Kempsey Shire Local Growth Management Strategy

Local Character Statements Review

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Acknowledgment

We acknowledge the land of the Thunggutti/Dunghutti Nation. We pay respect to Elders past and present. We acknowledge the role of emerging leaders to continue to guide us in the future. We acknowledge the Stolen Generations and the need to change practices to be inclusive. This land always was and always will be Thunggutti/Dunghutti land.

It is noted that where possible and informed by publicly available information, Thunggutti/Dunghutti language and place names have been incorporated into this study.



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Glossary of terms

Acronyms

CPTED	Crime Prevention Through Environmental Design
DCP	Development Control Plan 2013
EPI	Environmental Planning Instrument
GIS	Geographic Information System
KLEP 2013	Kempsey Local Environmental Plan 2013
km	Kilometres
KSC	Kempsey Shire Council
LEP	Local Environmental Plan
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
m	Metres
NCRP	North Coast Regional Plan 2036
NSW	New South Wales

Key term definitions

Amenity	The pleasantness of a place as conveyed by desirable attributes including visual, noise, odour etc.
Character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, and often conveys a distinctive sense of place. This term does not imply a level of value or importance.
Desired future character	Desired future character refers to an agreed vision of how an area will change over time, including an identification of characteristics to be retained or enhanced. Desired future character is often articulated through a character statement or integrated into development controls.
Development Control Plan (DCP)	The DCP is a detailed guideline that illustrates the controls that apply to a particular type of development or in a particular area and is made under the EP&A Act. The Development Control Plan (DCP) has the capacity to include a character statement or character description which would set the context for development assessment. The controls within DCPs (regardless of whether the character statement/description sits within the DCP) should be calibrated so that development delivers on the desired future character of an area.
Future character	Refers to an agreed vision of how an area will change over time, including an identification of characteristics to be retained or enhanced. Desired future character is often articulated through a character statement or integrated into development controls.
Geographic Information System (GIS)	A framework for gathering, managing and analysing data using location information to reveal deeper insights to help users make smarter decisions.
Impact	The categorisation of effects. Legislative context is considered in defining impacts and their significance.
Landscape	Landscape is an all-encompassing term that refers to areas of the earth's surface at various scales. It includes those landscapes that are: urban, rural, and natural; combining bio-physical elements with the cultural overlay of human use and values.
Landscape feature	A component, part or feature of the landscape that is prominent or eye-catching, e.g. hills, buildings, vegetation.
Local Character Overlay	An (optional) local character overlay that introduces a map layer and associated clause identifying character areas. The overlay is included within standard instrument local environmental plans and provides a legal mechanism for introducing additional character assessment requirements for development applications or to exclude certain land from certain complying development or provide alternative requirements.
Local Character Statement (optional)	A Local Character Statement (LCS) is an optional, standalone document that a council can produce comprising a description of an area's existing character and detailing its desired future character. It is a place to describe a community's preferences for how an area could change while retaining its unique character. These statements can be implemented through introducing a local character overlay and associated standard instrument clause within the LEP.
Local Environmental Plan (LEP)	LEP is a form of EPI made under the EP&A Act. It is the principal legal document for controlling development at the council level. The LEP is the primary land use planning mechanism that influences character. The land use zones, objectives and development standards establish the context for decision making on individual developments which shape local character. Accordingly, where an area has been identified as requiring a stronger consideration of local character, the LEP should be reviewed to ensure that it delivers on the community's desired future character.

Key term definitions (continued)

Local strategic planning statements (LSPS)	A document prepared by each council, setting out the 20-year vision for land-use in their local area, the special character and values that are to be preserved and how change will be managed into the future. They include actions in the regional and district plans, Council priorities from the Community Strategic Plan, and ultimately shape how the development controls in the LEP evolve over time.
National Park	An area dedicated under the *Nature Conservation Act 1992*.
Place	Place is the layout, division and built form of built environments – its patterns, landscape, density, development, land use and mix. It is a social and physical concept that can be described at different scales of the built environment (e.g. both a building and a town can be a place).
Private realm	A place that is exclusively used by one or more individuals for gathering and personal purposes; somewhere that the public cannot freely access.
Public realm	The collective, communal part of cities and towns that provide shared access for all. It is often a space of movement, gathering, recreation, events and relaxation; including the streets, pathways, parks, accessible open space, plazas and any other natural area or waterway that is physically and visually accessible.
Scenic amenity	A measure of the relative contribution of each place in the landscape to the collective appreciation of open space as viewed from places that are important to the public. (Department of Natural Resources, 2001).
Scenic protection area	Land that has been identified where protection and enhancement of the natural, visual, environmental and heritage qualities is required.
State Environment Planning Policy	A form of EPI under the *EP&A Act Environmental Planning & Assessment Act* to make provision with respect to any matter that, in the opinion of the Minister, is of State or regional environmental planning significance, or is of environmental planning significance to a district in the Greater Sydney Region.
State Forest	Land dedicated under the *Forestry Act 2012 No 96* which provide for the permanent reservation of forest for producing timber and other forest products (e.g. quarry materials), protecting watersheds, and having regard to conserving water and soil quality. State forests are the property of the Crown.
Streetscape	Refers to the view from the public domain, usually the street (and possibly a laneway or public reserve).
Values	Any aspect of landscape or views people consider to be important. Landscape and visual values may be reflected in local, state or federal planning regulations, other published documents or be established through community consultation and engagement, or as professionally assessed.
View	Any sight, prospect or field of vision as seen from a place, and may be wide or narrow, partial or full, pleasant or unattractive, distinctive or nondescript, and may include background, mid ground and/or foreground elements or features.
Viewshed	The extent of the geographical area visible from a specific location, excluding areas where visibility is limited by topography, vegetation, built form structures, and, at long distances, the curvature of the earth.
Visual quality	The attractiveness of a scene or view.
Wayfinding	How people navigate throughout a journey to a particular destination. Wayfinding can include signage, audible and graphic communication or other information to assist in reaching a destination.
Zoning	The system of categorising land uses as requiring consent, not requiring consent or prohibited within particular areas. Zones (such as Residential or Commercial) are generally shown in map form and their objects and permissible uses are set out in an EPI.


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Introduction

Purpose of this report

This report comprises two parts and is a compilation of work undertaken as part of the review and successive redrafting of the existing interim character statements contained within the Kempsey Shire Local Strategic Planning Statement (LSPS) *Your Future Macleay – Growth and Character*.

Part A: Preliminary review

The purpose of this preliminary review was to assess how well the current interim local character statements contained within the LSPS address the requirements of the *Local Character and Place Guideline 2019*.

During this process, it was identified that the current interim character statements provide local knowledge and insight into the character and some of the key attributes of each of the settlements. However, it was also acknowledged by Council that these character statements were produced in a relatively short time frame. As such, Council have identified that whilst they provide a short summary of the character of each settlement, they have not yet been fully coordinated to ensure consistency of approach across each of the settlements addressed.

In order to inform the future refinement of the character statements, this review included:

- A review of relevant planning, policy and legislation (see below).
- A review of the content of the interim local character statements which included a detailed gap analysis informed by desktop assessment to determine to what extent each of the interim character statements address the social, economic and environmental features identified that inform local character as identified in the local character wheel of the *Local Character and Place Guideline 2019*.

As a result of this process, the character statements for all towns and villages within Kempsey Shire and the Point Plomer Coastline have been updated and are presented in Part B: revised Character Statements.

Part B: Revised Character Statements

Part B provides an overview of the character of the Kempsey Shire and includes revised character statements for each of the settlements currently contained within the LSPS, including:

- Kempsey (Gimbisi)
- East Kempsey
- West Kempsey
- South Kempsey
- South West Rocks (Wuumung)
- Bellbrook (Wupu Manhatinuni)
- Willawarrin (Wilayi-Warran)
- Stuarts Point
- Hat Head
- Crescent Head
- Frederickton (Gimanggayi)
- Smithtown
- Gladstone
- Point Plomer Coastline.

What is local character?

Local character is "*what makes one neighbourhood distinctive from another. It is the way a place 'looks and feels'. It is created by the way built and natural elements in both the public realm and private domain interrelate with one another, including the interplay between buildings, architectural style, subdivision patterns, activity, topography and vegetation.*" (Source: NSW Government Planning Circular PS 18-001).

The attributes that create our places include the community's perceptions of local character and culture. These qualities go to the core of an individual's experience and connection with a place.

Understanding the local character of a place is vital to ensuring we preserve this character and protect these qualities. Each place has its own unique qualities that appeal to the people that choose to live, work or visit there. Accordingly, we need to protect and preserve these unique qualities while facilitating growth and development that are consistent with the qualities of the place. The character of a place is closely aligned with the people that occupy that place and the culture that has developed as a result of their occupation, settlement and activity in that place.

The qualities or characteristics that contribute to character can be a combination of physical and intangible things, including:

- Landscape setting
- Cultural values and place attachment
- Topography (e.g. slope and aspect), geology and geomorphology (landforms)
- Isolation or lack of isolation
- Amenity and local industry, transport, infrastructure (or lack of), job opportunities, or agricultural potential
- Historical drivers of development, which could include some or all of the above.

The iconic elements, both built and natural, that people identify with or think of when they recall a certain place may take many different forms, for example:

- A river, a floodplain, an estuary, a beach
- A hill, mountain or escarpment
- A particular plant community or individual tree
- A church or public building, a special place or a school.

These are the touchstones or markers which people respond to, and these qualities will be perceived differently by different groups of people, including:

- The Thunggutti and Dunghutti peoples
- Long-term or multi-generational occupants
- New arrivals seeking a different lifestyle
- Tourists or family visitors
- Those who have a historic association with these places.

It is important to note that the character assessment is not a vehicle to categorise a place or make a value judgement of the place. It is to enable future planning to be informed by the past, to identify threats or vulnerabilities and to preserve a places identified unique "character" values.

Part A: Preliminary Review





Planning and policy context

State planning and policy

Coastal Design Guidelines For NSW (Coastal Council, 2003)

This document acknowledges the pressure for development along the NSW coastline and notes that managing the growth of settlements is a key factor in protecting the uniqueness and fragility of the natural coastal environment and protecting the character of existing settlements.

The Guidelines provide a local hierarchy of settlements, defining seven coastal settlement types, which can be used to analyse and understand urban development along the NSW coast. Settlements within the Kempsey Shire could be classified as follows:

- Kempsey - inland coastal centre (includes Kempsey, West Kempsey, East Kempsey and South Kempsey)
- South West Rocks - coastal town
- Stuarts Point and Crescent Head - coastal villages
- Hat Head - coastal hamlet
- Frederickton, Smithtown and Gladstone – inland coastal villages.

The settlement types outlined in these guidelines can be used as a broad planning framework and key issues associated with each of these settlement types are noted adjacent.

It is noted that the rural villages of Bellbrook and Willawarrin are not considered to be coastal settlements due to their inland/upriver location. However, many of the considerations for inland coastal villages are likely to still be relevant to these settlements.

The guidelines also provide advice on the key characteristics of these settlement typologies and desired outcomes for their future character, which have been included where relevant in the review of current character statements below.

Inland coastal centres

Many inland coastal centres are under less growth pressure than settlements on the coast and, in some cases, may require revitalisation. Other relevant issues with regards to the protection of local character include:

- Clearing of riparian habitats and degradation by boating activities and new residential development
- No classification, protection or recognition for the settlement's heritage
- Privatisation of the river frontage
- No connection of the settlement to the river
- Erosion of the economic base of settlement centres due to remotely located large new retail developments
- New commercial and retail developments that are not compatible with the scale, design and architecture of existing buildings
- Degradation of the beauty of the settlement due to carparking, signage and large retail and commercial developments that do not respect the quality of the streets or open spaces.

Coastal towns

Coastal towns are also under pressure to grow. The existing character of towns can easily be lost as towns are considered to be more at risk from the impact of increased traffic and the potential loss of identity created by surrounding subdivisions/suburbanisation and provision of large-scale or tall new buildings in what is typically a low-rise environment. The key challenges for coastal towns to address, relevant to the protection of local character include:

- Degradation of the economic viability of the town centre by new commercial and retail uses, development located remote from the town or its commercial centre
- Impacts on the environment and reduction of the existing town's character and viability, caused by new settlements and major commercial, retail and tourist developments
- Ribbon development reducing the natural and rural lands that separate settlements because of the location of new release areas
- Large new developments erode the quality pedestrian environment throughout the settlement.

Coastal villages

The key issues currently facing coastal villages include:

- Development pressure on land that separates villages from neighbouring settlements
- Incremental lot-by-lot development resulting in ribbon settlement stretching along the coastal edge and along the main access road
- Larger scale tourist developments located on the outskirts of the settlement eroding its compact footprint
- New subdivisions surrounding the settlement that erode or even erase the natural setting of the village
- New buildings eroding the settlement's relationship to the geographic location, views and vistas of the surrounding natural environment
- Dispersal of commercial, retail and public buildings throughout the settlement
- Erosion of the vitality of the main street and the village centre by locating new commercial and retail development remote from the centre
- Degradation of the ecological values of the foreshore wetlands and littoral rainforest from encroachment of development, extension of backyards into public areas and introduced exotic plant species
- Uncontrolled vehicular and pedestrian access degrading foreshore vegetation and dunes
- Reduction of the visual and ecological integrity of surrounding bushland through clearing for bushfire protection.

Coastal hamlets

Coastal hamlets are under pressure from larger scale development to accommodate holiday makers looking for quieter areas away from the main tourist routes. The key issues relevant to the protection of local character include:

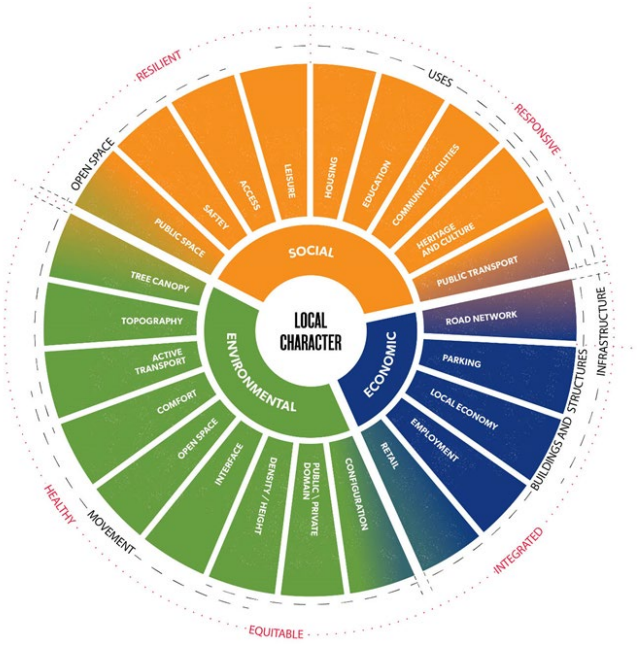
- Encroachment into the surrounding hinterland by new development
- New houses and infill development out of scale with existing buildings and the size of lots
- Exotic landscape species in private gardens and public parks replacing native vegetation in bushland areas
- Clearing of large areas of native vegetation when establishing bushfire protection areas
- Uncontrolled access to natural areas.

Local Character and Place Guideline 2019 (NSW Government, 2019)

This guideline provides tools and assistance to empower local governments to establish what is important in their local context and determine the identity of a community's spaces and places, and seeks to protect these unique qualities from future impacts of growth and development.

The guideline includes a *Character Assessment Toolkit* which provides guidance on how the character of a place can be determined through qualitative assessment, including through the use of the Local Character Wheel and identification of the social, environmental and economic features within the area that influence the area's character.

The document also provides guidance on how governments and communities might go about producing a character assessment and setting the desired future character of an area, and how considerations of local character can be implemented into the planning framework, which includes through the provision of local character statements.



Regional planning and policy

North Coast Regional Plan 2036 (NSW Government, 2017)

The North Coast Regional Plan 2036 (NCRP) identifies the vision for the region as ***"the best region in Australia to live, work and play thanks to its spectacular environment and vibrant communities"*** and also acknowledges the role local character can play in contributing to the region's charm and community wellbeing (NSW Government, 2017).

To achieve this vision, the NSW Government has identified four regionally focused goals:

- **Goal 1: The most stunning environment in NSW**, acknowledges that "*panoramic coastal and rural landscapes define the distinctive environment, character and lifestyles of this region*" and supports balancing future urban growth with the protection of the distinctive character of the coastal environment.
- **Goal 2: A thriving, interconnected economy**, notes that the North Coast has "*strong cities and centres with distinctive character...*"
- **Goal 3: Vibrant and engaged communities**, which states that "*the North Coast's tapestry of coastal and hinterland communities are central to the region's identity*."
- **Goal 4: Great housing choice and lifestyle options**.

Several directions support these goals including:

- Most of the urban settlements are separated by farmland, bushland, floodplains or environmental features that give the region its distinctive character
- Urban growth areas will maintain these 'green breaks' to protect environmental values and attract people to the region
- The North Coast has communities with a distinct character, and this is a significant draw card
- Historic heritage is a major contributor to the region's identity and character
- The distinctive and diverse character of communities defines the North Coast and makes it unique from other areas in NSW.

Kempsey Shire falls within the Mid North Coast district identified in the NCRP and is described as having ***"a unique mix of coastal and rural centres, including Kempsey, Frederickton, South West Rocks, Crescent Head, Stuarts Point, Smithtown, Gladstone and Kundabung"*** (NSW Government, 2017).

Key priorities for the Kempsey Shire identified within the NCRP relevant to this study include to:

- Support the unique character of the area's towns and village's.

Mid North Coast Regional Strategy 2006-31 (NSW Government, 2009)

The Mid North Coast Regional Strategy (the 'Regional Strategy') is the pre-eminent planning document for the Mid North Coast and complements and informs other State planning instruments. The Regional Strategy will guide sustainable development of the Mid North Coast Region over the next 25 years and aims to:

- Protect the coast and the character of coastal village's by limiting growth to the agreed growth areas of towns and village's leaving greenbelts between settlements.
- Protect the cultural and Aboriginal heritage values and visual character of rural and coastal towns and village's and surrounding landscapes.

Section 2: Regional Challenges identifies several challenges relating to population and housing growth in the region including to:

- Manage the expected population growth in a way that retains the coastal and local character of existing settlements, enhances a sense of community, prevents urban sprawl and limits damage to environmental and rural production values.
- Ensure that new development reflects and enhances the character of the settlement in which it is located and is based on best practice urban design principles.

It also identifies that tourism remains a significant component of the regional economy and that this highlights the need to ensure that the character and appeal of coastal towns, village's and their hinterland, which are drawcards for visitors, is not lost through inappropriate development.

Section 4: Settlement and housing identifies four distinct subregions, each with its own major regional centre. The Kempsey Shire is located within the Hastings–Macleay Valley subregion, along with the Port Macquarie-Hastings Shire. Kempsey is identified as a major town that supports the major regional centre of Port Macquarie, whilst South West Rocks is identified as a town, Bellbrook and Frederickton as inland village's and Stuarts Point, Smithtown, Gladstone, Hat Head and Crescent Head as coastal village's.

The Regional Strategy identifies several settlement planning principles to inform the preparation of local growth management strategies including:

- Development within all centres, towns and village's will respect and respond to the character of the area.
- Planning for new settlement will respect the environmental, coastal and cultural heritage values of the landscape. Key environmental, cultural and coastal features will be protected, while settlement will be directed towards less valuable areas.
- Any growth of coastal towns and village's will protect environmentally fragile areas and preserve the scenic values of the coastal landscape.
- Growth of inland towns and village's will be focused in areas where extra population is needed to make existing services more viable and if the risk of environmental degradation is low.

The Regional Plan also acknowledges that many of the smaller village's have limited capacity for growth, as they are often located in environmentally sensitive areas such as at coastal headlands and estuaries.

Key outcomes identified include the following, that are relevant to the protection of local character values in the region:

- Key environmental and coastal values, such as scenic landscapes, coastal village's and green breaks between settlements will be retained.

