FUTURE Macleay

GROWTH & CHARACTER

LOCAL STRATEGIC PLANNING STATEMENT

JULY 2020

KEMPSEY Shire Council

Council acknowledges the traditional custodians of this land: the Dunghutti and Thunghutti people and pays respect to their elders – past and present.

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Message from the Mayor

It is my great pleasure to present the draft Your Future Macleay – Growth & Character Local Strategic Planning Statement (LSPS) for consultation with the community.

This LSPS provides the opportunity to create a 20-year strategic vision for the future of the Macleay Valley. The focus of the LSPS is to promote the character of our communities and provide clear pathways for appropriate development which responds to the region's rich biodiversity, diverse cultural heritage and broad social needs.

This region has many unique and special qualities which we all treasure. This is our chance to build on and strengthen these qualities - to ensure that our communities retain their character and liveability, continue to be productive and provide for a sustainable future.

The LSPS must respond to the requirements of the NSW Government but equally as important, the LSPS will continue to be shaped by future reporting and studies, on which community comment will be sought, as the document continues to be reviewed and developed over time.

I encourage you to take this opportunity to read the LSPS; approach Council with any questions you may have; and to have your say on the draft LSPS. I look forward to your feedback on this important document.

Liz Campbell
MAYOR

Part A - Context

1. Introduction

1.1. What is a Local Strategic Planning Statement?

As a result of amendments made to the Environmental Planning and Assessment Act 1979 in March 2018, all Council's in New South Wales are now required to prepare a local strategic planning statement (LSPS).

The LSPS is a legislated planning instrument that:

- creates a 20-year vision for land use in the local government area
- 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 primary purpose of the LSPS is to provide the basis for, and the delivery of, strategic planning in a local area. It is the link between the NSW Government's regional plans (including the North Coast Regional Plan 2036) and a Council's local plans.

1.2. Our Local Strategic Planning Statement - Your Future Macleay - Growth & Character

This document is Kempsey Shire Council's LSPS. It considers our community's economic, social, cultural and environmental land-use needs over the next 20 years and is the key document informing the strategic direction of land-use planning at the local level.

It has been shaped by our community and, with regular reviews, will continue to reflect our community's aspirations. It also identifies future planning studies that are necessary to investigate and further develop the strategic directions contained in the LSPS.

The LSPS sets our 20-year vision for land-use planning, which is reflected through a set of broad planning priorities. In turn, each planning priority contains a set of actions which are practical responses to deliver on these planning priorities. Moving into greater detail, the LSPS considers the character of areas within the Kempsey Shire, providing place planning priorities and corresponding actions.

1.3. Planning proposals (LEP amendments)

A planning proposal is required to amend the Kempsey Local Environmental Plan 2013 (referred to as 'KLEP 2013') in relation to zoning, height and other planning provisions. In accordance with section 3.33(2) of the Environmental Planning and Assessment Act 1979, any proposed LEP amendment will need to align with the strategic directions of this LSPS and this will be a significant consideration for Council. Accordingly, opportunistic and ad hoc LEP amendments will not be supported.

2. Our Place

The Macleay Valley is a place of natural abundance, stunning landscapes, historic settlements, rich character and culture.

Flowing down from the Great Dividing Range, through the floodplains to the Pacific Ocean, the Macleay River provides the nutrients, habitat, recreation opportunities, and the historical and cultural context for the Shire.

Our principal settlements are typically located beside the banks of the river and along the coastline. These settlements are generally of a scale where there are strong community ties and the distances between our settlements are manageable.

The Kempsey Shire Council Local Government Area is located within the NSW Mid North Coast and covers an area of 3,380 km2 with a population of approximately 30,000 residents. The principal town in the Shire is Kempsey.

Kempsey is located approximately halfway between the state capitals of Sydney and Brisbane, and is halfway between the regional centres of Port Macquarie and Coffs Harbour.

Kempsey Shire is bounded by:

- Nambucca Shire Council to the north
- Armidale Regional Council and Walcha Council to the west
- Port Macquarie-Hastings Council to the south
- The Pacific Ocean to the east.

Figure 1: Kempsey Shire Council Local Government Area (source: macleayvalleycoast.com.au)

Local government came to the Macleay Valley in 1885 with the constitution of the Kempsey Borough Council. The remainder of the valley was introduced to municipal administration in 1907 with the formation of the Macleay Shire Council. In 1975 the Kempsey Municipal Council and the Macleay Shire Council amalgamated, and Kempsey Shire Council was incorporated on 1 October 1975.

3. Our Community

Our community in numbers:

Ourselves (2016)	Our housing (2016)	Our future
• Median age: 47 years • Male/Female ratio: 50:50 • Married: 43% • University qualification: 8% • Born in Australia: 83% • Aboriginal: 11% • Median weekly income (family): $1,107 • Did voluntary work: 18% • Unemployed: 8% • Travel to work by car: 66%	• Detached dwellings: 89% • 3-bedroom dwellings: 47% • Average number of people per household: 2.4 • Single-person households: 26% • Owned outright: 40% • Rented: 25%	*Shire population:* • Now: 30,041 (2020) • Predicted: 34,148 (2036) • % change (2016–2036): 15% (average annual change 0.74%) • Age structure numbers (2036): • Largest age group growth: 70 years+ • 2nd: 10 to 14-year olds • 3rd: 5 to 9-year olds • Household types (2036): • Couples without dependants: 34% • Single-person households: 28% • Couple families with dependants: 20%
Index of relative socio-economic disadvantage 2016		
Kempsey Shire: 888 | Mid-Coast NSW: 928 | Regional NSW: 971 | NSW: 1001 | Australia: 1002 (Source: Socio-Economic Indexes for Areas, SEIFA, Australian Bureau of Statistics)		

4. Future Growth

4.1. Background

Future growth within the Kempsey LGA will be guided by this LSPS, local growth strategies, the *Macleay Valley 2036: Community Strategic Plan* (June 2017) and the *North Coast Regional Plan 2036* (March 2017).

4.2. Local growth strategies

Existing local growth strategies include:

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

The recommendations of these growth strategies continue to inform strategic growth and direction in the Shire. The review of these strategies and the development of a new Local Growth Management Strategy for the Kempsey Shire is an identified action in this LSPS.

4.3. Macleay Valley 2036: Community Strategic Plan

The Macleay Valley 2036: Community Strategic Plan is a broad-ranging document that identifies the long-term aspirations of the community and Council. The community strategic plan sets out a 20-year vision centred on our core values of being healthy; wealthy; safe; and connected. These core values from the community strategic plan are the benchmarks for the themes within the LSPS. While the principal focus of the LSPS is future land use strategy, it will be reviewed again each new community strategic plan to ensure the core values in the LSPS are aligned.

4.4. North Coast Regional Plan 2036

The *North Coast Regional Plan 2036* contains mapping (see Part G) that identifies 'urban growth areas' and 'existing employment land' which aligns with the council land-use zones in the *Kempsey Local Environmental Plan 2013*. The Regional Plan also includes 'investigation area – employment land' and 'investigation area – urban land' categories. These areas align with those similarly identified in Council's growth strategies.

The *Regional Plan* provides three planning principles for guiding growth:

- Principle 1: Urban growth is to be directed to identified growth areas.
- Principle 2: Land to the east of the Pacific Highway is identified to be sensitive coastal land and rural residential and urban development is limited.
- Principle 3: Urban centres are to provide housing diversity, jobs and vibrant communities while maintaining environmental values and avoiding natural hazards.

In addition, the *Regional Plan* contains a 'Local Government Narrative' for each council area which includes 'regional priorities' and 'economy and employment' actions anticipated by the NSW Government.

For Kempsey Shire Council, the Regional Plan identifies the following priorities:

Regional priorities

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

Economy and employment

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

Housing

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

It is anticipated that future residential growth will mostly be provided in Kempsey, South West Rocks, Frederickton, Crescent Head and Stuarts Point where residential land for investigation may be available, a planning need exists, and necessary infrastructure is (or will be) available. In the longer term, growth opportunities in the village of Kundabung may warrant investigation as to the viability of residential development in this strategic location (being adjacent the Pacific Highway and in close proximity to Kempsey and Port Macquarie).

4.5. Kempsey Shire settlement pattern

The hierarchy of communities in the Kempsey Shire is as follows:

1. the urban centres of Kempsey (the principal centre) and South West Rocks
2. the urban villages of Crescent Head, Frederickton, Gladstone, Hat Head, Smithtown and Stuarts Point
3. the rural/coastal villages of Bellbrook, Fishermans Reach, Grassy Head, Jerseyville, Kinchela, Kundabung and Willawarrin.

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

4.6. Rural residential and rural areas

4.6.1. Rural residential

There are a number of well-established rural residential communities in the shire as well as areas identified as having potential for future rural residential subdivision. The more substantial rural residential localities in the shire include:

- **Aldavilla-Yarravel:** located either side of the Armidale Road, on the western margins of Kempsey, these are well established rural residential communities with easy access to the opportunities and services provided in Kempsey. There remains some opportunity for additional potential rural residential subdivision in Yarravel.
- **Euroka-Dondingalong:** located on the southside of the Macleay River (southwest of Kempsey), this rural residential area is also well established and in close proximity of the town of Kempsey. While the Euroka-Dondingalong rural residential area is smaller than Aldavilla-Yarravel, there remains potential for significant expansion to the west along the northside of Gowings Hill Road.
- **Collombatti:** this is another well-established rural residential community, located immediately west of Frederickton (along the southside of Collombatti Road). While there are environmental factors that restrict the overall size of the rural residential area, there remains some limited opportunity for further subdivision within this area.
- **Kundabung:** located immediately west of the village of Kundabung (on either side of the Pacific Highway); there is a significant supply of potential rural residential land that remains undeveloped within the 1,133ha Kundabung land release area. The scale of potential rural residential development identified at Kundabung could significantly increase the economic prospects and future viability of the village of Kundabung.

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

While rural residential development is a popular and relevant housing choice in the Shire, it is imperative that it is appropriately planned for to ensure:

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

4.6.2. Rural areas

Rural land comprises the dominant land use, by area, in the Kempsey Shire.

Council's intention is to:

- continue to protect regionally significant farmland
- prevent the encroachment of 'sensitive uses' (i.e. uses that are not compatible with primary production, especially residential housing)'
- support agricultural diversity
- encourage complementary rural activities such as Farmstay and ecotourism.

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

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

- exporting agricultural products
- promoting and developing the Macleay Valley Food Bowl
- improving tourist accessibility to the region.

Part B - Our Future Macleay

5. Our 20-Year Vision

5.1. Community Strategic Plan (June 2017)

All Councils are required to prepare a Community Strategic Plan that reflects the entirety of the local community's priorities and aspirations, not just those priorities that local council may be able to satisfy. Our community vision reflected in our Community Strategic Plan is:

"We live in a community that provides opportunity to all, to prosper in an environment that supports wellbeing, connectedness and access to resources the community wants and needs."

The vision set out in this LSPS builds on this community vision, with a particular focus on land-use at the local level.

5.2. Our local strategic vision

Our 20-year vision for growth and development in the Macleay Valley comprises the following principles:

- Our community will be growing.
- Our natural amenity and coastal and rural environments are valued and provide a landscape and character that attract new residents and are the reason people want to stay in the Macleay Valley.
- Our built environment will retain the important aspects of local character that give us a sense of place.
- Our key service infrastructure will be planned, timed and financed to support a sustainable growth rate.
- Our homes, buildings and infrastructure will be resilient to significant natural events and any future changes in population, climate and the economy.
- Our community will be connected to education, employment, services, economic markets and recreation and the opportunities they provide.
- Our heritage and culture will be valued and evident in our streets, public spaces and surroundings.
- Our agricultural, commercial and industrial areas will attract new investment and be adaptable to new and emerging business opportunities.
- Our different lifestyles, cultures and needs will be met by a diverse range of housing types and locations, and designed for diversity, equality and inclusiveness.

View from Mount Yarrahapinni lookout

Part C - Our Planning Priorities

6. Our Planning Priorities

6.1. Realising the vision

The practical steps which will deliver on the vision of the *Your Future Macleay – Growth & Character* LSPS over the next 20 years are structured under four broad themes:

- Theme 1 – Healthy Environment
- Theme 2 – Wealthy Economy
- Theme 3 – Connected Communities
- Theme 4 – Safe & Suitable Housing.

These themes, which are consistent with the priorities identified in the *North Coast Regional Plan 2036* and Council's *Macleay Valley 2036: Community Strategic Plan*, each contain a number of planning priorities.

The intent of the four themes will be implemented through 20 planning priorities (refer to the table below). Each planning priority will in turn have associated actions to ensure these planning priorities are realised.

6.2. Themes and planning priorities

THEME 1 **HEALTHY ENVIRONMENT**	***Planning priority H1:*** Deliver growth that does not compromise the Shire's rich biodiversity ***Planning priority H2:*** Rehabilitate and enhance biodiversity, coastal and aquatic habitats, and water catchments ***Planning priority H3:*** Manage natural hazards and climate change
THEME 2 **WEALTHY ECONOMY**	***Planning priority W1:*** Develop successful centres of employment and increase formal education opportunities within the community ***Planning priority W2:*** Enable the growth of tourism ***Planning priority W3:*** Strengthen regionally significant transport corridors ***Planning priority W4:*** Facilitate air, rail and public transport infrastructure ***Planning priority W5:*** Enable sustainable resource extraction, protect and enhance productive agricultural lands and grow agribusiness across the Shire ***Planning priority W6:*** Enable the economic self-determination of our local Aboriginal communities ***Planning priority W7:*** Coordinate local infrastructure delivery
THEME 3 **CONNECTED COMMUNITIES**	***Planning priority C1:*** Strengthen cross-regional relationships ***Planning priority C2:*** Provide great places to live and work ***Planning priority C3:*** Develop healthy, safe, socially engaged and well-connected communities ***Planning priority C4:*** Collaborate and partner with Aboriginal communities ***Planning priority C5:*** Respect and protect the Shire's heritage ***Planning priority C6:*** Maintain the Shire's distinctive built character
THEME 4 **SAFE & SUITABLE HOUSING**	***Planning priority S1:*** Plan for housing demand ***Planning priority S2:*** Increase housing diversity and choice ***Planning priority S3:*** Deliver more opportunities for affordable housing ***Planning priority S4:*** Deliver well-planned rural residential housing areas

Part D - Realising The Vision

7. Implementation

7.1. Overview

The *Your Future Macleay – Growth & Character* LSPS sets out the long-term land use vision for the Kempsey Shire Council Local Government Area over a 20-year horizon and the planning priorities and actions required to achieve that vision.

The implementation of the LSPS will see an ongoing program of work driven though the delivery of the identified actions. The actions contained within the LSPS are assigned a delivery timeframe to enable ongoing monitoring and reporting of implementation. The general implementation timeframes used in this LSPS are:

- Short term – 2 years
- Medium term – 3 to 5 years
- Long term – 10+ years
- Ongoing

In order to realise the future land use vision for Kempsey Shire, Council's plans, strategies and policies will be supplemented, modified or superseded through the LSPS delivery framework. For example, an action may require the delivery of a future strategy to update an existing strategy (such as a local growth management strategy). The findings and implications of the new strategy may warrant amendments to Council's Local Environmental Plan or other strategic planning documents. Over time the fulfilment of actions within the LSPS will progressively implement Council's vision while also giving effect to the goals of the North Coast Regional Plan 2036.

