



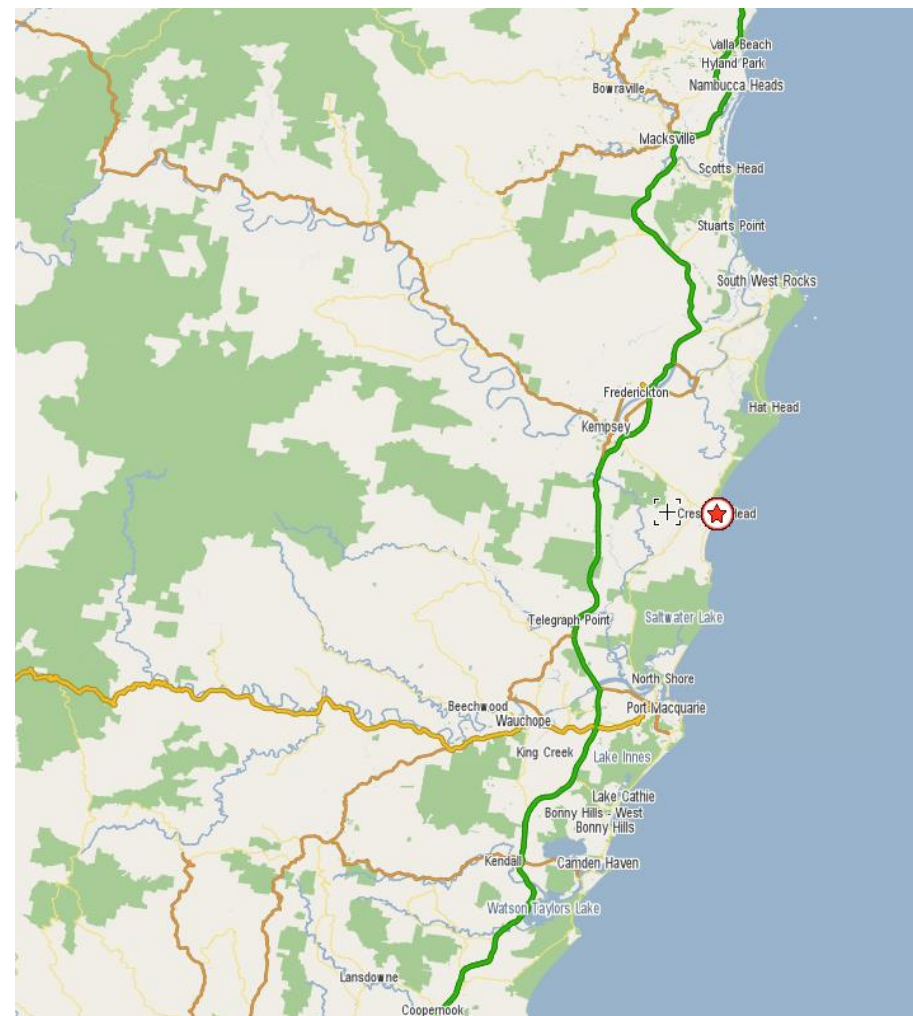
1 INTRODUCTION

1.1 SUMMARY

This document is a design report outlining public domain treatments in the village centre and foreshore reserve areas of Crescent Head.

Crescent Head is located on the Macleay Valley Coast in the mid north coast region of New South Wales. It is part of the Kempsey Shire Council local government area.

Crescent Head has a small permanent resident population of approximately 900 people, giving it the laid back, village atmosphere that defines its character. However, as with many coastal locations, the village is- and always has been- a popular holiday destination. As a result it experiences a considerable increase in population during peak periods.



Source: Sydney

Crescent Head is situated within the traditional country of the Dunghutti. The local people retain strong connections to country here- there is a deep shared cultural heritage.

Crescent Head is surrounded by highly valued and stunning natural landscapes. The coastline immediately to the south is protected within the Goolawah National Park while the area to the north is part of the Hat Head National Park. This means, coupled with dominant presence of the ocean, that Crescent Head, and its community, is always linked with its natural setting and beauty.

As a result Crescent Head's history has always been intertwined with its natural environment- and it continues to be the primary draw card that brings people to the village and surrounds.