Section 5: Settlement character and design notes that ***"the Region's towns and village's have developed a distinct character reflecting their historical development in a subtropical and temperate landscape. The coastal village's in particular are valued by the community because of their scenic appeal and lifestyle opportunities. Many of the non-coastal settlements have values and character attributes based on their settings in rural and riverine landscapes".***

It also acknowledges that "as the Region continues to grow, it will be necessary for the character of the area to evolve to reflect other demands such as the need for jobs, better services and a range of housing types appropriate to the location. This evolution should not be at the expense of the underlying coastal values of the Region and should help to define and enhance the coastal values by offering greater opportunities to preserve and protect important environmental and scenic landscapes".

Key outcomes identified include the following, that are relevant to the protection of local character values in the region:

- Future built form will reflect the existing positive design aspects of character, streetscape and landscape.
- Building heights will be established to reflect the future form and function of the settlement and manage visual impacts in urban and coastal areas.

Relevant actions to achieve these outcomes include:

- Councils will prepare desired character statements for their localities, having regard for the Department's North Coast urban design guidelines (2009). Provisions should be included in development control plans to ensure that new development enhances the desired character and is based on the 'neighbourhood planning principles' listed below as well as the following:
  - New development will be designed to reflect and enhance the natural, cultural, visual and built character and values of the local and regional landscape.
- Local environmental plans will set building heights in urban areas. Height limits should reflect the landscape character, function and hierarchy of the future settlement and visual and cultural amenity of its location.

Section 6: Economic development and employment growth notes that ***"the attractiveness of the Region is dependent on the high quality natural resources and landscape values which underpin tourism. Visitors are also drawn by the coastal character of the settlements".***

Section 7: Environment and natural resources includes actions for the preparation of local environment plans, including the requirement that local environmental plans ***"will identify and zone land of landscape value (including scenic and cultural landscapes) to protect those values".***

Key outcomes identified include the following, that are relevant to the protection of local character values in the region:

- The importance of the Region's natural environment and natural resources to its economy, character, scenery and cultural values is recognised through the planning process and these areas are protected from future urban and rural residential development.

Local planning and policy

2042 Your Future Community Strategic Plan (Kempsey Shire Council, 2022)

The 2042 Your Future Community Strategic Plan is a broad-ranging document that identifies the long-term aspirations of the community and Council.

The plan recognises the diversity of towns and villages within the Kempsey Shire, and includes aspirations to maintain the sense of place and character of towns and villages through the use building controls that recognise the character and existing natural and cultural assets whilst responding to change and future growth pressures.

It also note that the community are concerned about whether the built environment retains the local character.

Your Future Macleay – Growth And Character (Kempsey Shire Council, 2020)

The local strategic planning instrument was prepared to meet the requirement for all Councils in NSW to have a Local Strategic Planning Statement (LSPS) due to amendments made to the Environmental Planning and Assessment Act 1979 in March 2018.

Your Future Macleay – Growth and Character is a Local Strategic Planning Statement (LSPS) that sets a 20-year vision for land use in the Kempsey Shire and:

- Identifies the special characteristics which contribute to the local identity
- Recognises shared community values to be maintained and enhanced
- Identifies how growth and change will be managed into the future.

The LSPS contains interim character statements in Part E – Our Character, that have been reviewed in detail and revised as part of this study (refer Part B).

Kempsey Local Environment Plan 2013 (Kempsey Shire Council, 2013)

The Kempsey Local Environment Plan 2013 (the 'KLEP 2013') contains local environmental planning provisions in accordance with the relevant standard environmental planning instrument under section 3.20 of the *Environmental Planning and Assessment Act 1979*.

Key aims of the KLEP 2013 relevant to local character include to:

- Protect and enhance areas of environmental and cultural value; and
- Conserve and enhance the built and cultural heritage of Kempsey.

The Plan acknowledges the existing character of towns and village's within the Kempsey region and includes provision for the protection of these values in the land use zones and their associated objectives and permitted uses.

Relevant zones and associated objectives relevant to the protection of character values include:

- **Zone RU5 Village:**
  - To encourage development that is compatible with the existing character of rural village's in the area.
- **Zone B4 Mixed Use:**
  - To ensure that new buildings make a positive contribution to the streetscape and public domain.
  - To permit appropriate light industrial uses and industrial retail uses compatible with the character of the precinct.

Part 4 principal development standards also notes that the height of buildings should be controlled to preserve the existing character in residential and business areas within Kempsey.



Kempsey Development Control Plan 2013 (Kempsey Shire Council, 2013)

The Kempsey Development Control Plan (DCP) 2013 supports and expands on the aims, objectives and other provisions of the KLEP 2013 and identifies development objectives and provides detailed provisions for the control of development within the Kempsey Local Government Area.

A key objective of the DCP is to ***"provide a degree of certainty to developers and the residents as to the density, type and character of development"*** and seeks development outcomes that are compatible with the desired future character of settlements within the Kempsey Shire.

Appendix A contains heritage significance statements and character analysis for the Bellbrook Conservation Area and Gladstone Conservation Area.

Appendix B contains heritage significance statements and character analysis for the following settlements:

- Frederickton
- Smithtown
- South West Rocks
- East Kempsey
- Kempsey/West Kempsey CBD Heritage Precinct.

These statements have informed the review of the character statements for these settlements.

The DCP also contains a number of specific requirements relevant to the protection and management of identified character and heritage values. This includes things such as specific requirements regarding architectural modifications to heritage buildings, the provision of street trees and landscaping and fencing.

Other background documents, guidelines and strategies

A number of other documents were reviewed as part of this study that have informed the understanding of existing place values and the gap analysis. Key documents reviewed include:

- Local Character and Place Guideline (2019)
- Kempsey and South West Rocks Industrial Land Review (2004)
- Ageing Well in NSW: Action Plan 2021-2022 (2020)
- Urban Design for Regional NSW (2020)
- Kempsey Local Growth Management Strategy – Residential Component (2010)
- Crescent Head Master Plan (2017)
- Horizon 2030 – Macleay Valley Economic Development and Tourism Strategy (2019)
- Integrated Regional vulnerability Assessment for North Coast of NSW – Volume 1: Assessment report (2016)
- Integrated Regional vulnerability Assessment for North Coast of NSW – Volume 2: Summary findings (2016)
- Kempsey Shire Bike Plan (2018).



Preliminary review findings

Summary of recommendations for the character statements

As noted above, the intention of this review was to consider how the current interim character statements in Council's LSPS address the requirements of the NSW Government Local Character and Place Guideline 2019.

Based on this understanding, information from Council on the historic development of the character statements and the findings of the desktop review and fieldwork investigations, a number of general recommendations were identified to ensure a more consistent approach to assessing and describing the character of each settlement. These recommendations were developed to ensure that the character statements both address the requirements of the NSW guidelines and that the level of detail and information provided for each of the settlements was consistent, in order that they can provide a good foundation for future planning and management.

Identified opportunities to improve upon the existing interim character statements provided in the LSPS included to:

- Review character statements so that they adhere to a generally consistent format of representing information e.g. under clear headings/topics.
- Include a high level overarching statement that succinctly summarises the key place and character values of each settlement.
- Identify how Kempsey, East Kempsey, West Kempsey and South Kempsey relate to one another and function as a larger conglomerate.
- Include reference to First Nation's value/place attachment, including through acknowledgement of Aboriginal Places identified on the NSW Government State Heritage Inventory and inclusion of available information and local Aboriginal cultural knowledge. This should focus on the relationship to the landscape, with particular emphasis on the idea of 'Country'.
- Use consistent mapping layers/information for all settlements including but not limited to:
  - Identifying key waterways and water bodies including the ocean
  - Naming key geographic features and landmarks e.g. hills, mountains and ridgelines
  - Identifying key roads and streets and areas of interest e.g. parks and reserves
  - Identifying heritage places and key landmarks.
- Refine and consolidate existing character types identified within the LSPS to ensure a more consistent approach to the identification of character for each settlement
- Include future vision statements for all settlements (noting this is currently only included for some).
- Provide an individual character statement for both Smithtown and Gladstone in recognition of their distinctive character and community values.
- Acknowledge climate change risks for coastal settlements that may impact their future character e.g. coastal erosion that could lead to the loss of beaches and fore-dunes, impacting associated ecosystems, decreasing beach amenity and affecting public and private infrastructure and assets located in the coastal zone (NSW Government, 2016).

A detailed gap analysis informed by desktop assessment was also prepared in order to determine to what extent each of the interim character statements address the social, economic and environmental features identified that inform local character as identified in the local character wheel of the *Local Character and Place Guideline 2019*.

As noted above, as part of this review and in conjunction with Scenic Protection Layer review, one six-day field visit to assess the landscape and urban character and scenic amenity values of Kempsey Shire area was carried out between 16 January and 21 January 2022. Fieldwork was undertaken by a landscape planner with extensive experience in landscape planning fieldwork investigations accompanied by a landscape architect.

The purpose of this fieldwork was to ground truth the findings of the desktop assessment, and to assess landscape character and visual values of the region and identify the character and landscape setting of the settlements identified in the LEP.

During fieldwork investigations, weather conditions were variable, and it is anticipated that the appreciation of local character may vary depending on temporal conditions such as weather events, seasonality and time of day/week (e.g. some areas may be busier during holiday periods and on weekends).

Summary of community feedback

As consultation was undertaken during the development of the interim local character statements, no specific consultation was included as part of this review process. However, it is envisioned that community feedback on the draft report (this document) will be incorporated into the final version of this review and the character statements.

As part of this process, a review of previous consultation was undertaken to identify key aspects relating to the character of the Kempsey Shire and its settlements that are valued by the local community. Documents reviewed include:

- *Local Housing Strategy Survey* (Kempsey Shire Council, 2022)
- *Kempsey Shire Council Community Research* (Micromex, 2020)
- Community Catchup Reports, including:
  - *South West Rocks* (Kempsey Shire Council, 2018)
  - *Gladstone and Smithtown Community* (Kempsey Shire Council, 2021 and Kempsey Shire Council, 2018)
  - *Willawarrin* (Kempsey Shire Council, 2018)
  - *Hat Head* (Kempsey Shire Council, 2019)
  - *Crescent Head* (Kempsey Shire Council, 2019).

Whilst it is noted that Frederickton (Kempsey Shire Council, 2021) and Stuarts Point (Kempsey Shire Council, 2021) have community catch up reports summarising the outcomes of previous community engagement sessions, neither of these addressed any issues relating to their character.

Relevant findings

Key issues identified by the community of relevance to this study include:

- The preservation of the natural beauty of each area within the Shire
- The prioritisation of nature corridors and green space within settlements
- The risk of impacts on the existing character, visual amenity and environmental values of coastal communities (particularly South West Rocks, Crescent Head and Hat Head) due to ongoing and future development and higher density housing which may impact upon the existing coastal village character
- The risk of smaller towns and villages declining due to lack of investment and development
- Small lot housing developments with no room for private green space and vegetation, including shade trees for amenity and habitat
- Small lot and highrise buildings that are not in keeping with the existing character of settlements.

In addition, there is strong community support for:

- Improved public realm, streetscapes and accessibility e.g. crossing points, footpaths etc.
- Improved greenspace and recreation park provision.
- More space for tree planting (including native species) within the public realm.
- Requirements for vegetation within private lots.
- Requirements for public open green space within private developments.
- Maintaining minimum lot size and height restrictions.
- Exploring opportunities for additional rural lifestyle properties.



Part B: Character Statements

Part B provides an overview of the character of the Kempsey Shire and includes revised character statements for each of the settlements currently contained within the LSPS, including:

- Kempsey (Gimbisi)
- East Kempsey
- West Kempsey
- South Kempsey
- South West Rocks (Wuumung)
- Bellbrook (Wupu Manhatinuni)
- Willawarrin (Wilayi-Warran)
- Stuarts Point
- Hat Head
- Crescent Head
- Frederickton (Gimanggayi)
- Smithtown
- Gladstone
- Point Plomer Coastline.

The intent of these character statements is to capture the character of places throughout the Shire. For each location there is a description of the place, a map and a series of values and place planning priorities for the future that were identified during the previous work that produced the current character statements contained within the LSPS.





The character of Kempsey Shire

Kempsey Shire

Kempsey Shire covers an area of 3,380 km^2 with diverse and picturesque forested, rural, coastal and riverine landscapes that create the backdrop and setting for the settlements of the region.

The Draft Character Statements presented below describe the similarities and unique qualities of each of the key settlements and places across Kempsey Shire (identified on the adjacent map), broadly classified in terms of their size, location and characteristics that include:

- **Inland coastal centres:** This comprises the more intensely developed area of Kempsey (including the related settlements of Kempsey, West Kempsey, East Kempsey and South Kempsey).
- **Coastal towns:** South West Rocks
- **Coastal villages:** Stuarts Point and Crescent Head
- **Coastal hamlets:** Hat Head
- **Rural river villages:** Frederickton, Smithtown and Gladstone
- **Rural hinterland villages**: Bellbrook and Willawarrin
- **Coastal area:** Point Plomer.

For each place, the Character Statement considers the following key attributes:

- Locality character and key features
- Residential built form character
- Streetscape character
- Cultural values
- Open space and recreation
- Views and scenic amenity values.

These elements seek to describe the wide range of elements that collectively distinguish each hamlet, village or town across the shire. For some places, this may be a thriving and vibrant centre built upon a strong core of attractive heritage buildings. In contrast the character of other settlements is reliant, for example, upon their laid back coastal character and stunning coastline or their peaceful riverside ambience. Together they give the whole of Kempsey Shire its distinct character that provides a unique sense of place enjoyed by residents and visitors alike.

This provides a strong framework to create a unique vision and formulate priorities for each settlement to ensure that the key place values can be protected into the future.















Key settlements and places of the Kempsey Shire



Legend

- Local Government Area boundary
- Inland coastal centre
- Coastal town
- Coastal village
- Coastal hamlet
- Rural river villages
- Rural hinterland villages

Kempsey
Gimbisi

Kempsey is an attractive and vibrant town punctuated with attractive heritage buildings, which is the heart of Kempsey Shire. Kempsey is situated on the northern bank of the Macleay River, and its distinct setting draws upon the surrounding low-lying rural and natural landscapes associated with the Macleay River floodplain.

Located on Dunghutti Country, approximately halfway between Sydney and the Queensland border, Kempsey provides a pleasant place to live or to stop when travelling along the Pacific Highway. The small residential community within Kempsey has a population of around 500, however, due to its primary function as the key commercial and service centre for the shire, Kempsey is anticipated to experience limited residential growth pressure.











Township character and key features

Kempsey is an established town and is the key commercial, social and economic heart of the Kempsey Shire. From the north, access to the town is provided via Macleay Valley Way (the old Pcific Highway) which supports mature avenue plantings that contribute to a sense of arrival, whilst from the south, the bridge crossing of the Macleay River provides a key arrival experience.

Separated from East Kempsey and South Kempsey by the Macleay River, the existing North Coast Railway distinguishes Kempsey from West Kempsey, with connectivity between the two localities provided along Belgrave Street, Eden Street and Gladstone Street.

The Macleay River is a scenic landscape element that has strongly influenced the town's layout and character. However, physical and visual connectivity to the river and waterfront is low due to the change in level between the river's edge and the town centre and the presence of flood levees. With the town turning its back to the river, the intersection of Smith Street, Belgrave Street and the bridge (Lord Street) forms the key focal point of the town centre. This node is reinforced by landmark features including the Post Office and significant Red Cedars (Toona ciliata) which contribute to the heritage character of the town.

Commercial and retail development, primarily focused along Smith Street and Belgrave Street, comprises an eclectic mix of uses contained within two storey heritage and contemporary buildings with small frontages. The high street function of Smith Street is supported by additional commercial development located within the Clyde Street Mall, whilst York Lane provides a 'back of house' function and additional carparking servicing the town centre.

Whilst recent upgrades have contributed positively to the provision of an attractive and functional public realm that encourages people to linger, during the evenings activation of the town centre is limited due to the daytime trading hours of local businesses.

Extending north along Smith Street and west along Belgrave Street, the fine-grained heritage town centre gives way to larger lot commercial development, including short stay accommodation facilities. These developments typically have off street parking and the streetscape character is reflective of the car-focused development, with wider streets, fewer street trees and less public realm embellishments.

Residential development within Kempsey is limited and comprises two distinct areas separated by public open space that provides stormwater functions and emergency flood storage, whilst isolated residential properties also occur along the river in the eastern part of the town.



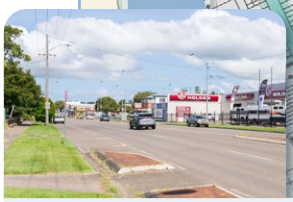
The northern end of the Clyde Street Mall is functional, accessible and provides ample natural shade



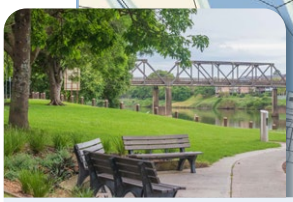
The southern end of the Clyde Street Mall, large carpark and public amenities building have recently been upgraded



Several laneways and arcades provide connectivity between the Smith Street and the mall, and contribute to the permeability of the urban fabric.



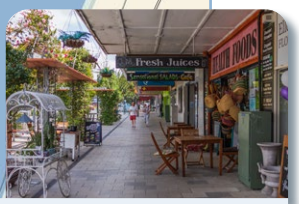
Larger lot commercial development occurs on the western end of Belgrave Street and north of the town centre



Kempsey Riverside Park is a key community and recreation facility on the river's edge



Avenue plantings on Macleay Valley Way provide a formal sense of arrival and contribute to the rural town character



A cohesive hardscape palette, awnings, bespoke lighting and furniture elements, street build-outs and street trees provides an attractive public realm



York Lane provides a 'back of house' function and additional carparking areas



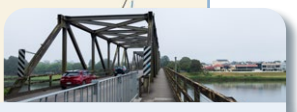
The Kempsey Macleay RSL Club is located on the edge of the Macleay River



The historic Kempsey Post Office is a key landmark within the town centre



Kempsey Central is a large modern development and has a prominent position in the town centre



The distinctive metal bridge provides connectivity between Kempsey and East Kempsey and is a key gateway

0 250 500 750 m

Legend

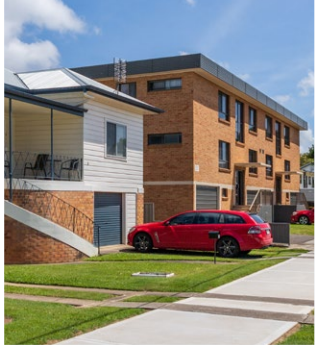
- Suburb boundary
- Key road
- Railway
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- River access point
- Town centre core
- Retail & commercial centre
- Riverine landscape
- Residential
- Industrial uses
- Rural lowlands
- Parks & open spaces

Residential built form character

Housing generally dates from the early 20th century and is typified by one or two-storey weatherboard or brick detached dwellings, whilst some more contemporary low-rise unit blocks also occur. Residential lot sizes are typically 500m^2, whilst smaller (300m^2) and larger (1200m^2) lots also occur. Larger properties situated to the south of Eden Street and Smith Street have direct frontage to the Macleay River.

Key housing characteristics include brick chimneys, verandas addressing the street, and, where located close to the river on flood prone land, houses are typically raised to address flooding concerns.

Residential interfaces to the street are characterised by wide grassy verges and typically properties are unfenced. However, where present, fences are generally sympathetic to dwelling character and heights are typically low, which provides strong visual connectivity between properties and the street.





















Cultural values

Kempsey's Aboriginal cultural values and landscape setting are celebrated through artwork including '*Corroboree Magic*', a mosaic made by the community on the Westpac Bank building and recently installed interpretive signage elements located within Kempsey Riverside Park that tell the dreamtime story of '*Dhulawang Girin*' and the Rainbow Serpent.

Other public artwork includes colourful Savages Lane artwork by Simon Chamberlain, a painted flood marker on Clyde Street by INDOtheArtist, painted murals on the amenities block in Riverside Park and a sculptural work located at the Skate Park entrance.

The early history of the settlement of Kempsey, including its maritime history are depicted through signage along the Maritime Heritage Trail depicts and historic markers located throughout the settlement.