7.2. Integrated Planning and Reporting Framework

The Integrated Planning and Reporting (IP&R) Framework requires Council to develop long-term strategic plans for its community goals; and detail how it will resource, use assets and undertake capital works and other programs to achieve community strategic directions in accordance with the *Local Government Act 1993*.

The primary document within the IP&R Framework is the *Macleay Valley 2036: Community Strategic Plan*. The *Community Strategic Plan* identifies the community's main priorities for the future and attaches strategies to achieve these goals. A council delivery program identifies how it will deliver on the strategies within the *Community Strategic Plan* for the term of the elected council. Finally, an operational plan is prepared each year and contains the individual projects and activities to be undertaken that year to achieve the commitments identified in the delivery program.

It is therefore imperative to ensure ongoing alignment between the *Your Future Macleay – Growth & Character* LSPS, our *Community Strategic Plan* and the IP&R processes to ensure Council delivers on the priorities and aspirations of the community through a prescribed and orderly framework.

7.3. Monitoring and reporting

Council's established IP&R Framework will monitor and report on the implementation of the planning priorities within our LSPS. This will be through:

- progress status reporting on the LSPS actions undertaken through Council's four-year delivery program and annual operational plan
- monitoring of relevant performance indicators within the *Community Strategic Plan*, delivery program and operational plan to ensure that there is alignment with the LSPS and the North Coast Regional Plan 2036
- Completing an annual audit on overall progress of the actions within the LSPS, for the previous financial year, as part of Council's Annual Report prepared under section 428 of the Local Government Act.

7.4. Review

In accordance with section 3.9 of the *Environmental Planning and Assessment Act 1979*, Local Strategic Planning Statements must be reviewed at least every seven years.

Kempsey Shire Council will commence its first full review of the LSPS in 2021, and every four years thereafter in order to align with the local government election cycle. Specifically, elections dictate the review period for Council's *Community Strategic Plan* and the IP&R Framework. This regular review will ensure the LSPS continues to reflect the views and priorities the Kempsey Shire's community as stated in the *Community Strategic Plan*.

7.5. Implementation schedule

The schedules in the following sections (sections 8–11) identify the planning priorities, actions Council will take, and the timeframes to ensure that identified planning priorities are realised through the lifetime of the LSPS.

8. Theme 1 - Healthy Environment

8.1. Background

8.1.1. Climate

The size of the Shire and the significant variation in topography means that the area experiences both subtropical and temperate climates. The coastal areas receive around 1,300 to 1,400 mm of rainfall annually and the upper reaches of the Macleay River receive the lowest annual totals (around 1,000 to 1,100 mm). The north-west and south-west portions of the escarpment ranges experience the greatest annual rainfall of up to 1,700 mm.

8.1.2. Climate projections

The North Coast Region of New South Wales, encompassing Kempsey Shire, is projected to continue to warm with an anticipated average rise of 0.7oC over the period 2020–2039. The number of hot days (i.e. maximum temperatures greater than 35oC) is projected to increase and the number of cold nights will decrease.

Rainfall in the North Coast Region is projected to decrease in winter and increase in autumn and spring. As the climate warms, heavy rain is expected to become more intense. The Forest Fire Danger Index (FFDI) is used in New South Wales to quantify fire weather. The FFDI combines observations of temperature, humidity and wind speed with an estimate of the fuel state. Average and severe fire weather is projected to increase in summer and spring.

8.1.3. Vegetation

Kempsey Shire supports around 261,000 hectares of native woody vegetation cover and a wide range of broad vegetation types. While approximately 64.5% of the Shire is utilised as urban/rural land, the remaining 35.5% is within national parks (28.2%) and state forests (7.3%).

8.1.4. Biodiversity

The Kempsey Shire area contains a unique, rich and diverse variety of biodiversity across the landscapes from coastal plains, midland hills and escarpment ranges. The Shire contains over 2,500 plant and animal species, including 231 species that are threatened with extinction. There are also 16 threatened ecological communities in the area.

The three key threats to biodiversity within the Kempsey Shire are:

- biodiversity decline through clearing, habitat fragmentation, inappropriate fire regimes, invasive species and the impacts of agriculture
- development pressure through population growth
- climate change and sea level rise impacts on biodiversity.

8.1.5. The Macleay River

The Macleay River comprises a catchment area of 11,500 km2 while the lower Macleay River floodplain covers an area of approximately 400 km2 which has been subject to frequent and persistent flooding. Many towns and villages in the Shire are located adjacent to the river and are susceptible to flooding, including Kempsey, Frederickton, Smithtown, Gladstone, Kinchela, Jerseyville, South West Rocks, Fishermans Reach and Stuarts Point. While a flood mitigation scheme exists, these measures provide limited relief in larger flood events. Consequently, appropriate development controls are required which identify land affected by flooding and appropriate procedures are in place to safeguard lives and property.

Ongoing land use practices, resource extraction and vegetation retention have an impact on water quality along the entire length of the Macleay River. Council has several programmes underway to help monitor and reduce nutrient loads, protect riparian vegetation, mitigate riverbank erosion and improve the environmental health within the river.

8.1.6. Environmentally sustainable growth

Council has a number of land release strategies that identify areas where future residential, rural residential and industrial land releases may be considered. Any future land releases will be subject to a detailed planning investigation of potential development considerations specific to each locality. These land release strategies will be periodically reviewed in accordance with Council's obligations to manage population and growth consistent with relevant regional strategies including the North Coast Regional Plan 2036 and guidelines such as the North Coast Settlement Planning Guidelines 2019.

8.2. Planning priorities, actions and timeframes

Healthy Environment	
Planning priority	**Action**
H1: Deliver growth that does not compromise the Shire's rich biodiversity	**H1.1** Identify and map environmentally sensitive areas and land with high ecological values within the Shire. **Timeframe: Short term**
	H1.2 Prepare a Biodiversity Strategy for the Shire. **Timeframe: Short term**
H2: Rehabilitate and enhance biodiversity, coastal and aquatic habitats, and water catchments	**H2.1** Finalise the coastal and estuary management programs for the Kempsey Shire. **Timeframe: Short term**
	H2.2 Continue with rehabilitation projects including those at Boyters Lane, Jerseyville and Gills Creek. **Timeframe: Ongoing**
	H2.3 Identify and assess feasibility of any new sites that could be suitable as future rehabilitation projects. **Timeframe: Medium term**
	H2.4 Continue to support community action groups undertaking environmental protection and enhancement works. **Timeframe: Ongoing**
H3: Manage natural hazards and climate change	**H3.1** Undertake a review of the implementation actions in the Kempsey Coastal Zone Management Plan to identify outstanding actions and to develop an action plan for the next four years. **Timeframe: Short term**
	H3.2 Council will map and determine extent of projected tidal flooding and coastal vulnerability areas. **Timeframe: Short term**
	H3.3 Review and update Council's planning instruments and policies to reflect the recommendations of the Kempsey CBD Flood Risk Management Plan. **Timeframe: Short term**
	H3.4 Complete the Lower Macleay Flood Risk Management Plan to provide the basis for future management of flood prone lands in the Lower Macleay. **Timeframe: Short to Medium term**
	H3.5 Investigate opportunities to partner with relevant government and non-government agencies to develop hazard and risk management strategies to address natural hazard and climate change impacts. **Timeframe: Medium term**
	H3.6 Facilitate community awareness programs to improve community understanding of natural hazards and climate change impacts. **Timeframe: Short term & Ongoing**
	H3.7 Develop a strategy relating to sustainability and resilience for our Shire. **Timeframe: Short term**

9. Theme 2 - Wealthy Economy

9.1. Overview

Council adopted the Horizon 2030: Macleay Valley Economic Development and Tourism Strategy and the Macleay Valley Coast Destination Management Plan 2019–2029 in October 2019. It is Council's 10-year strategic vision for economic and tourist development throughout the Shire. Horizon 2030 comprises a vision statement, economic development planning principles and an action plan. The action plan focuses on three strategic themes supporting the development of the Shire:

- as a destination for investment, learning and employment
- as a location for smart and sustainable agribusiness
- as a premier regional visitor destination.

The Destination Management Plan is a 10-year plan which expands on the tourist development initiatives identified in Horizon 2030.

9.1.2. Labour force profile

The Kempsey Shire has 2,270 registered businesses, provides for 11,500 jobs with a gross regional product of $1.07 billion. Some 85% of the workers in the Kempsey area are locals and the balance of workers largely live in the adjoining Port Macquarie-Hasting LGA. Approximately 10% of Kempsey Shire residents are employed outside the Shire. Compared with the NSW average, the Kempsey Shire has:

- a higher proportion of female workers
- a higher proportion of older workers
- a higher proportion of workers in health care/ social assistance, retailing and education/ training
- a lower proportion of professionals and a higher proportion of community/personal service workers and labourers
- a higher proportion of part-timers.

9.1.3. Local employment

In value terms, the area's economy is driven by activity in the construction, health care and social assistance, public administration and safety, education and training, manufacturing and retail trade sectors. The construction sector generates an estimated $133 million representing 16% of the total economy. Construction services account for the largest share of industry activity in the Macleay Valley, followed by heavy and civil engineering construction and building construction.

As well as being the Shire's largest provider of jobs, the health care and social assistance sector accounts for 13% of total industry value-added, or $108.6 million. Education, which is the Shire's third-largest employer, accounts for 8.5% of total industry value-added. Educational facilities include North Coast TAFE (Kempsey Campus) and a number of government and non-government primary and secondary schools. A future Country Universities Centre has been announced for Kempsey. The nearest universities are currently located in Coffs Harbour to the north and Port Macquarie to the south.

The agribusiness sector is highly diverse and consists of operators involved in agricultural services or production across the food supply chain. Operators include primary producers of agricultural commodities, processors, manufacturers and wholesalers. Employing more than 500 people locally, agriculture remains a mainstay of the local economy.

Tourism in the Shire accounts for approximately 6% of local employment. The area's tourism potential is yet to be fully capitalised upon, with the Kempsey Shire poised to develop its profile by using its comparative and competitive advantages.

9.1.4. Local Aboriginal opportunity

The Shire's Aboriginal population is growing faster than the wider NSW regional average (8% increase in Kempsey Shire from 2011 to 2016 compared to 2.5% in regional NSW) and has a younger profile (41% under 18 compared to 18%). Key indicators for the local Aboriginal population include:

- Home ownership is 34% for Aboriginal residents compared to 74% for non-Aboriginal residents, but has increased by 10% since 2006.
- Median personal weekly income is $405 for Aboriginal residents compared to $481 for non-Aboriginal, but has increased by 61% since 2006.

- Unemployment is 21% for Aboriginal residents compared to 7.1% for non-Aboriginal, but has decreased by 3% since 2006.
- Year 12 completion is 20% for local Aboriginal residents compared to 31.0% for non-Aboriginal residents, but has increased by 10% since 2006.

This positive picture of change should not mask the fact that the Aboriginal community in Kempsey Shire is starting from a long way behind in key areas of workforce participation and employment. Community leaders have stressed that training is not an issue, but rather, it is pathways to meaningful employment that are missing.

9.1.5. Regional competitive advantages

Our location midway between Sydney and Brisbane on the dual carriageway Pacific Highway and the national rail line, provides convenient access along the east coast of Australia. The region is also nestled between two regional airport hubs (with Port Macquarie Airport just 45 minutes' drive south from Kempsey and Coffs Harbour Airport just over one hour's drive to the north).

A traditional stronghold of cattle farming, agriculture in the Shire is supported by one of only three meat processing facilities between Newcastle and the Gold Coast. The Kempsey Regional Saleyards are a regional hub for the sale of livestock, while the rapidly expanding intensive farming industry drives exports in vegetables, flowers, macadamias, blueberries and avocadoes, and is a key driver for growth.

Several major capital projects have been completed since the Pacific Highway bypass was completed in 2015, including:

- the $2.5 million upgrade at Kempsey Airport
- the $80 million upgrade of Kempsey Hospital
- a $3.6 million town centre revitalisation project
- the opening of a large-lot industrial estate strategically located within the South Kempsey Enterprise Precinct.

Over the past five years there has been substantial government and private sector investment in the Shire. Large-scale investments have included:

- South Kempsey Highway Service Centre opened following the new Pacific Highway bypass. The service centre provided more than 100 full-time jobs and was a multi-million dollar private investment assisted by Council support for service infrastructure of $1.8 million.
- Greenleaf Farm at Clybucca is an intensive horticulture venture with over 600 greenhouses growing a premium vegetable product. This large-scale investment is the result of a partnership with an international agricultural company.
- Macleay Valley Village in Frederickton is a new development of 100 independent living villas adjacent to Macleay Valley House Aged Care Residential Facility. Privately owned and run, this is a $40 million investment and one of the premium Thompson Healthcare facilities in Australia.
- A new state-of-the-art cinema complex opened in Kempsey in late 2019 as the result of a Voluntary Planning Agreement between Gowings Brothers and Kempsey Shire Council. This $6 million project will be a major catalyst within the central retail district of Kempsey.
- Costa Group, Australia's largest horticultural company, has invested in avocado farms at Fishermans Reach to ensure year-round fruit for distribution across the country. This forms part of Costa's national distribution network.
- Mid North Coast Correctional Centre expansion is the result of NSW Government investment to increase the size of the facility with a construction impact of 350 jobs followed by an ongoing 90 full-time employment positions.
- Nestle invested more than $40 million in state-of-the art technology for the production of Nescafe Café Menu products which sits alongside the famous Milo brand of products. The Smithtown factory has been operating since 1921 and is the home of Milo, exporting its products throughout Australia and internationally.
- Akubra Hats has recently invested in new energy-efficient systems following the company's continued expansion into a new product range that complements the iconic hat range. Operating out of Kempsey since the 1970s, Akubra remains a large-scale employer in the Macleay Valley.
- Everson's Food Group maintains a multi-species abattoir based in Frederickton and continues to be one of the largest private employers in the Macleay Valley.