Killick Creek estuary prior to creek mouth alignment works

Some of the biggest challenges facing Crescent Head- and to varying extents other coastal communities along the eastern seaboard- are the ever increasing environmental and social pressures resulting from increased visitation (both numbers and frequency). The pressures of ever increasing visitation on (often) poorly designed and maintained infrastructure leads to issues of use, management and safety.

At the same time these factors place ever increasing stress on fragile environments and ecosystems.

Change is inevitable and happens incrementally, and almost imperceptibly, at all times. The history of every place is a history of change.



The challenge facing Crescent Head is keeping the place and its future familiar in ways that we like and in ways that are sustainable. The place needs to be safeguarded for the future in ways that maintain nostalgia and cultural legacy.

1.2 BACKGROUND

Planning background:

This document and the analysis, strategies and proposals outlined within it follow on from previous high level masterplan outputs produced by Kempsey Shire Council. The 'Crescent Head Masterplan' was produced in 2017 and outlined a framework for future planning works and an indicative staging approach to a number of related and discrete challenges across the Crescent Head locale.

An important part of the Masterplan was the establishment of a community snapshot- an analysis of demographics and social and community trends and trajectories. The Masterplan was also invaluable in providing the community with an opportunity to set the agenda for the future of the village, its community, and the environment. Community consultation was able to highlight a series of priorities within the village.

The extract (right) provides a snapshot of community driven priorities.

The number one community priority is:

TO CONSERVE THE NATURAL BEAUTY AND ENVIRONMENT OF THE VILLAGE

Not only is this the top priority, in many ways it is also the priority that all others come under the umbrella of. In assessing almost all other 10 priorities they can all be traced back to the first overarching concept. In many ways 'to conserve the natural beauty and environment of the village' is the 'vision' and all other priorities becomes the 'objectives' to achieving that vision.

It is a fact that the natural beauty of Crescent Head's context is without question. It is also a fact that the natural environment, and therefore the beauty, is fragile. Without consideration and management it will be negatively impacted.



1.3 SITE / STUDY AREA

The site / study area for the Crescent Head Public Domain project comprises the village centre and the foreshore areas. The aerial image diagram (right) outlines the project areas.

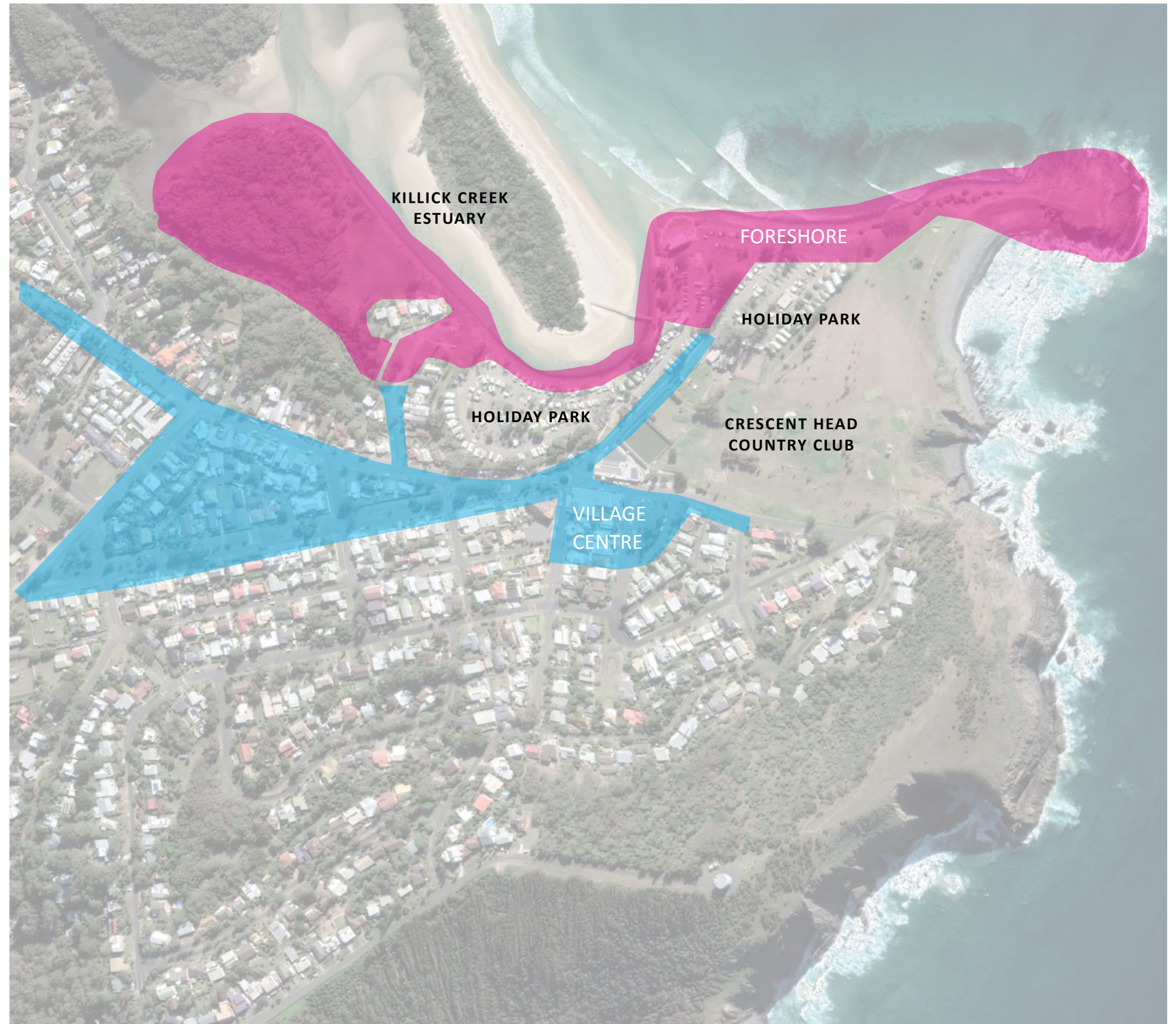
The Village Centre areas include:

- Pacific Street
- Main Street
- Willow Street
- East Street
- Rankine Street
- May Street
- Reserve Road

The Foreshore areas include:

- Little Nobby
- Beach / Surf Break Foreshore
- Killick Creek Foreshore
- Willow Street
- Muddy Arm

The Holiday Park and the Crescent Head Country Club / Golf Course are excluded from the project scope.



1.4 FOCUS AREAS

Due to the scale of the overall site and the particular design challenges within the site area we have further broken down the site into focus areas. There is still very much a unified design challenge and a unified design approach, however, there are often particular challenges and solutions for discrete areas. The establishment of logical focus areas will also assist in delivery and implementation programming in the future (see Section 5.4 for detail).

The four areas are as follows:

1. LITTLE NOBBY
2. FORESHORE
3. KILLICK CREEK FORESHORE
4. WILLOW STREET PARK
5. MUDDY ARM PARK
6. VILLAGE CENTRE - LLOYD PARK, MAIN STREET, RANKINE STREET, EAST STREET, RANKINE STREET CAR PARK, MAY STREET
7. RESERVE ROAD





1.5 REPORT STRUCTURE

The Contents page above provides a detailed breakdown on the structure of the report. Broadly speaking the intent of the report is to step through the project from start to finish. The introduction provides the project and site background information. Project Principles and Site Analysis sections then look in more depth at the existing site and many of the challenges facing the village- its people and its environment- through an Urban Design and Landscape Architectural lense. The Proposals section of the report then works through the various design strategies proposed to be undertaken to address these issues and also provides details on the final Concept proposals for the various site areas.

Generally speaking each section is broken down into distinct areas or issues that make up the whole- this enables us to analyse and manage both details and the whole at the same time. It also enables readers to 'zero in' on areas of particular interest and concern.

Finally the report concludes with a Delivery and Implementation section that suggests how the various components of the project will progress in the future.

1.6 PROJECT METHODOLOGY

Following on from the 2017 Crescent Head Masterplan, Plummer & Smith



A 2016 community consultation workshop for the 2017 Masterplan

were engaged to undertake a Public Domain Design project for the Village Centre and the Foreshore. Running in conjunction with the early stages of the project was the production of a Traffic Management & Parking Plan. The outcomes of this study informed the design outcomes for the public domain project.

The consultant team for the project is:

- Plummer and Smith (public domain and overall project delivery)
- GTA Consultants (traffic and parking)

The other critical members of the broader project delivery team are Kempsey Shire Council and members of the Crescent Head community.

