

LAURIE TOWN CENTRE MASTERPLAN

EXHIBITION DOCUMENT

SEPTEMBER 2021



Figure 001. The visual connection between North Brother Mountain and the foreshore at the end of Seymour Street

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01

INTRODUCTION



Figure 002. The visual dominance of North Brother Mountain from many vantage points around Laurieton juxtaposes the small village charm of the Town Centre.

EXECUTIVE SUMMARY

INTRODUCTION

The objective of the Laurieton Town Centre Masterplan is to create a vibrant town centre of Laurieton that assists in creating an active community, commercial opportunities and a tourism hub. This will be achieved by attracting business, tourism, employment and entertainment activities, in a broader community that is active, vibrant and has a bustling community heart, creating a sustainable future for the community.

PURPOSE OF THIS REPORT

The purpose of this report is to realise the findings of the Enquiry by Design undertaken in 2020.

The masterplanning process is led by these findings, and aims to provide Port Macquaire- Hastings Council and the community with the design principles, opportunities and tools, to encourage development of the Town Centre in line with the Enquiry by Design and best practice.



This section introduces Laurieton and the purpose of this Masterplan. It provides an overview of Laurieton's strong history, and briefly touches on the overall vision for the redefined town centre.

The strategic and regional context of Laurieton is outlined, followed by a summary of the key themes drawn from key policies that apply to Laurieton. The site is introduced, and relevant Local Environment Plan (LEP) controls are displayed. This is followed a demographic investigation of Laurieton and an overview of site conditions.

An overview of the Enquiry by Design run by Council is provided in this section. The community input is explained, and the key outcomes are summarised. These key findings inform the approach to and the design of the masterplanning process.

This section begins with a case study analysis, whereby best practice precedents for built form, landscaping and activation are showcased. This is followed by an in-depth investigation into the opportunities and constraints of the site, leading to a holistic and well rounded understanding of Laurieton today.

The vision for Laurieton town centre is established, which is supported by a series of design principles and objectives. The Masterplan is framed by key design moves and focus areas.

LAURIETON'S PAST

ABORIGINAL HISTORY

250 million years ago Australia was part of a larger landmass called Gondwana. Around this time the Camden Haven Valley (also called the Lorne Basin), was formed by a meteor impact and then, 14 million years ago, volcanic eruptions created the Three Brothers Mountains, recognised in Aboriginal mythology.

Long before Europeans arrived it was the home of the Birpai Aboriginal people who seasonally gathered food and other resources while hunting and fishing along the riverbanks and around the lakes. Culturally significant sites, and existing middens (Aboriginal occupation sites), confirm the presence of the original land-owners of the Camden Haven prior to European settlement.

The Aboriginal people have lived in this area for more than 9,000 years. The local area is managed by the Bunyah Land Council.

EUROPEAN SETTLEMENT

European acknowledgement of the area first occurred in 1770, when Captain Cook sighted and named the local mountains 'The Three Brothers'. It was not until 1818, that Camden Haven was explored by John Oxley, with occupation of the area occurring in the early 1820s when a guard post was established near where the Laurieton War Memorial Baths are located today. Convicts began work nearby this penal settlement, collecting shell material from Aboriginal middens, and transporting it to Port Macquarie and Sydney. This settlement was originally known as the Village of Camden Haven.

In 1872, Joseph Laurie moved from Taree with his brothers, and opened up the first post office at his property on Laurie Street in 1875. Joseph owned the rights to timber in the area, and a timber mill. By the late 1880's the Camden Haven became a thriving community on the rapid development of its fishing and timber resources. It was not until December 1946, that the name of the town was officially changed to Laurieton.

LAURIETON TODAY

Today, the cultural and built heritage of Laurieton is celebrated both through the existing infrastructure as well as intangible elements, including a historical walking tour run by the Camden Haven Historical Society. The history is particularly evident along Bold Street and Laurie Street, with over 10 sites in this locality having a story to tell. This will further be explored in Section 4: Analysis.

THE MASTERPLAN FOR LAURIETON TOWN CENTRE WILL ENSURE THAT BOTH THE ABORIGINAL AND EUROPEAN HISTORY IS SHOWCASED AND STRENGTHENED.



LAURIETON'S FUTURE...

REDEFINING LAURIETON TOWN CENTRE

The Masterplan, which is encapsulated in Section 5, capitalises on the assets, inspiration and attributes of Laurieton Town Centre both in terms of the natural elements such as the Camden Haven River and North Brother Mountain (Dooragan), and other physical and non-physical elements. Its vision is to create a vibrant and prosperous place, and to support a strong sense of community who are proud to call Laurieton their home.

The new and transformed Laurieton has a distinct and strong sense of identity linked to its position embedded between the Mountain and the Haven. Laurieton will be differentiated from its surrounding centres and nearby Port Macquarie, attracting visitors and new residents to the area for its unique village character which sits on the doorstep of incredible natural beauty.

The Town Centre will be lively and activated by alfresco dining along the main streets of Bold St and Seymour St as well as by a range of facilities for all age types. Destinalional play spaces transform landscapes and open spaces into

imaginative playgrounds in key locations and interactive cultural elements and public art appeal to the imagination of the older children and adults.

Laurieton Town Centre will become the heart of the Camden Haven, prioritising pedestrians by increasing connectivity and walkability, making use of wide streets, and enhancing key view lines to accentuate the character and identity of the area. Traffic management is reconsidered to open up the converging Bold St and Seymour St as the key pedestrian activation zone. A consistent public domain aesthetic including materiality, colour palette and lighting strategy ties the urban and natural fabric together into a memorable experience of Laurieton, that people enjoy 7 days a week.



Figure 003. Laurieton bound by North Brother Mountain and Camden Haven Inlet

02

SETTING THE SCENE



Figure 005. Bold Street

POLICY CONTEXT

DOCUMENT REVIEW

A Document Review has been undertaken and is included in Appendix A. Below is a list of the key strategies and policies that were reviewed, and have the most significant influence on this project:

- Laurieton Town Centre Enquiry by Design Report 2021
- Camden Haven Community Plan November 2020
- Port Macquarie Smart Community Roadmap October 2020
- Bold Street Masterplan Tunis St to Seymour St
- Beach to Beach Concept Design
- Bonny Hills Reserves Master Plan
- Ocean Drive Pedestrian Facilities – Kew, Lakewood, and West Haven
- Laurieton Oval Playground Update
- Laurieton Sports Complex Master Plan
- Bold Street Marked Pedestrian Crossing Plans
- North Brother Local Catchments Flood Study
- Coast, Estuary & Floodplain Advisory Sub-Committee
- Rainbow Beach Sporting Fields Design & Environmental Approvals

KEY POLICY THEMES

Key information from these reports, strategies and policies relevant to Laurieton Town Centre, was retrieved and grouped under a series of themes. For each theme, a list of important considerations that have a direct impact upon the development of the Master Plan were identified. These are summarised below, with further detail information found in Appendix A.

LAURIETON'S IDENTITY

- Integrating history in the design, both Aboriginal and European
- Key locations are needed in order to establish a strong identity
- Mountain to Foreshore connections to celebrate uniqueness
- Express Laurieton's character through public art

CONNECTIVITY

- Create a circuit city
- Increased wayfinding
- Increased connectivity within and outside of Laurieton
- A thriving Main Street

TRANSPORT

- Additional public transport needed
- Promote active transport
- Updated traffic infrastructure required
- More parking needed
- Opportunity for an electric shuttle within Camden Haven
- Prioritise pedestrians

LAND USE

- Potential for rezoning to deliver new housing
- Strengthen the commercial and retail core
- Redesign Town Centre to increase accessibility

RETAIL AND DINING

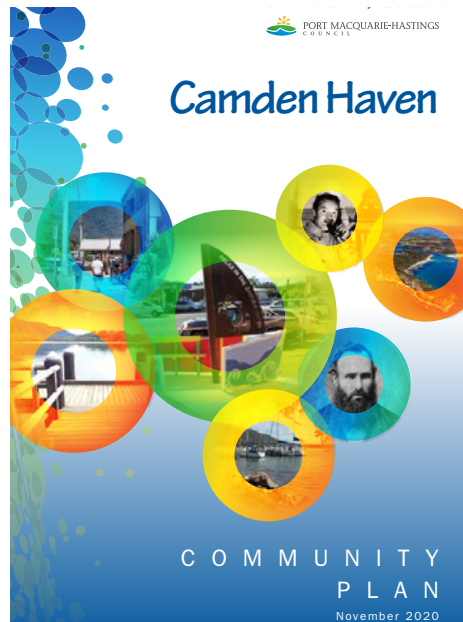
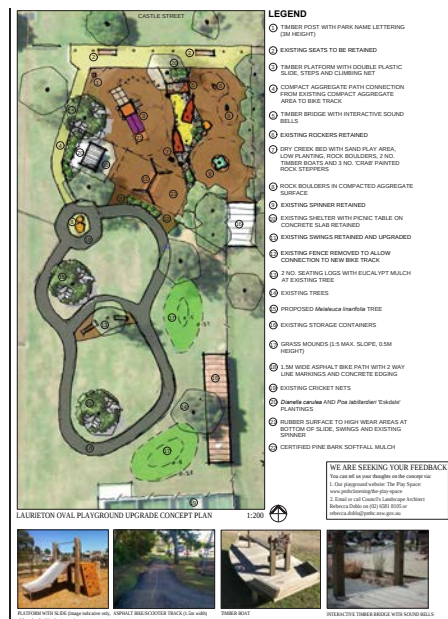
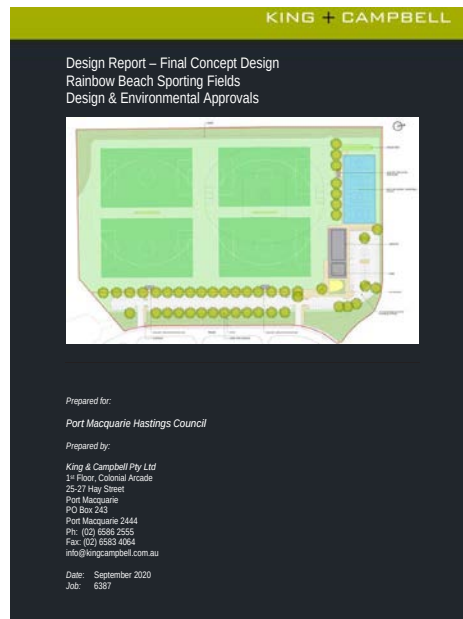
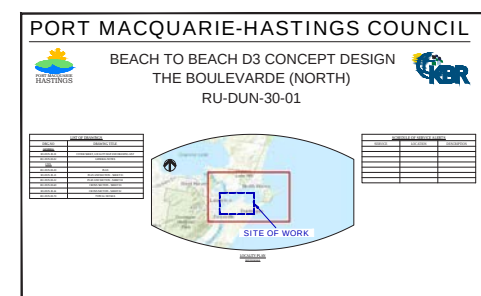
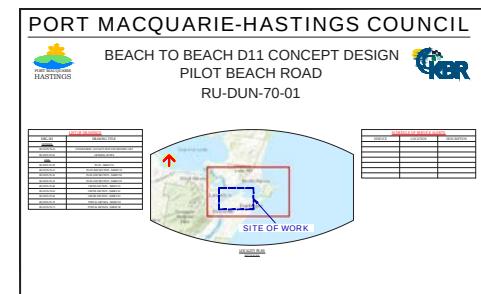
- Laurieton has strong bones, but needs a 'facelift'
- Development of a retail hub with weekend trade
- Need to attract business and investment
- Encourage a sustainable visitor economy

NATURAL ENVIRONMENT

- Protect the unique natural features
- Ensure plantings are endemic to the area
- River water quality to be addressed through WSUD
- Ensure Laurieton is a climate responsive town
- Respond to flooding and bushfire threats

RECREATIONAL OPPORTUNITIES

- Introduce more recreational space
- Encourage public infrastructure that is available all year round
- Opportunity for new public space as a gateway experience
- Increased accessibility between public space
- Provide intergenerational facilities
- Revitalise underutilised spaces
- Optimise the use of Laurieton Foreshore



THE SITE

LAURIETON TOWN CENTRE

The Laurieton town centre is currently defined as being bordered by Castle Street, Mills Street and from the Camden Haven River to Lord Street as well as the area immediately surrounding these sites. The precinct has been initially defined based on a 400 metre walking radius from key sites, however for the purpose of this report, the study boundary for Laurieton town centre is fluid. Core areas such as Bold Street, Seymour Street, Laurie Street, and the foreshore will be investigated in-depth as they play an integral role in the design of the town centre. However, this study will also consider these key features in relation to the broader precinct, both locally and regionally.