9.2. Planning Priorities, Actions and Deliverables

Wealthy Economy	
Planning priority	**Action**
W1: Develop successful centres of employment and increase formal education opportunities	**W1.1** Undertake a Macleay Valley industrial land demand and supply study to confirm existing capacity to accommodate growth and identify any potential anticipated gaps in supply. Confirm priority investigation areas / parcels of land for future industry. (Action 1.3 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan) **Timeframe: Short to Medium term**
	W1.2 Continue the rolling program of masterplans for public spaces using a placemaking approach (i.e. working with communities) for public spaces and town centres (Action 1.15 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan) **Timeframe: Medium term**
	W1.3 Investigate opportunities for the release of residential land in strategic areas to maximise transport corridors and proximity to other population centres (Action 1.21 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan) **Timeframe: Medium term**
	W1.4 Prepare a place precinct plan for the area containing the District Hospital and Kempsey TAFE campus Timeframe: Medium term
W2: Enable the growth of tourism	**W2.1** Incorporate access and inclusion principles into future planning to support the growth of inclusive tourism in the Shire. **Timeframe: Medium to Long term**
	W2.2 Regularly review Council's local planning controls to ensure that it enables a variety of tourism opportunities that value and preserve the unique character and environment of the Shire. **Timeframe: Ongoing**
W3: Strengthen regionally significant transport corridors	**W3.1** Continue to advocate for the construction of the east–west bridge over the Macleay River linking South Kempsey to West Kempsey, to improve linkages between key industrial and residential areas (Action 1.24 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan). Additionally, Council will continue to work with Armidale Regional Council to ensure the ongoing improvement of the Kempsey Armidale Road **Timeframe: Medium to Long term**
W4: Facilitate air, rail and public transport infrastructure	**W4.1** Prepare a master plan to guide future development at Kempsey Airport (Action 1.23 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan) **Timeframe: Medium term**

Wealthy Economy

Planning priority	Action
W5: Enable sustainable resource extraction, protect and enhance productive agricultural lands & grow agribusiness across the region	**W5.1** Commission a Macleay Valley Certified Organic Produce Strategy to identify and articulate 'focal' areas for strategic planning and development (Action 2.3 of Council's Horizon 2030: Economic Development and Tourism Strategy Action Plan) **Timeframe: Medium term**
	W5.2 Planning proposals to subdivide rural land for rural residential purposes are restricted to the identified localities within the Kempsey Shire Rural Residential Land Release Strategy (December 2014) and the Local Growth Management Strategy: Residential Component (October 2010). **Timeframe: Ongoing**
	W5.3 Regulated mining, quarrying and forestry land-use activities are to be protected from sensitive and conflicting land uses through appropriate land-use zoning and the application of buffer zones where appropriate. Rural residential, residential and industrial land release strategies are to ensure that the potential for conflict with resource extraction activities is avoided. **Timeframe: Medium term**
W6: Enable the economic self-determination of our local Aboriginal communities	**W6.1** Commence discussions with the Kempsey Local Aboriginal Land Council about the feasibility of a Development Delivery Plan for inclusion in the Aboriginal Land State Environmental Planning Policy. **Timeframe: Short term**
W7: Coordinate local infrastructure delivery	**W7.1** Prepare water and sewer servicing strategies for all serviced areas within the Shire. These strategies are to consider planned growth and local planning controls are to be amended to reflect these as needed. **Timeframe: Medium term**
	W7.2 Ensure provision of community infrastructure aligns with the recommendations and actions of the adopted Your Future – Places and Spaces Community Infrastructure Strategic Plan. **Timeframe: Short term and Ongoing**

10. Theme 3 - Connected Communities

10.1. Overview

10.1.1. Our history

The Dunghutti and Thungutti People have lived for millennia on the land that forms the Kempsey Shire — across the Saltwater coastal areas, the Freshwater Country upstream and the Mountain Country to the west.

The Aboriginal cultural heritage of the Kempsey Shire is timeless, rich and diverse with numerous ancient sites across the landscape that include camp sites and boras through to landscape-scale sites such as the Stuarts Point – Clybucca Midden. Contemporary places document the impacts of colonisation on the Aboriginal community, including the Kinchela Boys Home and the Mission sites at Burnt Bridge and Greenhill.

Aboriginal cultural heritage is recorded in the paintings of the late Robert Campbell Junior whose work is held by the National Gallery of Australia, and also in real time on the mural wall of Services Park in Kempsey where younger Dunghutti artists keep a visual record of their community. Aboriginal cultural heritage is not static; it is dynamic and living across the landscape and in the towns and villages, and in the homes and settlements of the community, in the language and the traditions the Elders keep.

The first settlement by Europeans of the land that would become the Kempsey Shire took place in 1827 with the establishment of a cedar party at Euroka Creek by Captain Innes, the Commandant of the penal colony at Port Macquarie.

Beginning at this point of settlement, the history of the Shire has been documented in the Kempsey Shire Community Based Heritage Study (2005). This study details the extraordinarily rich and varied history of buildings and places within the Shire. This heritage study sets out (in a series of themes comprising exploration, pastoralism, transportation and communication, agriculture, forestry, towns and tourism and leisure) a baseline to build a strategic framework for the ongoing identification, protection and conservation of the area's cultural environmental heritage.

Schedule 5 of the Kempsey Local Environmental Plan 2013 contains some 105 heritage items, principally built structures. In addition, it recognises two heritage conservation areas: the Bellbrook Conservation Area (also a National Trust Registered Urban Village) and the Gladstone Conservation Area. The Kempsey Development Control Plan 2013 distinguishes a further five heritage precincts:

- Frederickton Heritage Precinct (including the National heritage listed Frederickton Public School Group)
- Smithtown Heritage Precinct
- South-West Rocks Heritage Precinct
- East Kempsey Heritage Precinct
- Kempsey/West Kempsey CBD Heritage Precincts.

Other notable heritage items in the region include the Trial Bay Gaol, the childhood home of Slim Dusty and the Kinchela Aboriginal Boys' Training Home – all of which are of State significance.

10.1.2. Our communities

Kempsey Shire has an estimated population 30,041 of which 3,350 (or 11.6%) are identify as being of Aboriginal or Torres Strait descent. Geographically our community is dispersed across an area of 3,381 km2, with the principal localities being:

- the urban centres of Kempsey and South West Rocks
- the upriver hinterland villages of Bellbrook and Willawarrin
- the downriver towns and villages of Frederickton, Smithtown, Gladstone and Kinchela
- the coastal villages of Stuarts Point, Hat Head and Crescent Head.

10.1.3. Aboriginal community partnerships

Kempsey Shire Council is committed to employing culturally appropriate engagement and partnership models with the local Aboriginal community. Council acknowledges their role as

key stakeholders in developing local strategic plans, growth management strategies, economic development plans and other Council-driven initiatives that impact either directly or indirectly on the cultural and social wellbeing of the Aboriginal community and their ongoing connection to Country.

10.1.4. Responding to growth

Future growth over the next 20 years is expected to be concentrated in Kempsey, South West Rocks, Frederickton, Stuarts Point and Crescent Head. The Shire's towns and villages each have their own unique and individual characteristics that their respective communities expect will be retained and enhanced through any future development. See Part E for character profiles of key localities in the Shire.

The Shire's community infrastructure (cultural and educational buildings, health services, open space and sporting facilities) has recently been audited as part of the ongoing Community Infrastructure Strategic Plan project. Key findings from this desktop audit include:

- The Shire contains a diverse range of community facilities, services and spaces. There are no significant gaps in the network based on the desktop assessment, however more detailed analysis is required to understand local demand, use and future need.
- Kempsey is the largest town in the Shire and the key community service centre. It contains the highest order community infrastructure, including the hospital, TAFE campus, high schools and library.
- The Shire overall has sufficient community parks (benchmarked supply), however within the local catchments there are areas that are under and over supplied.
- Based on the benchmarking undertaken as part of this report, the Shire overall has sufficient sporting facilities.

The Kempsey Shire generally has low-density settlements that are dispersed over great distances, and effective public transport options can be challenging in these settings. Through strategies such as the Kempsey Shire Bike Plan, the Pedestrian Access and Mobility Plan and improved land-use planning, Council is striving to promote safe and feasible alternatives to car dependency and enable active lifestyles and vibrant well-connected places for the community.

10.2. Planning Priorities, Actions and Deliverables

Connected Communities	
Planning priority	**Action**
C1: Strengthen cross-regional relationships	**C1.1** Council will continue to be part of the Mid North Coast Joint Organisation whose purpose is to strengthen regional collaboration to work more closely with the NSW Government to deliver important projects on a regional scale. Council will also continue to work collaboratively with Armidale Regional Council and Nambucca Valley Council. **Timeframe: Ongoing**
	C1.1 Council will continue to liaise and collaborate regionally to pursue the investigation and implementation of the recommendations of the Hastings Macleay Regional Economic Development Strategy 2018–2022. **Timeframe: Ongoing**
C2: Provide great places to live and work	**C2.1** Prepare a local growth strategy for the Shire which will outline how Council will plan for population growth over the next 20 years. **Timeframe: Medium term**

10.2. Planning Priorities, Actions and Deliverables (cont.)

Connected Communities	
Planning priority	**Action**
C3: Develop healthy, safe, socially engaged and well-connected communities	**C3.1** Initiate an 'active living' strategy from a coordinated future audit of Council's Pedestrian Access and Mobility Plan 2016 and the Kempsey Shire Bike Plan 2018 to promote the implementation of active transportation opportunities and linkages across the Shire. **Timeframe: Medium term**
C4: Collaborate and partner with Aboriginal communities	**C4.1** Council will prepare a Reconciliation Action Plan (RAP). The RAP will be a strategic document that includes practical actions that will drive Council's contribution to reconciliation both internally and in the communities in which it operates. The RAP will be based on the framework established by Reconciliation Australia. **Timeframe: Short term**
C5: Respect and protect the Shire's heritage	**C5.1** In partnership with, and with the permission of Aboriginal community, Council will support the preparation of an Aboriginal Cultural Heritage Study which includes an updated inventory of Aboriginal cultural heritage sites within the Shire. **Timeframe: Medium term**
	C5.2 Council will: review and update the inventory of colonial and post-colonial cultural heritage sites in the Kempsey Shire review the actions and recommendations of the Kempsey Shire Community Based Heritage Study (2005) prepare conservation management plans for Council owned and/or managed sites identified in the Heritage Study **Timeframe: Medium term**
C6: Maintain the region's distinctive built character	**C6.1** In taking action and making decisions, Council will consider and act on the character statements and commitments outlined in Part E. **Timeframe: Ongoing**

11. Theme 4 - Safe & Suitable Housing

11.1. Overview

11.1.1. Projected demographic trends and housing choice

Census data identifies that 24% of the Kempsey Shire's population is in the 65+ years age group and this is the area's fastest growing age group. Additionally, 29% of the Shire's households are single/sole occupant while the dominant household size is two persons.

While the Shire's dominant housing type is predominantly 3-bedroom detached dwellings, the forecast greatest change in demand for household types (over the period 2016 to 2036) is the categories 'couples without dependants' and increasingly 'lone person households'.

Increasingly, demand will be for existing housing stock to be repurposed to enable aging in place, provide for those with physical disabilities and provide future accommodation choices that meets the needs of this growing segment of the Shire's population.

11.1.2. Greenfield housing

Greenfield residential subdivision opportunities are identified in Council's Local Growth Management Strategy: Residential Component. These 'urban investigation areas' identify discreet localities within Kempsey, South West Rocks, Crescent Head, Frederickton and Stuarts Point where Council will consider planning proposals for potential residential subdivision.

11.1.3. Rural residential housing

Another component of Council's local growth management strategy is the Kempsey Shire Rural Residential Land Release Strategy where land capability investigations have identified specific locations across the Shire which are potentially suitable for future rural residential land use. The strategy provides sufficient land to meet the Shire's rural residential demand through to 2038.

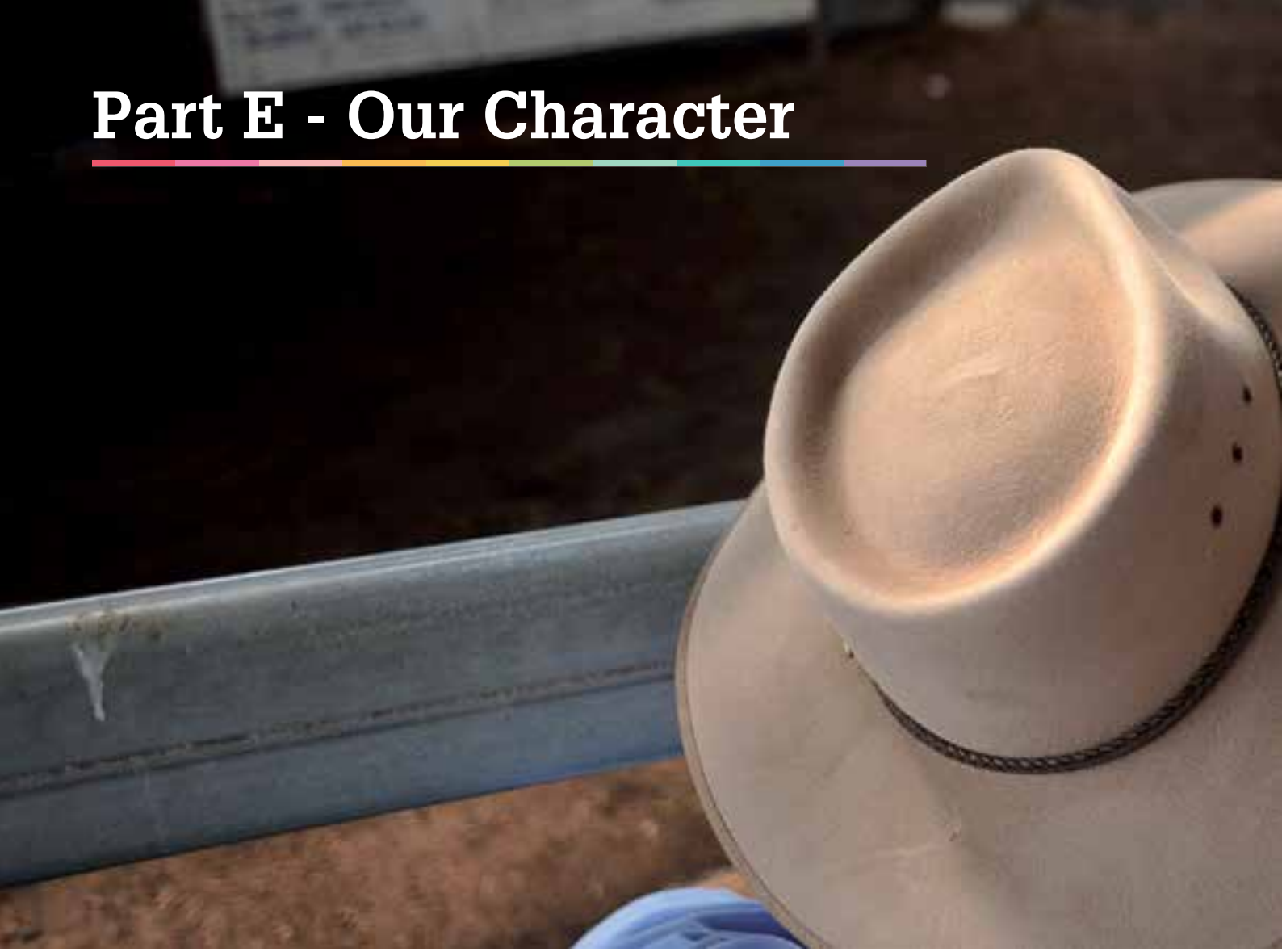
11.1.4. Climate responsive development

Future development will need to respond to local climate conditions in terms of construction methods, material choice, location, orientation, passive design and adaptability. Reducing water consumption, recycling wastewater and reducing energy demand through efficiency responses, alternative energy sources and active transport choices will reduce energy costs, our consumption of non-renewable natural resources and the production of greenhouse gases and go some way to achieving sustainable settlements. Future development should avoid areas with high environmental values, physically constrained land or areas subject to the impacts of natural hazards.