Streetscape character

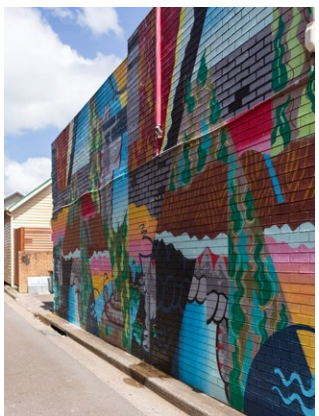
Streets are generally wide, with ample parking and wide grassy verges. Due to the flat topography, the town is easily accessible on foot and concrete footpaths are provided within the town centre as well as along many residential streets. On road cycle lanes are also provided along Macleay Valley Way, however do not extend through the town centre.

Public lighting is limited to standard road safety lighting and flood lighting to the playing fields and is in keeping with the town's character.

Except for mixed street tree plantings within the town centre, street trees are generally limited; however some significant plantings do exist including the avenue of Red Cedar (*Toona ciliata*) along Macleay Valley Way. As such, existing trees within private gardens and public open spaces (including carparks) are significant for their contribution to shade and amenity within Kempsey.









Public open space and recreation

Kempsey Riverside Park is situated on the banks of the Macleay River and is a popular destination in close proximity to the town centre. The park is a key community and event space and is home to the Kempsey Riverside Markets, which are held on the first Saturday of the month.

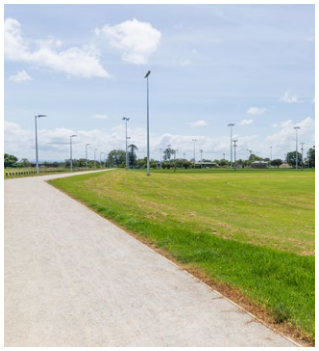
A concrete footpath extends from Kempsey Riverside Park east along the river to Forth Street, with connection to the town centre provided via a stair connection to the Kempsey RSL Club and Verge Street. North of Forth Street, no formal recreation infrastructure is provided along the riverfront, however informal access and use does occur, including overnight camping.

The lack of passive visual surveillance and limited access to the riverfront due to the level changes and prominence of built and service infrastructure along the river's edge (such as carparks with high fences and loading docks) contribute to CPTED issues.

The Verge and Eden Streets Sporting Complex comprises both the Verge Street and Eden Street Playing fields and provides for a variety of formal sports and has a deco path around its perimeter with exercise equipment located along its length. Masterplans have been prepared for both facilities to guide their future development.

Other formal sport and recreation facilities within Kempsey include the cricket grounds within Services Club Park, the Kempsey Shire Council Swimming Pool, Kempsey Skate Park (within Chappell Park) and the Kempsey Macleay RSL Bowling Club.



















Views and scenic amenity values

There are no formal scenic lookouts within Kempsey, and, as noted above, views towards the Macleay River from the town centre are restricted due to the change in levels and presence of flood levees, which act as physical and visual barriers.

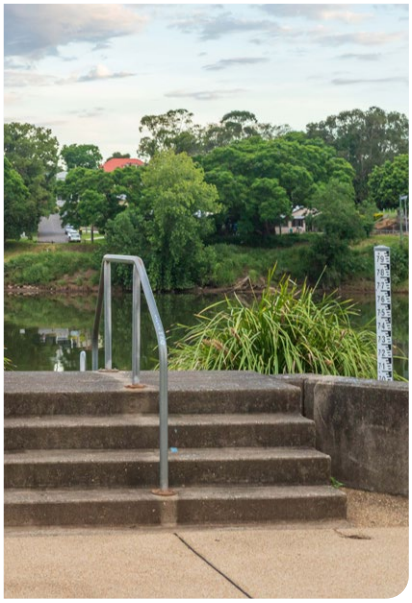
Despite this, there are several viewing opportunities towards key landscape features within the broader landscape that can be experienced from the town, including:

- Views from Riverside Park and the riverfront along the Macleay River
- Views west along Belgrave Street towards distant forested landscapes, including Double Head Mountain (1,055m AHD) and Flat Top Mountain within Willi Willi National Park
- Views southwest from Eden Street and the Eden Street Playing Fields towards distant forested landscapes, including Mount Banda Banda and Marowin Mountain within Willi Willi National Park

Other views towards the Macleay River, East Kempsey and the surrounding rural landscape also contribute positively to the landscape setting of Kempsey.









Our vision

Reinforce Kempsey's role as the key service centre of the shire whilst maintaining its rural town character. Continue to invest in improving the quality of the public realm and pedestrian amenity, including through enhanced shade provision and investment in the river's edge, for the benefit of the community and tourists alike.



We love:

- The walkability of our town centre
- That within a short walk, we have the unique opportunity to shop, to do business, to take in and appreciate the rural landscape, and to experience the majestic Macleay River
- Our transformation into a vibrant riverside town centre still connected with its past
- Our unassuming traffic and pedestrian bridge stretching over the beautiful Macleay River, connecting the CBD to East Kempsey, which forms the backdrop to Riverside Park
- The protection from the weather while we shop offered by the building-to-kerb awnings in our town centre.

We value:

- Our strong physical and emotional connection with the Macleay River
- The role of Riverside Park in our community – it is an important place where our whole community often comes together to connect and celebrate.

We will say no to:

- Development adjacent to the Macleay River which does not contribute to the public experience of the river by helping to make it an active and safe place.

Key issues:

- Flood hazards and risks
- CPTED issues associated with the river's edge
- Vacant commercial buildings within the town centre.

Our place planning priorities

- Promote accessibility, walkability and safe bike routes throughout Kempsey, particularly the town centre and along the Macleay River
- Protect and promote vistas from the town centre to the adjoining farmland and the Macleay River to enhance the unique experience
- Foster a vibrant town centre of diverse opportunity
- Promote and facilitate daytime and night-time activity within the town centre and along the banks of the Macleay River
- Enhance the user experience within the retail and commercial centre
- Enhance Riverside Park as a community gathering space which caters for a variety of community events
- Facilitate new development that is sympathetic to and preserves the existing character
- Ensure planning considers flood risk and builds flood resilience into all new development, including through the encouragement of flood immunity for commercial developments.

To achieve these priorities Council will:

- Continue to progressively deliver on the actions identified for Kempsey in Council's Pedestrian Access and Mobility Plan and the Kempsey Shire Bike Plan
- Ensure new development promotes accessibility and walkability, protects important vistas to farmland and the river, provides building-to-kerb awnings in the retail and commercial centre, and maintains the unique character of Kempsey
- Regularly review land-use zones to ensure that these allow for a variety of appropriate uses that contribute to the vibrancy of Kempsey, both during the day and night
- Commence investigations and planning for Riverside Park as a community event space, as well as a place to informally gather, relax and play
- Investigate and design ways to improve connectivity between the town centre and the Macleay River.

East Kempsey

East Kempsey is a relaxed residential community focused on a small heritage local centre. Situated on a series of low ridgelines and spurs, East Kempsey is bounded by the Macleay River to the west and Gills Bridge Creek and low-lying flood prone land associated with the East Kempsey Swamp to the south and east. These rural and natural landscapes contribute to its scenic and bucolic setting.

Located on Dunghutti Country, East Kempsey is located directly across the Macleay River from the town of Kempsey. East Kempsey has a population of around 1,400, however, due to the lack of available flood immune land, is anticipated to experience limited future residential growth pressure.















Locality character and key features

East Kempsey is primarily a residential community focused around a small heritage local centre located at the intersection of Lord Street (the old Pacific Highway) and Rudder Street, directly across the river from the main commercial centre of Kempsey. Access from the north is via the bridge crossing of the Macleay River, which provides vehicular and pedestrian connectivity to Kempsey, whilst access from the south is via Lachlan Street and South Kempsey. An alternative entry to East Kempsey is provided from the east via South West Rocks Road that connects to the settlements of Gladstone and South West Rocks.

The historic local centre, which contains the distinctive Chaddies' Newsagency and General Store and the old Kempsey Antiques and Collectables building ,has a distinctive character reflective of the early settlement of Kempsey and is located on sloping land above the river's edge. Remembrance Park, known colloquially as 'The Triangle', located at the heart of the local centre provides an attractive and vegetated setting for the local centre precinct, and contains the War Memorial and cenotaph. Despite the proximity of the centre to the Macleay River, the riverfront is largely inaccessible and undeveloped due to topographical constraints and private land ownership along portions.

Residential development surrounds the small local centre precinct, following an established grid that runs parallel to the Macleay River. This grid is interrupted by a large drainage corridor situated between Bissett Street and Sullivan Street that provides visual relief and contributes to the rural character of the locality.

Residential built form character

The age and typology of housing varies throughout East Kempsey, and includes a mixture of dwellings dating from early-late 19th century until the present day on lots between 500m^2 and 1200m^2. Larger lots also occur where terrain is challenging (such as within the Lord Street area where lots extend down to the river's edge) and on the outskirts of East Kempsey.

Residential buildings are generally one and two-storey weatherboard and brick detached dwellings, with brick chimneys and verandas addressing the street, whilst some low-rise apartment blocks are also located throughout East Kempsey. Whist more contemporary homes do exist, the materiality and scale of these dwellings is generally sympathetic to the heritage character of the area.

Residential interfaces to the street are characterised by wide grassy verges and low fences that provide strong visual connectivity between properties and the street. However, taller, more visually dominant fences are present along more trafficked road corridors.

1 The crossing of the Macleay River acts as a key gateway to East Kempsey when arriving from the north and Kempsey



2 Significant mature tree plantings on both sides of Lord Street and within parks reinforce the arrival experience



Chaddies' Newsagency and General Store is situated on the high side of Rudder Street and is a key landmark and focal point of the local centre precinct



3 A narrow pedestrian laneway provides connectivity between the local centre and Innes Street, upon which the Kempsey East Public School is located.



6 The historic local centre is surrounded by older residential development associated with the early settlement of Kempsey



7 Views to the River along Ferry Street are possible from the local centre precinct



8 The Lord Street residential area is situated on the ridgeline and contains more ostentatious dwellings

9 A minor gateway and arrival experience occurs at the crossing of Gills Bridge Creek. However, the signage says 'Kempsey' and not 'East Kempsey' so fails to reinforce the distinct identity of the area



10 Surrounding rural landscapes contribute to the character of East Kempsey



11 A pedestrian connection provides access to Kempsey, however is in poor condition and has low levels of visual surveillance



12 Rural land uses and a drainage line interrupt residential development and contribute to the character of the area



13 The rooflines of low-rise residential dwellings tend to step with and follow the natural terrain



4 Rudder Park has an exceptional landscape setting and contains mature trees that provide a high level of amenity

5 There is no clear distinction between the settlements of East Kempsey and South Kempsey

Legend

- Highway
- Key road
- Railway
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Scenic lookout
- Local commercial centre
- Community uses
- Lord Street residential area
- Pre-war residential area
- Post-war residential area
- Rural living area
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Forest and woodlands
- Parks & open spaces

Streetscape character

Streets within East Kempsey are generally wide and provide ample opportunities for informal parking. Verge widths vary and, due to the undulating topography, the locality is not as readily accessible as other parts of Kempsey. However, despite the hilly terrain, concrete footpaths are provided within the local centre and along several residential streets.

Public lighting is generally limited to standard road safety lighting throughout the local centre precinct and on key residential streets and is appropriate for the residential character of the locality.

With the exception of median street trees along Lord Street and Rudder Street, and a significant stand of Plane trees (*Platanus* sp.) near the park on Rudder Street, street trees are generally limited. As such, existing trees within public open spaces and parks, statuesque pines within the school grounds and trees within private gardens contribute significantly to the provision of shade and amenity within East Kempsey.

















Open space and recreation

Rudder Park, situated on the ridgeline above the Macleay River, is the key park within East Kempsey and provides panoramic views across the Macleay River, surrounding rural landscape and Kempsey. Remembrance Park at the heart of the historic centre functions as an outdoor event space and contains visually significant mature Gum trees (*Eucalypt* spp.).

Other parks include, Melville Park, located adjacent to the bridge connection to Kempsey, and two small recreation parks located on Rudder Street within the residential area on William Street.



Cultural values

There is limited public artwork within East Kempsey, however there is a small painted mural at the Kempsey East Public School, which acknowledges the school is located on Dunghutti land.

Formal planting including a 'Welcome' topiary hedge, flagpoles, the War Memorial and cenotaph within Remembrance Park, along with historic markers and interpretive signage within Rudder Park, represent the settlement's post-European history.









Views and scenic amenity values

Rudder Park Lookout provides panoramic and elevated views towards the Macleay River, the surrounding rural landscape and Kempsey and West Kempsey. Other key views include the view from Chaddies' Newsagency and General Store down Ferry Street towards the Macleay River.

Other available views towards the Macleay River and surrounding rural landscape, including wetlands and waterways associated with Gills Creek and Pola Creek from residential areas also contribute positively to the landscape setting of East Kempsey.

Our vision

Protect key view corridors within East Kempsey and its low-rise residential character and historic charm. Continue to improve accessibility and pedestrian amenity, including through enhanced connections and additional street tree plantings.

We love:

- Our views. To the west we can watch the Macleay River make its way down from our hinterland, to the north we see Mount Yarrahapinni and watch the Macleay River make its journey to the sea past farmland, and to the east we have sweeping views across the floodplains towards the coast
- Our historic village precinct and the local services it offers
- That within a short stroll we can be in the Kempsey town centre
- The heritage fabric that has endured, providing an important link to our past and contributing to our character
- That our built form follows the terrain, rising and falling with the natural contours.

We value:

- Our strong physical and emotional connection with the Macleay River
- Our relaxed suburban feel
- Our strong visual connection with the river, hinterland and coast.

We will say no to:

- Development that is inconsistent with the established residential character and density
- Development that is not sympathetic to our heritage values
- Development that does not step with the natural terrain
- Development that unreasonably impedes important view corridors.

Key issues:

- Undulating topography provides access challenges
- Crime Prevention Through Environmental Design (CPTED) issues associated with the river's edge and Rudder Park.

Our place planning priorities

- Protect and enhance important view corridors from East Kempsey to the river, hinterland and coast
- Promote accessibility, walkability and safe bike routes within East Kempsey and connections with the Kempsey town centre and South Kempsey local centre precinct
- Retain and enhance the leafy low-density suburban character
- Maintain and enhance preservation of heritage and character elements.

To achieve these priorities Council will:

- Ensure new development protects and takes advantage of important views
- Continue to progressively deliver on the actions identified for Kempsey in Council's Pedestrian Access Mobility Plan and the Kempsey Shire Bike Plan
- Retain the current land-use zonings, residential densities, and heritage listings
- Implement street tree planting as development occurs.

South Kempsey

South Kempsey is a small residential community and is the key industrial centre of the shire, situated on a series of undulating ridgelines on the southern bank of the Macleay River. The locality is bounded by the river to the north and by low-lying flood prone land to the east, while extensive forested areas, associated with Kalateenee State Forest, Maria National Park and Maria River State Forest, provide a pleasant backdrop to the south.

South Kempsey is located on Dunghutti Country, across the river from Kempsey and situated to the west of East Kempsey and has a population of around 2,300 people. Due to it's primary function as a mixed use and industrial centre, it is anticipated to experience limited residential growth pressure, however, is likely to provide potential for further industrial development.













Locality character and key features

South Kempsey is a residential community and key mixed use, industrial and economic centre, divided by the North Coast Railway, Macleay Valley Way (the old Pacific Highway) and Gills Bridge Creek. The key gateway to South Kempsey is experienced when arriving from the south off the Pacific Highway and travelling along Macleay Valley Way, upon which the Slim Dusty Centre and Tourist Information Centre are located. Macleay Valley Way becomes Lachlan Street, which runs through the mixed use precinct at the heart of the locality and provides connectivity to East Kempsey.

The sense of arrival into the more established part of South Kempsey is reinforced by tourism and community facilities located to the west of Macleay Valley Way, including the Dunghutti-Ngaku Aboriginal Art Gallery, and Kempsey Museum, which are key attractions.

The mixed use precinct is relatively small and comprises commercial development on both sides of Lachlan Street, and is currently dominated by automobile industries and uses, with limited retail. It is surrounded by residential development that follows an established grid that runs parallel to the Macleay River. Whilst the river forms the northern boundary of the settlement, the riverfront is largely inaccessible and undeveloped, which is attributed to the steep riverbank and privatisation of the river's edge.

As such, the character of South Kempsey is more heavily influenced by the large industrial and enterprise precincts. However, it is noted that South Kempsey is currently transitioning from its industrial past into a more contemporary mixed use centre, that will support greater housing diversity in close proximity to key services.

Residential built form character

The age and typology of housing varies and generally comprises one and two-storey weatherboard and brick detached dwellings, typically with verandas addressing the street on lots between 500m^2 and 2000m^2. Some new developments include townhouses and attached dwellings, providing more diversity in housing choice. Larger lots also occur where terrain is challenging (such as along the northern end of Lachlan Street where lots extend down to the river's edge) and where properties within South Kempsey transition into the rural landscape.

Low fences that correspond with the materiality of the associated dwelling are common, providing strong visual connectivity between properties and the street. However, taller, more visually obtrusive fences are present along more trafficked road corridors.

Streetscape character

Streets are generally wide and provide ample opportunities for informal parking. Verge widths vary and concrete footpaths are provided within the mixed use precinct as well as along several residential streets, providing connections between Lachlan Street and key community facilities. On-road bike lanes and formal parallel parking is provided to both sides of Lachlan Street within the mixed use precinct.

Public lighting is generally limited to standard road safety lighting throughout the mixed use precinct and on key residential streets, as well as flood lighting at the Jim Sterling Oval on Middleton Street.

Existing street trees contribute to the amenity of the streetscape in parts of South Kempsey, and include recent plantings to pedestrian safety traffic islands and the roundabout along Lachlan Street, a mature avenue of trees and clusters of *Eucalypt* spp. within the median along Middleton Street as well as some visually significant trees on Macquarie Street opposite Bloomfield Street Park and along the western boundary of the East Kempsey Cemetery. However, elsewhere street tree plantings are limited.

In addition, existing trees within public open spaces, private gardens and within riparian corridors and undeveloped parcels, also contribute to the amenity and vegetated character of South Kempsey.







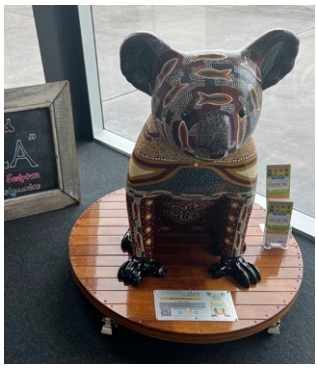




















Cultural values

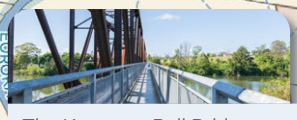
South Kempsey supports a significant Aboriginal residential community, which is reflected in the areas character, and further supported by key cultural facilities, such as the Aboriginal Community Centre and the Dunghutti-Ngaku Aboriginal Art Gallery, which, along with the Kempsey Museum, is located in an award winning building designed by architect Glen Murcutt.

Public artwork elements designed by local artists also express local Aboriginal culture and include artistic references to local flora, fauna and landscape features. This includes flagpoles at the roundabout on Lachlan Street and Middleton Street which include the words "*Yawayi. Dhanang, marrungga barriya dhitiyndha*" or "*Hello. You all be well in this Country*" in Dhungutti language, a mosaic within Gill Park, painted murals, and the hand painted koala sculpture 'Nulla', which is part of a large collection of sculptures located throughout the greater Port Macquarie, Taree, Kempsey and Coffs Harbour region.

The Slim Dusty Centre, Kempsey Museum and historic markers and interpretive signage represent the area's post-European history, whilst some older industrial buildings support local commercial operators and attractions, such as the Bucket Brewery, that contribute to the local character.

South Kempsey is also home to the historic East Kempsey Cemetery, which takes advantage of its elevated position and provides views across the surrounding countryside.