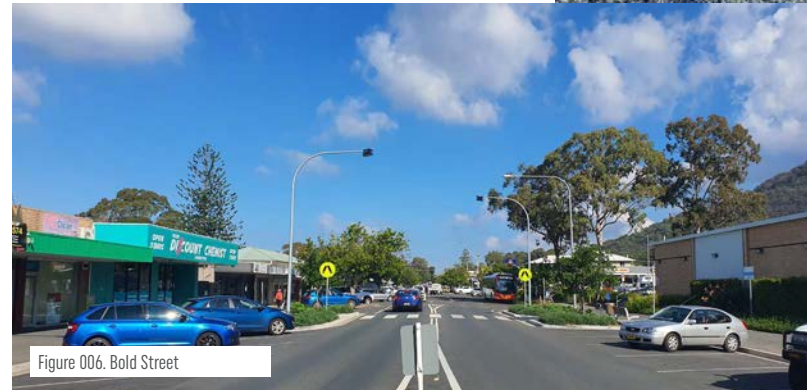


Figure 006. Bold Street



Figure 008. Seymour Street



Figure 007. Laurie Street



Figure 009. Aerial Image of Laurieton



CONTROLS

LEP CONTROLS

The following diagrams provide an overview of the key controls under the Port Macquarie-Hastings Local Environmental Plan 2011 that apply to Laurieton town centre:

- Zoning
- Height
- Floor Space Ratio
- Flooding
- Heritage

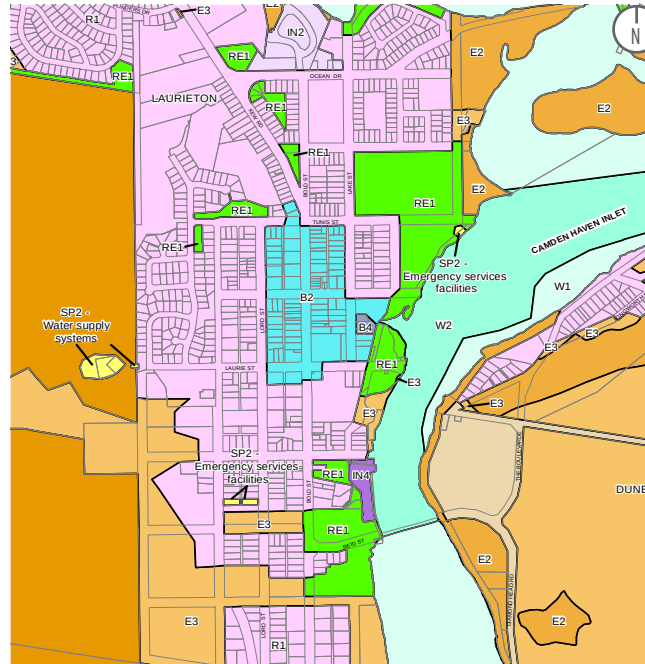


Figure 010. LEP Zoning Map

ZONING

The zoning controls for the town centre is predominantly B2 Local Centre. This is surrounded by R1 General Residential as well as pockets of RE1 Public Recreation and E3 Environmental Management.

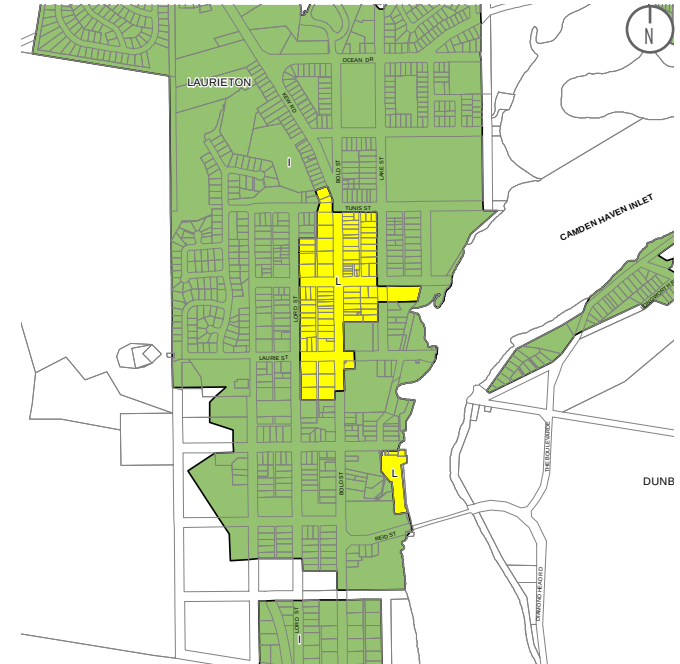


Figure 011. LEP Height Map

HEIGHT OF BUILDING

Outlined in yellow, the maximum building height for the town centre is 11.5m. A building height of 8.5m applies to the rest of Laurieton, shaded in green.

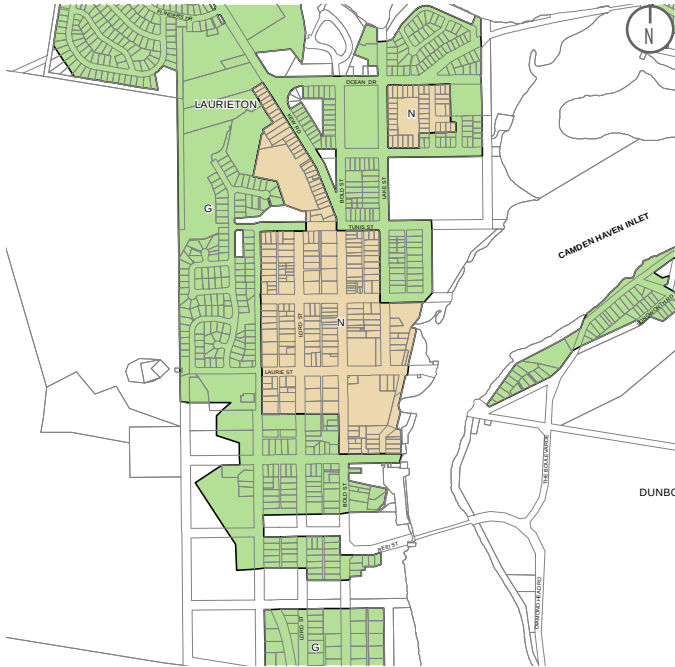


Figure 012. LEP Floor Space Ratio Map

FLOOR SPACE RATIO

An Floor Space Ratio (FSR) of 1:1 applies to the areas of Laurieton shaded in brown. The rest of Laurieton has an FSR of 0.65:1, reflecting the low human-scale development of the town.



Figure 013. LEP Heritage Map

HERITAGE

There are small number of heritage items within Laurieton of state significance including, Laurieton School of Art, Holy Trinity Church, Former Post Office and dwelling and Anzac War Memorial. Beyond what is outlined in the LEP, there are buildings across the Town Centre, which are of local heritage significance.

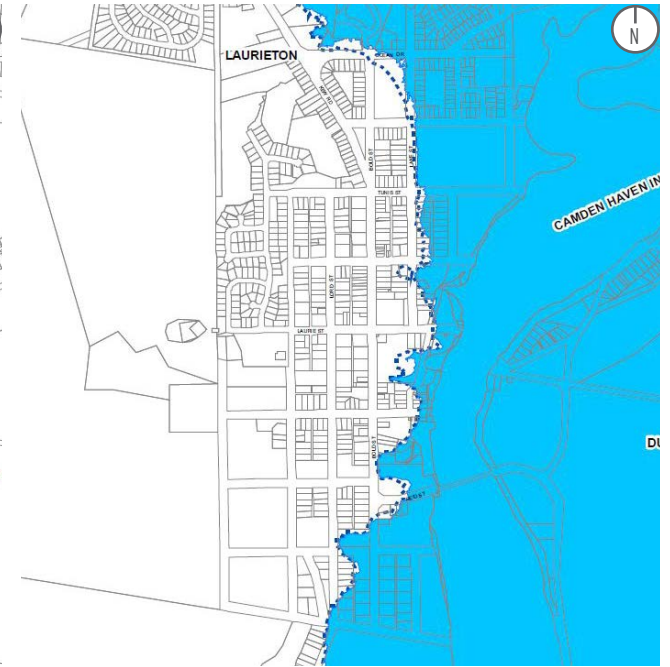


Figure 014. LEP Flooding Map

FLOODING

The Laurieton town centre is flood impacted, with the LEP map suggesting that land and properties in close proximity to the foreshore are most affected. With the recent flooding events that took place in early 2021, it is noted that all of the town centre is at risk to some degree of flooding.

DEMOGRAPHIC SNAPSHOT

This demographic snapshot of Camden Haven encompasses the localities of Camden Head, Deauville, Diamond Head, Dunbogan, Laurieton, North Brother, North Haven, West Haven Kendell, Kew and Lakewood. This area has a population of over 10,000, whilst Laurieton is home to a small community of just under 2000 people. One of the most noteworthy aspects of region's demographics is its ageing population, with Camden Haven having a percentage of people over the over of 60 that is double the national average. The most common household type is couples without children, reflecting the low number of people under the age of 25. Majority of the population was born in Australia, with only 10.9% born overseas, mainly in the United Kingdom and New Zealand.

With a large retired population, just over a quarter of residents are in the labour force. The most common occupation is technician and trades, and the most popular industry is health care and social assistance. Many residents are employed locally or in nearby centres such as Port Macquarie, Wauchope and Taree, with majority of residents travelling to work by car. With the recent introduction of NBN and in a post COVID-19 context, a greater number of people are now working from home.

Approximately half of the dwellings in Laurieton are separate houses, reflecting the low scale built environment of this town. There are a small number of flats and apartments, however these are often no higher than 3 storeys. Over 50% of residents fully own their dwelling, and 25% renting. The average household size is 1.8 people.

POPULATION - CAMDEN HAVEN

POPULATION OF
CAMDEN HAVEN (2020)



**AN AGEING
POPULATION**

- Almost **2X** the national average of people over the age of 60
- Almost **3X** the national average of people over the age of 80
- Youth brackets are significantly lower than national average, particularly under 10 (half) and 20-24 years (third)



37.4%
**COUPLES WITHOUT
CHILDREN**
(most common household type)



13.4%
**COUPLES WITH
CHILDREN**



32%
**LONE
PERSON**

EMPLOYMENT AND INDUSTRY - CAMDEN HAVEN

LABOUR FORCE PARTICIPATION



2,854
IN THE LABOUR FORCE

46%

FULL-TIME

41.9%

PART-TIME

9.4%

UNEMPLOYED

- Many residents currently employed either locally or in nearby local centres (within 30-40 min drive) such as Port Macquarie, Wauchope and Taree
- 57% of the population of Camden Haven (15+ years) is not in the labour force

OCCUPATION

TECHNICIANS AND TRADES



17%

COMMUNITY AND PERSONAL
SERVICE WORKERS



14.8%

PROFESSIONALS



14.1%

INDUSTRY

HEALTH CARE AND SOCIAL
ASSISTANCE



16.2%

CONSTRUCTION



13.8%

RETAIL TRADE



12.8%

COMMUNITY + LIFESTYLE - CAMDEN HAVEN

BORN
OVERSEAS
10.9%

(36.7% IN
GREATER SYDNEY)



79.8% AUSTRALIA

5.3% ENGLAND

1.1% NEW ZEALAND

METHOD OF TRAVEL TO WORK



90% CAR

4.2% WALKED

5.9% WFH

Recent introduction of the NBN in Camden Haven has facilitated a greater ability for more people to work remotely in emerging industries

HOUSING - LAURIETON

1,131

DWELLINGS IN LAURIETON



AVERAGE HOUSEHOLD SIZE

1.8 PEOPLE

DWELLING TYPE

50% SEPERATE HOUSE

26.4% SEMI-DETACHED

14.1% FLATS OR APARTMENTS



HOUSING TENURE



26.6% RENTING

9.7% MORTGAGE

**53.9%
FULLY
OWNED**



LOCAL CHARACTER SNAPSHOT

OVERVIEW OF SITE'S CONDITION

Set in a unique and charming landscape, Laurieton has a low human scale village character, which is connected to both its cultural and natural assets. North Brother Mountain and the foreshore along the Camden Haven River are two of its strongest features, however the current design of the town centre does not fully take advantage of them. There is a lack of connectivity between the ridges, main street, and the river, and public spaces, especially along the foreshore, are underutilised.

Laurieton is home to a small, but ageing population. There has been a change in demographics across the town, with an increase in the elderly community over the years. This is mirrored by the growing number of aged care and retirement villages in the surrounding centres of Camden Haven. With an intention to attract a younger and more diverse community, increased activity and investment in infrastructure is required. There have been recent upgrades to the town centre, but these are mainly related to parking, pedestrian crossings and new recreational spaces. This is a good start, but much more investment is needed to support both the existing and future communities.

Bold Street is the centre of activity within Laurieton, lined with cafes, restaurants, a supermarket, and small boutique retail shops, among a variety of different uses. It has strong bones of a thriving main street, however its limitation is that it is a high traffic road, which is not conducive to a bustling pedestrian street. With a handful of vacant sites, design and activation interventions are required to attract new businesses and development to the area. The sense of arrival into Laurieton is quite underwhelming, and a gateway experience which brings visitors into Bold Street is needed.

Bold Street is lined with a number of heritage items, including the School of Arts, Laurieton Memorial Park and Old Trinity Church, many of which are underutilised. For example, the Church is no longer used for religious purposes, and is currently vacant, apart from being occasionally used by the local band. Surrounded by a relatively large open space, which is also in Council ownership, this corner of Bold and Laurie Street has the potential to serve as an activated hub of activity for the town centre.

The large tree lined streets across the town centre, particularly Bold, Laurie and Seymour Street, provide opportunities for pedestrian interventions, and form the focus points for increased activation. So too, visual connections to both North Brother Mountain and the Camden Haven River are not optimised, but have the potential to be celebrated through new street designs, landscaping and a change of building types and land uses, which are sensitive to its surroundings. With its unique natural landscape, Laurieton is also faced with environmental threats. Flooding and stormwater drainage are two pressing issues facing the town centre, and risk management relating to this must further be addressed.

A further detailed analysis of Laurieton town centre will be provided in Section 4.



Figure 015. Mountain view from the intersection of Bold St and Seymour St



Figure 016. Bold Street showing the dominance of parking on the eastern side, and the segregating level change on the western side



Figure 017. Bold street's evidence of vacant sites



Figure 018. Looking west from the community church to North Brother Mountain



Figure 019. Looking west from Seymour Street at the intersection of Bonser Lane



Figure 020. The riverfront pedestrian link displaying its accessibility for elderly



Figure 021. Laurieton Memorial Park



Figure 022. Road dominated open space on the foreshore at the end of Seymour Street



Figure 023. Small private beaches on the Camden Haven

03

COMMUNITY ENGAGEMENT



Figure 024. Enquiry by Design

ENQUIRY BY DESIGN

BACKGROUND

The vibrancy of the Laurieton Town Centre has faced many challenges over the past several years including online buying, the drought, bushfires and more recently, COVID-19. In partnership with the Camden Haven Chamber of Commerce (Laurieton Town Centre Master Plan Steering Group) and the broader community, an Enquiry by Design process was undertaken to inform the development of a Master Plan to create an active, vibrant and bustling community heart that is the centre of the Camden Haven.