11.2. Planning Priorities, Actions and Deliverables

Safe & Suitable Housing	
Planning priority	**Action**
S1: Plan for housing demand **S2:** Increase housing diversity and choice **S3:** Deliver more opportunities for affordable housing	**S1.1** As part of the Local Growth Management Strategy identified in Action C2.1, Council will prepare a Housing Strategy that considers supply, diversity, affordability and resilience. **Timeframe: Medium term**
S4: Deliver well-planned rural residential housing areas	**S4.1** Planning proposals for the residential subdivision of rural land are restricted to the identified localities within the Kempsey Shire Rural Residential Land Release Strategy. **Timeframe: Ongoing**

Part E - Our Character



12. Character

12.1. Background

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

- 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.

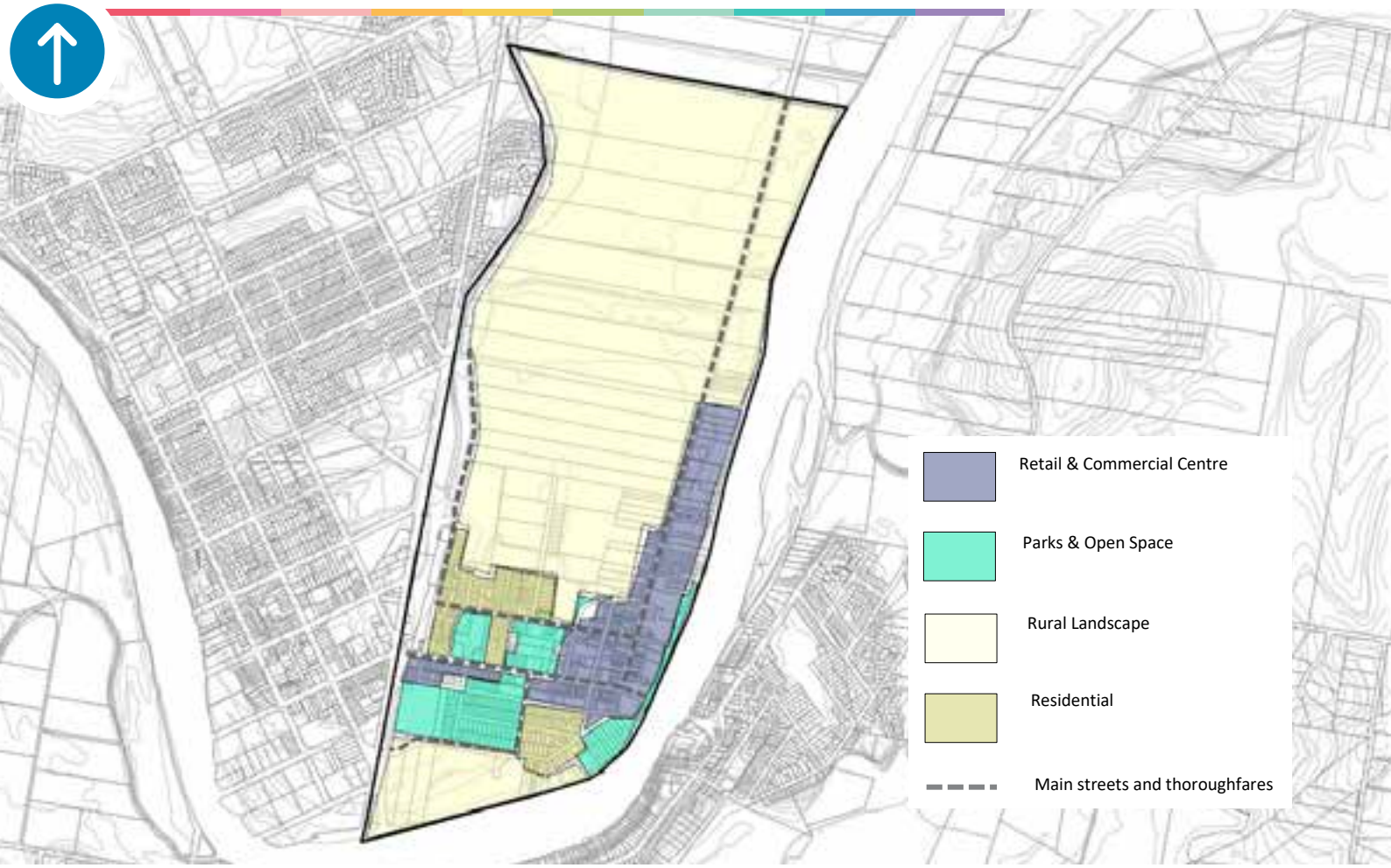
These are the touchstones or markers which people respond to, and these qualities will be perceived differently by different groups of people, including:

- 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.

This part of the LSPS is dedicated to capturing 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.

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 this "character".

Kempsey



Macleay Valley Way, the main arterial road and old Pacific Highway, feeds the CBD. Business is concentrated around Kempsey Central and the Post Office corner forming a strong landmark at the southern entry to the town from the bridge. The town is separated from East Kempsey and South Kempsey by the Macleay River, and from West Kempsey by flood-prone land occupied by sporting grounds. The town turns its back on the river but is strongly dictated to by the river, an element which has strongly shaped the development of the town, physically and economically.

The public domain in Smith Street (Macleay Valley Way) has recently transformed and is a thriving public place during daylight hours. Activity in the evenings is minimal as places generally close around 5 to 6 pm. The commercial life of the town is very much limited to business hours. After-hours activity is minimal and opportunities for dining and social gatherings, apart from the RSL, are limited.

Street trees and hard landscaping are a strong element in the urban fabric, with the planning emphasis being on making the street domain a people place, nurturing the values the community places on meeting and milling in the area.

The town concentrates around Smith and Belgrave streets, the two main thoroughfares, and has not greatly expanded beyond these. The river edge is a well-used, developed parkland and recreation area with a network of paths and open space. The town centre has a functionally layered structure with boutique shops and services located in the commercial centre within the triangle of Coles at the south, Woolworths at the north and Aldi at the west. Commercial uses have adaptively re-used residential buildings along both the primary thoroughfares. The underlying heritage fabric is concealed by successive renovations.

The residential area is minimal and generally dates from the early 20th century. It is situated primarily to the south of the town; and there are sporadic residential areas along the river to the east of the town.

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:

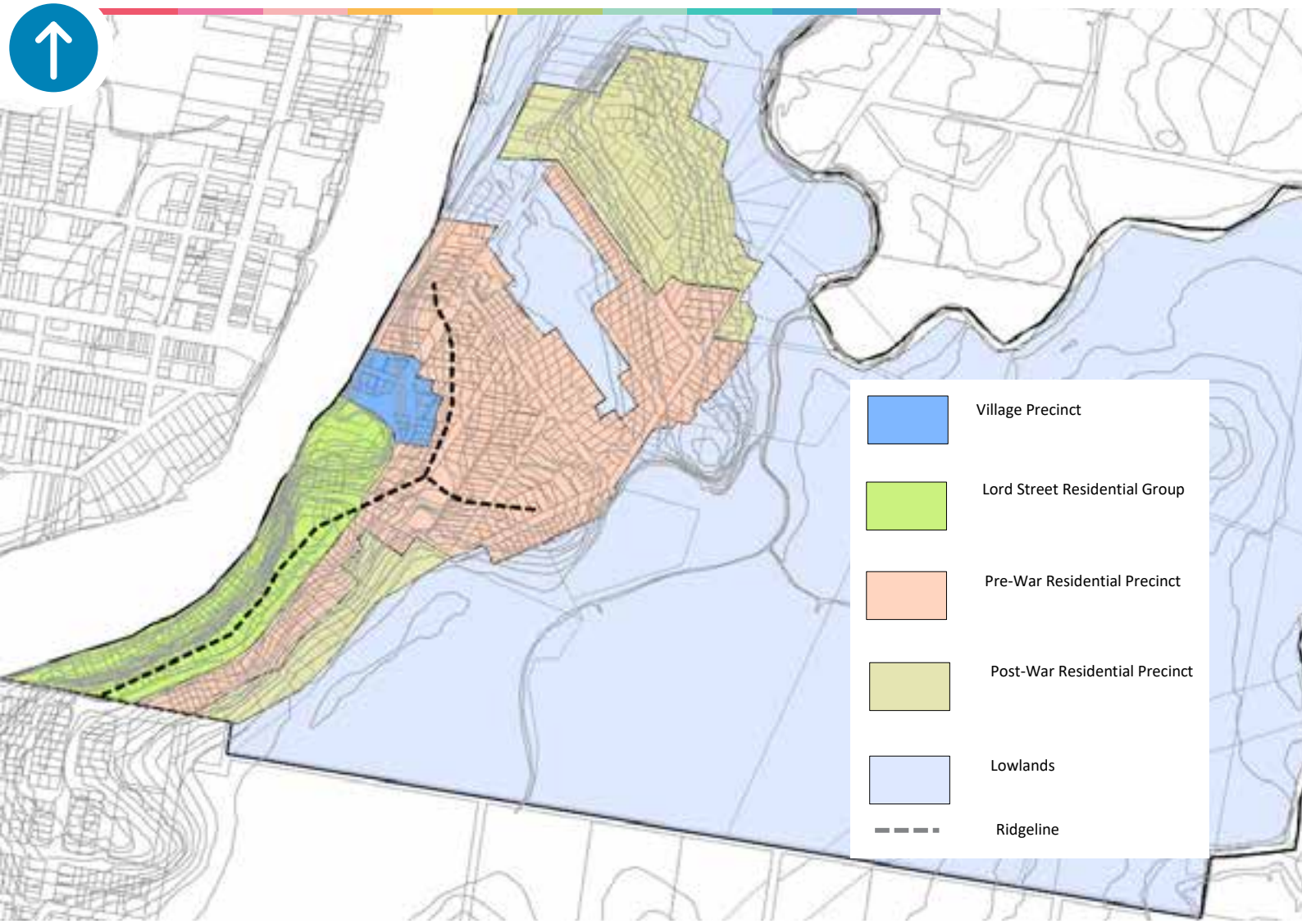
- Our strong physical and emotional connection with the Macleay River
- The role of Riverside Park in our community – it is an important place where our whole community often comes together to connect and celebrate

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.

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• Continue to progressively deliver on the actions identified for Kempsey in Council's Pedestrian Access and Mobility Plan (2016) and the Kempsey Shire Bike Plan (2018) • 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



Situated on the eastern bank of the Macleay River, East Kempsey was formerly shown on maps as Kempsey. It became East Kempsey to delineate itself clearly from the township of Kempsey that developed on the opposite bank of the river. East Kempsey is primarily defined by its residential building types, street pattern and terrain; being largely an older established urban and single storey area on a moderate to steep hill overlooking the river.

East Kempsey has an historic heart and small village precinct cluster with a general store, other businesses, central War Memorial Park with formal garden, mature eucalypts and cenotaph and a cluster of residences on the rise of Rudder Street and the Lord Street hill.

The residential precincts of East Kempsey are clearly defined and follow an established grid along Innes Street and Betts Street, both rising moderately from Bissett Street over the spur and falling steeply to Gill Street; the northern group at Sullivan street; and the Lord Street group along the high ridgeline above the Macleay River.

The housing is a blend of late Victorian and Edwardian (Federation) period pre-WWI timber and iron roof cottages; post-WWI brick and timber bungalows with flourishes that incorporate elements of 1920s and 30s modernism and later post-WW2 styles interspersed with later infill. The building rooflines follow the form of the terrain and provide an articulated and flowing continuity along Innes Street and Betts Street; while the gardens, front fences, building colours and materials all reflect the original streetscape with reasonable accuracy. East Kempsey has become a popular place to reside for many people.

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:

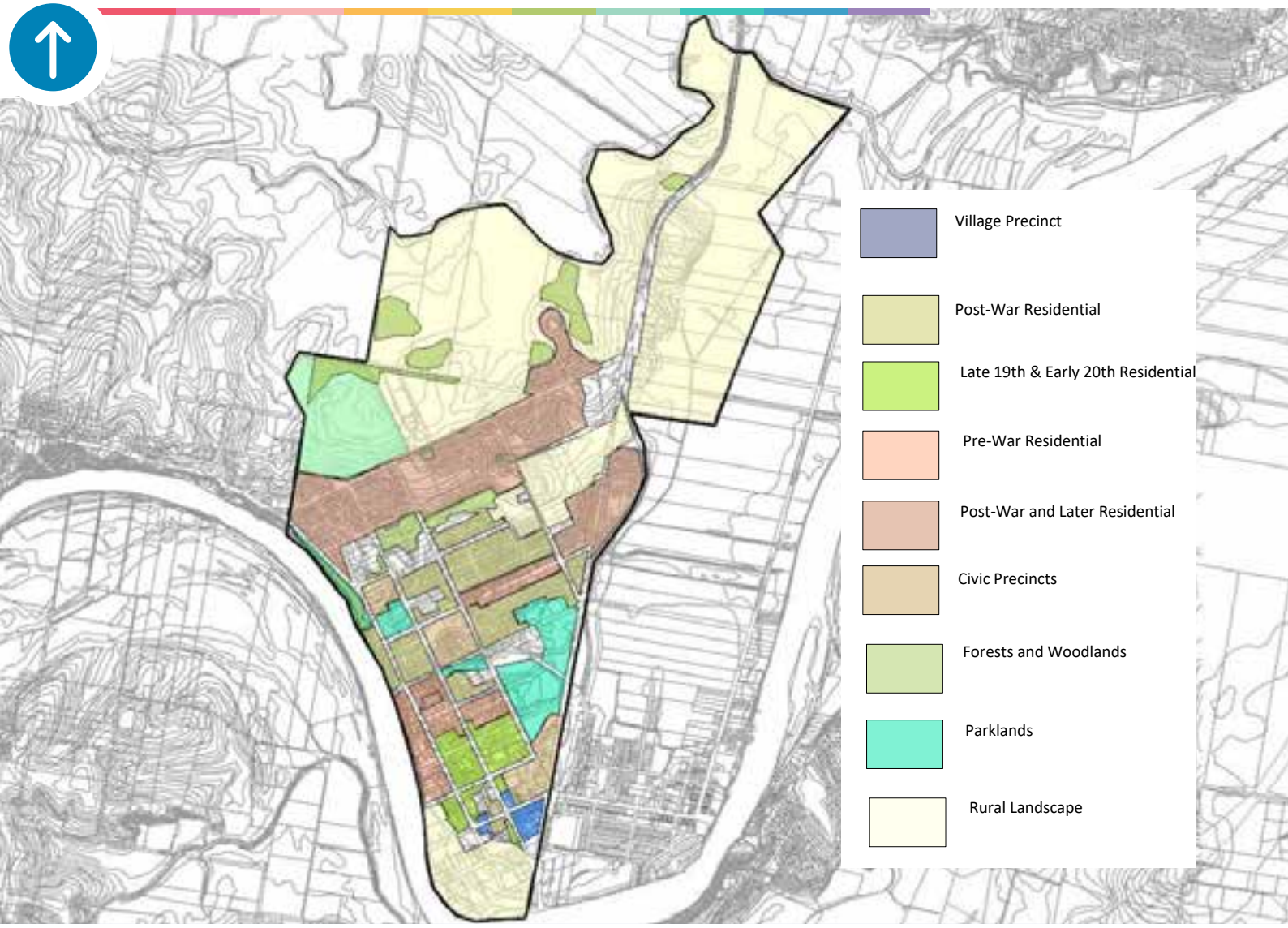
- Our strong physical and emotional connection with the Macleay River
- Our relaxed suburban feel
- Our strong visual connection with the river, hinterland and coast

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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 village precinct • Retain and enhance the leafy low-density suburban character • Maintain and enhance preservation of heritage and character elements	• 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

West Kempsey



West Kempsey is the major commercial and residential centre in the Kempsey Shire with significant social and civic infrastructure, including: schools, TAFE, police station, courthouse, churches, the railway station and hub, Kempsey District Hospital, ambulance and fire station.