Macleay Valley Way, Crescent Head Road and Lachlan Street are part of Tourist Drive 12, whilst the Kempsey Rural Scenic Drive also passes through the locality, heading west on Gowings Hill Road



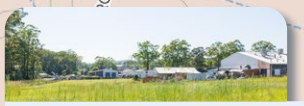
The Kempsey Rail Bridge provides pedestrian access to West Kempsey and scenic views of the Macleay River



The South Kempsey Corner Store is a key landmark within the village precinct, whilst residential lots also occur and break up the continuity of the commercial strip



The Dungutti Ngaru Art Gallery and Kempsey Museum are key cultural attractions located in South Kempsey Park



The large industrial precinct within South Kempsey includes the home of the well-renowned Akubra Hats



The Enterprise Precinct contains several tourist accommodation facilities and commercial developments that contribute to the character of South Kempsey and is an area in transition



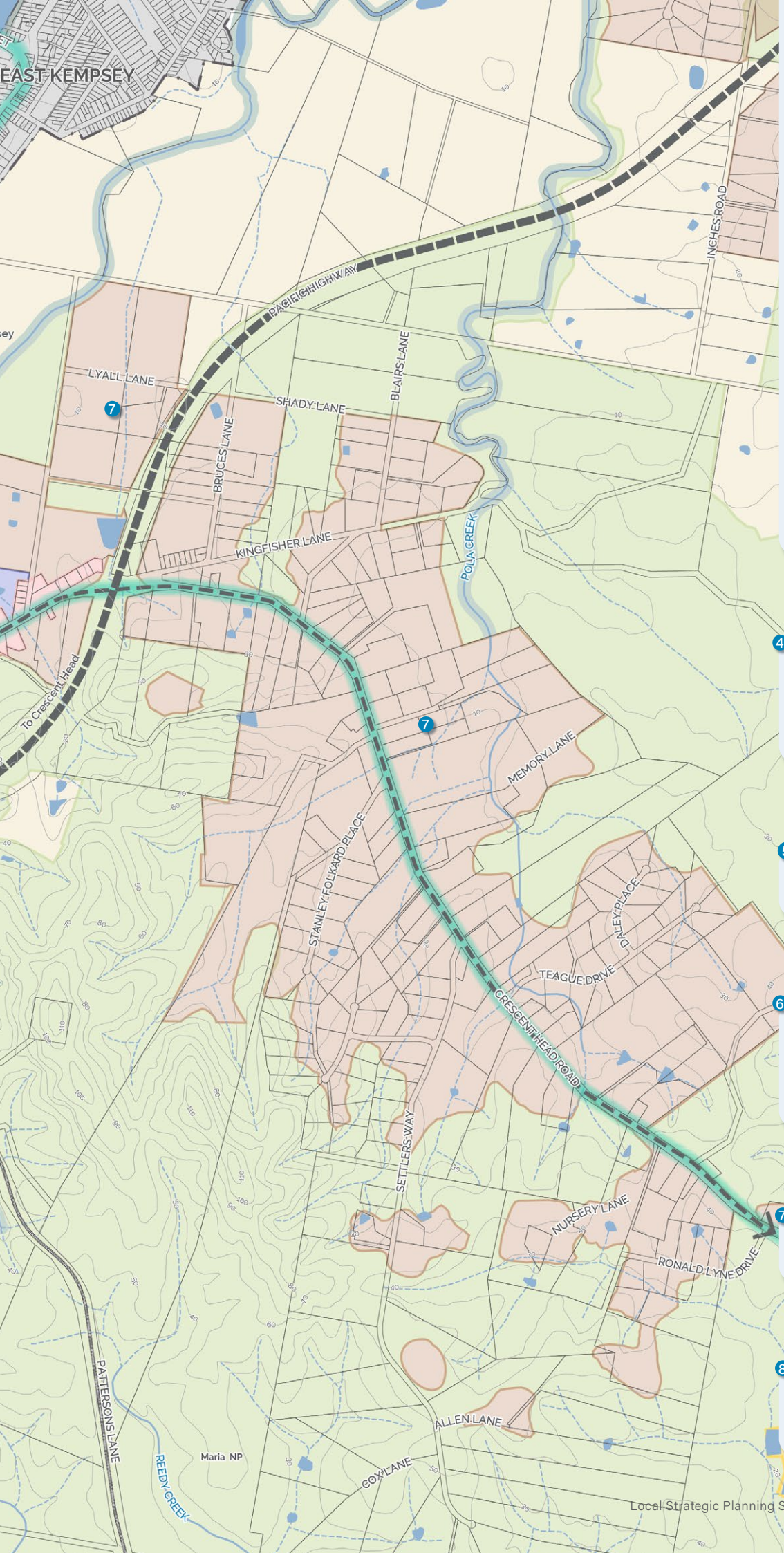
Undeveloped roadside finishes and limited street trees detract from the quality of arrival experience from the south



The Slim Dusty Centre and Tourist Information Centre is a key landmark located along Macleay Valley Way



The key gateway to South Kempsey is reinforced by the Slim Dusty Interchange which includes a large ornamental sculpture and landscaping





4 There is no clear distinction between South Kempsey and East Kempsey. However, the presence of the heritage-listed East Kempsey Cemetery (which is actually within South Kempsey) does provide some physical separation



5 A roundabout at the intersection of Lachlan Street and Middleton Street provides a gateway to the mixed use precinct



6 Vegetation associated with Gills Bridge Creek and crossing of the North Coast Railway provides a transition between the Enterprise Precinct and the more residential and community orientated parts of South Kempsey to the north



7 South Kempsey is surrounded by vegetated and rural landscapes that support rural lifestyle properties



8 Additional industrial development located south of the settlement, to the east of the Pacific Highway adjacent to the Kempsey South Service Centre

Public open space and recreation

South Kempsey Park is the key recreation park within South Kempsey and is located next to the Jim Sterling Oval, which is home to the Macleay Valley Eagles AFL Club and Macleay Valley Cricket Association. Tennis courts are located immediately to the west of the oval, however, they are currently in an unsuitable condition for use. Other recreation parks within the settlement include:

- A small reserve adjacent to the river on Druitt Street, which provides pedestrian connectivity to West Kempsey via the Kempsey Rail Bridge
- Queen Street Park which supports extensive vegetation and contains a basketball court, seating and a shade shelter
- Bloomfield Street Park which contains a small, dated playground and mature shade trees
- Andrew Pacey Park, a small park within a residential setting
- Gill Park, which contains mature shade trees and a historic grave site and is situated adjacent to Gills Bridge Creek.

Additional sport and recreation facilities within South Kempsey include Kempsey Golf Club, Kempsey Squash and Recreation Centre, Galactic Ten Pin, the PCYC, sports fields located at Kempsey South Public School and Melville High School and mountain bike trails are provided within Kalateene State Forest, with access to the trail network provided from Kempsey Golf Course, West End Road, South Street and Grass Tree Road.

A shared user path also provides an active transport connection between South Kempsey and rural residential development within Burnt Bridge to the west of the locality, along Gowlings Hill Road.























Views and scenic amenity values

While there are no formal lookouts scenic in South Kempsey, key views experienced throughout the settlement that contribute to its character and visual amenity, including:

- Views from the small reserve on Druitt Street adjacent to the Macleay River, towards the Heritage-listed Kempsey Railway Bridge, Macleay River and development associated with Kempsey and West Kempsey
- Views from residential areas towards the surrounding landscape, including wetlands and waterways associated with East Kempsey Swamp to the east, the Macleay River to the north and elevated and forested hills and mountains to the south and west
- Views from Macleay Valley Way towards Gills Bridge Creek and riparian landscapes.

Other filtered views towards the Macleay River and the surrounding rural and forested landscape also contribute positively to the landscape setting of South Kempsey.

Our vision

Protect South Kempsey's role as a key industrial centre for the shire, whilst also enabling a transition to mixed uses in response to land zoning changes and the provision of service infrastructure. Continue to improve accessibility and pedestrian amenity, including enhanced connection and additional shade provision through street tree plantings and maintain the areas rural character and vegetated setting.

We love:

- Being close to work, school and sporting opportunities
- The improvements since the highway bypass was completed.

We value:

- Our strong sense of community and culture
- The opportunities arising from our location as the gateway and entry point to Kempsey.

We will say no to:

- Development that does not maximise the economic potential of the business, enterprise and industrial zones
- Larger scale development within the residential zone that does not improve pedestrian connectivity and sense of place.

Key issues:

- Ongoing growth pressure and demand for more medium density development and smaller (400m^2) lot sizes
- Increasing numbers of visitors placing pressure on infrastructure and environmental assets
- Increasing issues regarding housing availability.

Our place planning priorities

- Capitalise on the opportunities provided by the diverse range and scale of land uses and services within South Kempsey
- Build a public realm framework, in partnership with the local Aboriginal community, to create spaces for formal and informal social connection
- Maximise opportunities for development of the South Kempsey Enterprise Precinct along the Macleay Valley Way
- Encourage renewal and development of the commercial area along Lachlan Street
- Improve social, economic and housing outcomes for the Aboriginal community
- Improve connections to West Kempsey and the Kempsey CBD.

To achieve these priorities Council will:

- Continue the implementation of the South Kempsey One Community, One Mob Plan, focusing on improvements to connectivity, open space and residential development opportunities as outlined in the plan
- Continue the implementation of essential water and sewer services to the South Kempsey Enterprise Precinct
- Investigate ways to encourage renewal and development of the Lachlan Street commercial area
- In partnership with the Dunghutti Local Aboriginal Land Council, investigate the opportunity to prepare a development delivery plan that includes South Kempsey.

West Kempsey

West Kempsey is a major suburban residential area with a defined commercial centre and heritage precinct, located on a series of undulating hills and ridgelines which run parallel to the Macleay River. The locality is bounded by the Macleay River to the west and low-lying plains that support grazing on modified pastures and wetlands to the east, which contribute to its pleasant setting.

Located on Dunghutti Country, West Kempsey is located immediately to the west of the town of Kempsey. West Kempsey has a population of around 5,000 and is anticipated to accommodate additional residential and commercial development in the short to medium term.













Locality character and key features

West Kempsey is a charming commercial centre and residential community separated from the main town centre of Kempsey by the North Coast Railway. The main connection between Kempsey and West Kempsey is provided via Belgrave Street, whilst Eden Street (which turns into Tozer Street) to the south and Second Lane to the north of the commercial centre also provide connections under or across the railway. Greenhill and the Upper Macleay Valley in the west are accessed via River Street, which follows the Macleay River along the western edge of the town.

Commercial, retail and community facilities are focused in the southern part of West Kempsey along Elbow Street (which functions as the high street), Tozer Street, Kemp Street and the southern end of Sea Street. Whilst parts of the streetscape are somewhat dated and present opportunities for enhancement, others have been recently upgraded. Overall, the centre presents as a functional, vibrant and cohesive precinct.

The commercial centre of West Kempsey is surrounded by a mix of residential development which follows an established grid that runs parallel to the Macleay River. Residential dwellings are interspersed with community facilities, several aged care facilities and public open space that generally correlates with overland flow paths and waterways, including the Kempsey Showground, which is a key landmark.

Despite its proximity to the commercial centre, the riverfront is largely inaccessible and undeveloped due to significant level changes and private land ownership along its banks.

Residential built form character

The age and typology of housing varies throughout West Kempsey and generally comprises one and two-storey weatherboard and brick detached dwellings on lots between 400m^2 and 2000m^2. More contemporary properties are typically one-storey brick or concrete render dwellings and have wide verges with fences that are set back from the road. Larger properties also occur where terrain is challenging (such as along the western edge of River Street where lots extend down to the river's edge) and on the outskirts of West Kempsey.

Within older parts of the town and near the commercial centre, low fences that correspond with the materiality of the associated residential dwelling are common, providing strong visual connectivity between residential properties and the street. However, fences are less common and often non-existent in other parts of the town and taller, more visually obtrusive fences, are present around large community and education facilities.

1 Larger lot housing and rural land uses within Greenhill contribute to it's unique identity and distinction from West Kempsey

A reserve and boat ramp is located at the southern end of Kemp Street

2 Newer residential development is located in the northern parts of West Kempsey

5 Tozer Street supports the commercial and retail functions and also contains key civic infrastructure



6 Kempsey Railway Bridge provides pedestrian access to South Kempsey



7 The Kempsey District Hospital is a key community facility located on River Street

8 The centre is easily accessible due to the relatively flat topography.

9 Undulating terrain throughout West Kempsey presents accessibility challenges



10 The northern side of Elbow Street contains several key community buildings, including the General Post Office, medical centre, the restored West Kempsey Hotel, Kempsey Police Station, Kempsey Court House (on Sea Street) and the Kempsey Library, many of which are heritage-listed.

Several tourist routes, including the Slim Dusty Way Scenic Drive, Bellbrook Scenic Drive and Kempsey Rural Scenic Drive pass through West Kempsey



3 Kempsey Community Garden is a key community facility located on Kemp Street



4 The railway forms a clear boundary between the localities of West Kempsey and Kempsey



5 Elbow Street functions as a high street, with commercial and retail development focused on the southern side of the street



11 Several churches contribute to the heritage character of West Kempsey

12 Due to low-rise residential dwellings and varied topography, views across the settlement and surrounding rural context are afforded from many locations

13 Due to private land ownership, elevation changes and vegetation, visual connectivity to the river is limited

0 250 500 750 m

Legend

- Key road
- Railway
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Scenic lookout
- Commercial centre
- Retail uses
- Community uses
- Late 19th/early 20th residential area
- Pre-war residential area
- Post-war residential area
- Post-war and later residential area
- Rural living area
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Forest and woodlands
- Parks & open spaces

Streetscape character

Streets are generally wide and provide ample opportunities for informal parking. Verge widths vary and concrete footpaths are provided within the commercial centre as well as along several residential streets.

Public lighting is generally limited to standard road safety lighting throughout the commercial centre and on key residential streets, as well as flood lighting to the Kempsey Showground and sports facilities.

Mature mixed street tree plantings are located along River Street, within the median in the commercial centre and along several residential streets. However, elsewhere street trees are often limited. As such, existing trees within public open spaces, private lots and adjacent to the river are significant for their contribution to the amenity and character of West Kempsey.





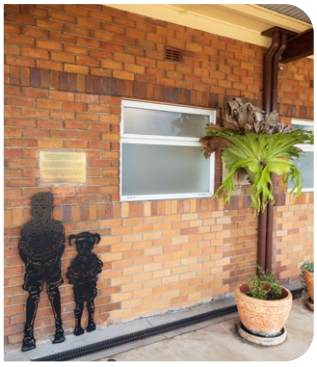












Cultural values

A memorial dedicated to the Stolen Generations and their descendants is located at Kempsey Railway Station, which is a significant location in the history of Aboriginal children being displaced throughout Australia.

Other public artwork elements include ground plane artworks embedded within the concrete footpaths at the approach to the Kempsey Railway Bridge, painted murals on the front of the West Kempsey Library and sculptures along Elbow Street celebrating the quirky mailboxes often seen on Australia's rural roadsides.

Public open space and recreation

The key open spaces within West Kempsey are the Kempsey Showground and the Kemp Street Sporting Complex (which has a masterplan to guide its future development). Additional recreation and sporting facilities include the West Kempsey Pump Track, Kempsey Tennis Centre, Kempsey Bowling Club, Kempsey Race Club, Ella Hennessey Playground, Mountain View Reserve, basketball and tennis courts on Marsh Street, and a public boat ramp and small picnic area located on the banks of the Macleay River.













Views and scenic amenity values

The Euroka Lookout is the only advertised scenic vantage point in West Kempsey. However, there is no signage or parking provided. More significant views of the Macleay River and rural hinterland are obtained from an informal area further north on River Street. Other key views within the settlement include:

- Views south towards surrounding forested ridgelines from the North Coast Railway Bridge
- Views from elevated residential areas of the surrounding rural landscape including wetlands and waterways associated with Christmas Creek to the north and the Macleay River to the south and west.

Other filtered views towards the Macleay River, hinterland and the surrounding rural landscape also contribute positively to the landscape setting of West Kempsey.

Our vision

Support West Kempsey's role as a key commercial and residential centre for the shire whilst celebrating and enhancing its heritage character. Continue to improve accessibility and pedestrian amenity within West Kempsey, including through enhanced connections between residential precincts and the commercial centre and additional shade provision through street tree plantings.

We love:

- Our suburban character
- The ready access to a range of services and shops nearby
- The heritage buildings in our shopping precincts.

We value:

- The well-defined, separate and distinct business and housing character
- Our housing affordability
- Our mountain and rural views across the Macleay River.

We will say no to:

- Higher density development forms which interrupt the suburban character of identified streets
- Development adjacent to the Kempsey District Hospital which does not enhance the function of the health precinct.

Key issues:

- Streetscape cohesiveness including roadside finishes and street tree planting
- Flooding in parts of West Kempsey
- Stormwater management.

Our place planning priorities

- Retain the suburban character
- Make the most of the hospital precinct
- Support the Elbow Street service and shopping precinct
- Enhance the pedestrian experience in the Elbow Street shopping precinct and hospital–TAFE precinct and facilitate safe bike connection.

To achieve these priorities Council will:

- Prepare a place precinct plan with the District Hospital and Kempsey TAFE campus as the focus
- Identify key areas of suburban character as areas of low or no change, while identifying areas suitable for infill development or redevelopment.

South West Rocks

Wuumung

South West Rocks is a large relaxed coastal town popular with residents and tourists, situated to the south of where the Macleay River meets Trial Bay. The town is surrounded by striking headlands, coastal cliffs, beautiful beaches, estuarine landscapes, arable floodplains and rolling and forested ridgelines.

Located on Dunghutti Country, approximately 36km northeast of Kempsey on the Macleay Valley Coast, South West Rocks has a population of around 4,600. Due to its idyllic coastal location, the town is anticipated to experience ongoing steady growth pressure and is expected to cater for the majority of projected growth within the Kempsey Shire until 2041.











Township character and key features

Centred on Gregory Street, South West Rocks is an important tourism destination and provides a gateway for those exploring the coastline and Arakoon National Park, including key destinations such as the historic Trial Bay Gaol and the Smoky Cape Lighthouse.

South West Rocks is comprised of several distinctive precincts with unique characteristics, including the historic town centre, older residential parts of the town north of Hill Street and more recent dispersed residential development separated by natural vegetation and floodplain landscapes. The suburb of Arakoon to the east of South West Rocks has its own distinctive forested character and contains residential and rural residential properties.

The town is bounded by natural landscapes including the Macleay River, Trial Bay and the Pacific Ocean, elevated landscapes associated with the Smoky Cape Range and low-lying floodplains supporting rural land uses. As such, vehicular access is limited to a single approach via South West Rocks Road and Gregory Street, with the crossing of Spencers Creek providing a natural gateway and transition from the surrounding rural countryside to the town.

The scenic coastline and environment is a major attraction, with key facilities and recreation opportunities provided within Horseshoe Bay Reserve (which is home to the iconic Horseshoe Bay Beach, Surf Live Saving Club, Holiday Park and Marine Rescue), the Saltwater Creek Foreshore, the South West Rocks Creek (Back Creek) Foreshore and within Arakoon National Park to the east of the town.

The commercial town centre is set back from the coastline behind Horseshoe Bay Reserve and is focused on Livingstone Street, Gregory Street, Prince of Wales Avenue (the high street), Paragon Avenue and Memorial Avenue. Commercial development is located on both sides of these streets, and Paragon Avenue acts as a thoroughfare, providing a key one-way vehicular connection into the town centre.

The town centre is well serviced by parking, including several larger carparks and ample on street parking, whilst recent streetscape upgrades to Prince of Wales Avenue and upgrades to the foreshore have improved the amenity of these streets.

Beyond the town centre, other dispersed commercial uses also occur throughout the town, particularly along Landsborough Street and Gregory Street. This includes the modern Rocks Central Shopping Centre and other smaller retailers set amongst private dwellings and accommodation facilities that service the local community.