The following information has been directly sourced from the *Laurieton Town Centre Master Plan Enquiry by Design Community Engagement Report*, which was issued on the 11 March 2021 by Port Macquarie-Hastings Council.

ENGAGEMENT APPROACH

The Enquiry by Design (EbD) was undertaken to collaborate with the community on December 8, 9, and 10 2020 and with businesses on Thursday 28 January 2021 at the Laurieton United Services Club. The intent of the Enquiry by Design was to understand local issues, opportunities, constraints and future trends to explore ideas, designs and options. The fundamental purpose of the EbD workshops and consultation with CBD businesses was to inform the preparation of a Concept Master Plan for the Laurieton Town Centre.

External stakeholders:

- Camden Haven Chamber of Commerce
- General Community
- CBD Landowners
- CBD Businesses
- Transport for NSW
- Department of Premier and Cabinet
- Local Schools
- National Park
- Crown Lands

CONSULTATION FOCUS

The EbD aimed to facilitate the exploration of big issues, questions and ideas for the Laurieton CBD. Topics discussed throughout the workshops include:

- Qualities of the area and what's missing/lacking
- How the space is used and what is needed going forward
- What facilities/spaces are used
- Expectation and aspirations
- Key spaces and their qualities
- Local values
- Current and future trends
- Future vision for area
- Urban design themes
- Opportunities, constraints and solutions
- Extent of Master Plan area
- Character features
- Physically based design strategies
- Geographically based design strategies
- Design principles
- Shared ideas and possibilities
- CBD business needs.

EBD FINDINGS

Data from all workshops has been collated to provide a holistic overview of the ideas, issues and opportunities for the Laurieton Town Centre Masterplan

WHAT PEOPLE LOVE

There are a number of aspects about Laurieton that the community value including the natural environment, variety of recreational facilities and community clubs, the local, community-minded businesses and the overall welcoming atmosphere provided by the town and residents.

WHAT COUNCIL HEARD

The community value the range of businesses, restaurants and dining options which are core destinations for them day to day. The availability of sporting and recreation facilities and the foreshore are also highly valued spaces for the community.

OPPORTUNITY FOR IMPROVEMENT AND CHANGE

It is important to the community to differentiate Laurieton from Port Macquarie and to provide for their own community the necessities which would normally see them travel to Port Macquarie for. Incorporation of culture, attraction of a variety of retailers, dining options and advanced services (E.g. Medical, specialists) are key goals for the community. Development of the village atmosphere and quiet lifestyle all within close proximity of the Port Macquarie CBD and it's significant offerings.

Feedback was broken down into themes to identify the key ideas and issues of the Laurieton Town Centre which need to be considered in the design of the Masterplan. These are further discussed on the following pages.



Figure 025. Main themes from Enquiry by Design

MAIN THEMES FROM EBD FINDINGS

ENTERTAINMENT AND RECREATION

- A need for more entertainment and recreation areas to attract tourists and residents from surrounding towns
- Destination playgrounds
- Sporting and exercise facilities
- Changing use of current spaces to increase recreation and activation opportunities
- More picnic facilities

TRAFFIC FLOW, ROAD SAFETY AND ALTERNATIVE STREET USE

- Prioritise pedestrians and improve traffic flow
- Traffic calming measures needed on Bold Street
- Potential for a portion of Seymour Street to be dedicated to recreational use
- Redesign of some intersections needed

IDENTITY AND AESTHETICS

- Increase representation of Aboriginal and European heritage
- Maintain authentic, village character
- Inclusion of public art, including Aboriginal art
- Maintain a consistent identity and theme across the town, particularly in locations such as entrance to the town on Kew?Bold Street and in from the CBD businesses

CONNECTIVITY AND WAYFINDING

- Connecting footpaths from the Foreshore to Mountain, and from Sports Complex and Swimming Pool into the CBD.
- Activation of Seymour Street to draw people further into the CBD.
- Consistent and educational signage.
- Creation of a circuit and complete town

PUBLIC AREAS

- Spaces to be created which are both family and dog friendly
- Developing and activating areas of congregation which includes facilities (BBQs, Toilets, etc)
- Improving existing public areas including Laurieton War Memorial Park and Bruce Porter Reserve.
- Developing multi-use areas for dining, events, markets and a designated alcohol permitted zone

FORESHORE

- Redevelop, reconnect and activate foreshore for all to play and stay
- Enhancement natural environment rather than build new
- Development of a marina with moorings for yachts, fishing boats and visiting boats. Provision of facilities for visitors.
- Areas for entertainment and recreation along the foreshore such as a band stand and play area which include BBQs and shade.
- Incorporation of public art
- Construction of an educational (Ecological or Heritage) boardwalk through the mangroves and along the foreshore.

HERITAGE AND ABORIGINAL HERITAGE

- Incorporation of Birpai language and stories ("The Three Brothers") into the design of the town centre.
- Truth Walk/Historic walking path which integrates the true history (both pre and post colonisation) of Laurieton and the Camden Haven.
- Incorporate the Aboriginal flag, totems and stencilling into town
- Option of dual naming locations with Birpai language
- Heritage precinct on Laurie Street with locations verified as heritage listed (E.g. Old Perry Wharf).

PARKING

- All parking should be the same angle within the CBD.
- More parking on Seymour Street (Preferably centre or parallel)
- More parking on Bold Street (Preferably reverse)
- Parking for Caravans, RV's, and recreation vehicles (Boats, jet skis) to be considered close to the main street
- Consideration of underground car parking

TREES, PLANTING AND THE NATURAL ENVIRONMENT

- Retain Camphor Laurel Trees (Laurie Street)
- Beautification works along streets to include planter boxes, hanging baskets etc.
- Opening up the views to Queens Lake
- Ensuring the protection of the shoreline and river
- Street trees – Centre planting in Bold and Seymour Streets.

RETAIL AND DINING

- Developing the town centre in a way which attracts a variety of high quality retail and dining
- Incorporating more alfresco areas
- Activation along Bold Street through seating and dining
- Development of a retail hub with weekend trade.
- Hosting the markets within the CBD to boost trade in local businesses.

SUSTAINABILITY AND TECHNOLOGY

- Renewable energy opportunities
- Focus on food and financial sustainability
- Embracing and integrating smart technology in becoming a Smart Community
- New developments to use car charging stations
- Community power storage and the green energy project in partnership with the State Government.
- Promote sustainable development
- Opportunities to harvest tidal energy

ACCESS AND USE

- Redesign the town centre to be considerate of access for emergency services in to the CBD.
- There are currently two entrance roads into the CBD – consideration of Kew Road becoming the sole entrance point.
- Relocation of Council depot with area to be used for different purpose
- Consider changing zoning to B2 Commercial or B4 mixed use
- Disability access and services.

SERVICES AND MAINTENANCE

- Relocation of power services underground
- Maintenance of footpaths with the replacement of some sections and the inclusion of a street sweeper in the maintenance process
- Increasing police presence to enhance the feeling of safety
- Provision of water taps for shop owners in front of businesses to maintain their shopfront
- Provision of a dump point for caravans and RVs to attract more tourists to town.

TRANSPORT

- Incorporate intergenerational active transport (e.g. mobility scooters)
- Public transport to provide better links between centres and surrounding villages
- Cable car to the top of North Brother Mountain – tourist attraction
- Electric shuttle between villages in the Camden Haven

THE OUTCOMES FROM THE ENQUIRY BY DESIGN PROCESS HAVE BEEN USED TO ENSURE THAT THE COMMUNITY VIEWS ARE CONSIDERED THROUGHOUT THE DESIGN PROCESS.



04

PLACE ANALYSIS



Figure 026. View west from Seymour Street to North Brother Mountain, displaying the sensational natural immersion of Laurieton Town Centre

LAURIETON'S UNIQUE IDENTITY

AS TOLD BY THE COMMUNITY

Laurieton has a unique local coastal identity and aesthetic embedded within its rich natural landscape which pays homage to the aboriginal and colonial heritage of the town. The community is very passionate about what they see as valuable to Laurieton, what can be improved, and where they see the future of Laurieton heading. The identity of Laurieton is well understood by what the community expressed as the main themes through the EbD process.

What the community loves and prioritises gives an insight into the strengths of Laurieton. The substance of Laurieton was communicated through the EbD process as its rich history and heritage, its abundance of natural assets, the intimate local village charm and the benefit on connectivity which by being compact, the community can benefit from. The recreation and entertainment offerings including retail and dining place Laurieton on the map for residents, tourists and local visitors, with Laurieton cherishing significant key public spaces.

Addressing the concerns and goals of the community is a direct way to embellish the sense of identity of Laurieton and ensure that Laurieton continues to be an embodiment of the community it hosts. This direction is paramount to the masterplanning process and helps to understand how Laurieton Town Centre compares to nearby towns and Port Macquarie.



ENTERTAINMENT / RECREATION

These offerings are a fundamental way to attract tourists and visitors from nearby towns. There was a strong desire to incorporate more active, attractive and accessible destinations such as water play, an intergenerational outdoor gym, picnic facilities with BBQs, amenities and swimming areas as well as additional spaces for pop-up events.

FORESHORE

The foreshore is a significant part of Laurieton and is a key destination of interest for locals and visitors. Its connection to the Town Centre is paramount to maintain and strengthen Laurieton's identity, with increased amenities and offerings lifting the quality of the Town Centre overall.

RETAIL AND DINING

Identified as the main reason the community visits the Town Centre, the retail and dining offerings and opportunities are key means of reinforcing Laurieton's local village identity. Street and building scale and activation is integral to Laurieton's future retail scene.

ROAD SAFETY / TRAFFIC / STREETS

The current arrangement and function of Laurieton streets undermines the small village feel, with changes needed to reprioritise pedestrians of all abilities and ages. Proposed changes include closing a section of Seymour Street, providing a heavy vehicle bypass, reducing the speed limit and redesigning key intersections.

HERITAGE AND ABORIGINAL HERITAGE

The history of Laurieton and the surrounding areas are fundamental to Laurieton's identity and ongoing character. Incorporating Birpai language and stories and the aboriginal flag as well as identifying heritage listed and other valued historic references represent Laurieton's history and provides an opportunity for reconciliation.

SUSTAINABILITY & TECHNOLOGY

The community is conscious of and intentional about integrating new technology and sustainable practises in an effort to future proof Laurieton for future generations. Renewable energy, electric car charging stations, sustainable development, smart technology and sustainable food and finances are key community considerations.

IDENTITY / AESTHETICS

The identity and aesthetics of the Laurieton Town Centre is considered to be representative of the heritage, people and surrounding natural environment. The authentic, village character and atmosphere is enriched by public and aboriginal art, a consistent theme through the town centre and the community values of local place.

PARKING

There is an observed undersupply of parking in the Laurieton Town Centre during peak times or special events such as markets. Parking is currently unorganised, and there needs to be a greater supply for the retail offerings as well as RV's and recreational vehicles.

SERVICES AND MAINTENANCE

Specific services within the CBD have been identified to maintain Laurieton as a convenient and user-friendly place to visit. Relocation of power services underground, water taps provided for shopfronts, dump points for RVs and a greater maintenance or upgrade when needed of footpaths are desirable improvements that could be offered.

PUBLIC AREAS

To meet the demand of the local demographic, multi-use public spaces have been suggested as important. These would function for dining, events, markets and other activated areas such as picnic areas. The intention is to lift the quality of the large quantity of public spaces and open space within Laurieton.

TREES/ PLANTING/ NATURAL ENVIRONMENT

Laurieton is embedded within its natural environment and the community values include protecting, beautifying and creating access to the plethora of natural assets. Retaining Laurie St trees, providing more planting of different scales within the Town Centre, and opening up views to key natural landmarks of the area strengthen Laurieton's integrity.

TRANSPORT

The community prioritises the connectivity of Laurieton Town Centre within its local context. Active transport for all ages, including for seniors using mobility scooters, public transport link improvements to surrounding villages and electric shuttles have been flagged as opportunities to complement the existing pedestrian and cycle network.

ACCESS AND CONNECTIVITY



Figure 028. Access and Connectivity

LEGEND

- Bus Network
- Bus Stops
- School to School - Proposed
- Beach to Beach
- Beach to Beach - Proposed
- Water Body
- Natural Vegetation

OPEN SPACE AND LANDSCAPE



Figure 029. Open Space and Landscape

LEGEND

- Reserved Park
- Water Body
- Natural Vegetation

LANDFORM AND WATER



Figure 030. Landform and Water

LEGEND

- Vegetation
- Natural Drainage
- Water Body
- Contour

VIEWS AND LEGIBILITY



Figure 031. Views and Legibility

LEGEND

View

HISTORY AND HERITAGE



Figure 032. Laurieton History and Heritage

LEGEND

1 Camden Haven Museum

2 1877 Public School

3 First Post Office & Residence

4 1970 Laurieton War Memorial Baths

5 1881 - Government Wharf

6 1896 - Punt & Ramp

7 1959 - Plaza Theatre

8 1924 - War Memorial

9 1898 - Longworth Park & the Holy Trinity Church

10 1898 - 'Rosebank'

11 Memorial Park

12 North Brother Mountain (Doorgan)

SOCIAL, COMMERCIAL AND COMMUNITY INFRASTRUCTURE

There is an array of social, commercial and community infrastructure within Laurieton. The Laurieton United Services Club is an epicentre of the senior community, with other key spaces such as the community building, historic theatre, library and Laurieton hotel also providing social spaces for the population and visitors. Bold Street hosts Coles, The Department Store and Laurieton Shopping Centre, with other small scale shops, restaurants and offices lining Bold Street, Laurie Street and Seymour Street. There is evidence of vacant commercial lots.