The development of West Kempsey as a settlement and a township was established by a framework of valleys, hills and ridgelines. The residential precincts of the town provide a broad representation of the architectural periods, with many residential buildings along River, Wide and Tozer streets positioned in commanding locations with river access and views but established above the flood-prone land. The ridgelines of Broughton Street and Short Street offer panoramas over the surrounding landscape in all directions.

The building form and integrity retains an authenticity, having avoided the applique and 'modernisation' that buildings in the Kempsey CBD have sustained. As such, the streetscape of Elbow Street remains relatively historically intact.

As a place to live and work, West Kempsey provides ease of access to essential infrastructure and social and community services. It provides established tree-lined streetscapes and an array of character and period housing styles that have aesthetic, historical and social values that appeal to a wide demography.

The character, form and context of the area needs to be preserved in order to retain the level of authenticity, integrity and spatial qualities that the place retains despite development pressures.

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:

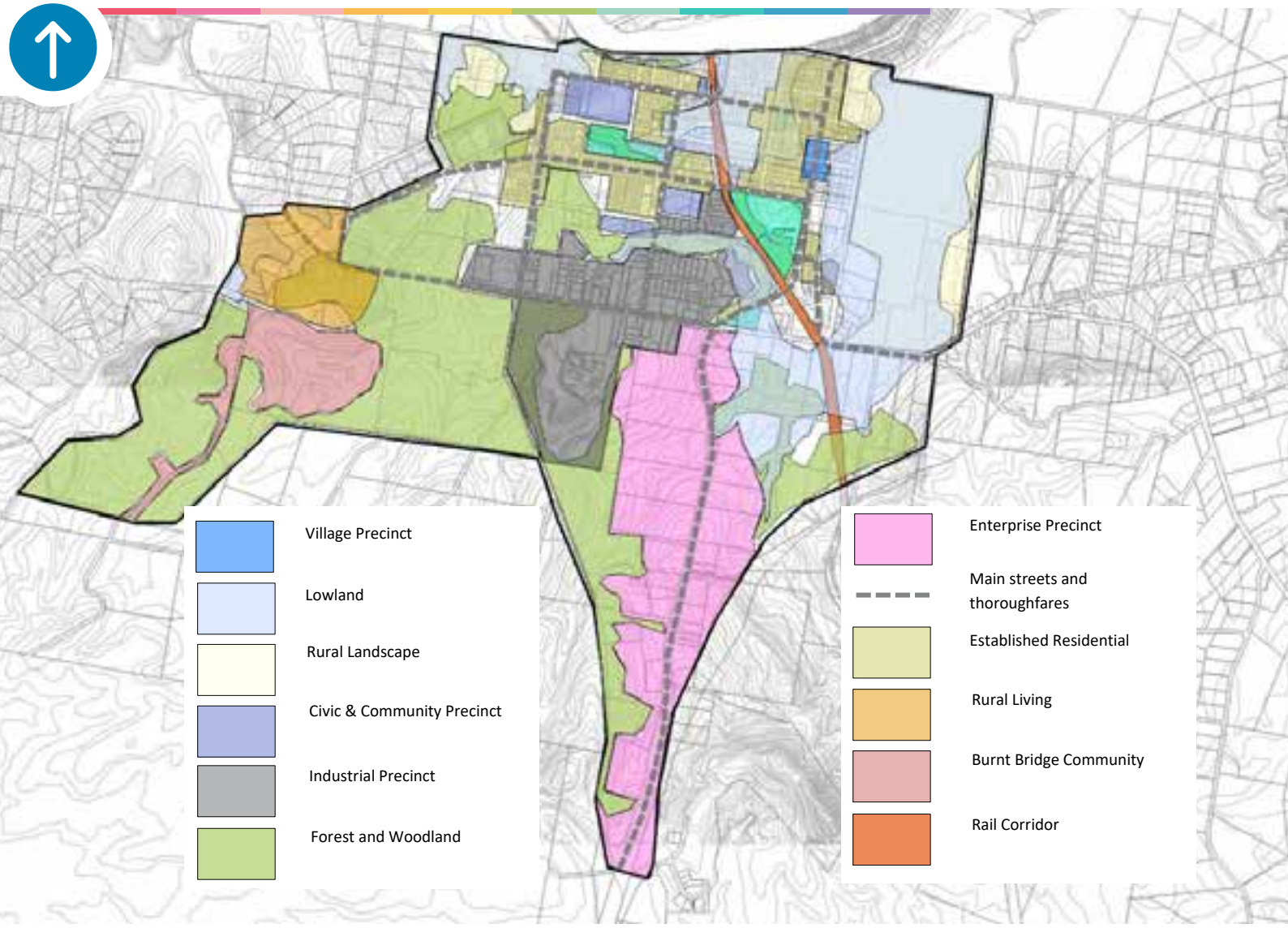
- The well-defined, separate and distinct business and housing character
- Our housing affordability
- Our mountain and rural views across the Macleay River

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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 connections	• 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 Kempsey



South Kempsey is a gateway to Kempsey from the southern Pacific Highway approach. Its immediate past has been focussed on industrial and manufacturing pursuits coupled with transportation. Being removed from the primary residential zones of Kempsey, the aesthetic value along the main roads has been of a secondary importance with road access and logistical value for industry being the main drivers. As a result, the industrial area is centred on the southern side of the railway and towards the confluence with the Pacific Highway.

Rudimentary roadside finishes, few street tree plantings and an underdeveloped appearance prevails south of the village precinct. It is envisaged that in time, the area will respond to its gateway status and the roadside appearance will be improved from the Slim Dusty Interchange and service centre through to the Tourist Information Centre and Kempsey Museum. The Tourist Information Centre has landmark value although it is set well back from the main road which reduces its prominence within the landscape.

The area is divided by the North Coast Line railway corridor and the Macleay Valley Way (i.e. the old Pacific Highway). The main east–west thoroughfare is Middleton Street around which most residential development has centred. Private landscaping and gardens are limited in residential areas. The character and condition of residential improvements are diverse, from Victorian and Edwardian (Federation) cottages to newer forms of public housing. Maintenance issues prevail in much of the public housing.

The area has a strong Aboriginal community focus. Future strategic planning should encourage and facilitate the specific development of Aboriginal community facilities.

We love:

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

We value:

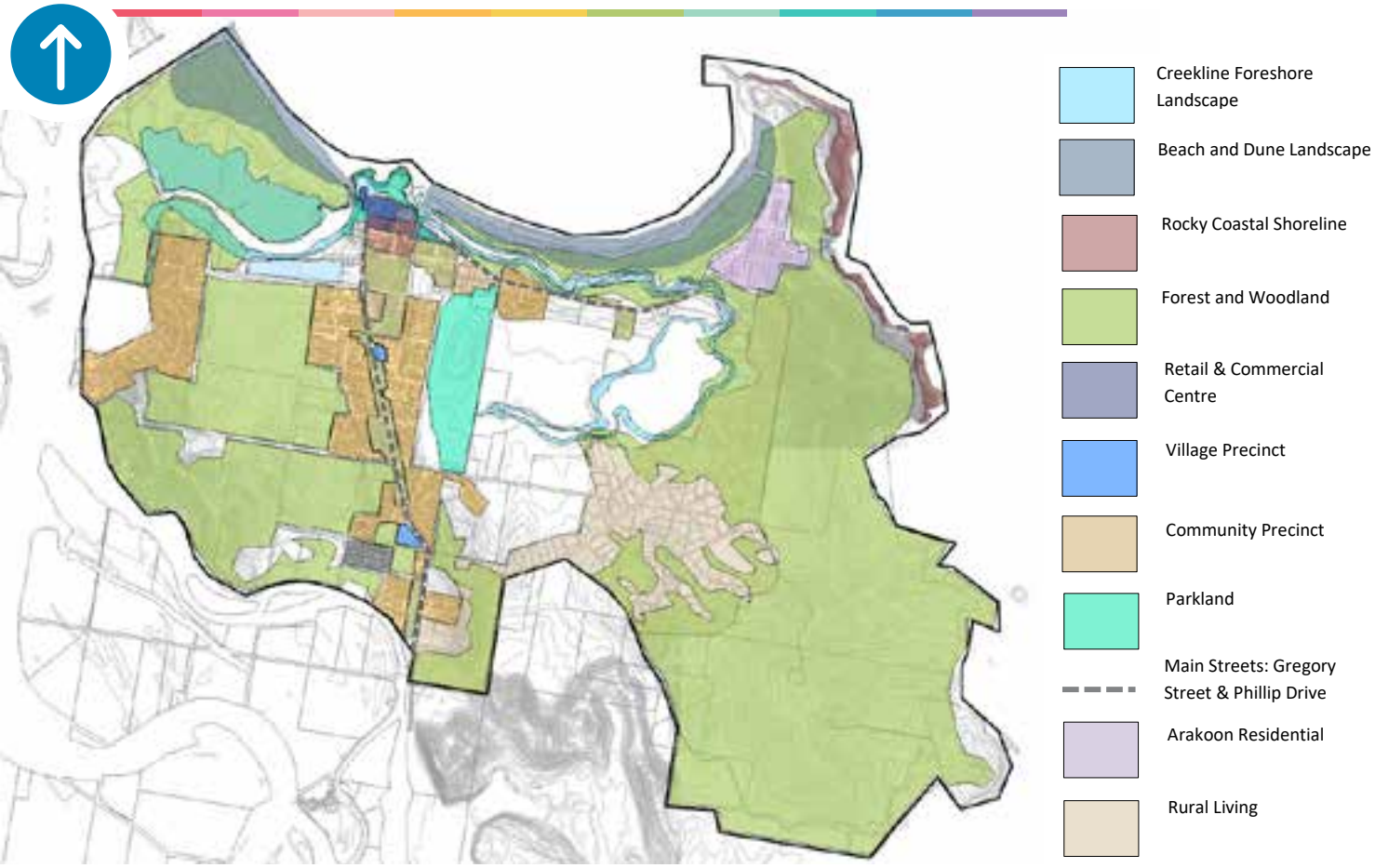
- Our strong sense of community and culture
- The opportunities arising from our location as the gateway and entry point to Kempsey

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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

South West Rocks



There is a single approach to the township which lacks a landmark gateway element. The modern edge presents a relatively homogenous visual field, separated from the older section of the village by a vegetated buffer, enough to clearly differentiate the two characters. Maintenance of this separate identity is considered to be an imperative. The landscape is characterised by a north–south ridge between a delta plain to the west and the ocean to the east. In the distant north and west are hillscapes, while in the near south is Laggers Point and hilly terrain in its hinterland. The local ridge has steep vegetated slopes to the ocean or river in the north and east, and gentler vegetated slopes to the creek and delta plain in the south. The location of South West Rocks has outlooks in all directions and has a mixture of native and introduced vegetation in surrounding reserves and the delta plain.

The older village is approached through a satellite township which provides general utility shops and services. The old village has a backdrop of ocean beach, parkland and the tourist park as well as long views northwards along the coast to Grassy Head and Stuarts Point.

Livingstone Street is one of the most impressive streetscapes forming the historic core of the village as well as the entry point to the business area, and as such is intensively used. The juxtaposition of ocean, foreshore reserve, heritage sites and historic associations coupled with the landmark trees sets the street apart. It is a rare quality within the Kempsey Shire. The other streetscapes in the business area are more typical of seaside villages undergoing redevelopment, but still contain vestiges of the earlier village.

South West Rock's architecture reflects the socio-economic structure of an historic seaside holiday town overlain by a commuter community and the onset of modern tourism and leisure activities combined with community buildings, period residential, period and modern accommodation. Housing is very much tourist/vacationing oriented and, more recently, multi-unit urban housing has started to permeate the area, particularly near the beach. The small single storey cottages and accommodation houses are decreasing in numbers as they are replaced with mixed-use two and three storey contemporary buildings. To maintain the historical ambience, these enclaves need to be protected and retained.

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:

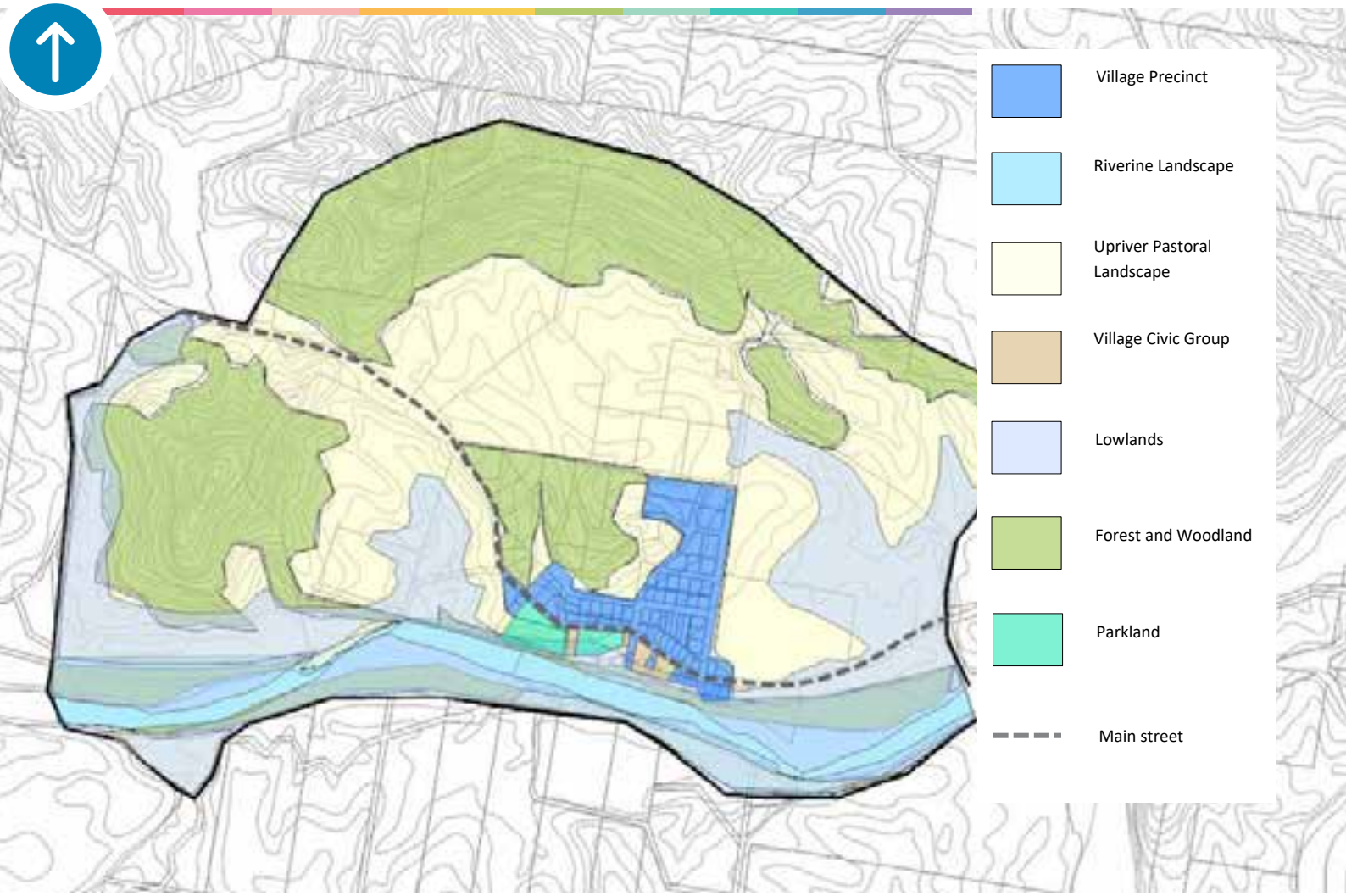
- Our maritime history
- The relaxed coastal village atmosphere
- The local economic opportunities provided by tourism