Residential built form character

Residential development within South West Rocks is largely dispersed, with each area comprising its own unique character. Older dwellings tend to have a distinct coastal character and charm, and comprise a diverse mix of brick, weatherboard and fibro single, two and three-storey detached dwellings, unit blocks and medium density developments on lots between 260m^2 to 600m^2. Generally, the scale and siting of these older dwellings has respected the landscape setting and been visually unobtrusive. More contemporary and emerging residential developments are typically brick, weatherboard and cement rendered single and two-storey detached dwellings on 500m^2 lots, whilst some high-density and aged care living developments also exist. Properties are typically unfenced, however where present, fences are generally in keeping with the dwelling character.

Several larger commercial properties also provide accommodation options for tourists and contribute to the town's image as a holiday destination, including Horseshoe Bay Holiday Park, Trial Bay Campground and Ingenia Holidays South West Rocks.









Cultural values

South West Rock's Aboriginal cultural values are expressed through interpretive signage and artwork designed by local Dunghutti woman Nancy Pattison at Back Creek and interpretive signage that discusses the Dunghutti People and the significance of the landscapes, seascapes, flora and fauna of the coast.

Historic monuments, buildings and interpretative signage elements throughout the town such as Flagstaff and the signal station, the Boatman's Cottage (the Macleay Valley Coast Visitor Information Centre and Maritime Museum), The School of Arts Community Centre, Pacific Guest House, WWI memorial plaques along Memorial Avenue attest to the town's post-European and maritime history.









Streetscape character

Streets are generally wide, with ample parking and wide grassy verges. Due to the gently undulating topography, the town centre is generally easily accessible on foot, with concrete footpaths providing connectivity between the town centre, the foreshore and key civic infrastructure.

Public lighting is limited to standard road safety lighting and flood lighting at key public parks and facilities and is in keeping with the laid back coastal character of the town.

Street tree plantings are in some instances, very limited; however some formal street tree planting does occur including within recently developed areas. This typically comprises a diverse mix of species including Tuckeroo's (*Cupaniopsis anacardioides*) and *Callistemon* spp.

Mature Norfolk Island Pines (*Araucaria heterophylla*) and Canary Island Date Palms (*Phoenix canariensis*) are significant landmarks and reinforce the town's coastal character, which is further supported by well established gardens and views towards the forested ridgelines surrounding the town.









1 The popular South West Rocks Creek (Back Creek) Foreshore is located to the west of the town centre



A footbridge and fishing platform provides access to the creek for swimming and recreational activities as well as Back Beach which is also accessed via New Entrance Road

South West Rocks, Trial Bay and Point Brimer are located on Tourist Drive 12 and the South West Rocks Scenic Drive



2 Approaching the historic town centre, the distinction between older and newer areas is reinforced by significant vegetation

3 Horseshoe Bay Reserve is the key attraction within South West Rocks and is home to the iconic Horseshoe Bay Beach



4 Horseshoe Bay Holiday Park is located at Point Brimer on the foreshore



The Surf Life Saving Club is located at the mouth of Saltwater Creek



5 The Saltwater Creek Foreshore includes Brighton Park and Saltwater Creek, which flows along the northern extent of the town



A small footbridge crosses Saltwater Creek providing access to Front Beach

NEW ENTRANCE
Back Beach
Horseshoe Bay Holiday Park
Point Briner
Horseshoe Bay Beach
Horseshoe Bay Reserve
HORSESHOE COVE
Monument Point
SWR Surf Life Saving
Saltwater Creek Foreshore
Footbridge
SWR Creek Foreshore
Footbridge
SOUTH WEST ROCKS CREEK
Brighton Park
LANDSBOROUGH STREET
Boat Ramp
Ingenia Holidays South West Rocks
GORDON YOUNG DRIVE
SWR Country Club
HILL STREET
South West Rocks Public School
GILBERT COOPER STREET
South West Rocks Golf Course
Boat Ramp
Entrance Reserve
SOUTH WEST ROCKS
KEITH ANDREWS AVENUE
GREGORY STREET
BELL O'CONNOR STREET
SPENCERS CREEK ROAD
The Rocks Central Shopping Centre
Industrial Precinct
LINDSAY NOONAN DRIVE
FORD LANE
SPENCERS CREEK
JERSEYVILLE
BOYTERS LANE
BOOR FIELDS TRAIL
SOUTH WEST ROCKS ROAD
RAINBOW BEACH
PLUMMERS LANE


0
250
500
750 m
Legend
Key road
Scenic route
Visually significant ridgeline
Contours (10m)
Waterways
Drainage lines
Waterbodies
Key gateway
Landmark
Boat ramp
Scenic lookout
Tourism precinct
Town centre
Retail & commercial centre
Community uses
Riverine landscape & wetlands
Residential
Future residential area
Industrial uses
Rural lowlands
Forest and woodlands
Parks & open spaces
Sandy beaches and coastal dunes
Rocky coastal foreshore
Laggers Point
Trial Bay Goal
Boat Ramp
Trial Bay Beach
Trial Bay Lookout
Trial Bay Campground
The Gutter
Monument Hill
TRIAL BAY
Front Beach
Arakoon NP
Little Bay Picnic Area
LITTLE BAY
SALTWATER CREEK
PHILLIP DRIVE
CARDWELL STREET
ARAKOON
Saltwater Lagoon
Hat Head NP
Little Smoky
SOUTH PACIFIC OCEAN
GAP BEACH ROAD
ARAKOON ROAD
ATHENA PARADE
GAP ROAD
BULLOCKS QUARRY ROAD
LIGHTHOUSE ROAD
Gap Beach
Smoky Cape Range
Big Smoky
Captain Cook Lookout
Smoky Cape
Smoky Cape Lighthouse
The popular Trial Bay Campground is situated at the eastern end of Front Beach
The historic Trial Bay Goal and campground are situated at Laggers Point and are key tourism destinations
Hat Head and Arakoon national parks contain a plethora of nature-based outdoor recreation attractions
Smoky Cape, the Smoky Cape Lighthouse and Captain Cook Lookout are popular destinations, providing scenic views along the coastline

Public open space and recreation

The foreshore, ocean and beaches provide multiple recreation opportunities and are accessed by a network of recreational pathways and informal trails that provide a variety of opportunities to explore the coastline and offer scenic viewing opportunities across the coastal landscape setting. This includes a well maintained shared-user path that provides connectivity between South West Rocks and Arakoon.

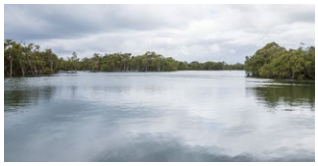
Due to its idyllic coastal location, surfing, fishing and boating are all popular activities within South West Rocks, with several boat ramps located throughout the area. There are also several international diving sites, including Fish Rock, located offshore. Fish Rock features one of the only 'dive-through' caves in Australia and is also an identified Hope Spot, in recognition of its high biodiversity values (Mission Blue, 2017).

In addition to the foreshore reserves, other key formal parks include Brighton Park on Landsborough Street and Entrance Reserve on the Macleay River.

Formal sport and recreation opportunities are provided within the South West Rocks Phillip Drive Sporting Complex, which includes the South West Rocks Country Club and the stadium, with additional sports fields located to the east of the South West Rocks Public School on Gregory Street. The South West Rocks Golf Course is a large and prominent open space that provides some visual relief for adjacent housing.











Views and scenic amenity values

Monument Point and two formal lookouts within the nearby Arakoon National Park provide exceptional viewing opportunities north and south along the coastline. Other key vantage points within South West Rocks provide views from:

- Point Briner towards Horseshoe Bay, Monument Point, Back Creek estuary and Back Beach
- The Saltwater Creek footbridge along Saltwater Creek towards Little Smoky and landscapes associated with the Smoky Cape Range
- Near the boat ramp on Back Creek towards Mount Yarrahappini
- Front Beach towards Monument Point, Laggers Point, Monument Hill, Little Smoky, Big Smoky, the Smoky Cape Range and distant elevated landscapes associated Mount Yarrahapinni and Scotts Mountain
- New Entrance Road and the coastal recreation trail to Back Beach, the Macleay River and coastal wetlands
- Back Creek footbridge and pathway towards Back Creek and the surrounding coastal vegetation including significant areas of mangrove forest
- Back Beach back towards South West Rocks and the backdrop of elevated and forested hills.

Other views towards vegetated ridgelines and forested areas throughout the town are also important for their contribution to it's coastal character. This is particularly evident within emerging residential areas near Saltwater Lagoon with views to Big Smoky, Little Smoky and the Smoky Cape Range.

In recognition of the significance of the striking coastal landscapes that surround South West Rocks, several areas are already protected on account of their scenic amenity value through their inclusion on the Scenic Protection Land Map, including:

- Low-lying vegetated and wetland areas adjacent to the Macleay River and Spencers Creek
- A small vegetated area adjacent to a tributary of Back Creek (noting that the holiday park has recently expanded into the area covered by the overlay)
- A small area associated with a local ridgeline that supports existing vegetation, some residential development and a local water reservoir
- A small area within Arakoon associated with elevated, vegetated areas that support some residential development.

However, a number of significant landscapes elements and features (Back Beach, Front Beach, coastal forests associated with Back Creek and Saltwater Creek, Saltwater Lagoon and unique geological formations) which contribute strongly to the setting of South West Rocks are not currently protected.

Development within South West Rocks rarely encroaches into the skyline above coastal vegetation, particularly when viewed from the coastline and beaches, and maintaining this balance between the built and natural landscape is considered a key management consideration.

Our vision

Maintain the picturesque coastal setting of South West Rocks, through the management of development height, scale and density and protection of significant vegetation and key scenic view corridors. Continue to improve the quality of the public realm and pedestrian amenity and seek to deliver street tree planting throughout residential areas to assist in unifying the character of the town.

We love:

- The walkability of our town, aided by the generally flat topography
- Easy access to beach, boating and sporting facilities
- Our beautiful natural environment
- The quiet, peaceful and relaxed nature of our town.

We value:

- Our maritime history
- The relaxed coastal village atmosphere
- The local economic opportunities provided by tourism.

We will say no to:

- Development that is inconsistent with the desired future character as expressed in the planning controls.

Key issues:

- Ongoing growth pressure and demand for more medium density development lot sizes
- Increasing numbers of visitors placing pressure on infrastructure and environmental assets
- Increasing issues regarding housing availability
- Streetscape cohesion between old and new residential development
- Accessibility issues in parts of the town
- Ageing 'iconic' Norfolk Island Pines (*Araucaria heterophylla*).

Our place planning priorities

- Prepare an overall plan for the growth and development of South West Rocks
- Maintain the coastal character of the Livingstone Street village precinct
- Protect, enhance and add to the natural and cultural environment to maintain the area as a tourism destination and a great place to live
- Promote active transport (e.g. walking and cycling) routes and linkages.

To achieve these priorities Council will:

- Prepare a structure plan for the entire South West Rocks area to guide development over the next 20 years
- Put in place planning controls for the Livingstone Street village precinct to allow for redevelopment at a scale compatible with its character
- Continue to progressively deliver on the actions identified for South West Rocks in Council's Pedestrian Access Mobility Plan and the Kempsey Shire Bike Plan.

Bellbrook

Wupu Manhatinuni

Bellbrook is a small rural village with rich Aboriginal and European significance, located in the Upper Macleay Valley. Situated high above the banks of the Macleay River on a ridgeline, the picturesque village is surrounded by scenic hinterland landscapes, including the culturally and visually significant Burrel Bulai (Barralbarayi/ Anderson's Sugarloaf Mountain).

Located on Thungutti Country, approximately 43km northwest of Kempsey, with a population of around 270, Bellbrook is anticipated to experience limited future growth pressure and will retain its quiet and peaceful rural character.















Rural village character and key features

Bellbrook is a small historic rural village within the Bellbrook Conservation Area centred on Main Street (Armidale Road), which is a scenic route and provides access to Kempsey and Willawarrin in the east. Considered the 'Gateway to the Gorge Country', Armidale Road also provides access to the Upper Macleay Valley and Armidale in the west.

The quiet and historic village character is reinforced by the limited and scattered nature of commercial development and community buildings on both sides of Main Street, which follows a ridgeline located to the north of the Macleay River.

The restored Bellbrook Hotel and Bellbrook School of Arts (Bellbrook Hall) are key landmarks, and these buildings, along with the Police Station, old Bellbrook General Store, Bellbrook Public School, St. Patrick's Catholic Church and St. James Anglican Church contribute to the villages early 20th century character.

This historic rural character is further reinforced by surrounding residential development that extends north on rising topography associated with Ngurra Mungan, and west along Main Street towards the Bellbrook Cemetery. Areas north of the Main Street are primarily accessed via Thungutti Drive, which also provides access to the Thungutti community located to the north on the banks of Nulla Nulla Creek.

Residential Built Form Character

Housing within the village typically comprises single-storey, early to mid-20th century weatherboard buildings on larger lots (1000m^2 to 2500m^2), many of which are constructed out of local timber milled in the area, referencing the village's colonial past. Some smaller lots (500m^2) and larger lot rural residential properties also occur throughout the village, with rural residential properties well setback from the road.

Despite its intact heritage character, there is some evidence of newly constructed single-storey contemporary weatherboard homes throughout the village and on its periphery.

Residential interfaces with the street are characterised by wide grassy verges. Where fences are present, fence materials and heights vary and are generally in keeping with the rural dwelling character. Mature trees and established gardens contribute to Bellbrook's vegetated character.

Bellbrook also acts as a small service centre for the Thungutti Community and nearby rural farmsteads, which contribute to the character of the surrounding rural landscape.



School of Arts hall holds community events and is a key local landmark

Whist signage is provided, there is no significant gateway or arrival moment into the village from the west.

Burrel Bulai and Long Gully are significant Aboriginal places listed under the National Parks and Wildlife Act 1974 (NSW) situated in close proximity to the village

Ngurra Mungan has immense cultural significance to the Thungutti People and contributes to the scenic forested backdrop of the village



Bellbrook Police Station contributes to the village's heritage character



Vehicle bridge crossing over Macleay River looking towards the village



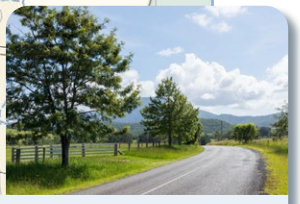
General Store at corner of Main Street and Ford Street (no longer operational)



The historical Bellbrook Hotel is located along Main Street and is a key landmark as you enter the village



C.W.A Park is located in the heart of the village and contains a large picnic shelter, small playground, barbeques and mature vegetation that contributes to Bellbrook's vegetated character



Crossing Nulla Nulla Creek and a formal avenue of mixed street trees contribute to the sense of arrival into Bellbrook from the east.

Legend

- Key road
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Commercial uses
- Residential uses
- Rural living
- Riverine landscape
- Upriver pastoral landscape
- Community uses
- Rural lowlands
- Forest and woodlands
- Parks & open spaces

Streetscape character

Whilst the gently sloping Main Street follows the ridgeline above the river bank, the layout of the rest of the village follows a more traditional grid pattern. This includes several unformed laneways, which provide access to residential lots and several other gazetted roads that are not currently utilised for access.

Streetscape character corresponds strongly with adjacent land uses, with semi-formal off-street parking provided adjacent to the Bellbrook Hotel, Bellbrook Public School and General Store and a short concrete footpath provided to the southern side of Main Street, between the Police Station and the school.

Public lighting within the rural village is limited and is considered to be in keeping with its quiet rural setting, with some standard road safety lighting located on Main Street.

Mixed street tree plantings within the village, including Silky Oaks (*Grevillea robusta*), *Callistemon* spp. *Melaleuca* spp. and *Eucalyptus* spp. are generally mature and setback, however, do not form continuous avenues. Mature trees within parks also contribute to the vegetated character of the settlement.

















Cultural values

Bellbrook's important Aboriginal cultural heritage values and landscape setting are celebrated through artwork, including painted totems, a bright mural titled 'Macleay River Dreaming' and a sculpture in memory of late Aboriginal elder and artist Auntie Ester Quinlan, 'Wupu Manhatinum' (travelling star).

Recently installed interpretive signage elements discuss the dreamtime story and significance of the prominent mountain Burrel Bulai, and local place names in Thungutti language, whilst cultural experiences are also facilitated by the Thungutti People and Thungutti Local Aboriginal Land Council.

Bellbrook's post-European history, including the nearby childhood home of Slim Dusty, is recognised through signage elements, the War Memorial and its recognition as the Bellbrook Conservation Area and a National Trust Registered Urban Village.

Open space and recreation

Formal recreation facilities within the village include the C.W.A Park on the corner of Main Street and Thungutti Drive and tennis courts on Main Street (noting these are not currently maintained). The Macleay River also supports a variety of recreational uses, with a paddle craft access point provided on Toose Road, however, there is no formal pedestrian connection between the river and the village.

There are several advertised walking trails within Bellbrook, including the Ngurra Mungan Cultural Walk and the historic Bellbrook Walk. Whilst nearby national parks and protected areas provide recreation opportunities, no access to formal bushwalking trails and lookouts is provided from Bellbrook.







Views and scenic amenity values

Within the village, there are no specific key view corridors or formal scenic lookouts, however there are a multitude of existing viewing opportunities towards Burrell Bulai and the surrounding vegetated hills that contribute strongly to the natural and bucolic landscape setting of Bellbrook. This includes views from the Ngurra Mungan Cultural Walk.

Whilst it is noted that the crossing of Nulla Nulla Creek contributes to a sense of arrival when approaching the village from the east along Armidale Road, and the Macleay River is a significant landscape feature with significant cultural value, there is limited visual connectivity to Nulla Nulla Creek and the Macleay River from the settlement (apart from views from the rear of the Bellbrook Hotel and from the existing bridge crossing over the river).

Despite the high scenic value, cultural and spiritual significance of the landscapes surrounding Bellbrook and the Thungutti Community (such as Burrel Bulai, other forested mountains and ridgelines, the Macleay River and Nulla Nulla Creek etc.), none of these landscapes are protected on account of their scenic amenity value. However, parts of the surrounded mountainous landscape, including Burrel Burrai, are protected within New England National Park and other nature reserves and State forests.













Our vision

Maintain and enhance Bellbrook's intact rural character, heritage and cultural values, including through the celebration of Thungutti culture and opportunities for appropriate nature-based and cultural tourism experiences.

We love:

- The uniqueness of our village
- Our beautiful and pristine natural setting, and our connection with the Macleay River
- That we are a heritage village with a 1950s feel.

We value:

- That it is a peaceful and tranquil place to live
- Our slower pace of life
- Our Aboriginal and non-Aboriginal cultures living harmoniously together
- Our natural environment.

We will say no to:

- Development that is inconsistent with Bellbrook's rural character and heritage values.

Key issues:

- Limited growth pressure
- No sewer connection
- Bushfire risk
- Water treatment
- Access during emergencies.

Our place planning priorities

- Retain the current extent of the village
- Maintain and enhance the rural character, heritage and culture.

To achieve these priorities Council will:

- Retain the existing village zone
- Review and update the planning controls to protect Bellbrook's landscape and character value
- Support appropriate cultural and eco-tourism opportunities within the area.

Willawarrin
Wilayi-Warran

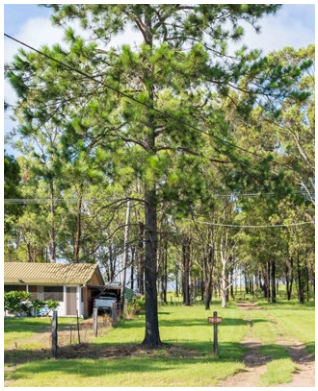
Willawarrin is a small, charming rural village nestled in the Upper Macleay Valley, situated on a gentle rise between the Macleay River and Hickeys Creek and surrounded by gently undulating farmland that gives way to picturesque grazed and forested hills.

Located on Thungutti Country, approximately 30km northwest of Kempsey, with a population of around 200, Willawarrin is anticipated to experience limited future growth pressure and will retain its quiet and peaceful rural character.















Rural village character and key features

Willawarrin is a small, quiet rural village centred on Main Street (Armidale Road), which is a scenic route and provides access to Kempsey in the east and to Bellbrook and the Upper Macleay Valley in the west.

The village core is characterised by commercial strip development on both sides of Main Street, interrupted by a drainage corridor that effectively divides Willawarrin into two distinct parts.