While certain popular venues attract a large number of regular visitors, the social and commercial fabric of Laurieton could be strengthened across the Town Centre.

An improved streetscape and public domain experience would complement the plethora of open space which includes the swimming pool, oval and sporting complex, foreshore walks, mountain track and market spaces.

Population growth which would enable commercial ventures to be viable and supported into the future.

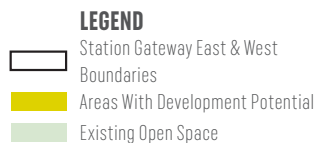


Figure 033. Social, Commercial and Community Infrastructure

SOCIAL CENTRE



Figure 034. Key streets and intersections

- Social axis
- Commuter street
- Link
- Social intersections
- Green nodes

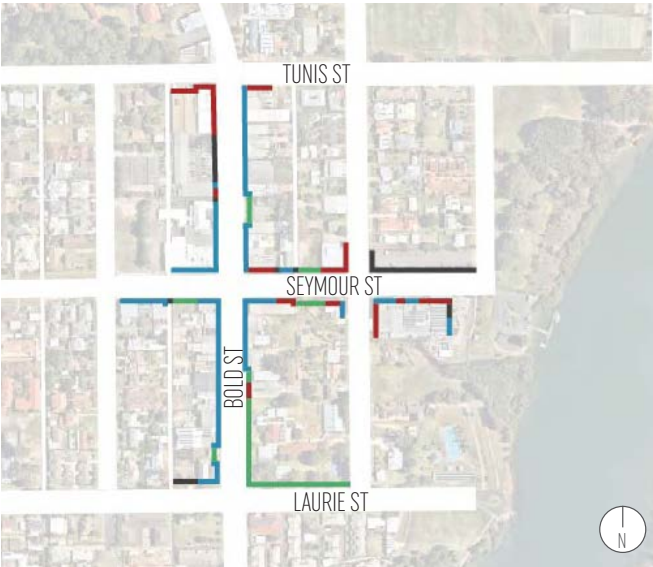


Figure 035. Frontages

- Active frontage
- Blank, inactive frontage
- Vegetated interface
- Vehicular interface



Figure 036. Focus areas

- Bold Street
- Seymour Street
- Laurie Street
- Foreshore

EXISTING FORESHORE CONDITIONS



Restricted connectivity to the water edge (post and rope fencing, gardens and small trees with dense low-branching canopies that block views/movement)



Interface with the Club is 'back-of-house'; parking, service vehicles, etc.



Historical elements would add value by being protected and relocated



EXISTING BUILT FORM

Town Centre

The Town Centre retail offerings which front Bold Street, Seymour Street and Laurie Street have a varying level of activation and small, pedestrian friendly scale.

South of Seymour Street, lots along Bold St generally follow a small scale, varying from 7m to 20m in width, with these lots often occupied by more than one retail shop, decreasing the scale further. There have been recent first storey residential shop top additions to a number of lots in this block which front the street, providing passive surveillance and energising Bold Street, while bringing people closer to the Town Centre.

Large format retail such as Coles and amalgamated retail offerings at Laurieton Shopping Mall have changed the street interface north of Seymour Street, with activity become introverted, away from the street.

While recent growth has adapted the historic small scale format of Laurieton, the large format retail at the north of the Town Centre can be reconfigured to provide an active street frontage and prevent the dominance of vehicles and blank walls to the street.

An array of design principles are key to ensuring that future development is in line with Laurieton's aspirations of a safe, walkable and activated Town Centre.



Figure 038. Town Centre growth showing fine grain south of Seymour St and large format to the north



Figure 039. Coles blank wall and parking street interface



Figure 040. Shoptop housing along Bold Street

Residential typologies

It is evident within Laurieton that there has been an intensification of density, with lots which previously housed single detached dwellings being developed into duplexes or villas. This growth pattern increases the total dwelling count in Laurieton, while also addressing the ageing population by providing a housing type which requires less maintenance than a single lot dwelling.

Many of the villas such as 63 Norman St do not fully utilise the rear laneway for parking, instead providing a driveway down the full depth of the lot. Other arrangements such as 84 & 68 Lord St have built form framed around vehicular access in the centre of the site, with dwellings oriented away from the street.

While the recent growth pattern has been successful in providing an increased number of dwellings for a growing community, a number of design principles can be implemented for future development to ensure that the housing typologies align with the vision and objectives for Laurieton Town Centre.

To create a walkable, safe and connected community, the intensification of these single lots reorient activity towards the street and reprioritise vehicles by utilising the rear laneway in order to prioritise the supply of open space and amenity. This will lift the quality of housing, attract new residents and investors, and help revitalise the town centre into a thriving social hub.



Figure 041. Residential growth occurring



Figure 042. 63 Norman Street frontage



Figure 043. 84 Lord Street frontage

CASE STUDIES

A number of case studies have been selected to serve as a precedent for the future development of Laurieton Town Centre.

TOWN CENTRE

The case studies demonstrate good examples of activation, awning treatments, human scale, relationship to open space, access, circulation and commercial and social offerings and provides an urban destination to attract tourists and residents.

LANDSCAPE

The case studies demonstrate good examples of the potential for an engaging and activated landscape setting. Laurieton has a plethora of open spaces and natural assets, and these precedents show how to increase the human experience and appreciation of these spaces.

TOWN CENTRES

LEGENDS

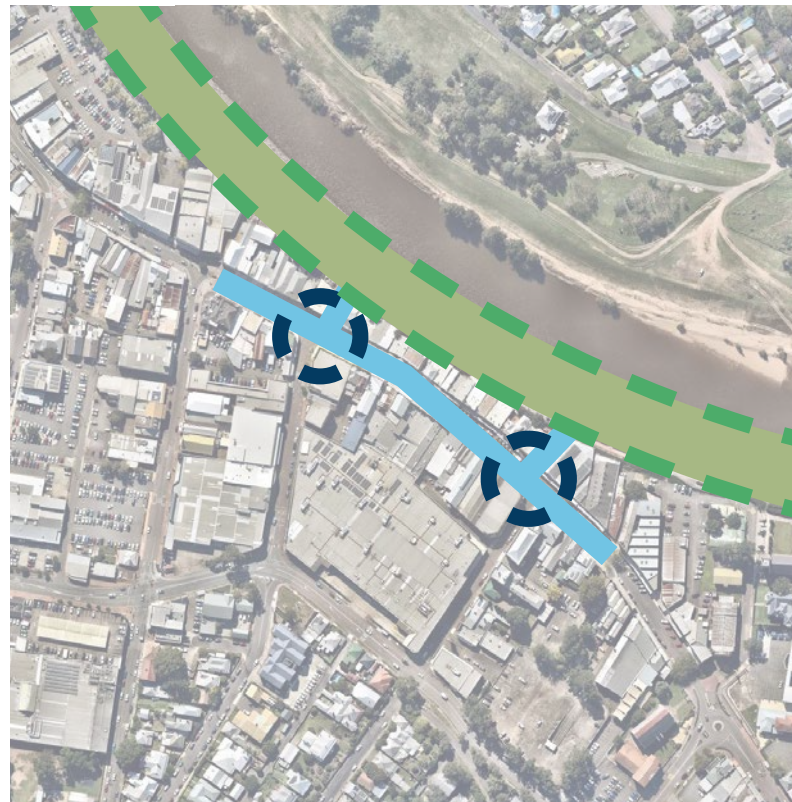
- SOCIAL AXIS
- COMMUTER STREETS
- ⊗ SOCIAL NODES
- ⊗ NATURAL NODES

THE LEVEE, MAITLAND

Running parallel to the Hunter River, the levee is a civic space defined by the juxtaposition of active retail shopping street and riverfront amenity. It has become the most upcoming destination in the central coast area, formed by a hive of activity, offering a range of entertainment and hospitality options with fine grain retail businesses.

The Levee (main street) has around 270m of shared path dedicated for alfresco dining, street furnitures and plantings, with one way traffic and parallel parking on one side, is a pedestrian focused high street that is diverse in program and highly activated both day and night.

There is an accessible foreshore park at the back of the retail buildings, amended with generous footpaths and outdoor furnitures, become both a flexible leisure space and part of the active transport network.



LEGENDS

 SOCIAL AXIS

 COMMUTER STREETS

 SOCIAL NODES

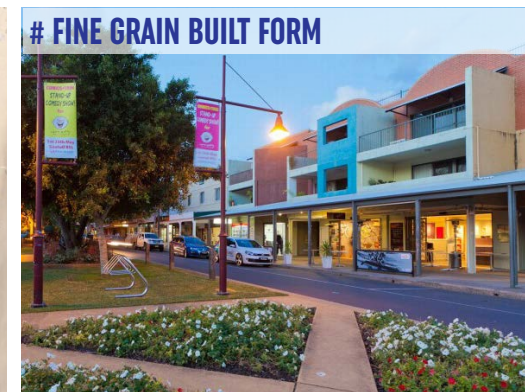
 NATURAL NODES

SAWTELL

Located in the City of Coffs Harbour, Sawtell is a tranquil and increasingly trendy coastal village that attracts retirees and visitors for a family holiday escape. First Avenue is a tropical high street in the town centre with generous plantings, shaped by matured tree canopy and services the neighbourhood for its daily needs as well as a destination for visitors.

First Avenue has a fine grain character fronted by buildings that are mostly 1-2 storeys, with occasional ground floor retail plus 2 levels of shop top residential housing.

One of the town's primary attraction is the Sawtell Beach, which is within 200m - 2mins walking catchment from the town centre. The close proximity between the beach and the town centre concentrates activities and becomes a featured amenity for the local business.



LEGENDS

SOCIAL AXIS

COMMUTER STREETS

SOCIAL NODES

NATURAL NODES

BYRON BAY

Byron Bay is the iconic holiday destination on the North Coast of NSW that promotes the desired coastal lifestyle. The town is formed by a few nested human scale retail streets with shops, cafes and restaurants, which consists of 2-3 storeys built form with open views through balconies to capture best views to the beach, as well as adding passive surveillance and activity to the streets. Cafes and restaurants spill out onto the streets with alfresco dining throughout the day, and activates the streets 18 hours a day.

Apex park is the oceanfront park that connects the town centre and the main beach, is the busiest social intersection in the town centre that offers a flexible open space for different events.

FORESHORE PARK



SOCIAL NODES



HIGH STREET



BALCONY VIEWS



LEGENDS

 SOCIAL AXIS

 COMMUTER STREETS

 SOCIAL NODES

 NATURAL NODES

BELLINGEN

Nested in the Bellingen Valley, Bellingen is a riverside town centre that is naturally gifted with natural amenities including the Bellenger River and parklands that stretches with it.

Given the lifestyle Bellingen offers, it is the desire home for farmers, retirees, with increasing young families and creative individuals. The town is also known for hosting a diverse range of festivals, music events and fresh food produce markets from local farms.

The town centre's main business strip runs parallel with the river in close proximity. Streets are activated by local businesses with alfresco dining and public furnitures. Buildings in the town centre are mainly 1-2 storeys with a vernacular style that strengthens the village character of the place.



LANDSCAPE

CARSS BUSH PARK,

Located at Kogarah Bay, Carss Bush Park is the key landscape lead projects the Georges River Council has put forward to enhance natural foreshore amenity while enhancing habitat complexity and biodiversity.

Carss Bush Park is one of the most favorable destination for families with young kids. Key features in the park includes accessible foreshore areas, a netted and shallow swimming beach, a children's playground, and riverfront natural reserve and urban parks with community facilities.

FORESHORE PARK



SWIMMING BEACH



ACCESSIBLE FORESHORE



PLAYGROUND



FORESHORE WALK



NAMBUCCA HEADS

Nambucca Heads is a popular town for local visitors. Despite the main beach being the main destination, the diversity of river edge interface and riverfront playspace sets its success and difference from other coastal town.

The Nambucca Heads foreshore accommodates a range of leisure activities including swimming, surfing, fishing, walking, boating, sunbathing and playing. The riverwalk incorporates public arts done by the local communities, representing a significant cultural and social value in the local area.

FORESHORE ACCESS



PUBLIC ARTS



FORESHORE PLAYGROUND



BOAT LAUNCHING



FORESHORE WALK



PARK LISINIEC, POLAND

Park Lisiniec is one significant transformation project for riverfront amenities in Poland. It has opened up foreshore access with serious of recreational areas, which has become one of the most popular destination among local residents and visitors.

The recreational beach becomes the key social intersection in the whole reserve area. Incorporating a beach pool surrounding by timber deck walk/breakout space, the beach also includes a waterfront pavilion with an observation deck for bars, cafes and restaurants to use for outdoor dining.



OPPORTUNITIES AND CONSTRAINTS

This diagram illustrates graphically a number of opportunities and constraints which were identified in the Enquiry by Design findings, at the site visit, and through further desktop research.

At the forefront of that the community wants is greater connectivity between the CBD, Foreshore and Mountain, through clear wayfinding and signage that encourage exploration of Laurieton and activate the area.

Key opportunities include providing an enhanced gateway experience, redirecting truck off Bold Street to Lord Street, creating an enhanced pedestrian experience on Bold and Seymour Street, and providing a greened Historical and Nature walk up Laurie Street to connect Camden Haven with North Brother Mountain.

There are commercial and shop top development opportunities along Bold Street and Seymour Street, and other development catalyst sites would assist in increasing the Laurieton's population, vitality and commercial viability into the future.