The methodology or works for this project have been as follows:

- a review of the 2017 Masterplan and the associated consultation material
- preliminary site analysis with consultant team and Kempsey Shire Council
- consultation session with Crescent Head Public School students conducted by Kempsey Shire Council. Students produced posters outlining their visions for the village and the foreshore
- extended in depth site analysis (October 2019)
- community engagement workshop (October 2019)- agreeing on the issues, workshoping potential solutions and strategies, discussing likes and dislikes about the place and potential solutions
- analysis of community engagement outcomes
- compilation and production of schematic design solutions, site planning, potential materials and character
- site checking and community workshop to discuss schematic design approach. Community group provide feedback on approach and design material- providing comments from broad approach to particular details
- designs are adjusted in view of feedback, additional site analysis and through design development of proposals
- large format sketch designs produced for community feedback sessions
- additional site review and compilation of feedback
- production of final draft plans with full masterplan, render imagery,

design report etc.

- community information and feedback sessions
- public exhibition of the plans with both in person and on-line surveys for community feedback opportunities



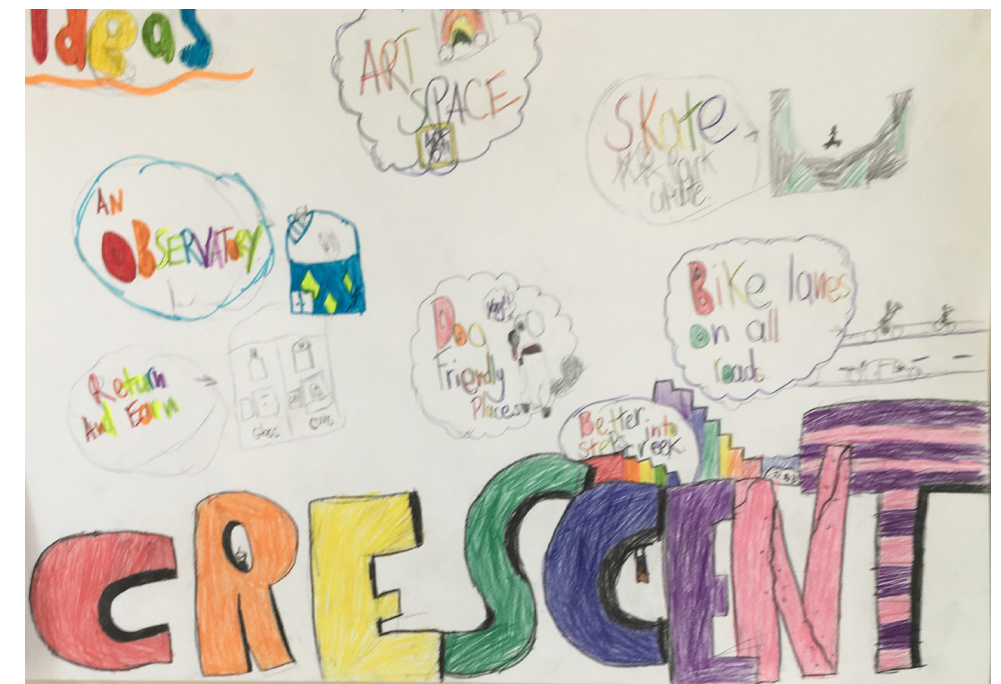