We will say no to:

- Development that is inconsistent with the desired future character as expressed in the planning controls
- Further expansion beyond the identified urban growth area identified in Council's growth strategy

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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



The village of Bellbrook is a remote settlement at the foot of the Great Dividing Range approximately 50 kilometres from the coast. The village is laid out in a fairly regular grid pattern with the Kempsey – Armidale Road forming the main street and southern boundary of the village along which the village community and market precincts are laid out. To the north of the main street the land rises moderately and the street grid pattern forms a wrap-around of a central hill spur. The central hill spur is wooded and the lands surrounding the village are largely cleared giving an open pastoral setting to the north and east, with views across to the range of hills that enclose the village to the west, north and east. To the north-east is the prominent mountain Burrel Bullai. The southern edge of the town is determined by the course of the Macleay River and its steeply incised northern cutting.

Bellbrook is a blend of moderately rolling pastoral and steep forested landscapes, with the organised central village being laid out with formal streets and laneways supporting a mix of building types, gardens and land uses reflecting the patterns of growth and decline of the pastoral and timber industries the village once supported. The character of the town reflects the quiet and contemplative landscape of the mountains in the building colours and materials; the avenue and street plantings; and the parks and open spaces.

Bellbrook has a strong Aboriginal community and the character of the community is powerfully embedded in the township with bright murals on the Bellbrook Public School building and the monument to Auntie Ester Quinlan in the town park reflecting the creativity and strength of the community. The special qualities of the town are reflected in its Heritage Conservation Area status which is intended to preserve the ambience and character of the town and its context.

We love:

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

We value:

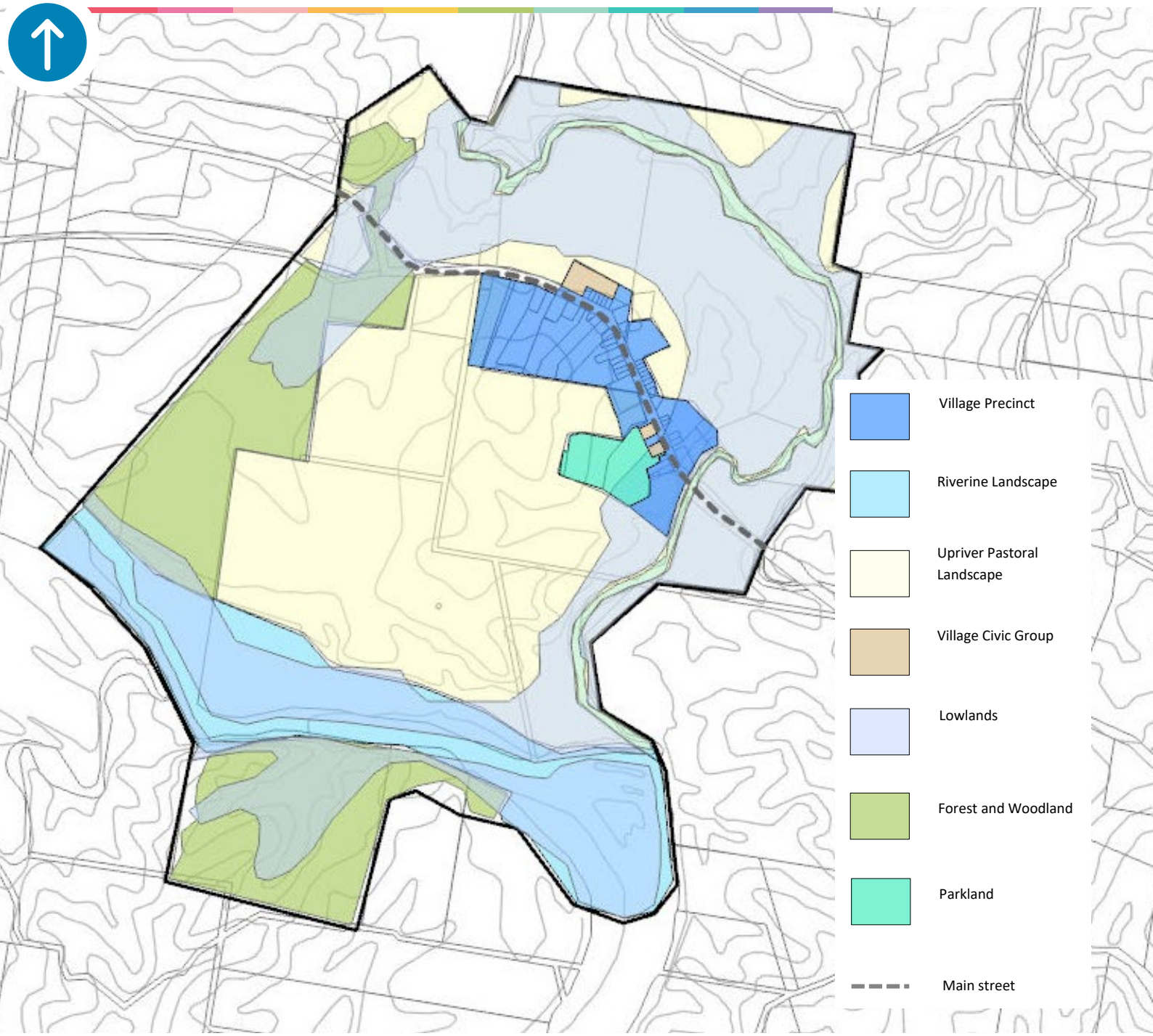
- That it is a peaceful and tranquil place to live
- Our slower pace of life
- Our Aboriginal and non-Aboriginal cultures living harmoniously together
- Our natural environment

We will say no to:

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

Our Place Planning Priorities	To achieve these priorities Council will:
• Retain the current extent of the village • Maintain and enhance the rural character, heritage and culture	• Retain the existing village zone • Review and update the planning controls to protect Bellbrook's landscape and character value

Willawarrin



Willawarrin comprises a small developed area with a limited strip development centred on the Armidale Road which is approached from the south over Hickeys Creek.

The hotel is the principle landmark dominating the townscape with ancillary commercial development along each side of the road. Other principle buildings are the General Store, Roman Catholic Church, Willawarrin Public School, the Community Hall with the War Memorial/ cenotaph.

The resident community does not live only in the village; rather it is dispersed into the rural surrounds. As a result, there are very few buildings within the township. Residential buildings are set back along the main road, and the building stock is early to mid-20th century vintage.

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:

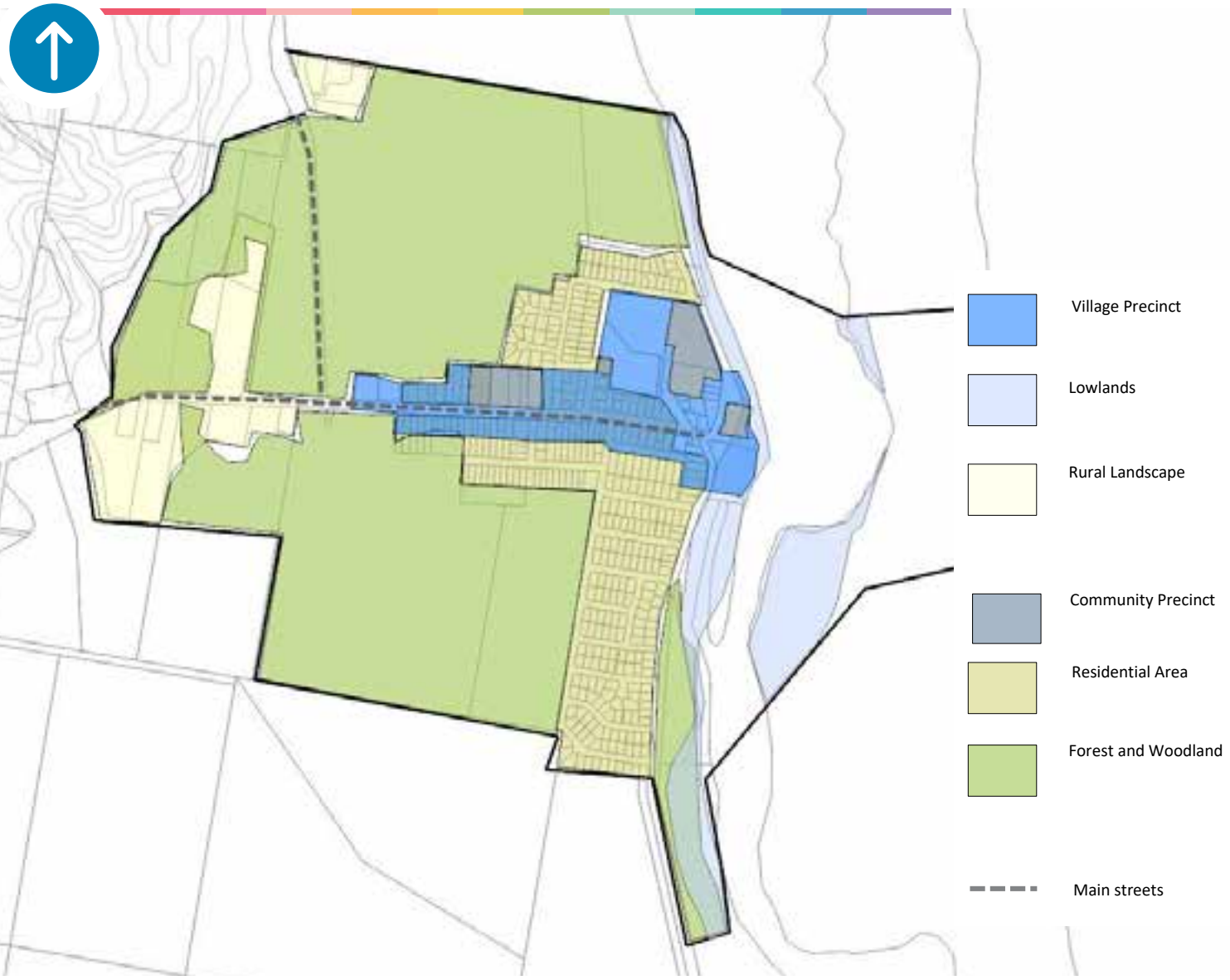
- Our great community spirit
- Our connectedness with each other

We will say no to:

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

Our Place Planning Priorities	To achieve these priorities Council will:
• Retain the established character and dispersed nature of the village	• Retain the existing lot size and zoning

Stuarts Point



Stuarts Point village is located on the closed arm of the Macleay River, below the eastern fall of Yarrahapinni Mountain. The village has a quiet laid-back character and is separated from the ocean beach by the closed river arm. The principal residential area is set off to the south of the main road and along Fishermans Reach Road, while a less extensive residential area is located to the north. The village itself is enclosed by coastal forest and woodland on three sides, with Yarrahapinni forming a backdrop, and the ocean to the east providing it with a subtropical feel reminiscent of coastal valleys further north. This is further reinforced by the rural landscape of avocadoes, mangos and bananas growing in the surrounding foothills and visible on the entry to the town. The immediate areas adjacent to the residential area are in private ownership and have the potential for future residential development when the level of available amenity and infrastructure is available. Protection of the existing village character needs to be considered in future planning for the area.

The combination of articulated vehicles serving the avocado farms to the south and pedestrian activity within the village centre is a safety concern to be addressed.

The housing stock is representative of beachside and estuarine shacks and holiday homes that have become permanent residential premises, and newer construction intended specifically as permanent residential dwellings. The place springs to life in warmer months when holidaymakers and sun seekers visit and stay in the array of holiday lettings available.