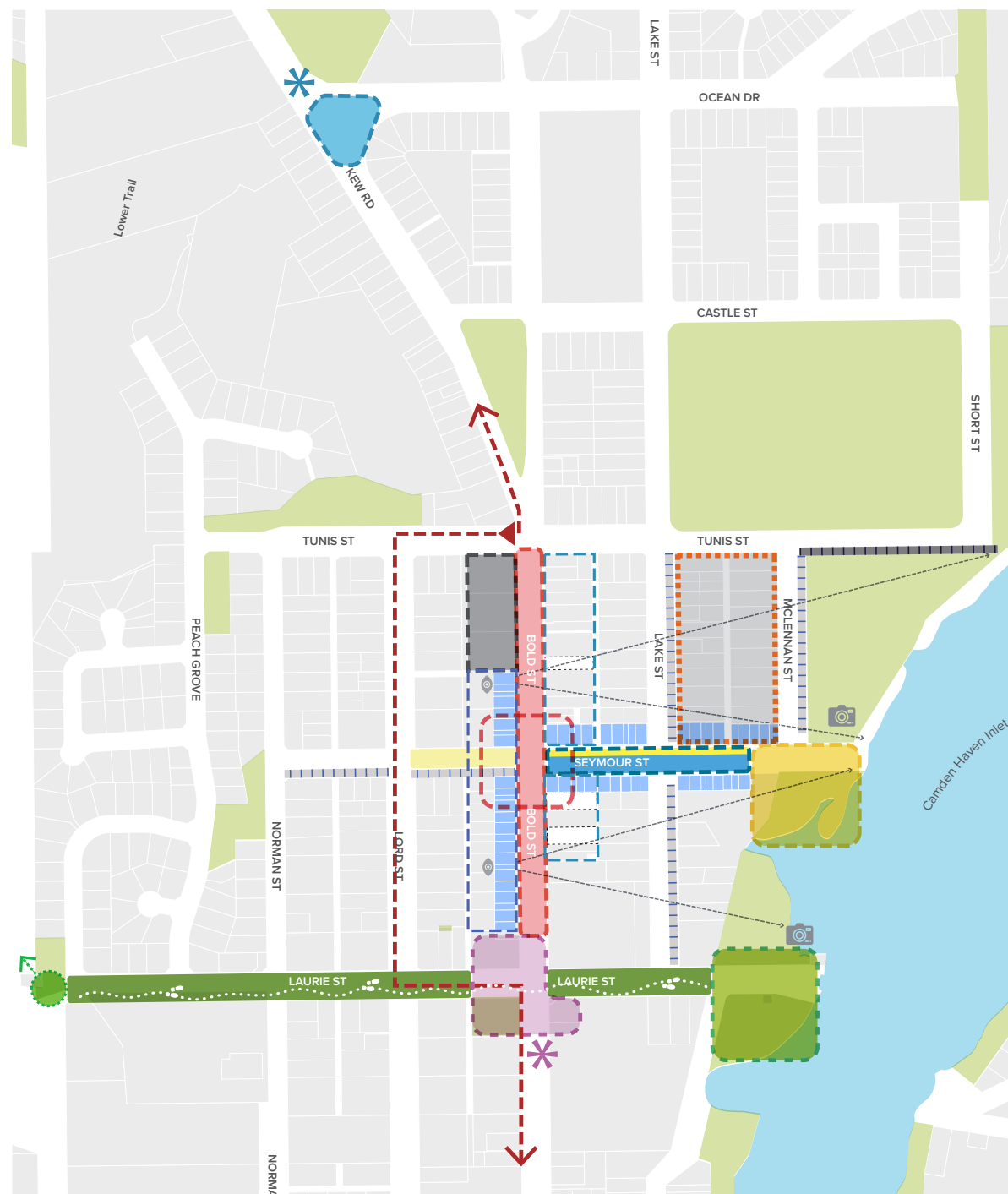


Figure 044. Opportunities diagram base

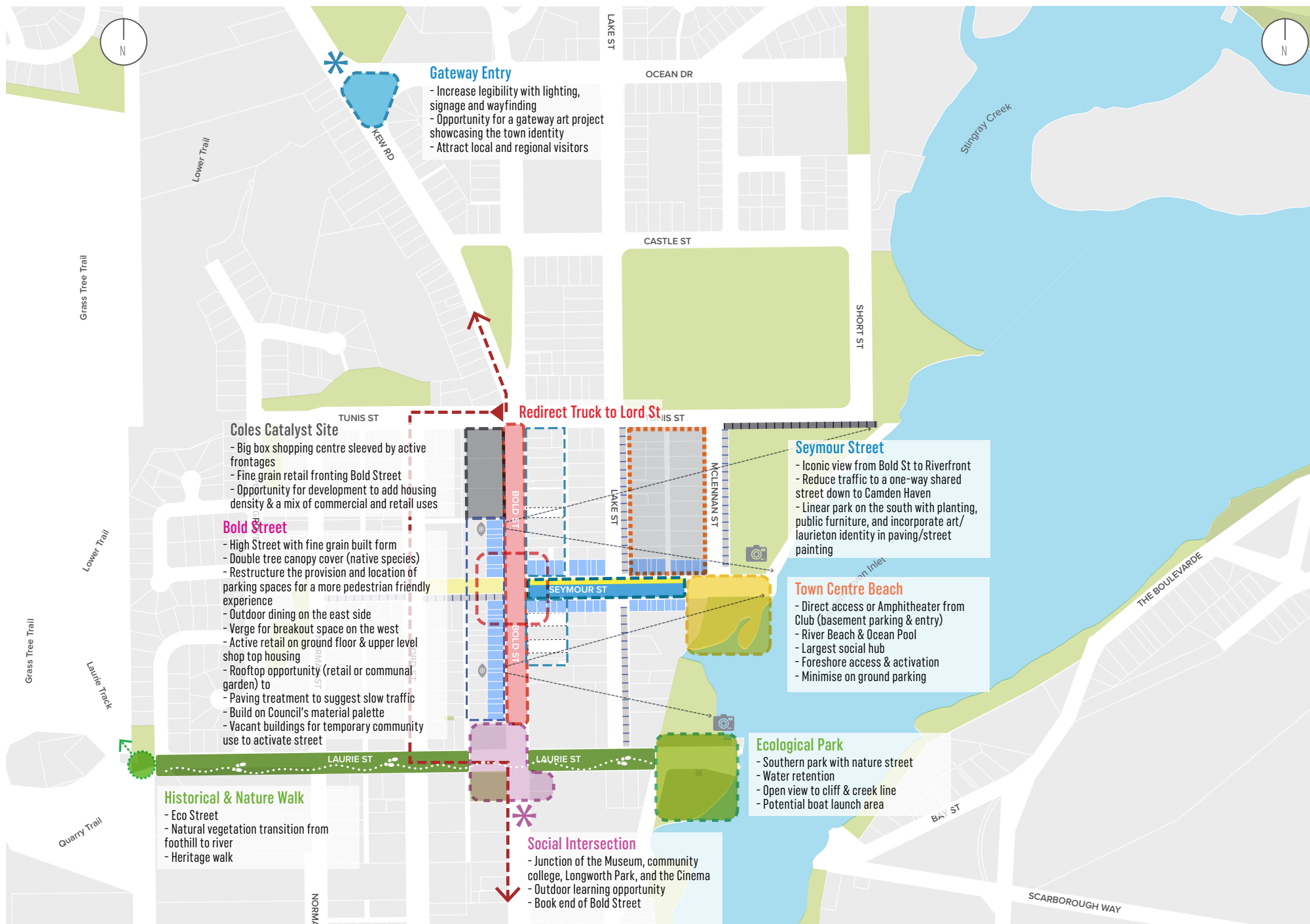


Figure 045. Opportunities diagram detailed

05

MASTERPLAN

OBJECTIVES

THE VISION FOR LAURIETON IS...

TO CELEBRATE LAURIETON'S UNIQUE CHARACTER AND NATURAL CONTEXT TO DELIVER AN ACTIVATED TOWN CENTRE WHICH IS VIBRANT, ACCESSIBLE AND CONNECTED. THE REINFORCED TOWN CENTRE WILL ATTRACT A DIVERSE RANGE OF INVESTMENT TO SUPPORT A PRODUCTIVE VILLAGE COMMUNITY.



1. TO CREATE ATTRACTIVE, VIBRANT, CONNECTED AND USABLE SPACES FOR LOCALS AND VISITORS.



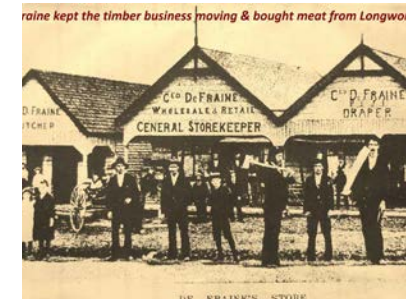
2. TO ENSURE CONNECTIVITY WITH SAFE AND EFFICIENT LINKS BETWEEN KEY LOCATIONS WITHIN AND EXTERNAL TO THE PRECINCT.



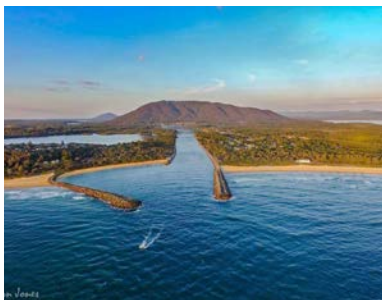
3. TO ENSURE OPPORTUNITIES LINKED TO FUTURE DEVELOPMENT OF THE PRECINCT ARE IDENTIFIED.



4. TO INTEGRATE THE LOCAL ENVIRONMENT AS PART OF THE CHARACTER OF THE PRECINCT.



5. TO GIVE LAURIETON ITS OWN UNIQUE CHARACTER.



6. TO CONNECT TO THE CAMDEN HAVEN RIVER AND NORTH BROTHER MOUNTAIN AS KEY FEATURES BORDERING THE TOWN CENTRE.



7. FOSTERING ONGOING WELLBEING, CONNECTEDNESS AND HAPPINESS FOR THE COMMUNITY AND FUTURE GENERATIONS.



8. TO PROVIDE OPPORTUNITIES TO ATTRACT AND GROW A DIVERSE RANGE OF BUSINESSES AND SUPPORT LOCAL EMPLOYMENT.



9. TO PROMOTE THE EFFICIENT AND COST-EFFECTIVE DELIVERY OF KEY INFRASTRUCTURE AND PROVIDE FUNDING MECHANISMS FOR THIS INFRASTRUCTURE.



10. TO PROVIDE A PRECINCT THAT IS PLANNED WITHIN THE CONTEXT OF OTHER PRECINCTS IN THE REGION TO PROVIDE DIVERSITY, CONNECTIVITY AND SYNERGIES.

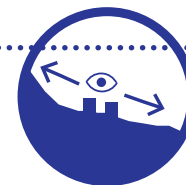
DESIGN PRINCIPLES

Urban Design Principles have been established to guide the design and development outcomes across the Laurieton Town Centre and wider community. These Principles provide direction to achieve the Laurieton Town Centre Objectives.



1

PRIORITISE THE PEDESTRIAN EXPERIENCE ABOVE ALL OTHER MODES OF TRANSPORT, WHILE CONSIDERING THE NEED FOR PARKING AND ACTIVE TRANSPORT.



2

RETAIN AND ACCENTUATE VIEW CORRIDORS TO CAMDEN HAVEN AND NORTH BROTHER MOUNTAIN, WHILE CREATING MORE OPPORTUNITIES FOR VISUAL CONNECTEDNESS AND APPRECIATION.



7

PROVIDE HIGHER DENSITY LIVING IN CLOSE PROXIMITY TO THE TOWN CENTRE AND OPEN SPACE FOR VIBRANCY AND CONVENIENCE. CONSIDER THE NEEDS OF THE SENIOR POPULATION AND THE DESIRE TO ATTRACT FAMILIES WHEN CONSIDERING HOUSING TYPOLOGIES AND FORMAT.



8

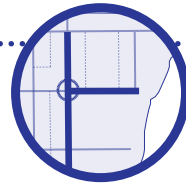
EMBELLISH AND ACTIVATE THE FORESHORE AND THE PLETHORA OF OPEN SPACES AROUND LAURIETON.

3



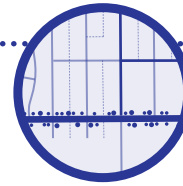
ORIENT BUILDINGS TOWARDS THE STREET FOR A SAFE AND VIBRANT PUBLIC DOMAIN. PROVIDE A VISUAL EXCHANGE BETWEEN COMMERCIAL, RETAIL, SOCIAL, COMMUNITY AND RESIDENTIAL USES AND THE STREET.

4



POPULAR PEDESTRIAN ROUTES SHOULD DRIVE BUILT FORM DECISIONS. FOCUS DEVELOPMENT ON THE KEY AXIS OF SEYMOUR AND BOLD ST FOR A CONCENTRATED HUB OF ACTIVITY.

5



STRENGTHEN THE LINKS BETWEEN THE TOWN CENTRE, THE FORESHORE AND NORTH BROTHER MOUNTAIN BY REINFORCING LAURIE STREET AS A GREEN SPINE.

6



PROMOTE FINE-GRAIN BUILT FORM AND PUBLIC REALM VARIANCES BETWEEN CHARACTER AREAS (KEY FOCUS AREAS).

9



PROVIDE MORE URBAN SPACES AND OPPORTUNITIES TO GATHER AND LINGER IN THE TOWN CENTRE.

10



OFFER A STAGED APPROACH TO DEVELOPMENT THAT CAN BE IMPLEMENTED OVER TIME. CONSIDER TEMPORAL AND SEASONAL ACTIVATIONS AS WELL AS LONG TERM DEVELOPMENT GOALS.