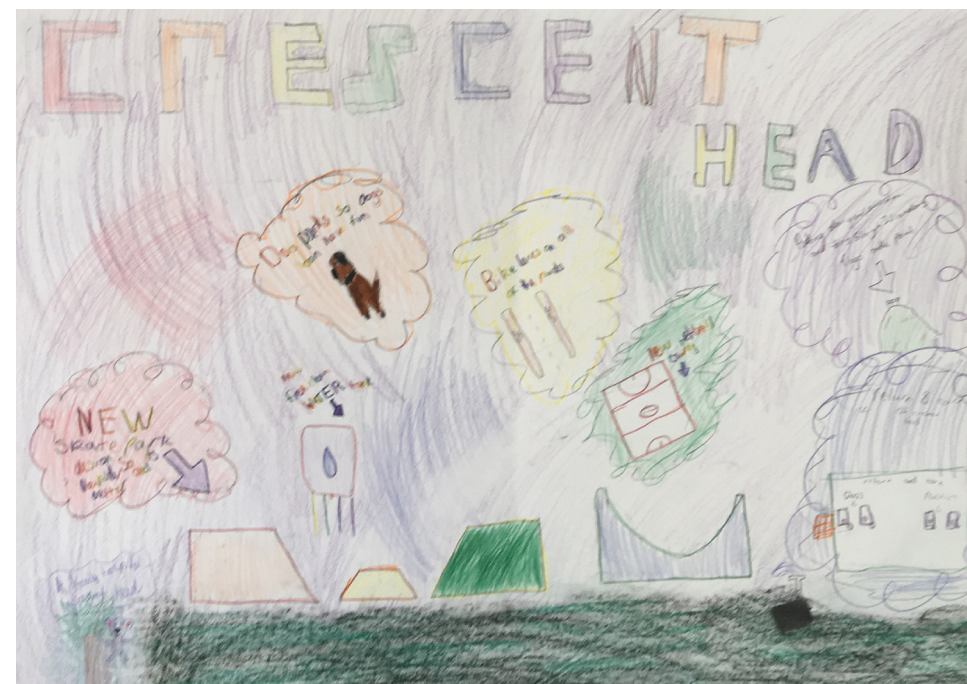
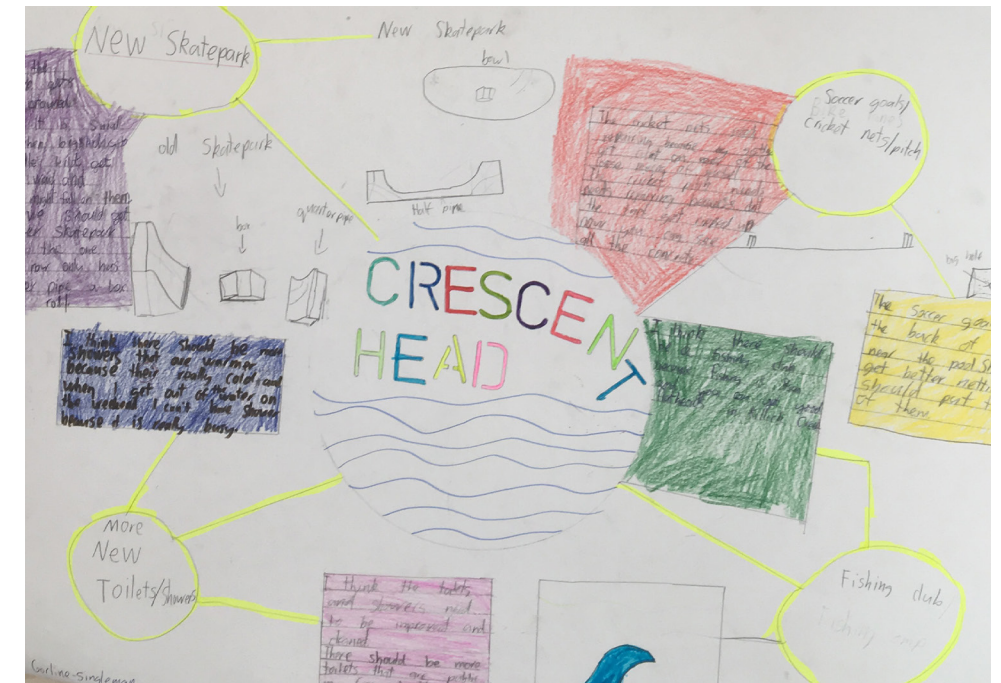
October 2019 - community consultation workshop

1.7 PROJECT VISION & OBJECTIVES

VISION:
TO CONSERVE THE NATURAL BEAUTY AND
ENVIRONMENT OF THE VILLAGE

OBJECTIVES:

- to improve connections between the village centre and the foreshore / beach
- to ensure the foreshore is a space of high amenity for the local community and visitors
- to celebrate the stunning natural setting and promote local environmental character where-ever possible
- to manage vehicular access and parking and associated safety and foreshore use
- to provide the required infrastructure of public spaces in a way that maintains and enhances character and improves site function
- to improve village centre amenity and ensure central open spaces are accessible and functional
- to encourage casual social meeting opportunities in the village centre
- to provide for foreshore park use with improved access, circulation and facilities such as shelters
- to provide experiences of both environmental exposure and shelter
- to maintain and promote a character of simplicity
- to ensure designs and materials are robust enough to withstand coastal exposure
- to improve connections to adjacent foreshore spaces - extending recreation trails and use
- to rationalise car parking and consolidate open space areas
- to improve accessibility and connectivity



Examples of a selection of the posters produced by Crescent Head school students