In the eastern part of the village core, the iconic two-storey heritage-listed Willawarrin Hotel and the picturesque St John's Catholic Church are key landmarks that reinforce the village gateway experience. Other key commercial and community buildings in the eastern part of the village include Willawarrin Public Hall and CWA building, both of which are also heritage-listed.

The western part of the village core contains the Willawarrin General Store and Post Office, Macleay Valley Rural Supplies, old St Thomas's Anglican Church, Willawarrin Memorial Park and heritage-listed War Memorial which contribute to the historic atmosphere of the village.

Converted residential dwellings, including the old bakery, St Thomas's Anglican Church and butcher's shop also contribute to Willawarrin's charming rural village character, which is further enhanced by more extensive residential development that extends west along Main Street towards the heritage-listed Willawarrin Public School.

Residential built form character

Housing within the village typically comprises single-storey, mid-20th century weatherboard buildings, on small (500m^2) and large (1000m^2) lots, many of which are constructed out of local timber milled in the area, referencing the village's timber-getting past.

Residential interfaces with the street are characterised by wide grassy verges and, where existing, low fences that afford a high level of visual permeability. Mature plantings and eclectic gardens within private lots contribute to the somewhat vegetated character of the settlement.

In addition to the more historic dwelling character buildings, some contemporary single-storey brick homes are also located throughout the village and on its periphery. This includes dwellings on larger rural lots, which are concentrated to the south of Main Street and are well set back from the road.

Despite the quiet and relatively undeveloped village character, Willawarrin also functions as a small service centre for nearby rural farmsteads, which contribute to the village's rural landscape setting and livelihood.



Willawarrin Public School and mature tree plantings are a key landmark in the western part of the village.

Whist signage is provided, there is no significant gateway or arrival moment into the village from the west.



The Willawarrin General Store and Post Office is an eclectic character building village and at the heart of the village



The Willawarrin Showground precinct has had recent upgrades and highlights the village's pastoral past



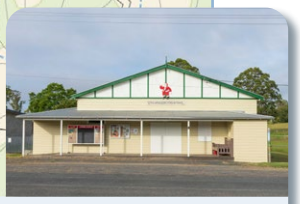
The multipurpose Willawarrin Sports Fields provide views across the surrounding rural landscape



Willawarrin Memorial Park is a small park and has a pleasant rural backdrop



The Willawarrin Hotel is a key landmark within the village



The Willawarrin Public Hall is a key community building and event space, facilitating yoga, art classes, community events and private functions.



St John's Catholic Church enhances the village's rural charm and is a key landmark within the village

Several scenic routes follow Armidale Road, including Slim Dusty Way Scenic Drive and Taylors Arm Scenic Drive

HICKEYS CREEK

MUNGAY CREEK

HICKEYS CREEK

To Bellbrook

ARMIDALE ROAD

Willawarrin Public School & Library

MAIN STREET

WILLAWARRIN

General Store & Post Office

Willawarrin Memorial Park

Willawarrin Public Hall

Willawarrin Hotel

Sports Fields

St John's Catholic Church

Willawarrin Showground

MUNGAY CREEK ROAD

MACLEAY RIVER

ARMIDALE ROAD

TOOROOKA

To Kempsey

0 250 500 750 m

Legend

- Key road
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Village precinct
- Riverine landscape
- Upriver pastoral landscape
- Community uses
- Rural lowlands
- Forest and woodlands
- Parks & open spaces

Streetscape character

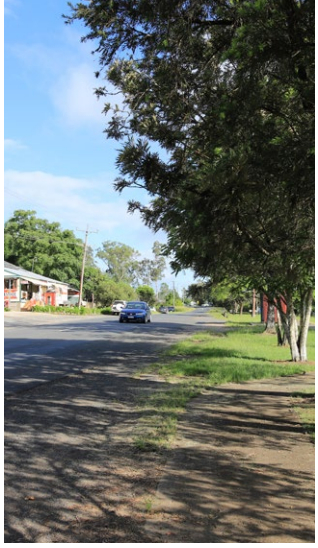
Due to the gentle topography, the village is easily accessible on foot, whilst the streetscape character corresponds strongly to adjacent land uses and has a strong country village character.

Semi-formal off-street parking is provided adjacent to the Willawarrin Hotel, General Store and Post Office, school and the old butcher's shop, whilst a concrete footpath is provided to parts of the northern side of Main Street.

Public lighting is limited to standard road safety lighting throughout the village and flood lighting within the Willawarrin Showground precinct, and is in keeping with the rural context.

Mixed street tree plantings are generally mature, however are not continuous along the length of Main Street and are generally lacking from the eastern part of the village.

















Cultural values

Willawarrin's Aboriginal cultural values and landscape setting are celebrated through artwork including the painted totems on Main Street and a painted mural at the school that depicts the natural landscape features and local fauna found in the area. Recently installed signage within the showgrounds discusses the Thungutti People and local place names in Thungutti language.

The village's post-European settlement, including its timber-getting and dairying history are also represented through heritage trail markers, the War Memorial located on Main Street and a historic landmark within the showgrounds. The Historic Society Inc. also promotes a self-guided walking tour throughout the village.

Open space and recreation

Key public open spaces include the Willawarrin Showgrounds, Willawarrin Sports Fields and Willawarrin Memorial Park. The Willawarrin Showground precinct is located to the south of Main Street and is an important community facility and event space, whilst Willawarrin Memorial Park is a small park opposite the General Store and Post Office that is home to the War Memorial. The nearby Collombatti State Forest also provides opportunities for picnicking, bushwalking and nature appreciation.







Views and scenic amenity values

There are no specific key view corridors within the village, however existing viewing opportunities towards the surrounding rolling vegetated and pastoral hills should be celebrated.

Whilst it is noted that the crossing of Hickeys Creek contributes to a sense of arrival when approaching the village from the east along Armidale Road, there is otherwise limited visual connectivity to Hickeys Creek and the Macleay River.

Our vision

Retain the rural and low-rise character of Willawarrin. Seek to implement streetscape and urban design enhancements that will enhance physical and visual connectivity and improve the amenity of the village.

We love:

- That we are a country village with large rural lots
- The peace and quiet
- Our great views and beautiful area
- The wildlife.

We value:

- Our great community spirit
- Our connectedness with each other.

We will say no to:

- Small lot rural subdivision and any development that significantly increases densities.

Key issues:

- Limited growth pressure
- No sewer connection
- Bushfire risk
- Water treatment.

Our place planning priorities

- Retain the established character and dispersed nature of the village.

To achieve these priorities Council will:

- Retain the existing lot size and zoning.

Stuarts Point

Stuarts Point is a quiet coastal village situated on low-lying land on the banks of the pristine Macleay Arm. Sheltered from the ocean beach by a narrow sandy spit, the village is surrounded by scenic forested hills and coastal landscapes that support nature conservation, nature-based recreation and agricultural uses.

Located on Dunghutti Country, approximately 32km northeast of Kempsey, with a population of around 750, Stuarts Point is anticipated to experience future residential growth (subject to the provision of infrastructure and services).

















Coastal village character and key features

Stuarts Point is a compact coastal village centred on Ocean Avenue on the edge of the Macleay Arm with a laid back and forested character. The village is accessed via Stuarts Point Road, which provides access to Kempsey in the west and Grassy Head Road, which provides access the Stuarts Point Convention Centre, Grassy Head, Scotts Head and the scenic Yarriabini National Park in the north.

The village is focused around the intersection of Ocean Avenue, Marine Parade and Banksia Street, with the Stuarts Point Foreshore Reserve and Holiday Park acting as the key attractor. This key node is reinforced by commercial development and key community infrastructure including the Stuarts Point Community Hall, Yarrahapinni Community House, library, War Memorial and tennis courts, whilst the Stuarts Point Public School and Stuarts Point Oval are located to the north of the village centre.

Other isolated commercial and community uses including the Stuarts Point Workers' Recreation and Bowls Club also occur throughout the village, set amongst residential development which is located to the north and south of Ocean Avenue. Large areas of undeveloped private land surrounding the village and an area of undeveloped industrial land at the village entrance contribute to the forested coastal landscape setting and visual amenity of Stuarts Point.

Residential built form character

Housing within the village typically comprises one and two-storey coastal shacks, holiday homes and permanent dwellings on lots between 600m^2 to 1200m^2, though some large lots around 2000m^2 also occur along Ocean Avenue. Throughout the village, some vacant and undeveloped lots also exist, which reflects its quieter character compared to other coastal villages in the Kempsey Shire.

The age of housing stock varies, with a distinct juxtaposition of old and new dwellings constructed of weatherboard, fibro, brick and, more recently, cement render. Both older and newer two-storey dwellings tend to have balconies overlooking the street.

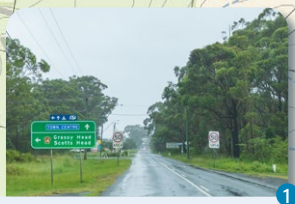
Residential interfaces with the street are characterised by wide grassy verges and generally fences are absent, however, where fences are present, they are typically low and afford a high level of visual permeability to the street.

In addition to residential properties within the village, Stuarts Point also acts as a small service centre for rural residential properties surrounding the village, along with the small settlement of Fishermans Reach located to the south of the village.



The Yarrahapinni Hotel is a key landmark as you enter the village

Tourist Drive 14 includes Stuarts Point and provides picturesque views of beaches, forests and countryside



Tourism signage and the surrounding coastal forests contribute to a relaxed coastal entrance into the village



Surrounding coastal forests provide a high level of visual amenity and contribute to the forested village setting



Approaching the village from the south along Fishermans Reach Road and the small community of Fishermans Reach



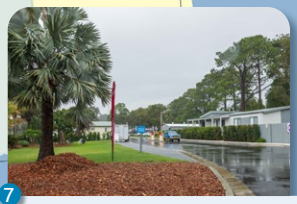
Stuarts Point Beach is accessed via a short walk through coastal vegetation



A small collection of commercial stores reinforce the village centre



The Stuarts Point Foreshore Reserve situated on the banks of the Macleay Arm is key attractor of the village



The Stuarts Point Holiday Park runs along the foreshore and provides short term and holiday accommodation for a large number of visitors to the village

Legend

- Key road
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- River access point
- Village precinct
- Tourism precinct
- Residential area
- Future residential area
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Community uses
- Forest and woodlands
- Parks & open spaces
- Sandy beaches and coastal dunes

Streetscape character

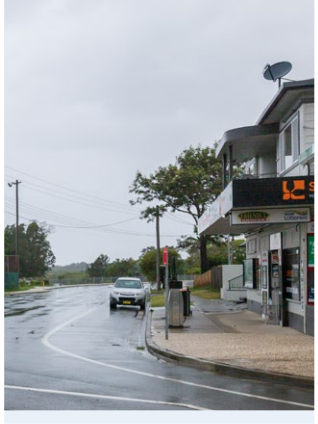
Due to the generally flat topography, the village is easily accessible on foot and concrete footpaths provide access between the village centre, school and Joe Donovan Sporting Complex.

The streetscape character corresponds strongly to the adjacent land uses and reflects the low-key coastal setting of the village. Several formal carparks are provided outside key commercial and community facilities, including within Stuarts Point Foreshore (which provides boat trailer parking) whilst ample parallel on-street parking is available.

Public lighting is limited to standard road safety lighting throughout the village and flood lighting within the Joe Donovan Sporting Complex and is respectful of the village's sensitive coastal settlement.

Street tree plantings are somewhat limited and sporadic; however some formal street tree planting is located along Ocean Avenue and within residential areas to the north. This typically includes a diverse mix of species including Tuckeroos (*Cupaniopsis anacardioides*), Poincianas (*Delonix regia*), *Grevillea* sp. and *Callistemon* sp.

The surrounding forested landscape, mature trees within parks and reserves and garden 'escapees' contribute significantly to the laid back, vegetated coastal character of the village.












Cultural values

There are no public artwork elements within Stuarts Point, however, interpretive signage elements located within Stuart Point Foreshore Reserve discuss the dreamtime story of how Yarrahapinni Mountain was created as well as the history of European settlement at Stuarts Point. The War Memorial, flag pole and several iconic Norfolk Island Pines (*Araucaria heterophylla*) are also key local landmarks.

Open space and recreation

Stuarts Point Foreshore Reserve is the key open space within Stuarts Point and has recently been upgraded, which included new playground equipment and the provision of more accessible pedestrian connections to the village core. Formal sport and recreation facilities include the Joe Donovan Sporting Complex and the tennis courts.

The Macleay Arm provides for a variety of water-based recreation activities, including swimming, kayaking, stand-up paddle boarding, sailing, fishing and boating, whilst the unpatrolled Stuarts Point Beach is accessed via a 1.5km return walk across the Macleay Arm footbridge and through coastal vegetation or via 4WD from Grassy Head.

Several easy walking trails are advertised within Stuarts Point and additional nature-based recreation opportunities are provided within the nearby Fishermans Bend Nature Reserve, Yarrahapinni Wetlands National Park and Yarriabini National Park.








Views and scenic amenity values

Whilst there are no formal lookouts within Stuarts Point, several locations afford spectacular views over the surrounding landscape and towards key landscape features, including views from:

- The footbridge and wharf, north and south along the Macleay Arm
- The small beach to the east of the footbridge north towards Scotts Mountain, Cooks Knob and Middle Head Ridge
- The recently installed fishing platform towards the Macleay Arm
- The small park at the corner of Marine Parade and Kimpton Street towards the Macleay Arm and Grassy Head
- Along the foreshore towards the Macleay Arm.

Other key views within the village that contribute strongly to its setting include:

- Views west, particularly along Ocean Street towards Mount Yarrahapinni and the Macleay Hills
- Views into the adjacent coastal forest landscape (particularly from Second Avenue).

Despite the high scenic value and cultural connection to the landscapes surrounding Stuarts Point, none of these landscapes are protected on account of their scenic amenity value.













Our vision

Maintain the quiet, low-rise coastal character of Stuarts Point, particularly through the management of future development height, scale and density and protection of visually significant vegetation. Continue to invest in improving the quality of the public realm, pedestrian amenity and street tree provision.

We love:

- That it is a small area which means residents can walk and ride everywhere
- Our natural environment – where the mountain meets the sea
- How close we are to great beaches
- That we are a small community
- Our rural setting.

We value:

- Our relaxed coastal lifestyle
- Our community spirit and village atmosphere
- Our natural environment.

We will say no to:

- Development which is proposed to occur without the necessary infrastructure and services needed to support it
- Development that is inconsistent with the unique coastal character of the village.

Key issues:

- No sewer connection
- Water table levels during wet periods.

Our place planning priorities

- Facilitate orderly development in the residentially zoned areas around the village as servicing and infrastructure become available
- Retain the unique coastal village character.

To achieve these priorities Council will:

- Prepare a structure plan for Stuarts Point to guide development into the future
- Review and update the planning controls to protect Stuart Point's landscape and character value.

Hat Head

Hat Head is a peaceful coastal hamlet located within a stunning diverse natural landscape. The village is nestled below Hat Hill at the mouth of Korogoro Creek, sheltered from the ocean beach by a narrow bar of sand and surrounded by scenic rolling and forested hills, coastal dunes and wetlands.

Located on Dunghutti Country, approximately 33km east of Kempsey on the Macleay Valley Coast, south of the significant coastal town of South West Rocks, with a population of around 300, Hat Head is anticipated to experience minimal future growth due to the limited availability of suitable land and lack of services and infrastructure.















Coastal village character and key features

Hat Head is a quiet coastal hamlet encircled by Hat Head National Park and the Pacific Ocean. The small village is accessed via Hat Head Road, which is part of Hat Head Scenic Drive and provides access to South West Rocks, Frederickton, Smithtown and Kempsey via South West Rocks Road. The surrounding natural and landscape setting provides a pleasant and forested 'journey' into the small village along Hat Head Road and contributes to its sense of seclusion.

Situated on Korogoro Creek, which effectively divides the settlement into two parts, the majority of the development is situated on a long and narrow spit between the Korogoro Creek and Connors Beach and centred on Straight Street, which provides access to the Hat Head Holiday Park, Hat Head Surf Life Saving Club and Hat Head Bowling Club at the eastern most end of the village.

Hat Head does not contain a distinct village core and commercial properties are dispersed throughout the northern part of the village, occurring primarily along the southern side of Straight Street. The limited nature of commercial development within the village contributes to Hat Head's laid back and quiet beachside residential community and 'coastal holiday village' character.

Some additional residential and rural properties are located to the south of Korogoro Creek, nestled into the foothills of Hat Hill and surrounded by visually significant coastal vegetation that contributes to the village's natural landscape setting and provides plentiful opportunities for nature-based recreation.

Residential built form character

Housing within the village typically comprises one and two-storey beachside shacks, holiday homes and permanent dwellings constructed of weatherboard, fibro and brick and, more recently, cement render and timber battens on small (500m^2) to larger (1300m^2) lots. Some rural properties also occur to the south of Korogoro Creek.

Residential interfaces with the street are characterised by wide grassy verges and many lots have dual access, provided via both formed roads and unformed roads. Fencing is often non-existent, however, where present, the materiality and heights vary and are generally in keeping with the dwelling character.

Throughout Hat Head there are also large areas of undeveloped and unsubdivided private land, that may support future medium to long term residential development. These areas are currently heavily forested and contribute to the coastal setting and visual amenity of the village.



Scenic coastal landscapes experienced on the Hat Head Scenic Drive and approach to the coastal village

Crossing Korogoro Creek contributes to the arrival experience into the village

Hat Head and the Hungry Head Rest Area to the south are destinations on the local Hat Head Scenic Drive



The charming Hat Head Village Church is located in the west of the village



The small Hat Head Library located on Mason Street is a key community facility and contributes to the coastal character



Hat Head Topshop is located on the corner of Straight Street and Fern Street



Hat Head General Store is on the corner of Straight Street and Vine Street



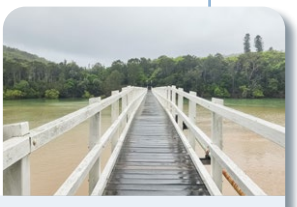
The Hat Head Surf Life Saving Club has a traditional coastal building character



Hat Head Bowls Club is a key community facility within the village



Hat Head Holiday Park is a popular holiday destination and is surrounded by Korogoro Creek and coastal landscapes



A distinctive footbridge provides pedestrian and cyclist connectivity across Korogoro Creek



0 250 500 750 m

Legend

- Key road
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Creek access point
- Tourism precinct
- Residential area
- Rural living
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Forest and woodlands
- Parks & open spaces
- Sandy beaches and coastal dunes
- Rocky coastal foreshore

Streetscape character

Due to the generally flat topography, the village is easily accessible, and a continuous concrete footpath is provided on the southern side of Straight Street, providing connectivity between residential streets, commercial developments and key community facilities and the Hat Head Holiday Park.

The streetscape character corresponds strongly with adjacent land uses, with formal carparks provided at the Hat Head Bowling and Recreation Club, the General Store and Hat Head Topshop and within the Hat Head Holiday Park.

Public lighting is limited to standard road safety lighting throughout the village in keeping with its sensitive coastal setting.

Street tree plantings are somewhat limited and sporadic; however some formal street tree planting is present along Straight Street, comprising a diverse mix of species including *Melaleuca* spp. and *Banksia* spp. Within Hat Head Holiday Park, there is good canopy coverage including several iconic Norfolk Island Pines (*Araucaria heterophylla*). The surrounding natural and vegetated landscape and private gardens further contribute to the leafy and coastal vegetated character of Hat Head.















Cultural values

There are no public artwork elements within Hat Head, however, interpretive signage elements are located within Hat Head Holiday Park at the northern entry to the footbridge over Korogoro Creek and along Gap Road at the edge of Korogoro Creek. There is also artwork on a private garage referencing both Aboriginal cultural values and surf culture.

Open space and recreation

Hat Head Reserve is the key open space within Hat Head and provides access to Hat Head Beach and Korogoro Creek, which provide opportunities for a variety of water-based recreation activities for visitors and tourists alike.