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:

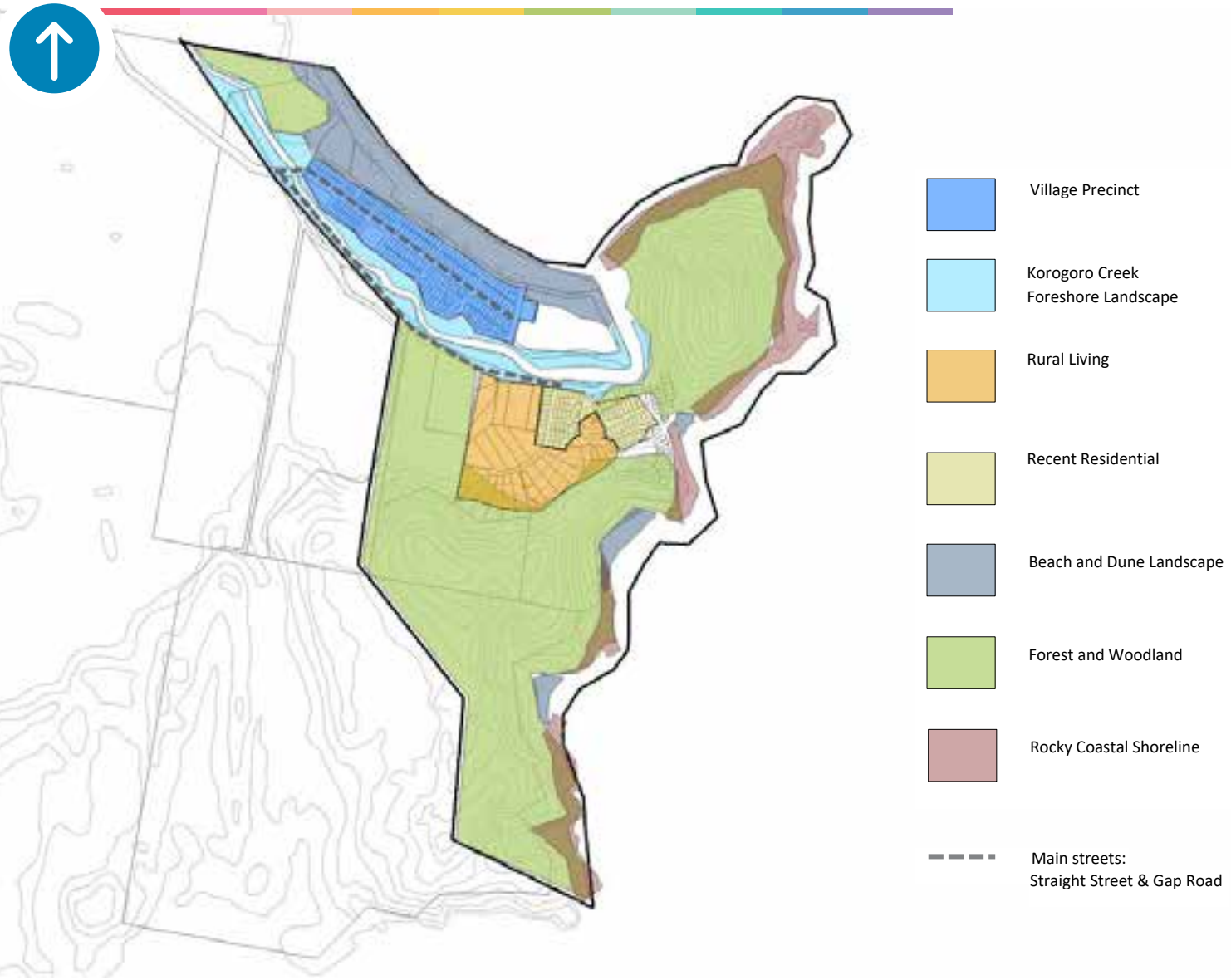
- Our relaxed coastal lifestyle
- Our community spirit and village atmosphere
- Our natural environment

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

Our Place Planning Priorities	To achieve these priorities Council will:
• Facilitate orderly development in the residentially zoned areas around the village as servicing and infrastructure become available • Retain the unique coastal village character	• 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 coastal hamlet at the mouth of Korogoro Creek, located roughly at the mid-point between Crescent Head and Smokey Cape. It is enclosed by the floodplain of the lower Macleay system and heath and woodlands of the coastal dunes. The village of two or three long, parallel streets occupies a long spit on the beachside of the estuary. The headland on the south of the estuary dominates the immediate landscape, and hills to the south define the immediate setting of the village.

The character of the village is one of a quiet beachside community; a refuge from an increasingly connected and urbanised world. For the main part the village springs into life in the warmer months when holiday makers, fishermen and boating devotees flock to the plethora of holiday lettings, including coastal shacks, more recently constructed holiday houses, and an array of dwellings specifically developed as short-term lettings both as single dwellings and multi-unit housing.

On the southern side of Korogoro Creek, 'lifestyle' rural properties are encroaching into the bushland. The clearing of land beyond these blocks needs to be minimised in order to retain the setting. The two residential areas are separated physically and visually by the creek and the estuarine mangroves lining the banks, a bridge being the immediate pedestrian link between the beach and the southern rural residential area. This division and visual distinction needs to be maintained in order to preserve the character and qualities of both areas.

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:

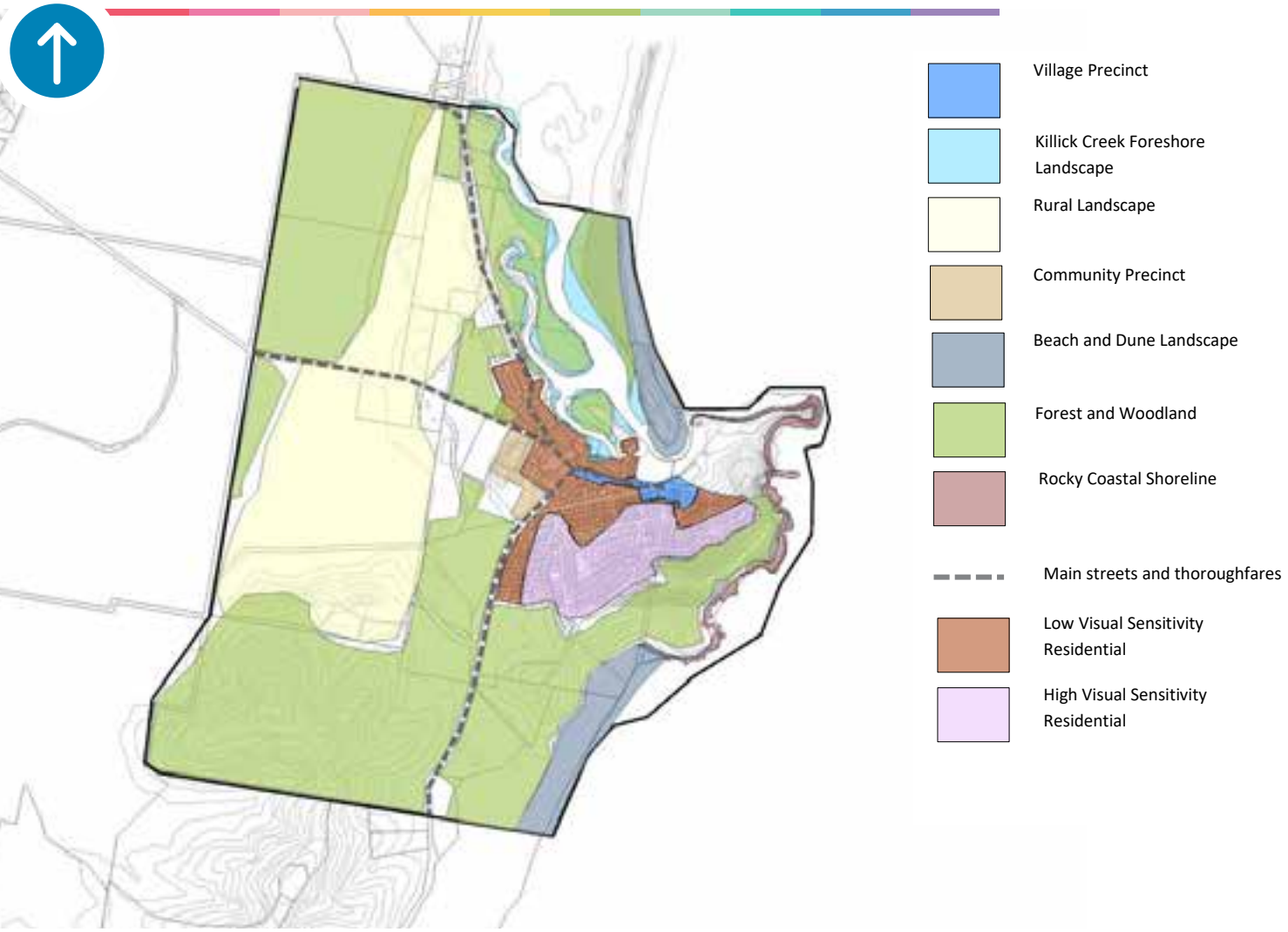
- Our village atmosphere and laid-back, family friendly lifestyle
- Our community spirit
- Tourism

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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



The village of Crescent Head, sitting above the estuary of Killick Creek and under the northern face of the headland known as Big Nobby, is a relaxed beachside town of under a thousand people 15 minutes east of Kempsey. The place is defined in the first instance by the geology and terrain of its location, the sculptured features of the headland as it falls away to the ocean. This contrasts with rolling forested hills of Dulconghi to the west of the town, and the long sandy beach stretching away to the north.

The houses and gardens of the place reflect the warmth and laid-back atmosphere of the coastal hamlet with bright flowered trees and shrubs such as hibiscus and frangipani; purple echiums and red flowering poinciana's highlighted against the native forest and woodland vegetation. The street pattern follows the meandering sweep of the headland to houses perched on terraces commanding extensive panoramas to the north and west, and onto the ridge of the headland where houses look out to the south. The historic subdivision layout of the building lots has established a unique facade on the face of the headland with building styles, materials and colours providing a glimpse of the various periods in the development of Crescent Head.

The character of the place is a response to the leading landscape elements – the ocean, the headland, the estuarine wetlands and mountains to the west and south, the forests and woodlands and the beaches – and the built elements of traditionally low-rise buildings of practical and simple construction, reflecting the needs of the population and the culture of sunshine, surfing and fishing.

Crescent Head is a sought-after holiday destination and is commercially geared to catering for the influx of beachgoers and campers as well as visitors staying in the holiday lettings available throughout the village.

We love:

- The natural beauty and environment of our beachside village
- Our natural environment, surrounded 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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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 rezoning of the urban growth area • Prepare and implement coastal and estuary programs for the area and incorporate these into the planning controls as needed

Frederickton

Established as a Victorian-era river port, Frederickton has a diverse heritage as a major town and shipping point for goods on the Macleay River. The town has a collection of remnant residential and commercial buildings relating to that era along Macleay Street, the main road and former Pacific Highway. Frederickton has a quiet and sleepy character reminiscent of bygone days, with a small village precinct comprising a selection of older timber cottages, General Store and Post Office, the Macleay River Hotel and the former Frederickton Cheese Factory on a lazy reach of the river. The Pacific Highway bypass has facilitated the transformation from a busy and noisy thoroughfare to a quiet and less frenetic township or hamlet.

Frederickton has significant remnant tree plantings of Norfolk Island Pines (Araucaria heterophylla), planted as landmark trees to help cream boats navigate to the farm jetties on foggy mornings. A significant stand remains at the Frederickton Public School, the core historical buildings (the School, Headmasters residence and Shelter Shed) which were designed by John Horbury Hunt. The grid street pattern, large lots and clusters of remaining single storey, timber weatherboard and iron houses lend Frederickton the feel and character of an archetypal Australian 'retired' Victorian river town. The figtree-lined road north of the town marks a connection with the like tree-lined Ferry Road on the eastern side of the river, once linked by a punt service.

Frederickton predictably is undergoing change and development as a convenient and flood-free place to live in close proximity to Kempsey CBD and West Kempsey. Subdivision and new multi-unit development is now introducing urban consolidation and an increase in population. The essential qualities of the town centre and residential area are elements to be protected.

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:

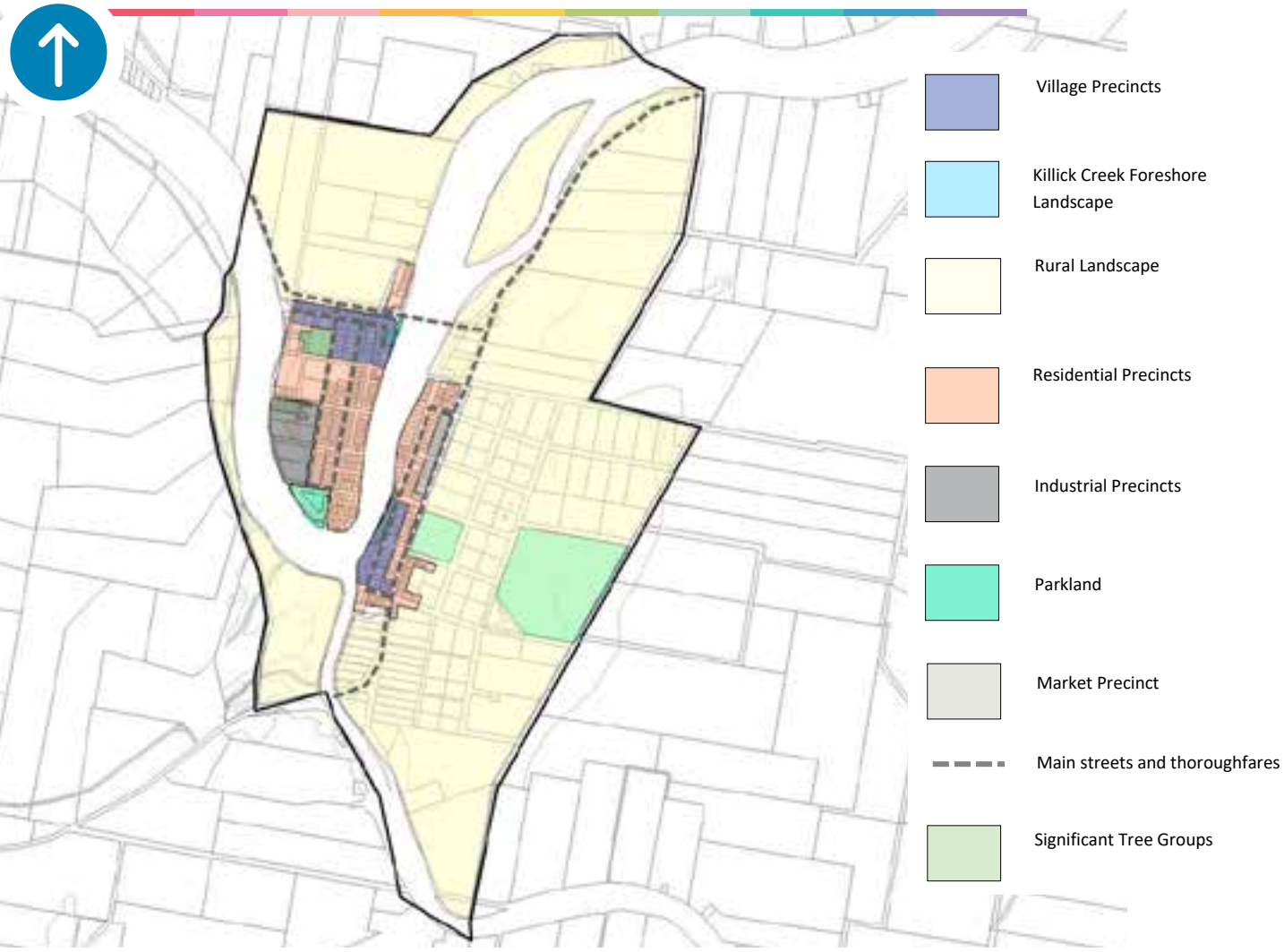
- Our unique history and heritage
- Our connection with the Macleay River
- Our separate and distinct character from nearby Kempsey

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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 and Gladstone



Smithtown and Gladstone are located on opposite banks of the Macleay River, separated by less than 100 metres, just north of the junction with the Belmore River. They possess two distinctive physical qualities and individual identities.

The broader floodplain landscape of the lower Macleay offers extensive views to the distant mountains and ranges. The surrounding cleared farmland is accessible from both villages. While both towns are physically close and in view of each other, both have their own character and atmosphere.

Smithtown (on the northern bank of the river) has the character of a working town, defined in part by the presence of the Nestle factory on the river. There is a a diverse collection of building types and styles reflecting the development and growth of the river town over generations, and a well laid out geometric grid street pattern of wide streets common in the Shire. Smithtown enjoys a direct visual relationship with the river as it curls around the oxbow bend opposite the mouth of the Belmore River at the parkland adjacent to the Nestle factory. The impact of eras of successive flooding has led to buildings being elevated above the ground. This is a differentiating feature of the two places.

Gladstone is smaller in area than Smithtown and carries a different character and flavour, one of a rejuvenated and gentrified 'heritage' village of boutique shops, cafes and a hotel. The development direction of Gladstone has been geared towards tourist visitation and caters for moderate levels of visitation. Tree-lined streets and neatly maintained street verges characterise the place.