BIG IDEAS

The big ideas include the schematic concept design of a new foreshore village green, a proposed new vision of existing main streets and the development of a nature trail and nature park.

It is acknowledged that the town center key social intersection is at the junction of Bold and Seymour streets. It is at this point that there are open views both west to North Brother Mountain and east towards the river. Site investigations identified the need to create a high quality town center riverside park that will facilitate community events and strengthen a connection to the river. This is considered to be the highest priority project as it will be a catalyst for further change.

Following the delivery of this premier riverside park, streetscape upgrades to both Seymour and Bold Streets will further strengthen the Town's connection to the river and improve the pedestrian and retail experience for locals and visitors alike. These high streets will be redesigned to prioritize pedestrian use, increase retail space through widened verges, integrate street furniture and landscape elements that will transform these streets into destinations in and of themselves, increase valuable canopy coverage, integrate greening through native flora, and weave the stories of Laurieton through the fine

grain design of these streets. The design ensures consideration for car parking needs and proposes alternative solutions to maintain capacity and convenience. Increased parking capacity to side streets and introducing time limits to main streets parking will encourage longer term parking in these side street locations.

Pathways connecting the CBD, foreshore, North Brother Mountain and extended pathways such as school to school and beach to beach are prioritised with signage and considered wayfinding for improved connectivity to the Town Centre offerings. These connected links encourage the sense of exploration and discovery of Town Centre.

Laurie street will be redesigned to integrate a linear park and nature trail completing the connection between North Brother mountain trail and the foreshore. A nature park at the eastern end of Laurie street will celebrate the indigenous and ecological histories of Laurieton. Educational and informative information will be provided through signage and technology such as QR codes.

Key development sites are those which are ripe for development due to their

current underdevelopment, their prime position close to amenity or key public spaces, proximity to the town centre, their likelihood to encourage further development, and their ownership condition. These development sites push the current built form condition and propose new design outcomes that address an activated, safe and accessible public domain and street network.



Legend

- 1 Village Green
- 2 Bold Street Upgrade
- 3 Seymour Street Upgrade
- 4 Laurie Street Upgrade
- 5 Nature park
- 6 Increased parking capacity to side streets
- 7 Existing foreshore path
- 8 Coles Catalyst site
- 9 Foreshore catalyst site
- 10 Bold Street rooftops



CONNECTIVITY PLAN

The connectivity plan illustrates the hierarchy of transport uses with Laurieton Town Centre. It prioritises the key social axis of Bold Street and Seymour Street as a slow traffic zone, with trucks being diverted from Bold Street onto Lord Street. The connectivity plan provides an appropriate and inviting social fabric that enable residents and visitors to best enjoy what Laurieton has to offer. The connectivity plan addresses key themes from the EbD, including:

CONNECTIVITY AND WAYFINDING

The connection between the Town Centre at Bold Street and the foreshore is prioritised through the implementation of a one-way condition on Seymour Street. Seymour Street is activated with footpaths to draw people further into the CBD, and acts to form a circuit from the foreshore and the Town Centre. Major upgrades are proposed for Seymour St, Bold Street and Laurie Street to link and make available the multitude of natural assets in the area.

Footpaths from the sporting complex, swimming pool, foreshore and beach to beach pathways are connected to the CBD and continue to North Brother Mountain.

Clear wayfinding and consistent signage is a key element for increased connectivity between the foreshore, Town Centre and North Brother Mountain. In later sections of this report regarding Bold Street, Seymour Street, Laurie Street, the Nature Park and the Village Green, the creation of a sense of exploration and discovery is detailed further.

ACCESS AND USE

The Kew Road entry into the Town Centre is formalised with a gateway sculpture feature or signage, while the Lake Street entry is suitable for those visiting the foreshore and other natural open spaces of the area, or those hoping to get an easy, long term park off Bold Street, while relieving traffic along Bold Street.

Laneways are well utilised for access and parking, and streets become places for pedestrians, with all roads within the Town Centre hosting footpaths. Due to the removal of some parking on Bold St and Seymour Street, car parking is a large focus of Lord Street and Lake Street.

Two-way traffic is maintained where necessary for access for emergency services to the CBD and the surrounds.

Footpaths and intersections are upgraded to ensure disability access and ease of access for mobility scooters.

PARKING

RV parking is adjacent the oval, public amenities, and close to the Foreshore, Village Green and Town Centre, yet sufficiently removed from residential uses to prevent a conflict of uses.

There is an increase in parking on Seymour Street which can be closed off during events or markets. Some key side streets have been indicated to

prioritise parking due to their width and proximity to the Town Centre.

There is a consideration of underground parking at the Coles site, as seen in the Activation Strategy section of this report.

TRAFFIC FLOW, ROAD SAFETY AND ALTERNATIVE STREET USE

Bold Street is a designated slow traffic zone through the implementation of traffic calming measures such as cobble entry strips, traffic bumps and signage. Traffic Speed is reduced to 40km/ hr.

A heavy vehicle bypass is provided, diverting traffic from Kew Road off Bold Street to Lord Street, so that Bold Street remains a pedestrian friendly environment. Lord Street was chosen over Lake Street due to the desire to increase pedestrian porosity and safety between the CBD at Bold Street, and the foreshore.

Seymour Street has been converted to a one-way road, and is seen to be an adaptable street, with the ability to close the street for further recreation opportunities such as events and markets.



Figure 046. Connectivity Plan

VILLAGE GREEN

AN URBANISED WATERFRONT PARK PROVIDING ACCESS TO THE CAMDEN HAVEN

The foreshore area at the eastern end of Seymour Street is a vital asset to the community. It is the premier waterfront open space for the town; centrally located at the end of the main east-west street and co-located with the Laurieton United Services Club (LUSC).

Redeveloping this area to improve water access and accommodate a range of leisure activities would transform this site to become a vibrant open space and a main social hub for the community.

Currently the area is characterized by road-dominated open space with restricted connectivity to the water edge. Post and rope fencing, gardens and small trees with dense low-branching canopies block views/movement towards the waters edge.

Additionally the space interfaces predominantly with the Laurieton United Services Club 'back-of-house'; used for parking service vehicles, waste collection. etc.

Ageing wharf infrastructure is also a current characteristic of the space. There is an opportunity to remove the wharf and boat ramp facilities to allow for the creation of a large waterfront park. To compensate for the decommissioning of wharf/ramp access here, capacity at the other 2 ramps

(at the end of Tunis St and Laurie St) could be improved with additional trailer parking, wharf extension, etc.

AREA HIGHLIGHTS

- 1 AMPHITHEATRE FROM CLUB (BASEMENT PARKING & ENTRY)**
- 2 RIVER BEACH & OCEAN POOL**
- 3 LARGEST SOCIAL HUB**
- 4 FORESHORE ACCESS & ACTIVATION**
- 5 MINIMISE ON GROUND PARKING**

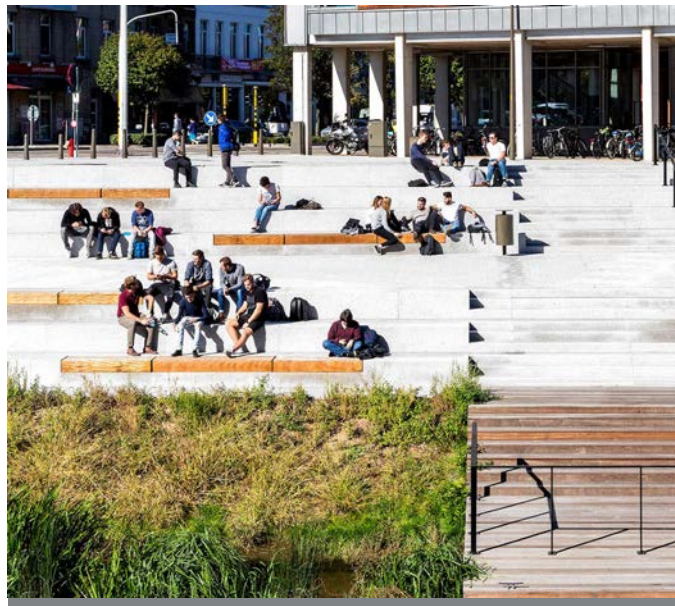


Slice of Haven festival, Laurieton.

Village green open space would enable future events and festivals to be held



Park Iłsiniec, Poland



Zandpoortvest, Belgium



Victoria On The River, Waikato



Elwood Foreshore, Melbourne

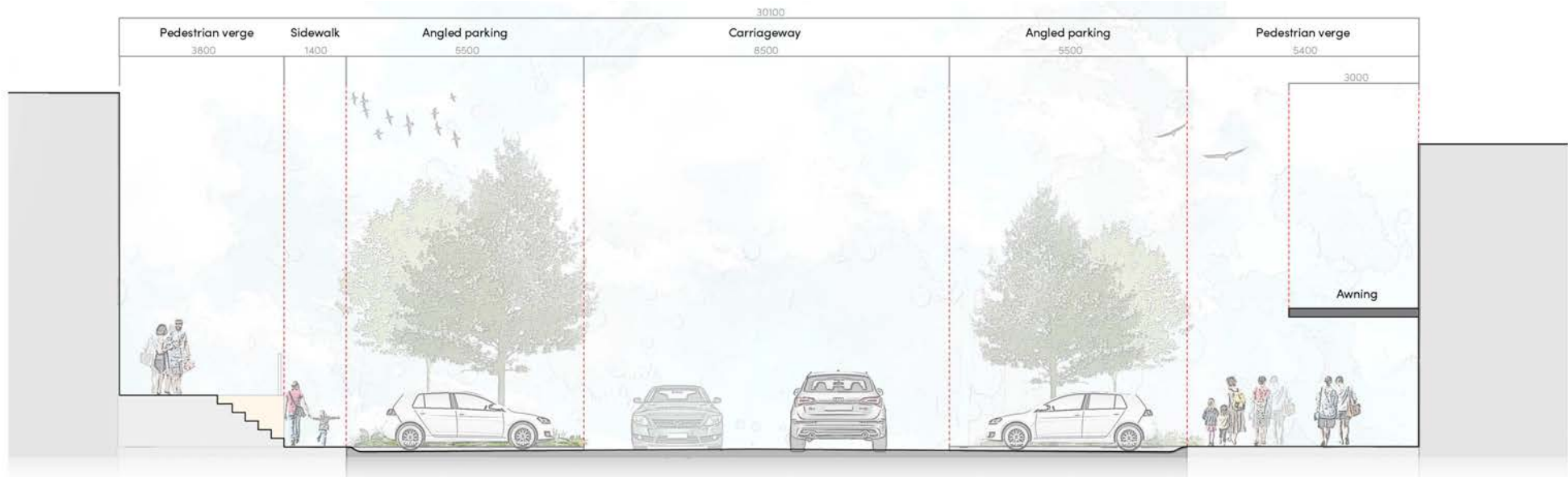
BOLD STREET

ENHANCING THE MAIN STREET AS A HIGH QUALITY CIVIC DESTINATION

PROPOSED FEATURES

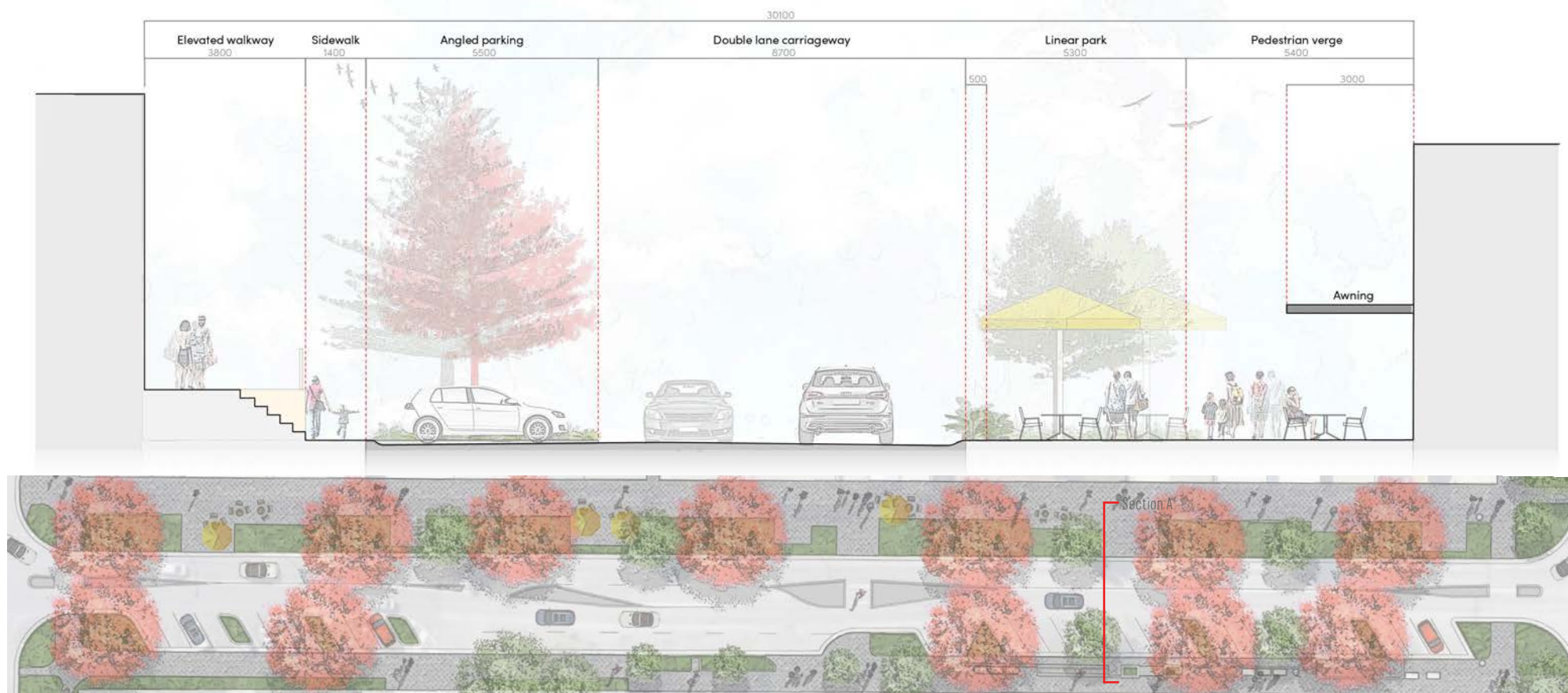
- 1 HIGH STREET WITH FINE GRAIN BUILT FORM
- 2 DOUBLE THE EXISTING TREE CANOPY COVER (NATIVE SPECIES)
- 3 2HR TIMED PARKING TO THE MAIN STREET
- 4 INCREASE OUTDOOR DINING CAPACITY
- 5 INCREASE VERGE WIDTHS FOR BREAKOUT SPACE
- 6 ACTIVE RETAIL ON GROUND FLOOR & UPPER LEVEL SHOP TOP HOUSING
- 7 ROOFTOP OPPORTUNITY (RETAIL AND RESIDENTIAL GARDENS)
- 8 PAVING TREATMENT TO SLOW TRAFFIC AND PROMOTE PEDESTRIAN PRIORITY
- 9 MATERIAL PALETTE TO REINFORCE EXISTING LOCAL LANDSCAPE CHARACTER
- 10 VACANT BUILDINGS FOR TEMPORARY COMMUNITY USE TO ACTIVATE STREET