Several recreational trails are provided within Hat Head National Park that are accessed from the carpark and trail head located at Hat Head Gap. An easy 5km loop of the village is also possible by crossing the footbridge and following the informal recreation trail along Korogoro Creek (which is also bicycle friendly) and returning to the village along Connors Beach.

Formal sport and recreation facilities include the Hat Head Reserve and tennis courts, Madang Gurung Park, an informal picnic area at the entrance to the village, an informal park and parking area on Kinchela Street, the Hat Head Bowling and Recreation Club and facilities within Hat Head Holiday Park.

Public boat ramps are located at the entrance to the village on the corner of Hat Head Road and Gap Road.













Views and Scenic Amenity Values

Whilst there are no formal scenic lookouts within Hat Head, there is a formal lookout within Hat Head National Park south of the village near Hungry Gate Campground, Kinchela Trig Lookout. In addition, there are several locations that afford spectacular views over the surrounding landscape and towards key landscape features, including views:

- Towards Korogoro Creek and the surrounding vegetated hills from the footbridge on Korogoro Creek
- Along the beach towards Hat Hill and Korogoro Point in the east and Smoky Cape in the north
- Towards Hat Head, coastal cliffs and the ocean from Hat Head Gap and Gap Beach
- Towards the coastline from walking tracks
- From the village, including Gap Road, Creek Street and Ward Street towards Korogoro Creek.

In recognition of the high scenic value and cultural connection to the landscapes surrounding Hat Head, the DCP includes a number of provisions detailed provisions and development requirements, including the requirement to protect the existing character and scenic amenity value of Hat Head - that applies to all development on land within Zone RU5.However, none of these landscapes are included on the Scenic Protection Land Map.

It is noted though, that a large proportion of the landscape surrounding the village, including Hat Hill, O'Connors Hill, Hungry Hill, Hat Head and Korogoro Point are protected within Hat Head National Park.









Our vision

Maintain the quiet, low-rise coastal character of Hat Head by protecting the surrounding scenic landscapes and supporting opportunities for low impact nature-based tourism and recreation activities.

We love:

- Our natural environment
- That the bush, beaches and creek are all at our doorstep
- Our sense of isolation and lack of urbanisation
- Our simplicity – a low key and quiet beachside community.

We value:

- Our village atmosphere and laid-back, family
- Our community spirit
- Tourism.

We will say no to:

- Development that exceeds the densities nominated in the local planning controls
- Development that has not considered and appropriately responded to natural hazards.

Key issues:

- Limited sewer capacity
- Access issues during flood events.

Our place planning priorities

- Maintain residential densities at a level within the capacity of the sewerage service
- Protect the sensitive coastal and estuarine environments
- Continue to improve our understanding of the dynamics of the coastal environments and effects on the village.

To achieve these priorities Council will:

- Implement planning controls to limit residential densities to suitable levels, consistent with the local sewerage treatment capacity
- Review and update planning controls to protect Hat Head's scenic amenity and character
- Prepare and implement coastal and estuary programs for the area and incorporate these into the planning controls as needed.

Crescent Head

Crescent Head is a relaxed coastal village situated on the gently sloping foothills of Big Nobby to the south of Killlick Creek. It is renowned for its world class surf break, striking headland and coastal cliffs, beautiful beaches and attractive natural backdrop of forested ridgelines and hills.

Located on Dunghutti Country approximately 21km southeast of Kempsey on the Macleay Valley Coast, with a population of around 1,500, Crescent Head is anticipated to experience ongoing steady growth pressure due to its idyllic coastal location and popularity as a holiday destination.

















Coastal village character and key features

Crescent Head is a vibrant yet relaxed coastal village and popular tourism and iconic surfing destination, that also acts as a gateway and service centre for those exploring the scenic Point Plomer Coastline to the south. The village is surrounded by natural and rural landscapes that are experienced along key approaches to the village via Crescent Head Road, which provides access to Kempsey, and Loftus Road that provides connectivity to the settlements of Gladstone, Smithtown and South West Rocks to the north.

Situated to the south of Killick Creek estuary on the foothills of Big Nobby, Crescent Head is surrounded by striking coastal landscapes. The foreshore, ocean, beach and estuary and ocean front caravan park are key attractors and are accessed via Reserve Road, whilst the village centre is set back from the coastline.

Commercial development extends along the southern side of Main Street and Rankine Street, between Hill Street and Scott Street and recent streetscape upgrades have improved the amenity and accessibility of the eastern part of the village centre. Other dispersed commercial uses also occur throughout the village, particularly along Pacific Street where they are set amongst residential dwellings and short-stay accommodation facilities.

The village centre is surrounded by residential development that rises up the side of Big Nobby and follows the meandering sweep of the headland. Elevated properties overlook the centre and provide expansive views across the village towards the coastline and ocean.

Residential built form character

Within the lower lying parts of the village, housing comprises a diverse mix of older brick, weatherboard and fibro single and two-storey detached dwellings, unit blocks and more contemporary medium density developments. Several larger commercial properties also provide accommodation options for tourists.

On the hillslopes and ridgeline, residential dwellings of up to three storeys that are generally visually unobtrusive capitalise on panoramic views afforded by their elevated location. Throughout this area, many private homes are advertised as boutique holiday rentals.

Residential interfaces with the street are characterised by wide grassy verges and fencing is often non-existent, however where present, the materiality and heights are generally in keeping with the dwelling character.

Lot sizes in the village are typically between 500m^2 to 1000m^2, however larger lots do occur and rural residential properties are located in close proximity to the village, particularly near Dhalkunggayi Hill (Dulkoonghi Hill).



Views towards scenic coastal landscapes, including views south towards Kiluke Mountain experienced on Scenic Drive 12 and the approach to the village, contribute to arrival experience into Crescent Head

All the roads leading into and out of Crescent Head, along with the village itself, are part of Tourist Drive 12

The Crescent Head Public School and playing fields contribute to an indistinctive arrival from the west



The caravan park is situated in a prime location on the edge of the scenic Killick Creek Estuary and ocean



Norfolk Island Pines are a key feature of the foreshore and contribute to the coastal character of the village



The Crescent Head Tavern, Crescent Head Country Club and small open space 'Pacific Court' provide a focal point at the heart of the village centre



The contemporary Surf Life Saving Club is situated in a prominent position on the foreshore overlooking the ocean



The footbridge that crosses Killick Creek Estuary is an iconic feature of Crescent Head and provides access to Killick Beach



Little Nobby provides panoramic and scenic views of the surrounding coastline, including southwards to Big Nobby



Views from Big Nobby and Crescent Head Lookout looking south along the undeveloped Point Plomer Coastline

Legend

- Key road
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- Creek access point
- Scenic lookout
- Village precinct
- Tourism precinct
- Community uses
- Low-lying residential area (low visual sensitivity)
- Elevated residential area (high visual sensitivity)
- Future residential area
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Forest and woodlands
- Parks & open spaces
- Sandy beaches and coastal dunes
- Rocky coastal foreshore

Streetscape character

Streets within lower lying parts of the village are wide with grassy verges and concrete footpaths are provided along key streets, providing connectivity between the village centre, the foreshore and key civic buildings. In more elevated areas, streets and verges are narrower, and the steeper terrain is addressed through divided carriageways that facilitate one-way traffic. Pedestrian connectivity to the village centre is achieved via stair connections on East Street and William Bailey Place.

Public lighting is generally limited to standard road safety lighting throughout the village and flood lighting to the Baker Drive community precinct, which is in keeping with the coastal setting.

Street tree plantings are sporadic and, in some instances, very limited; however some visually significant pockets of mature *Melaleuca* spp. occur within the northern verge of Main Street (Centennial Park) and iconic Norfolk Island Pines (*Araucaria heterophylla*) are found near Reserve Road. Well established gardens within private lots contribute to the perception of a leafy and green village.



















Cultural values

Artwork elements include paintings by local indigenous artist Milton Budge and mosaics designed by Guy Crosley on the water tower, a painted mural on the water tower at the top of Big Nobby, painted power poles on Pacific Street and street art on commercial properties within the village.

Recently installed interpretive signage and artwork elements are located throughout the village and discuss the Dunghutti People and their connection to and the significance of the coastal landscapes.

Crescent Head is also a well known and popular surfing destination, which is celebrated by annual events such as the 'Crescent Head Classic' and by it's recognition as a National Surfing Reserve.

Open space and recreation

Crescent Head provides many opportunities for a variety of land and water-based recreation activities. Key infrastructure includes a footbridge providing access to Killick Beach and a concrete shared user path along the coastline to the base of Little Nobby. Whilst no formal connection is provided between Little Nobby and Big Nobby, informal access to Big Nobby is provided along the edge of Pebbly Beach, whilst access to Back Beach is provided by the Paul Clancy Trail that traverses Gooloowah National Park. The Point Plomer Coastline to the south and Ryan's Cut to the north provide additional readily accessible nature-based recreation opportunities.

The key recreation park within the village is Lloyd Park within the village centre and formal sport and recreation facilities are provided at the community precinct (off Baker Drive) and adjacent to the school on Pacific Street.













Views and scenic amenity values

Crescent Head has several formal lookouts including Little Nobby, Big Nobby and Crescent Head Lookout that provide exceptional views north and south along the coastline. Other key views include:

- Towards the village from Little Nobby
- From the top of the Golf Course near the water tanks across the village and coastline
- Towards the ridgeline when entering the village along Belmore Street and Pacific Street
- West towards Dhalkunggayi Hill (Dulkoonghi Hill) and associated vegetated ridgeline within Goolawah National Park that extends south
- Towards Killuke Mountain within within Goolawah National Park from South West Rocks Road on the approach to the village.

In recognition of the significance of these striking coastal landscapes, several areas to the south, north and west of village are already protected on account of their scenic amenity value through their inclusion on the Scenic Protection Land Map. However, Little Nobby, Big Nobby, Pebbly Beach, the coastal cliffs and unique geological formations and waterways of the Killick Creek Estuary, which contribute strongly to the setting of Crescent Head, are currently not protected.

In addition, the DCP contains a number of provisions relevant to the protection of scenic amenity values for any development within the Crescent Head Urban Investigation Area and within Dhalkunggayi (Dulconghi) Heights.













Our vision

Maintain the picturesque coastal village atmosphere of Crescent Head through the management of development height, scale and density and protection of views towards the surrounding scenic landscapes. Continue to invest in improving the quality of the public realm and pedestrian amenity for the benefit of the community and tourists alike.

We love:

- The natural beauty and environment of our beachside village
- Our natural environment, surrounding by national park and anchored by the ocean
- That the village is not commercialised but is well serviced.

We value:

- Our Aboriginal culture
- Our surfing heritage
- Our multi-cultural environment brought about through the wide range of visitors
- Our relaxed, quiet and friendly atmosphere
- Our views of our beautiful natural surrounds.

We will say no to:

- Development inconsistent with current zones and planning controls for Crescent Head.
- Development that is inconsistent with the established coastal character of the village.

Key issues:

- Ongoing growth pressure and demand for more medium density development and smaller (400m^2) lot sizes
- Increasing numbers of visitors placing pressure on infrastructure and environmental assets
- Increasing issues regarding housing availability and the prevalence of holiday accommodation.

Our place planning priorities

- Maintain the current scale of development in the village
- Maintain and enhance the relaxed coastal character of the village
- Refresh the village and foreshore whilst maintaining the 'vibe' of Crescent Head
- Foster appropriate development of the urban growth area west of the village
- Maintain the rural and natural character of the surrounding area, in particular Loftus Road and the connections to Killick Beach
- Continue to improve our understanding of the dynamics of the coastal environments and effects on the village.

To achieve these priorities Council will:

- Continue to implement the Crescent Head Master Plan, including improvements to the foreshore and village public spaces
- Undertake a planning review in accordance with the Crescent Head Master Plan that considers the appropriate type, scale and design of development for the village, affordable housing, and the protection of scenic and environmental values
- Continue to support appropriate development in accordance with revised zoning within the urban growth area
- Prepare and implement coastal and estuary programs for the area and incorporate these into the planning controls as needed.

Frederickton
Gimanggayi

Frederickton is an established residential community and small heritage village centre situated to the north of Christmas Creek on a gentle bend of the Macleay River, downstream of Kempsey. It is surrounded by low-lying plains associated with the Macleay River floodplain, which support grazing on modified pastures and wetlands and provide a rural setting to the village.

Located on Dunghutti Country, approximately 6km northeast of Kempsey with a population of around 1,400, Frederickton is anticipated to experience ongoing steady growth pressure due to its close proximity to Kempsey, the Pacific Highway and the availability of flood-immune residential land. The majority of future growth is anticipated to occur to the north of the village, within identified growth areas.















Rural village character and key features

Frederickton is primarily a residential community, and was historically a major commercial activity and shipping centre. This heritage is reflected today by the presence of mixed commercial and retail development located close to the river's edge at the corner of Remembrance Way and Macleay Street, which provides access via Macleay Valley Way to Kempsey in the south and to the Pacific Highway to the east.

Key buildings in the village centre include the General Store, former Post Office, the Macleay River Hotel, former Old Cheese Factory and older timber cottages, several of which are heritage-listed and contribute to the historic character of the village. West of the village centre, isolated commercial and community buildings, including the heritage-listed Frederickton Community Arts Hall, extend along Macleay Street and contribute to the dispersed nature of the village.

Surrounding residential development follows an established grid and is located on gently undulating terrain that rises to the north from the Macleay River. The layout of lots and location of dwellings is strongly informed by the local topography, including a small drainage line that flows through the settlement.

North of Great North Road, which was the historic entry road into the village prior to the provision of the Pacific Highway, the cemetery and the heritage-listed Frederickton Public School and War Memorial are located on a small hill in a commanding position above the village, and industrial and agricultural uses provide a transition between the village and the surrounding rural landscape.

Residential Built Form Character

The age and typology of housing varies throughout the village, and includes intact character buildings dating from the late 19th and early 20th century. Older properties are typically on larger lots (2000m^2 plus) and comprise single-storey weatherboard and brick cottages, with verandas addressing the street, corrugated iron roofs and carports and garages located at the rear of the property. Fences to these properties typically correspond with the materiality of the dwelling and provide strong visual connectivity to the street.

Newer properties are situated on lots between 600m^2 and 1200m^2 and comprise one and two-storey contemporary brick and rendered concrete detached dwellings with large double garages addressing the street. Recent development, including the independent living villas adjacent to Macleay Valley House Aged Care Residential Facility, is introducing new built form typologies including smaller lot housing into the village, which is changing the residential dwelling character of Frederickton.



1 The heritage-listed Frederickton Public School and War Memorial are located on the corner of Great North Road and Remembrance Way

2 Core commercial and retail buildings are located close to the river's edge, reinforcing the arrival experience into the village centre

3 Rural and rural living properties occur in close proximity to the village

4 Approaching from Kempsey, an entry statement to the village is provided as you rise off the floodplain and are greeted by views over the Macleay River to the south and east

5 An alternative entry to the village is provided via Collombatti Road and Great North Road, which provide access to nearby rural residential development further northwest of the village

Frederickton is located on Tourist Drive 12 and Collombatti Road provides access to Cedar Park Picnic Area and Collombatti Lookout to the west



The School of the Arts Hall contributes significantly to the heritage character and charm of the village

6 Crossing over the Macleay River provides viewing opportunities towards the settlement and contributes to the sense of arrival into Frederickton



The Northern Highway Interchange (Dunghutti Interchange) and artwork 'Confluence' act as a key gateway to the village

7 The nearby abattoir is one of the largest private employers in the Macleay Valley and has historical significance to the area



The Macleay River Hotel contributes to the village's heritage character and is a prominent landmark



8 The river is largely inaccessible due to private ownership of lots along the river's edge, whilst vegetation along the riverbank restricts visual access and views towards the Macleay River

0 250 500 750 m

Legend

- Highway
- Key road
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- River access point
- Commercial uses
- Industrial uses
- Community uses
- Early residential area
- Middle period residential area
- Recent residential area
- Rural living area
- Low-lying riverine landscape
- Rural/agricultural landscape
- Forest and woodlands
- Parks & open spaces

Streetscape character

Streets within Frederickton are typically wide and providing ample on-street parking opportunities. Due to the undulating topography, retaining walls are present along both sides of Macleay Street, particularly in the vicinity of the western entrance to the village. Despite the challenges to accessibility presented by the terrain, concrete footpaths are provided within the village centre as well as along several residential streets.

Public lighting is generally limited to standard road safety lighting throughout the village centre and on key residential streets. There is no lighting at the Frederickton Sports Fields, which is in keeping with the surrounding rural and natural landscape setting.

Street tree plantings are generally limited; however some significant plantings do exist, including Norfolk Island Pines (*Araucaria heterophylla*) at the school and mature figs (*Ficus* sp.) at the southern end of Remembrance Way which are significant in their contribution to the character, shade and amenity of Frederickton.

















Cultural values

Public artwork elements within Frederickton are limited, however there is a small painted mural on the side of a gelato shop in the village centre that contributes to the vibrancy of the streetscape and the Dunghutti Interchange and artwork 'Confluence' contributes to the gateway arrival into the village.

Historic markers and interpretive signage within the park overlooking the Macleay River, 'Confluence', the War Memorial and heritage-listed properties throughout the town represent the settlement's post-European history.

Open space and recreation

The key recreation park within Frederickton is located adjacent to the river and the Frederickton Boat Ramp. Other recreation parks include Cyrus Saul Circuit Reserve, Parkins Place Reserve and a small park on Creek Street, whilst the Frederickton Sports Fields and the Frederickton Golf Club are located to the north of the village, surrounded by rural and natural landscapes.











Views and scenic amenity values

Frederickton has no scenic formal lookouts; however key views include vistas from the village centre and residential areas across the rural landscape, including wetlands and waterways associated with Christmas Creek and the Macleay River.

Other filtered views towards the Macleay River and the surrounding rural landscape also contribute positively to the landscape setting of Frederickton, including more distant views to coastal landscapes and hills from elevated parts of the village.

A small area in the northeast of Frederickton containing mature Norfolk Island Pines (*Araucaria heterophylla*) traversed by the Macleay Valley Way is currently protected within the scenic amenity overlay.

Our vision

Maintain the relaxed, low-rise residential character and heritage features of Frederickton, whilst supporting economic growth and revitalisation of the heritage village centre.

We love:

- That we are a small village with the convenience of services close by in the town of Kempsey
- The remnants of our heritage found throughout the village
- Our views to the Macleay River and hinterland beyond
- Our easy access to the Pacific Highway
- The enhancement of our village with the completion of the highway bypass.

We value:

- Our unique history and heritage
- Our connection with the Macleay River
- Our separate and distinct character from nearby Kempsey.

We will say no to:

- Development which detracts from our character and heritage
- Development which is proposed to occur without the necessary infrastructure and services needed to support it.

Key issues:

- Minor flood impacts
- Sewage capacity constraining growth
- Currently no business precinct within the village.

Our place planning priorities

- Foster Frederickton as a residential growth area
- Maintain and enhance preservation of heritage and character elements
- Support ways to encourage economic growth, building on the completed highway bypass.

To achieve these priorities Council will:

- Prepare a water and sewer servicing strategy for the village
- Identify suitably serviced land for further residential development that does not adversely impact Frederickton's heritage or character
- Prepare a structure plan for Frederickton to guide development over the next 20 years
- Consider a Macleay Valley Way street activation strategy as part of the proposed Frederickton Structure Plan.



Smithtown

Smithtown is a laid-back residential community and working rural village with a small heritage precinct situated on a narrow peninsula of the Macleay River across the river from Gladstone. The village is surrounded by low-lying plains associated with the Macleay River floodplain, which supports grazing and cropping on modified pastures and wetlands creating an attractive rural setting.

Located on Dunghutti Country, approximately 12km northeast of Kempsey with a population of around 600, future growth within Smithtown is anticipated to be limited and constrained due to the significant potential to flood.















Rural village character and key features

Smithtown is a small rural village located on a narrow peninsula formed by a bend in the Macleay River, at the confluence of the Macleay and Belmore Rivers. It is accessed via Smithtown Road, which provides access west to the Macleay Valley Way and Pacific Highway and east to Gladstone.