Both Gladstone and Smithtown have independent community and village precincts encompassing buildings which once represented the civic core of the community, including post offices, public schools and sports grounds.

We love:

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

We value:

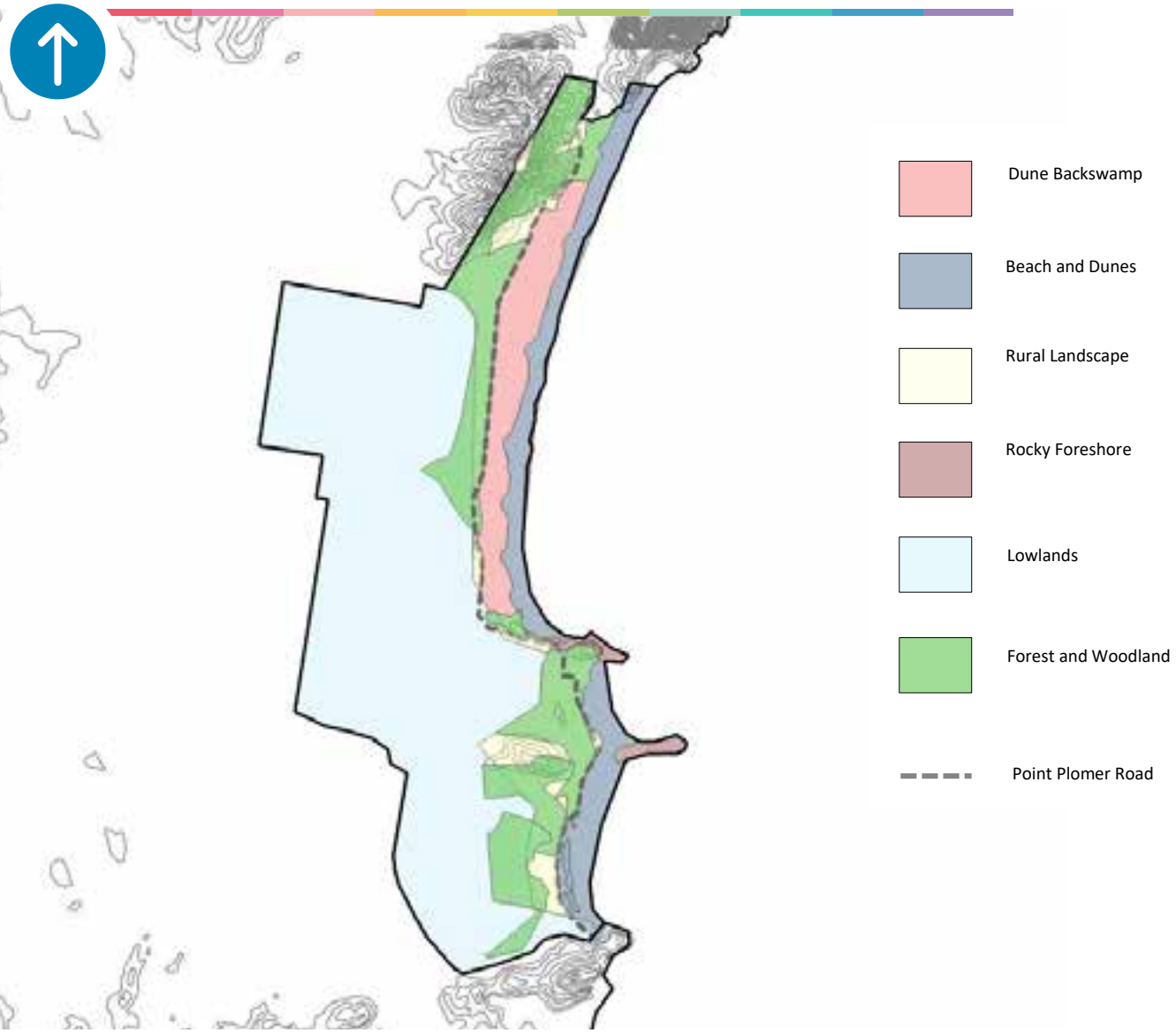
- Our rich heritage and quiet village atmosphere
- The businesses and services within the villages
- The role our community buildings and places play in our community

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 villages

Our Place Planning Priorities	To achieve these priorities Council will:
• Review development potential within the floodplain • Retain and enhance the arts and crafts, heritage and character elements of the villages • Support continued presence of Nestle as a significant employer in the area	• Complete the Lower Macleay Flood Risk Management Study and Plan • Review and update Council's flood risk management policy and procedure • Review and update the planning controls to protect Smithtown and Gladstone's unique rural and river character elements

Point Plomer Coastline



The coastline to the south of Crescent Head presents as a wild and relatively remote landscape of beaches, low headlands and small rocky promontories running out and into the Pacific Ocean. Freshwater paperbark wetlands, banksia heaths and low eucalypt woodlands are interspersed with pockets of littoral rainforest in the sheltered moist corners of the dunes and headlands. Sheltered coves and inlets, and long sinuous beaches edge the Pacific Ocean.

Point Plomer Road traverses this landscape from just south of Crescent Head village through to Point Plomer and further into Limeburners Creek National Park, providing a unique and rare glimpse of a large and comparatively wild and intact beach foreshore landscape on the NSW north coast. The road reveals expansive views along the coastline as it rises over the headlands and hills; and more partly obscured hints of the greater landscape as it weaves through the lowlands behind the foredunes.

Scattered rural holdings exist, with evidence of former pastoral uses such as dairies. Many of these holdings now serve as residential homes, lifestyle retreats and low-impact campgrounds which for the most part integrate seamlessly into the existing coastal landscape.

This coastal landscape retains strong and continuous physical and spiritual associations for the Dunghutti Aboriginal community. Recognition of that association is in the naming of Goolawah National Park which is the protected section of coastline.

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

Our Place Planning Priorities	To achieve these priorities Council will:
• 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	• 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

Part F - Strategic Alignment

13. Alignment

13.1. Table of alignment

The table of alignment provided below demonstrates the alignment between the planning priorities of the *Your Future Macleay – Growth & Character* LSPS with the directions contained in the *North Coast Regional Plan 2036.*

		The most stunning environment in NSW				A thriving, intere			
		1. Deliver environmentally sustainable growth	2. Enhance biodiversity, coastal and aquatic habitats and water catchments	3. Manage natural hazards and climate change	4. Promote renewable energy opportunities	5. Strengthen communities of interest and cross-regional relationships	6. Develop successful centres of employment	7. Coordinate the growth of regional cities	8. Promote the growth of tourism
Your Future Macleay-Growth & Character LSPS									
Theme	**Planning Priorities**								
Healthy Environment	**H1:** Deliver growth that does not compromise the Shire's rich biodiversity	X							
	H2: Rehabilitate and enhance biodiversity, coastal and aquatic habitats, and water catchments		X						
	H3: Manage natural hazards and climate change			X	X				
Wealthy Economy	**W1:** Develop successful centres of employment and increase formal education opportunities within the community						X		
	W2: Enable the growth of tourism								X
	W3: Strengthen regionally significant transport corridors								
	W4: Facilitate air, rail and public transport infrastructure								
	W5: Enable sustainable resource extraction, protect and enhance productive agricultural lands and grow agribusiness across the Shire								
	W6: Enable the economic self-determination of our local Aboriginal communities								
	W7: Coordinate local infrastructure delivery								
Connected Communities	**C1:** Strengthen cross-regional relationships					X			
	C2: Provide great places to live and work								
	C3: Develop healthy, safe, socially engaged and well-connected communities								
	C4: Collaborate and partner with Aboriginal communities								
	C5: Respect and protect the Shire's heritage								
	C6: Maintain the Shire's distinctive built character								
Safe & Suitable Housing	**S1:** Plan for housing demand								
	S2: Increase housing diversity and choice								
	S3: Deliver more opportunities for affordable housing								
	S4: Deliver well-planned rural residential housing areas								

connected economy					Vibrant and engaged communities								Great housing choice and life-style options			
9. Strengthen regionally significant transport corridors	10. Facilitate air, rail and public transport infrastructure	11. Protect and enhance productive agriculture lands	12. Grow agribusiness across the region	13 Sustainably manage natural resources	14. Provide great places to live and work	15. Develop healthy, safe, socially engaged and well-connected communities	16. Collaborate and partner with Aboriginal communities	17. Increase the economic self-determination of Aboriginal communities	18. Respect and protect the North Coast's Aboriginal heritage	19. Protect historic heritage	20. Maintain the regions distinctive built character	21. Coordinate local infrastructure delivery	22. Deliver greater housing supply	23. Increase housing diversity and choice	24. Deliver well-planned rural residential housing areas	25. Deliver more opportunities for affordable housing
X																
	X															
		X	X	X												
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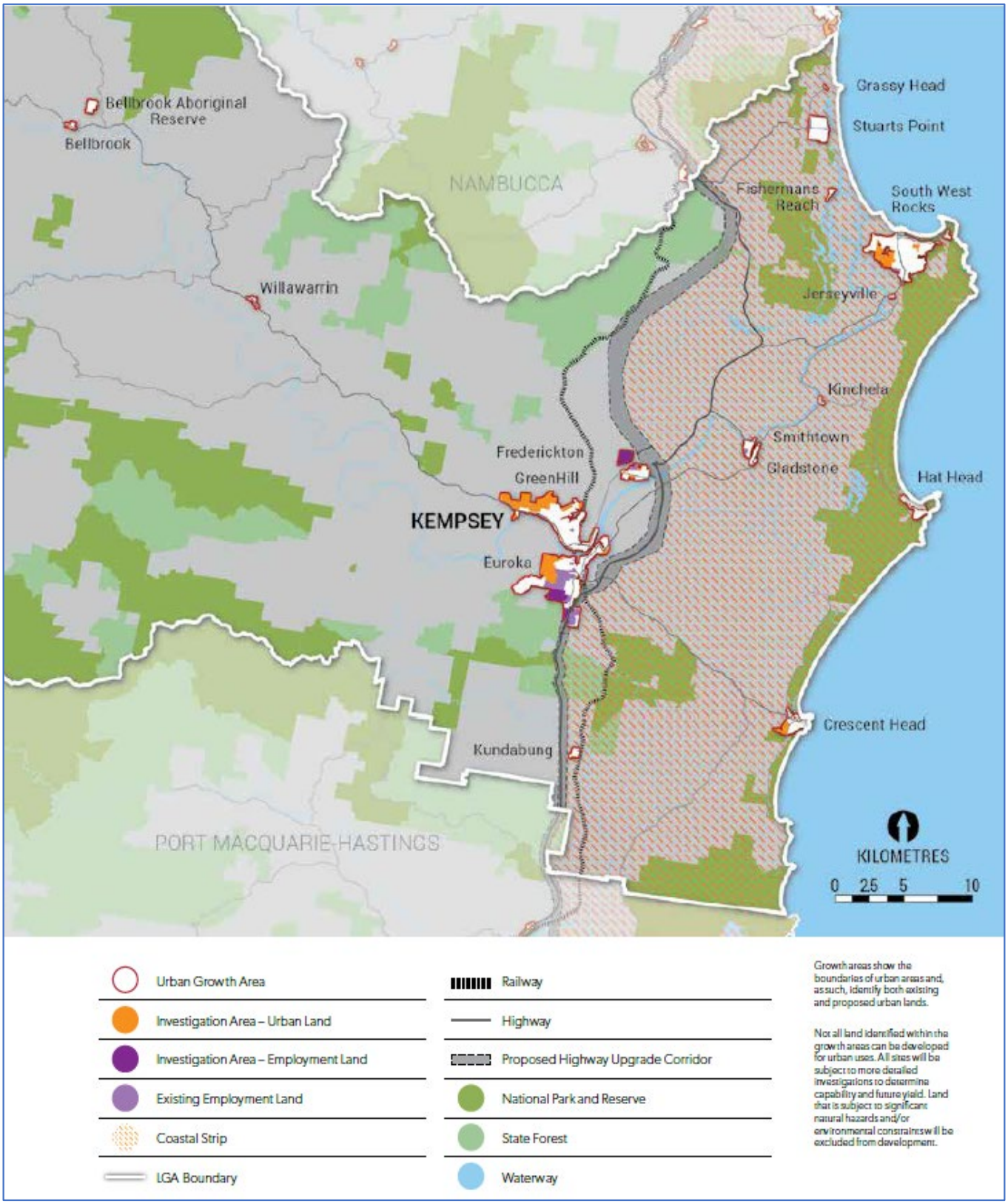
Part G

Urban Growth Area Map' for Kempsey Local Government Area



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

Part H - 14. References

14.1. List of informing studies, plans and documents

- .id the population experts: Kempsey Shire – community profile| social atlas| population forecast| economic profile
- Australian Government: State of the Climate 2018
- Intergovernmental Panel on Climate Change: Climate Change 2013: The Physical Science Basis
- Kempsey Shire Council: Kempsey Shire Biodiversity Strategy (Discussion Paper and Background Information)
- Kempsey Shire Council: Crescent Head Master Plan (November 2017)
- Kempsey Shire Council: Horizon 2030: Macleay Valley Economic Development and Tourism Strategy – Laying the Foundations for a Prosperous Future (October 2019)
- Kempsey Shire Council: Kempsey and South West Rocks: Industrial Land Review (June 2004)
- Kempsey Shire Council: Kempsey Coastal Zone Management Plan (October 2016)
- Kempsey Shire Council: Kempsey Community Infrastructure Plan: Audit Report (Stage 1) (August 2019)
- Kempsey Shire Council: Kempsey Shire Bike Plan (January 2018)
- Kempsey Shire Council: Kempsey Shire Community Based Heritage Study – Thematic History (2005)
- Kempsey Shire Council: Kempsey Shire Rural Residential Land Release Strategy (December 2014)
- Kempsey Shire Council: Local Growth Management Strategy: Residential Component (October 2010)
- Kempsey Shire Council: Lower Macleay Floodplain Risk Management Plan
- Kempsey Shire Council: Macleay Valley 2036: Community Strategic Plan (June 2017)
- Kempsey Shire Council: Macleay Valley Coast Destination Management Plan 2019–2029 (October 2019)
- Kempsey Shire Council: Macleay Valley Food Bowl https://macleayvalleyfoodbowl.com.au/
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- Kempsey Shire Council: Pedestrian Access and Mobility Plan (July 2016)
- Kempsey Shire Council: State of the Environment – 2016 Final Summary
- NSW Council of Social Science (NCOSS): Mapping Economic Disadvantage in NSW https://maps.ncoss.org.au/
- NSW Government: AdaptNSW - North Coast - Climate change snapshot
- NSW Government: draft North Coast Settlement Planning Guidelines 2019
- NSW Government: Hastings Macleay Regional Economic Development Strategy 2018–2022
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- NSW Government: Integrated Planning and Reporting Guidelines for Local Government in NSW – Planning a sustainable future (March 2013)
- NSW Government: Local Strategic Planning Statements: Guideline for Councils
- NSW Government: North Coast Regional Plan 2036 (March 2017)
- NSW Government: North Coast Settlement Planning Guidelines 2019

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