of the various periods in the development of Crescent Head. The character of the place is a response to the existing landscape elements – the ocean, the headland, the estuarine wetlands and mountains to the west and south, the forests and woodlands and the beaches – and the built elements of traditionally low rise buildings of practical and simple construction, reflecting the needs of the population and the culture of Australia, sailing and fishing.

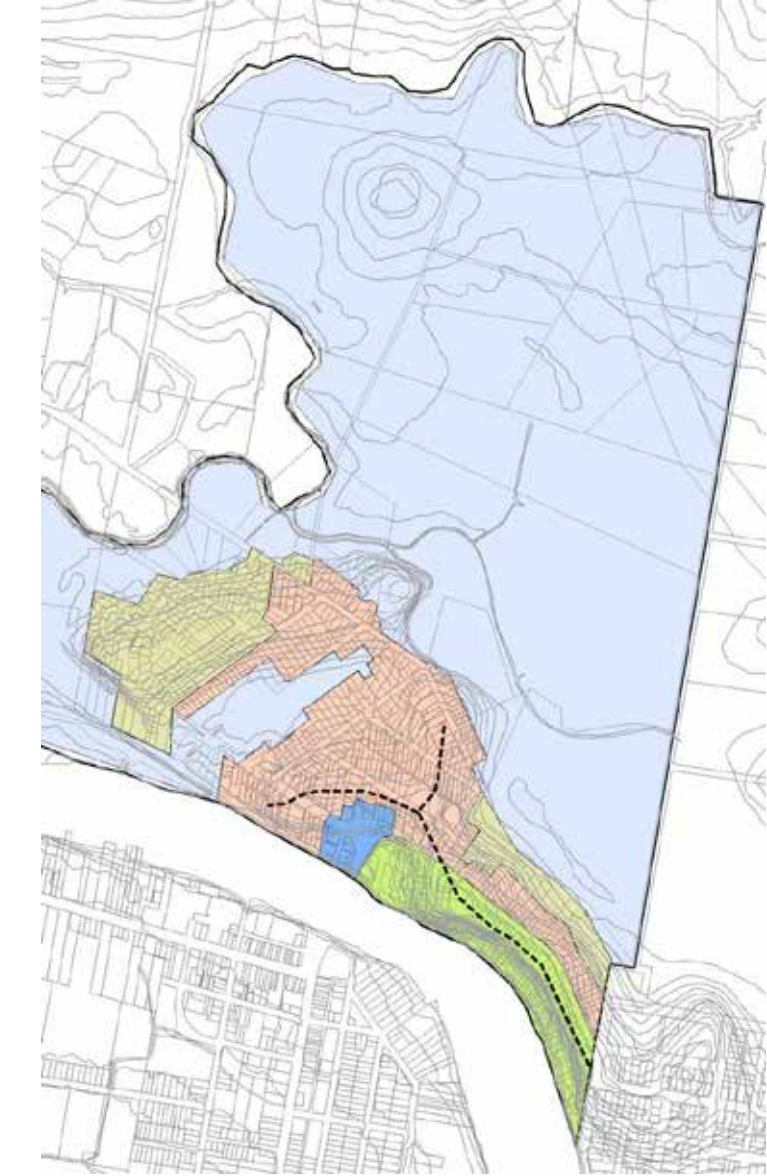
Draft Kempsey Shire Character and Cultural Mapping

Location: **Crescent Head**
Sheet Title: **Character Framework**
Sheet No: **CH-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp



Parkland

Terrain



East Kempsey
Saltwater

Situated on the eastern bank of the Mackay River the location was formerly known as Innes as Kempsey. It became East Kempsey to distinguish itself, clearly from the township of Kempsey that developed on the opposite bank of the river. East Kempsey is primarily defined by its residential building typology, stone pattern and form, long rugged and older established urban and large empty areas and a moderate to steep topography overlooking the river. East Kempsey has an historic heart and small village precinct cluster with a general store, other businesses, central War Memorial Park with formal garden, mature eucalypts and Camellia and a cluster of residences on the rise of Rudder Street and the Lord Street hill. The residential precincts of East Kempsey are clearly defined and follow an established grid along Innes Street and Bells Street, both rising moderately from Bisset Street over the spur and falling steeply to Gill Street; the northern group at Sullivan street; and the Lord Street group along the high ridge above the Mackay River. The housing is a blend of late colonial period Pre WW1 timber and iron roof cottages, post WW1 brick and timber bungalow with fourishes that give a nod to 20's and 30's modernism and later post war 2 styles interspersed and still. The building footlines follow the form of the terrain and provide an articulate and flowing continuity along Innes Street and Bells Street, while the gardens, front fences, building colours and materials all reflect with reasonable accuracy the original streetscape.

Terrain

Parkland



Draft Kempsey Shire Character and Cultural Mapping

Location: **East Kempsey**
Sheet Title: **Character Framework**
Sheet No: **EK-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp



Frederickton
Saltwater

Established as a Victorian era river port Frederickton has a diverse heritage as a major town and shipping point for goods on the Macleay River. The town has a collection of remaining residential and commercial buildings relating to that era along Macleay Street, the main road and former Pacific Highway. Frederickton has a quiet and sleepy character reminiscent of Bygone days, with a small village precinct comprising a selection of older timber cottages, General Store and Post Office, the Macleay River Hotel and the former Frederickton Chinese Factory on a busy corner of the river.