Whilst located across the river from Gladstone, Smithtown possesses its own distinct character and is primarily a residential community, defined in part by the presence of the Nestlé factory, which is a key local landmark and employment centre.

The historic village precinct is located on Main Street, and, whilst the Smithtown Hall located at the entrance to the village reinforces the arrival experience, the village lacks a distinctive commercial and retail core, with limited retail and commercial development along Main Street interspersed by character residential dwellings. The contemporary Riverview Hotel, located on Fitzgerald Avenue adjacent to Yakka Watson Reserve on the river's edge is a key commercial establishment.

Key community buildings including the former St. Patrick's Catholic Church, former Smithtown Methodist Church, Smithtown RSL Memorial Bowling Club and Smithtown Public School are located adjacent to the river's edge along Church Street and Cannane Street on the western side of the settlement and contribute to the dispersed nature of the village.

Residential development is focused in the eastern part of the settlement and follows an established grid along the peninsula, with western parts of the town supporting more rural, industrial and open space uses.

Residential Built Form Character

The age and typology of housing varies; however, the residential character of Smithtown has been strongly influenced by eras of successive flood events. Single-storey dwellings typically have an elevated ground floor and stair access, whilst many of the older weatherboard cottages have been lifted and filled in underneath with brick or concrete masonry blocks. Within the village, residential lot sizes typically vary between 400m^2 and 1000m^2, with small lots occurring along Main Street adjacent to Smithtown Road.

Fences are often absent, however, where present, low fences that correspond with the materiality of the associated residential dwelling are common and provide strong visual connectivity to the street.

In addition to residential development within the village, there is also some rural residential development on Croads Esplanade and surrounding the town.





Residential development within Smithtown is focused in the southeast of the village and follows a formal street grid

Crossing the Macleay River acts as a key gateway into Smithtown from Gladstone, and a concrete footpath across the bridge connects the two villages

It is noted that Smithtown is not located on the nearby Tourist Drive 12 that passes through Gladstone

The Smithtown Hall is an iconic heritage building located at the entrance to the village

The Smithtown General Store and Post Office contributes significantly to the heritage character of Main Street

The Smithtown Public School is located on Cannane Street on the river's edge

The older village precinct is located in the north of the settlement, with key commercial buildings located on Main Street and Fitzgerald Street

The Nestlé factory is a key landmark and is situated in the southwest of the village on the banks of the Macleay River

The village's green and leafy character is supported by numerous parks and public open spaces located on the edge of the scenic Macleay River

The Riverview Hotel is a key commercial building situated on the river's edge overlooking Gladstone

Rural land uses still occur within the village and contribute to its laid back character

0 250 500 750 m

Legend

- Key road
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- River access point
- Village precinct
- Residential area
- Industrial uses
- Community uses
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Parks & open spaces

Streetscape character

Streets within Smithtown are generally wide and provide ample opportunities for informal parking. Verge widths vary and, due to the flat topography, the settlement is readily accessible. Concrete footpaths are provided within the village centre along Main Street and along Cannane Street between the Smithtown Public School and Belmore Street. No connection between the school and Main Street is currently provided.

Public lighting is generally limited to standard road safety lighting throughout the village and flood lights to the sports fields on the corner of Cannane Street and Dawson Street opposite the school. There is additional lighting associated with the Nestlé factory precinct.

Apart from street trees at the entrance to the village, street tree planting within Smithtown is limited. As such, existing trees within public open spaces such as the large canopy trees within Riverside Reserve and vegetation within private gardens are significant for their contribution to shade and amenity within Smithtown.





Open space and recreation

There are three recreation parks within Smithtown. Riverside Park is situated on the end of the peninsula, on the banks of the Macleay River and contains a small playground, new basketball court as well as several shade shelters and barbeque facilities. Yakka Watson Reserve is located at the end of Main Street near the bridge and contains a public boat ramp, fishing jetty, shaded picnic tables, barbeques and an amenities building. A narrow linear reserve located on Church Street situated on the river's edge contains a small timber viewing deck. These parks all provide views across the Macleay River and surrounding rural landscape.

Formal sport and recreation facilities are provided by the Smithtown Oval and Smithtown RSL Memorial Bowling Club.

Whilst the village is generally visually open, the area underneath the bridge and pedestrian connection to Gladstone presents some CPTED issues due to low levels of passive visual surveillance.











Cultural values

There are no public artwork or interpretive signage elements within Smithtown, however, as noted above, the Nestlé Factory is a key cultural landmark.













Views and scenic amenity values

There are no formal scenic lookouts within Smithtown, however, views from public open spaces and the village towards the Macleay River and surrounding rural landscape contribute to the landscape setting of the settlement and reinforce the village's rural character.

Our vision

Maintain the laid-back residential character of Smithtown, whilst supporting economic growth and revitalisation of the heritage village centre and the riverfront.

We love:

- Our uniqueness and the built links to our past that remain in the village
- Our connection with the Macleay and Belmore rivers demonstrated in the way the village has developed and the way that we live
- Our quiet and relaxed lifestyles on the banks of the Macleay.

We value:

- Our rich heritage and quiet village atmosphere
- The businesses and services within the village
- The role our community buildings and places play in our community.

We will say no to:

- Development that is not compatible with the degree of flood hazard and/ or does not have adequate flood risk management measures incorporated
- Development that is inconsistent with the established character of the village.

Key issues:

- Flood impacts.

Our place planning priorities

- Review development potential within the floodplain
- Support continued presence of Nestlé as a significant employer in the area.

To achieve these priorities Council will:

- Review and update Council's flood risk management policy and procedure
- Review and update the planning controls to protect Smithtown's unique rural and river character elements.



Gladstone

Gladstone is a small, charming, historic village and rural community situated on the eastern bank of the Macleay River across the river from Smithtown. Surrounded by low-lying plains, which support grazing on modified pastures and wetlands, Gladstone is known as the cultural heart of the Macleay Valley Coast.

Located on Dunghutti Country, approximately 12km northeast of Kempsey with a population of around 400, future growth within Gladstone is anticipated to be limited and constrained due to the significant potential to flood.

















Rural village character and key features

Gladstone is a small historic rural village which includes the Gladstone Conservation Area, situated to the west of Barnard Street along the Macleay River's edge at the confluence of the Macleay and Belmore Rivers. The village is centred around a quaint and revitalised 'heritage' centre along Kinchela Street, and is accessed from the north and south via South West Rocks Road, which is part of Tourist Drive 12 and provides access to South West Rocks in the east and South Kempsey in the west.

Gladstone, whilst geographically smaller than the village of Smithtown that is situated across the Macleay River, acts as the primary service centre for the two villages and supports more commercial and retail development.

The historic village centre is focused on Kinchela Street to the south of Memorial Avenue, and contains boutique shops, cafés and accommodation options that cater for tourists and visitors. The Heritage Hotel of Gladstone and The Gladstone Hub are key landmarks located across the road from Gladstone War Memorial Park that is situated on the river's edge and contributes to the unique setting and amenity of the village.

South of the village centre, key community buildings and facilities are located on Kinchela Street and Darkwater Street and are surrounded by a diverse mix of other ancillary commercial uses and residential dwellings that further reinforce the heritage character of the village.

The small village precinct is surrounded by residential development which follows an established, narrow grid that runs parallel to the Macleay River, whilst some additional commercial development also occurs along Barnard Street in the northern part of the village.

Residential Built Form Character

The age and typology of housing varies within Gladstone, however, typically comprises single-storey, weatherboard and brick detached dwellings dating from the 19th century and early 20th century on lots that vary between 600m^2 and 1500m^2. Typical older dwelling character features include verandas addressing the street and corrugated iron roofs, while more contemporary dwellings also occur outside of the Conservation Area.

Residential interfaces with the street are characterised by wide grassy verges and fences are often absent. However, where present, low fences that correspond with the materiality of the associated residential dwelling are common and provide strong visual connectivity between residential properties and the street.

Despite the low-lying situation of the village, the influence of flooding on the built form character of Gladstone is limited. Relatively few dwellings have an elevated ground floor and stair access or have been raised, which is common across the river in Smithtown.

Gladstone is located on the popular Tourist Route 12

1 Crossing the Macleay River acts as a key gateway into Gladstone from Smithtown, and a concrete footpath across the bridge connects the two villages



2 Heritage buildings and boutique retail outlets are a key attractor within Gladstone



The Heritage Hotel of Gladstone is located at heart of the village



The Gladstone Hub is a distinctive and vibrant red building in the village centre



3 Gladstone Police Station is an iconic heritage-listed building on the river's edge



4 The Gladstone Public School is located in the village precinct and was established in 1898



5 Gladstone Hall is home to the Macleay Valley Community Art Gallery and is situated adjacent to the public pool



6 The Old Bank restaurant on Kinchela Street overlooking the river contributes to the heritage character of the village



7 The General Store, Newsagency and Butchery are located on the corner of Barnard Street and Ashton Street



8 Commercial development on the corner of Barnard Street and Ashton Street



9 The Gladstone Racecourse is located on the outskirts of the village and surrounded by open rural landscapes



St. Barnabas' Anglican Church is a prominent local landmark as you enter the village from the south and has been converted into a residential dwelling



10 The red brick Gladstone Uniting Church is located on the corner of Kinchela and Darkwater Streets

11 Crossing the Belmore River when travelling from the south contributes to a minor gateway experience into the village

Legend

- Key road
- Scenic route
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Key gateway
- Landmark
- River access point
- Village precinct
- Residential area
- Rural living area
- Community uses
- Low-lying coastal forests/wetlands
- Rural/agricultural landscape
- Parks & open spaces

Streetscape character

Streets within Gladstone are generally wide and provide ample opportunities for informal parking within the village precinct. Verge widths vary and, due to the flat topography, the village is easily accessible on foot, with concrete footpaths currently provided to parts of Kinchela Street as well as the western section of Darkwater Street.

Public lighting is generally limited to standard road safety lighting throughout the village precinct and on key residential streets. However, there are some heritage-style light posts within Gladstone War Memorial Park and flood lights are provided to the sporting precinct on the corner of Barnard Street and Macleay Street.

Formal street tree plantings within the village and community precinct and existing trees within public open spaces such as Gladstone War Memorial Park contribute positively to the character of the village centre, however, street tree plantings are limited in other parts of the village. As such, native and exotic trees and plants within private gardens contribute significantly to Gladstone's leafy character.

















Cultural values

Public artwork elements within Gladstone are limited. There are some painted totems in Gladstone War Memorial Park near the playground and the Macleay Valley Community Art Gallery is a key community facility, supporting local and visiting artists and exhibitions.

Relics from the area's rural past and the War Memorial along with historic markers and interpretive signage represent the settlement's post-European history.

Open space and recreation

Gladstone War Memorial Park is the key recreation park within Gladstone, situated on the banks of the Macleay River in the heart of the village precinct. The Park provides panoramic views across the river towards Smithtown and the rural landscape, and contains a short boardwalk along the river's edge.

Another small recreation park, Gladstone Pioneer Park, is located in the northern part of the village on the river's edge, however, does not contain any facilities.

Other formal sport and recreation facilities include the playing fields and tennis courts, the pool adjacent to Gladstone Public School and the Gladstone Racecourse located to the east of the village.











Views and scenic amenity values

There are no formal scenic lookouts within Gladstone, however, as noted above, views from Gladstone War Memorial Park and the general village towards the Macleay River, Smithtown and the surrounding rural landscape contribute positively to the landscape setting and amenity of the settlement.

Our vision

Maintain the quaint heritage charm of Gladstone, whilst continuing to invest in improving the quality of the public realm and pedestrian amenity for the benefit of the community and tourists alike.

We love:

- Our uniqueness and the built links to our past that remain in the village
- Our connection with the Macleay and Belmore rivers demonstrated in the way the village has developed and the way that we live
- Our quiet and relaxed lifestyles on the banks of the Macleay River.

We value:

- Our rich heritage and quiet village atmosphere
- The businesses and services within the village
- The role our community buildings and places play in our community.

We will say no to:

- Development that is not compatible with the degree of flood hazard and/ or does not have adequate flood risk management measures incorporated
- Development that is inconsistent with the established character of the village.

Key issues:

- Flood impacts.

Our place planning priorities

- Review development potential within the floodplain
- Retain and enhance the arts and crafts, heritage and character elements of the village.

To achieve these priorities Council will:

- Review and update Council's flood risk management policy and procedure
- Review and update the planning controls to protect Gladstone's unique rural and river character elements.

Point Plomer coastline

The Point Plomer coastline is a scenic and largely undeveloped stretch of rocky headlands, sandy beaches and dunal landscapes of outstanding natural beauty that attracts visitors eager to unwind and enjoy low-impact, nature-based recreation experiences.

Located on the traditional Country of the Dunghutti and Birpai Aboriginal peoples, the Point Plomer Coastline extends south from Crescent Head to Point Plomer, which is located within the adjacent Port Macquarie-Hastings Local Government Area. The coastline to the south of Point Plomer that extends to the mouth of the Hastings River north of Port Macquarie is known as North Shore.

Future development on freehold land along the coastline is limited due to its zoning as C2 'Environmental Conservation' and C4 'Environmental Living' which allows for low-impact residential development, which must avoid adverse impacts on the identified special values of the area.









Coastline character and key features

The scenic and culturally significant Point Plomer coastline contains a diverse range of largely undisturbed coastal landscapes and ecosystems of high ecological and biodiversity value. These landscapes retain strong and continuous physical and spiritual associations for the Dunghutti and Birpai Aboriginal peoples and also support sustainable low-impact nature-based recreation activities. In recognition of the significant values of this coastline, the majority of land to the east of Point Plomer Road is protected within Goolawah National Park, Goolawah Regional Park and Limeburners Creek National Park and managed by the NSW National Parks and Wildlife Service.

The coastline is accessed from the north via the coastal village of Crescent Head, which acts as a gateway and service centre for those exploring the coast. Point Plomer Road (which has been recently sealed) provides a unique linear journey that showcases the diversity and uniqueness of the largely intact coastal environment.

Access from the south is via North Shore (within Port Macquarie-Hastings Local Government Area) along Point Plomer Road, which is unsealed within Limeburners Creek National Park to the south of Big Hill.

Campgrounds within national parks and Goolawah Regional Park are key destinations for visitors and tourists, providing basic facilities, low-key beach camping experiences and access to pristine beaches and coastal landscapes. Cultural camping opportunities are also provided at Delicate Camping Area and Back Beach Cultural Camp (south of Point Plomer) for the local Aboriginal community to connect with and care for Country.

Several isolated 'beach retreats', residential dwellings, private campgrounds and accommodation options are located to the west of Point Plomer Road, as well as some rural holdings utilised for grazing, particularly near Racecourse Campground.

Residential Built Form Character

As noted above, residential development is limited along the coastline, however, some 'bush & beach retreats' and private accommodation facilities are present. These properties are typically advertised as 'eco' facilities, and provide multiple detached accommodation options on each site.

With the exception of signage, fencing and driveway access, generally these properties are set back from the road or partially screened by vegetation. As such, their presence does not detract too heavily from the natural drive experience.



0 250 500 750 m

Legend

- Key road
- Scenic route
- Visually significant ridgeline
- Contours (10m)
- Waterways
- Drainage lines
- Waterbodies
- Landmark
- Boat ramp
- Scenic lookout
- Low-lying coastal forests/wetlands
- Forest and woodlands
- Rural lowlands
- Sandy beaches and coastal dunes
- Rocky coastal foreshore

The Point Plomer Scenic Drive extends between Crescent Head and Point Plomer and traverses a variety of landscapes and, as such, the experience is highly variable and includes sections through low-lying forested settings with a sense of enclosure, as well as open and elevated sections that rise over headlands and hills, revealing expansive views along the coastline.



1 A number of day use areas provide access to a range of attractions, including walks along beaches, access to headlands (via the advertised Big Hill Walking Track and management trails) and Goolawah Lagoon. These trails are generally unformed and have minimal wayfinding signage



Within the protected estate, a range of camping and accommodation options, including cultural camping opportunities, are provided



2 The Point Plomer Road is unsealed South of Big Hill within Limeburners National Park



3 Point Plomer and the Point Plomer Campground are within the Port Macquarie-Hastings Local Government Area

Streetscape character

As noted above, the section of Point Plomer Road north of Limeburners Creek National Park has recently been sealed, which has somewhat changed its character. However, this has not reduced the significance and amenity afforded by the surrounding landscape. There is no road safety lighting along Point Plomer Road, which is considered to be in keeping with the sensitive coastal environment, and other infrastructure is limited to that typical of a roadside environment.

Other roads throughout the coastline are unsealed and include tracks within national parks and formal but unsealed parking areas.















Cultural values

The coastline, particularly Point Plomer and Bill Hill, is important to numerous Aboriginal language groups, particularly the Dunghutti and Birpai Aboriginal peoples, who continue to have spiritual, cultural and physical connections to these lands. The area is also acknowledged as being a traditional meeting place and continues to be important for Aboriginal people to connect with Country and practice Aboriginal culture.

Whilst early European use of this area included lime production, gold mining, whaling, fishing and, more recently, sand mining, there is little visible evidence of these activities. In contrast, significant evidence of Aboriginal occupation remains and there are numerous burial sites, shell middens, stone tools and axe grinding grooves remaining within the area.

Open space and recreation

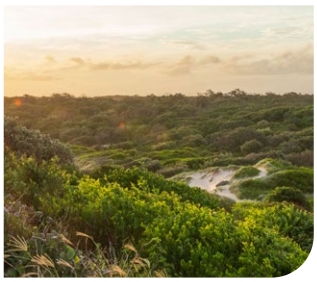
The varied and dramatic Point Plomer coastline has a long history of providing low-impact, nature-based recreation experiences, and continues to provide opportunities for walking, sightseeing, picnicking, camping by the beach, fishing, swimming, surfing, bird watching and whale watching within a largely undeveloped and natural setting. A public boat ramp exists at Big Hill, however, is in a state of disrepair.











Views and scenic amenity values

The coastline is recognised as being of outstanding scenic and natural beauty, and contains a diverse range of landscape features, including:

- Striking headlands with rocky cliffs that provide opportunities for elevated views along the coastline, such as Big Hill Point and Racecourse Head
- Long sandy beaches with intact dune systems
- Small rocky islands, such as the Delicate Nobby islands
- Tidal flats, coastal swamps and pristine waterways
- Goolawah Lagoon (an inter-barrier lagoon).

A number of scenic vantage points are located within the protected estate, and provide panoramic views across these landscapes. The DCP contains specific requirements for development on the coastline with regards to the protection of its scenic value.

Our vision

Maintain the undeveloped and natural character of the coastline, particularly through the careful regulation of any future development. Avoid fragmentation of the natural environment and continue to provide high quality and appropriate low impact, nature-based recreation experiences to manage access and protect sensitive coastal and cultural environments.

We love:

- Our diverse and unique natural environment
- The variety of recreational opportunities we have down our back road, all in a stunning natural bush setting and along picturesque beaches
- Our undeveloped and intact coastal strip.

We value:

- The tranquillity
- Our Aboriginal heritage and its retained association with the area
- The outstanding natural and coastal character of the area.

We will say no to:

- Development inconsistent with current zones and planning controls in the Point Plomer Road locality
- Development that is inconsistent with the established coastal character and heritage values of the area.

Key issues:

- Ongoing pressure and demand for more unique and natural outdoor recreation experiences
- Increasing numbers of visitors placing pressure on infrastructure and environmental assets
- Unlawful and unsustainable recreational use, such as the creation of tracks, collection of firewood and clearing of areas for camping
- Climate change impacts, including increasingly frequent and severe storm events, changes in wave activity and the effects of king tides and impacts on existing biodiversity values.

Our place planning priorities

- Respect and maintain the area's important ecological values
- Respect and maintain links with the area's Aboriginal heritage
- Maintain the natural coastal character of the area and the connections to the Goolawah Beaches.

To achieve these priorities Council will:

- Ensure that natural and cultural values are prioritised over development potential
- Review the planning controls for the Point Plomer Road locality to ensure the maintenance of its character and values
- Collaborate with other land managers including NSW National Parks Service and Port Macquarie-Hastings Council to ensure a coordinated approach for planning.

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