Bold St. Laurieton, NSW





Malop St Green Spine, Geelong, Victoria



Hastings St promenade, Noosa, NSW



Hastings St promenade, Noosa, NSW

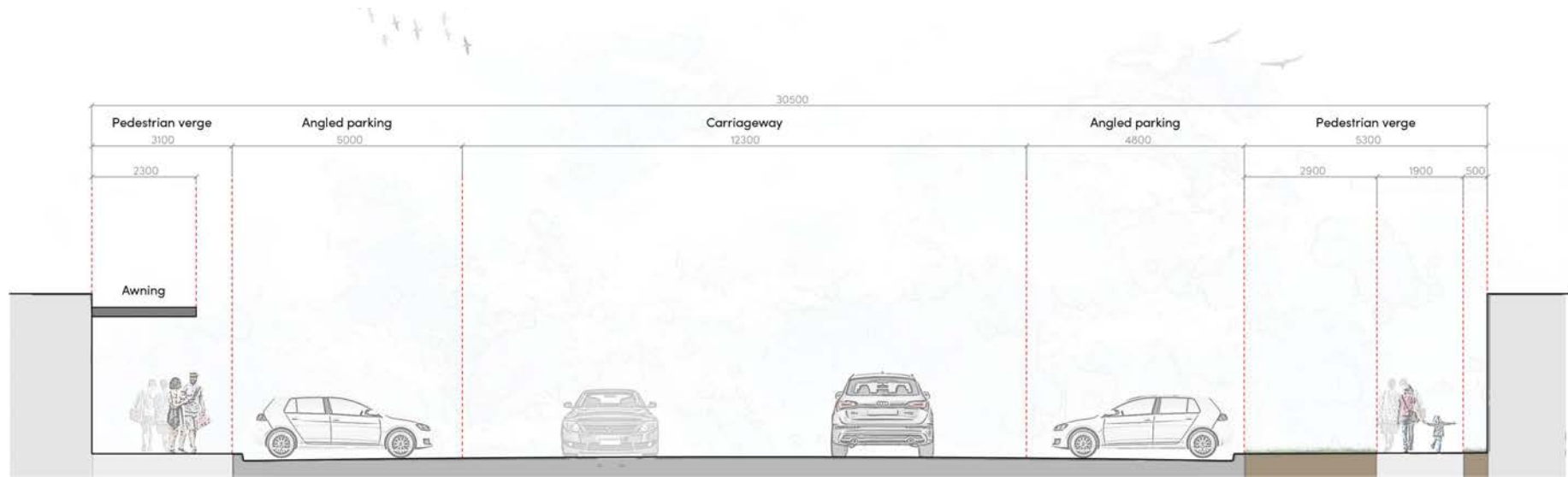
SEYMOUR STREET

AN ACTIVATED VIEW CORRIDOR CONNECTING THE TOWN CENTRE WITH THE CAMDEN HAVEN INLET

PROPOSED FEATURES

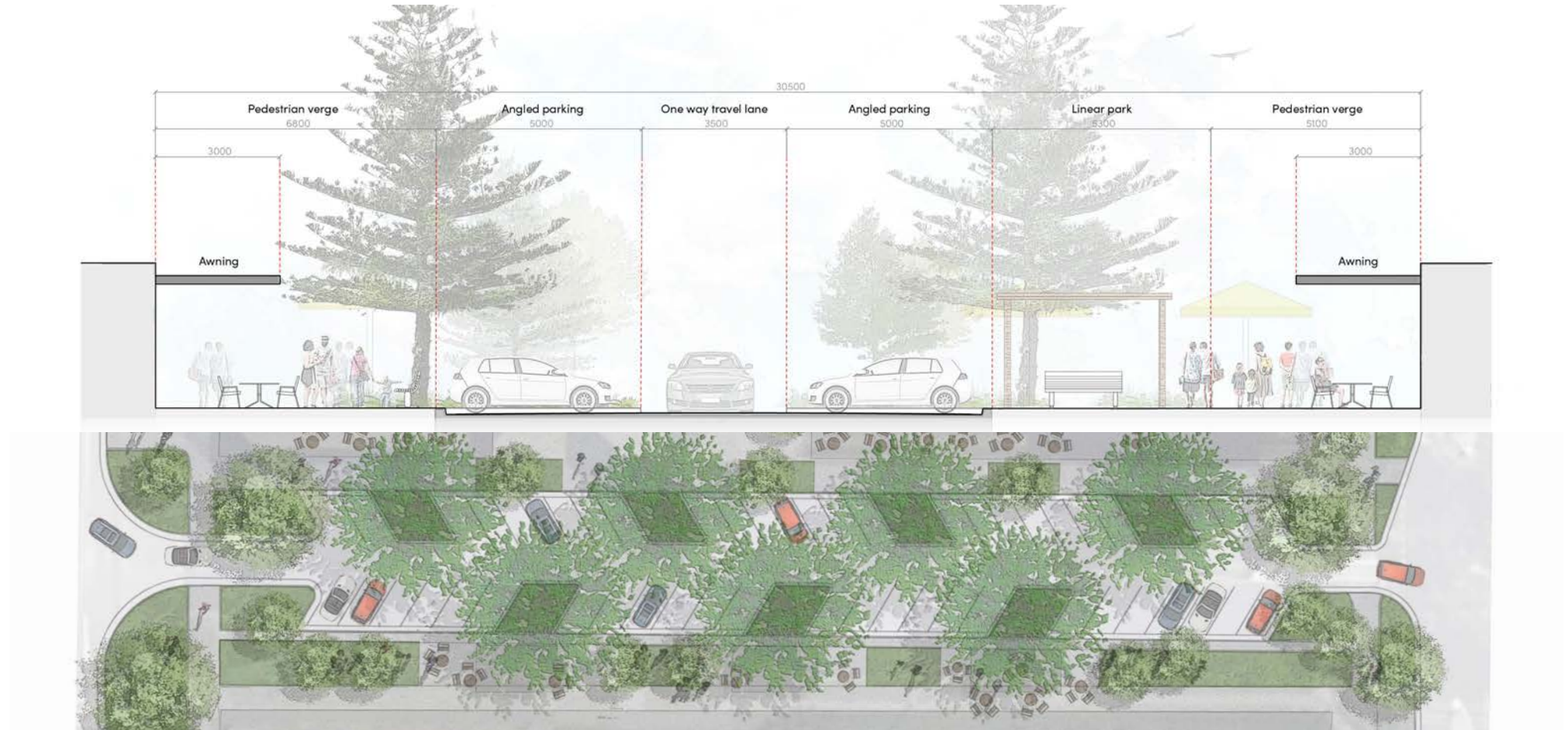
- 1** RETAIN ICONIC VIEWS FROM BOLD ST TO RIVER FRONT
- 2** REDUCE TRAFFIC TO A ONE-WAY SHARED STREET DOWN TO RIVER FRONT
- 3** LINEAR PARK ON THE SOUTH WITH VEGETATION, PUBLIC FURNITURE, AND FINER GRAIN RETAIL
- 4** INCORPORATE ART/ LAURIETON IDENTITY IN PAVING/GROUND PLANE





Seymour St. Laureiton, NSW





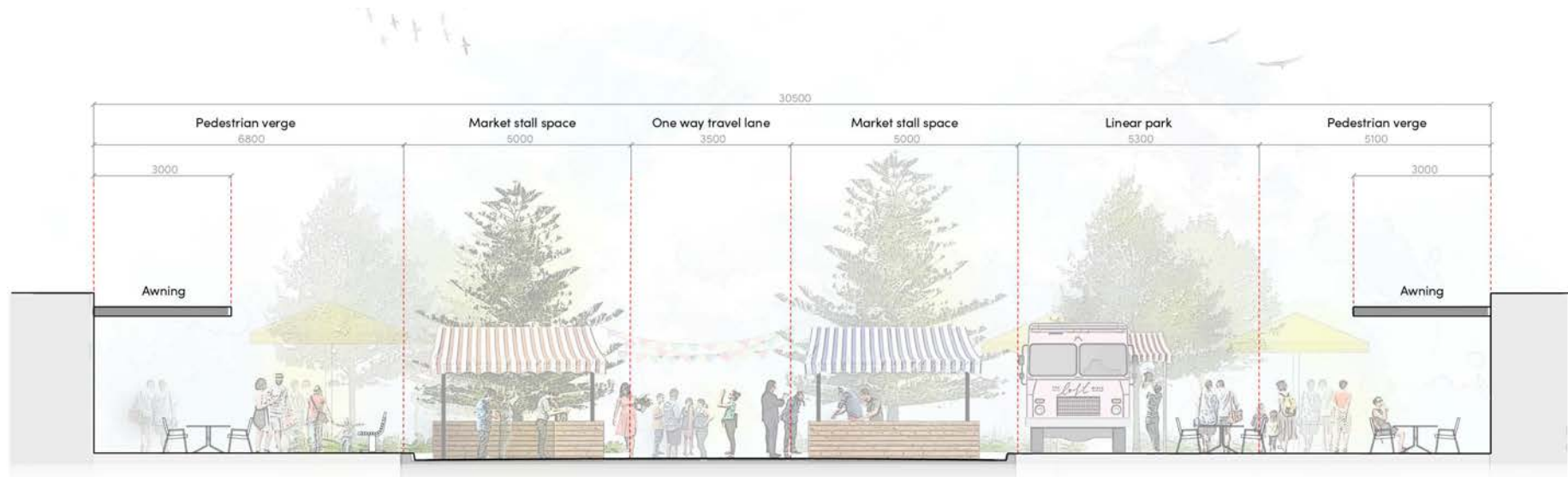
Malop St Green Spine, Geelong, Victoria



Leeve St share street, Maitland, NSW



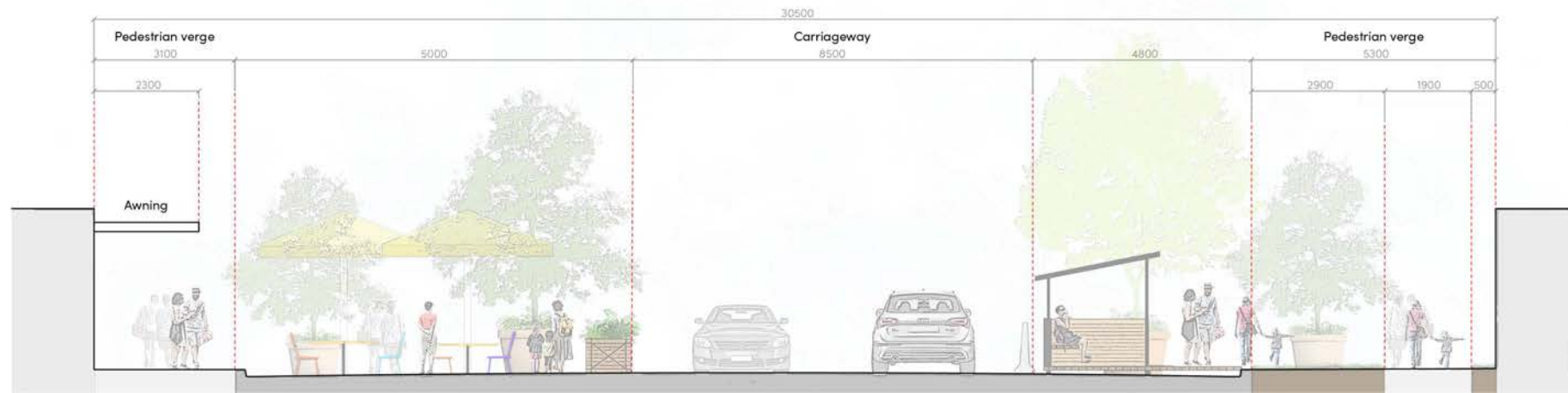
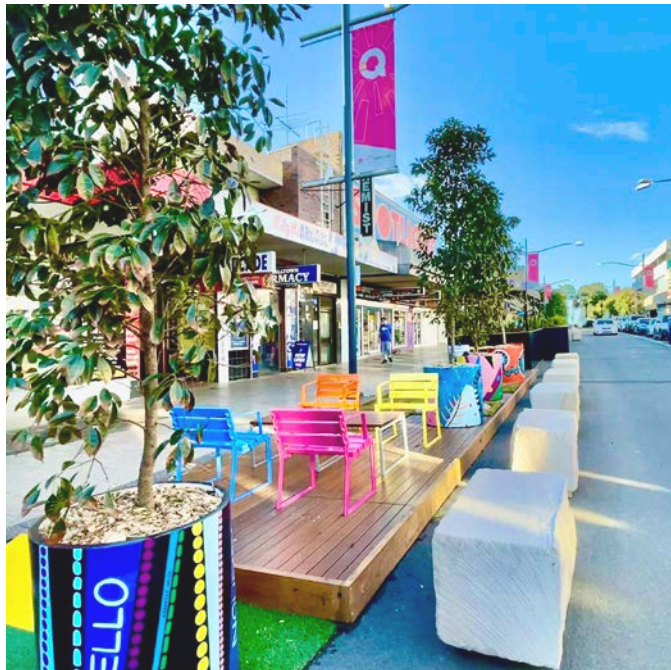
Port Macquarie town centre, NSW