Frederickton has significant remnant tree plantings of *Arucate heterophylla*, Norfolk Island Pine, planted as landmark trees to assist the navigation of the cream boats to the farm plots on mornings of heavy fog. A significant stand remains at the Frederickton Public School, designed by the Government Architect of the day, John Horbury Hunt. The grid street pattern, large lots and clusters of remaining single storey timber weatherboard and iron houses lend Frederickton the feel and character as an archetypal Australian related colonial river town.



Parkland & Heritage



Terrain

Draft Kempsey Shire Character and Cultural Mapping

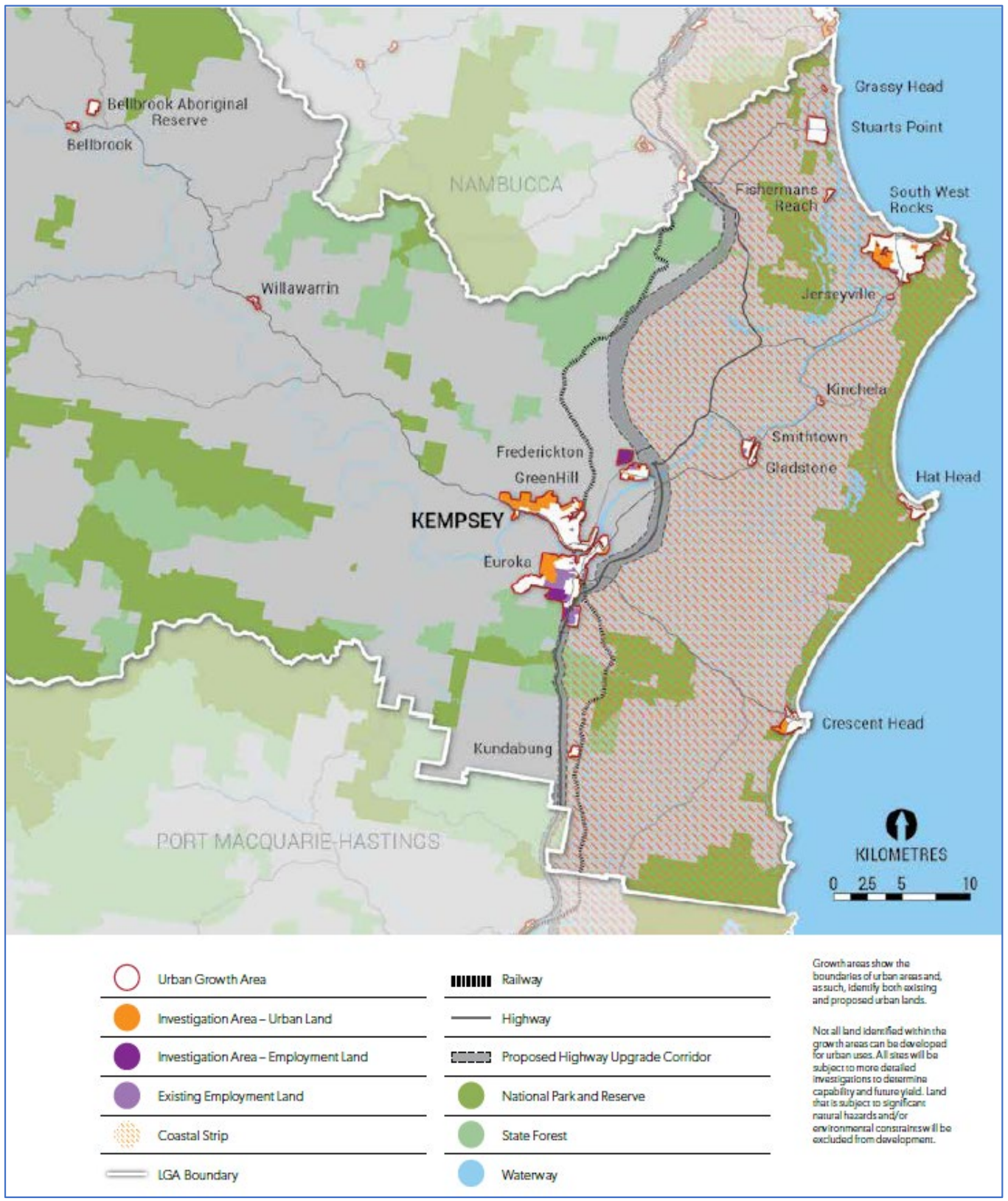
Location: **Frederickton**
Sheet Title: **Character Framework**
Sheet No: **F-01**
Scale: **NTS**
Date: **July 2019**
Ref: 190702/bp



- Legend**
- Frederickton Village Precinct
 - Frederickton Early Residential
 - Frederickton Pastoral Landscape
 - Frederickton Middle Period Residential
 - Frederickton Recent Residential
 - Frederickton Forest and Woodland
 - Frederickton Main Street

Appendix A

Urban growth area map for Kempsey Local Government Area



Urban growth area map for the Kempsey LGA (Source: North Coast Regional Plan 2036. Figure 22)



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