Fremantle Street Arts Festival - Fremantle, WA



Slice of Haven - Laurieton, NSW



Queen street, Campbelltown NSW



George St, Sydney

LAURIE STREET

A NATURE TRAIL CONNECTING THE TWO MAIN NATURAL ASSETS OF NORTH BROTHER MOUNTAIN AND THE CAMDEN HAVEN INLET

PROPOSED FEATURES

- 1 ECO STREET REINSTATING THE ENDEMIC VEGETATION
- 2 NATURAL VEGETATION TRANSITION FROM RIVER TO FOOTHILL
- 3 HERITAGE & ECO WALK
- 4 EDUCATIONAL TRAIL CELEBRATING ECOLOGICAL AND INDIGENOUS HISTORY
- 5 LINEAR NATURE PLAY PARK
- 6 INTERGENERATIONAL OUTDOOR GYM



Existing section of Laurie street which is the first War Memorial Avenue created in NSW

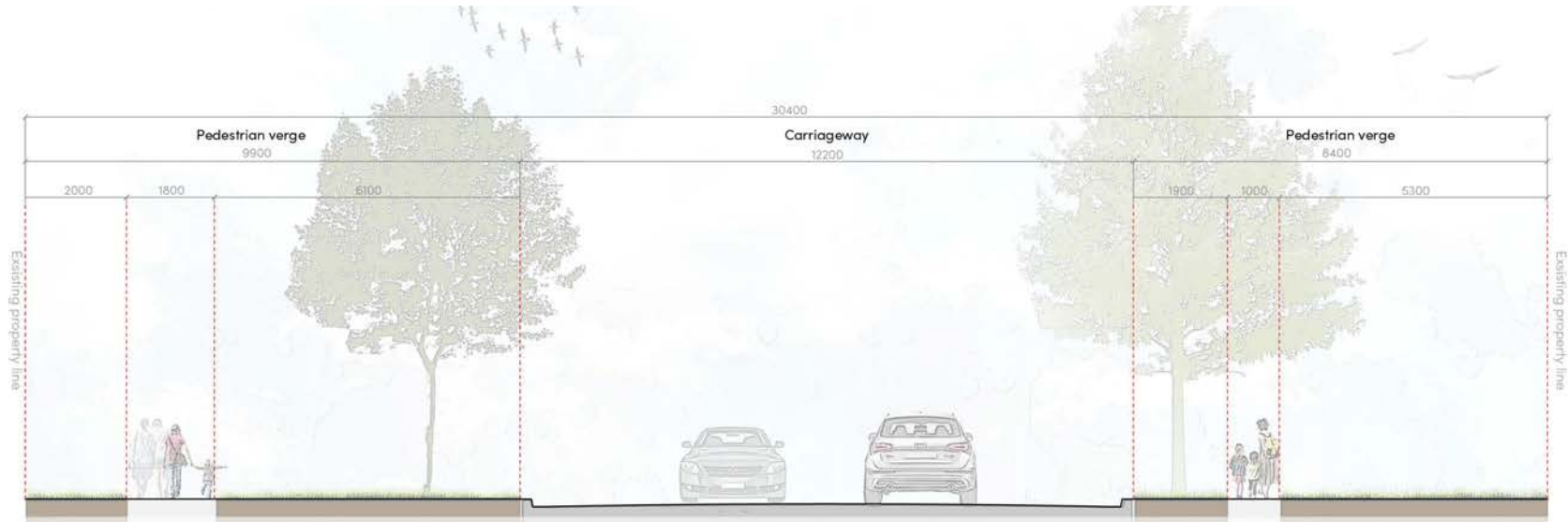
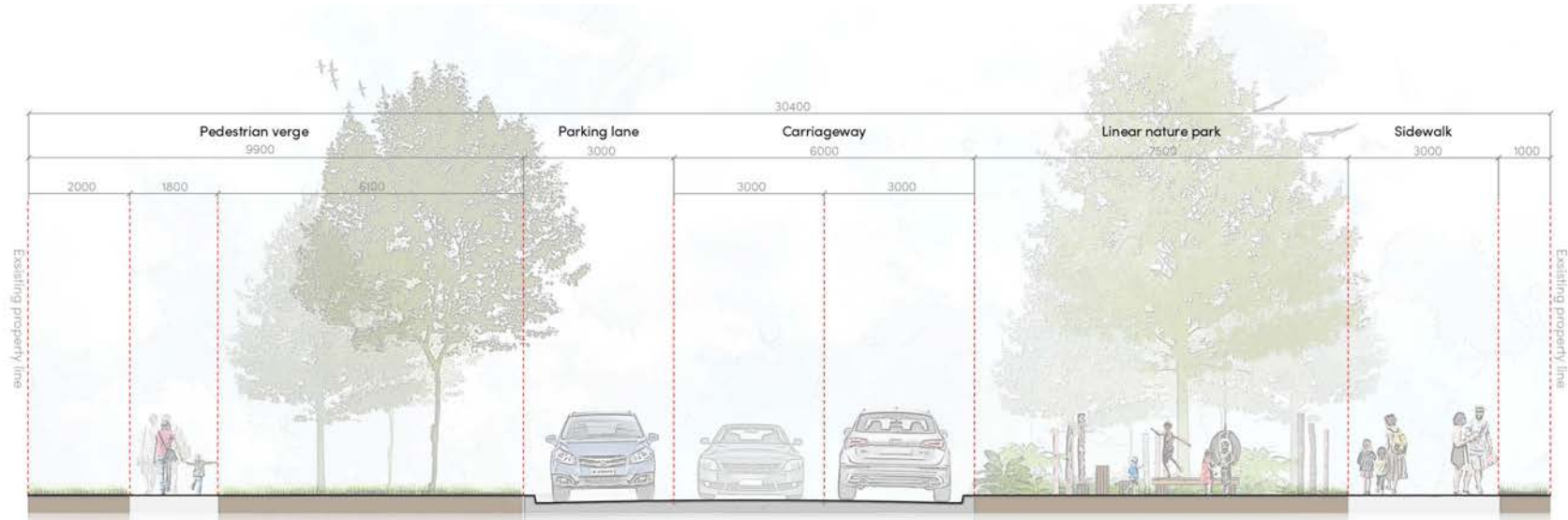
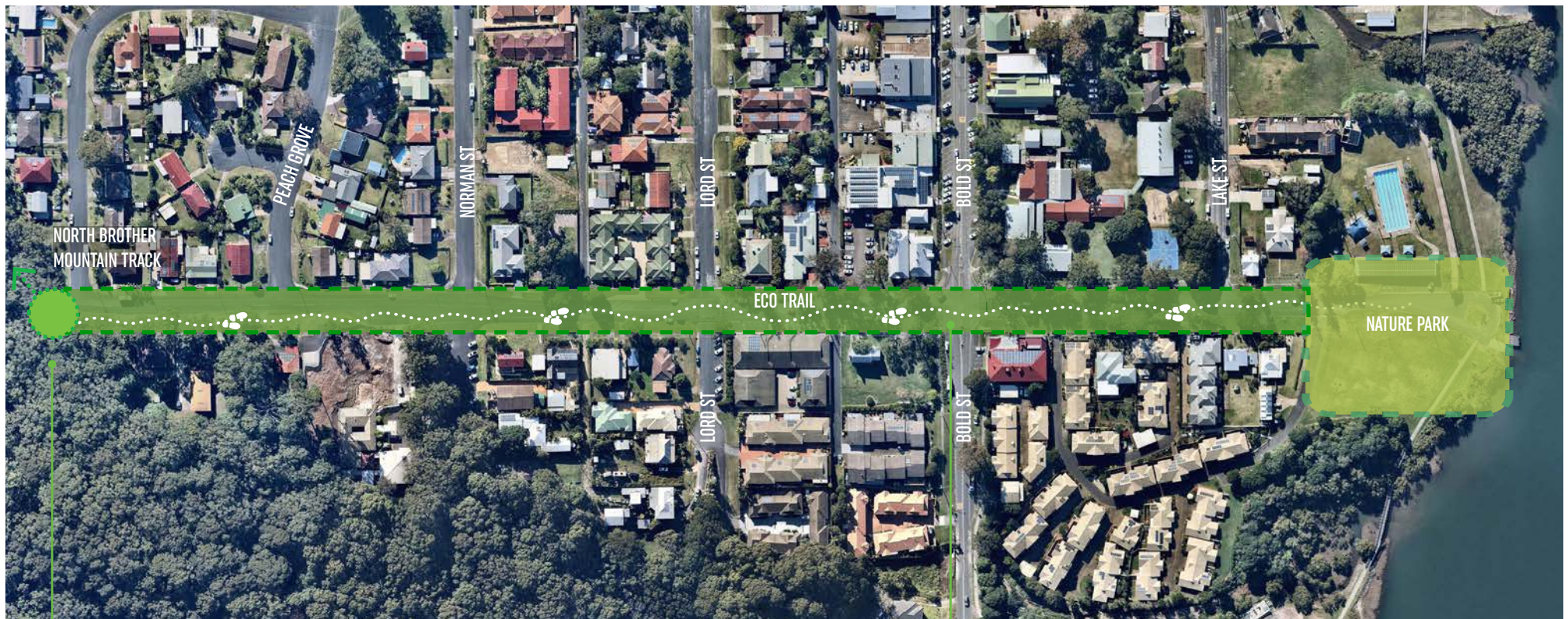


Figure 047. Walker St Transit Plaza -Artist Impression

Reducing the carriageway width will allow for the creation of a nature strip along Laurie street





Laurie street will connect the Base of the North Brother mountain trail to the foreshore through a nature walk featuring a transect of native and endemic flora.

The nature walk will integrate play and interactive elements that are inspired by indigenous history

NATURE PARK

A WATERFRONT NATURE PARK FULL OF HISTORY

The nature park will continue the endemic landscape character from Laurie St linear park, and integrate water sensitive urban design, naturally filtering runoff through a series of interactive bioretention gardens.

A district-scale play space here will feature play elements that reference Indigenous culture such as fishing tools, spears, canoes and local gunyahs. Structures such as a tree house tower lookout with design inspired by local Indigenous culture on the water's edge will allow for elevated views up and downstream, and west to North Brother Mountain.

The Laurieton War Memorial Baths beside the nature park and along the foreshore walk can be upgraded to complete this active hub of recreation.

PROPOSED FEATURES

- 1 WATERFRONT PARK THAT INTEGRATES PLAY AND EDUCATION WITH ECOLOGICAL FUNCTION
- 2 WATER SENSITIVE URBAN DESIGN
- 3 RETAIN ICONIC VIEWS FROM NORTH BROTHER MOUNTAIN TO RIVER FRONT
- 4 UPGRADE BOAT RAMP AND WHARF TO SUBSTITUTE FOR REMOVAL OF LAURIETON MARINA WHARF

NATURE PARK PRECEDENTS





Gosford Leagues Club Park, Gosford NSW



PUBLIC DOMAIN PALETTE

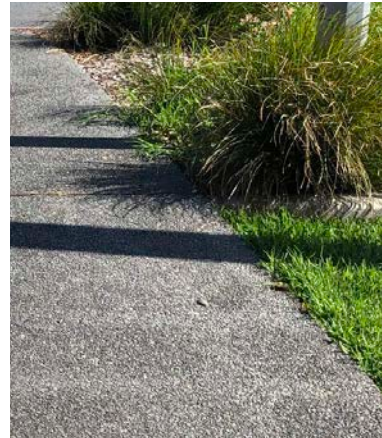
HARDSCAPE



Hardwood timber benches



Hardwood timber Planters



Exposed Aggregate paving



Stone elements



Decorative stainless steel elements

PUBLIC DOMAIN PLANTING



Flame Tree - *Brachychiton acerifolius*



Hoop pine - *Araucaria cunninghamii*



Existing public domain plant palette

ADDITIONAL SPECIES
SELECTION IN
CONSULTATION WITH
COUNCIL AND LOCAL
COMMUNITY

BUILT FORM

HEIGHTS MAP

Additional development potential in the form of three storey development is encouraged in certain locations around the site, where appropriate. The locations that suit an increased height, host the following characteristics:

- Does not block key views from the existing built form and residences
- Does not block key civic views such as on entry into Laurieton, from Bold Street, Seymour Street or Laurie Street.
- Realises opportunities for greater view of and appreciation for North Brother Mountain and Camden Haven.
- Is within close proximity of the Laurieton Town Centre
- Is adjacent open space

Overall, the increased density in the growing Laurieton Town Centre will be enabled not primarily through increases to height, but through new building typologies.

New typologies offer more compact living which caters to an ageing population, downsizers and young families wishing to live close to town, connected to a strong community heart.

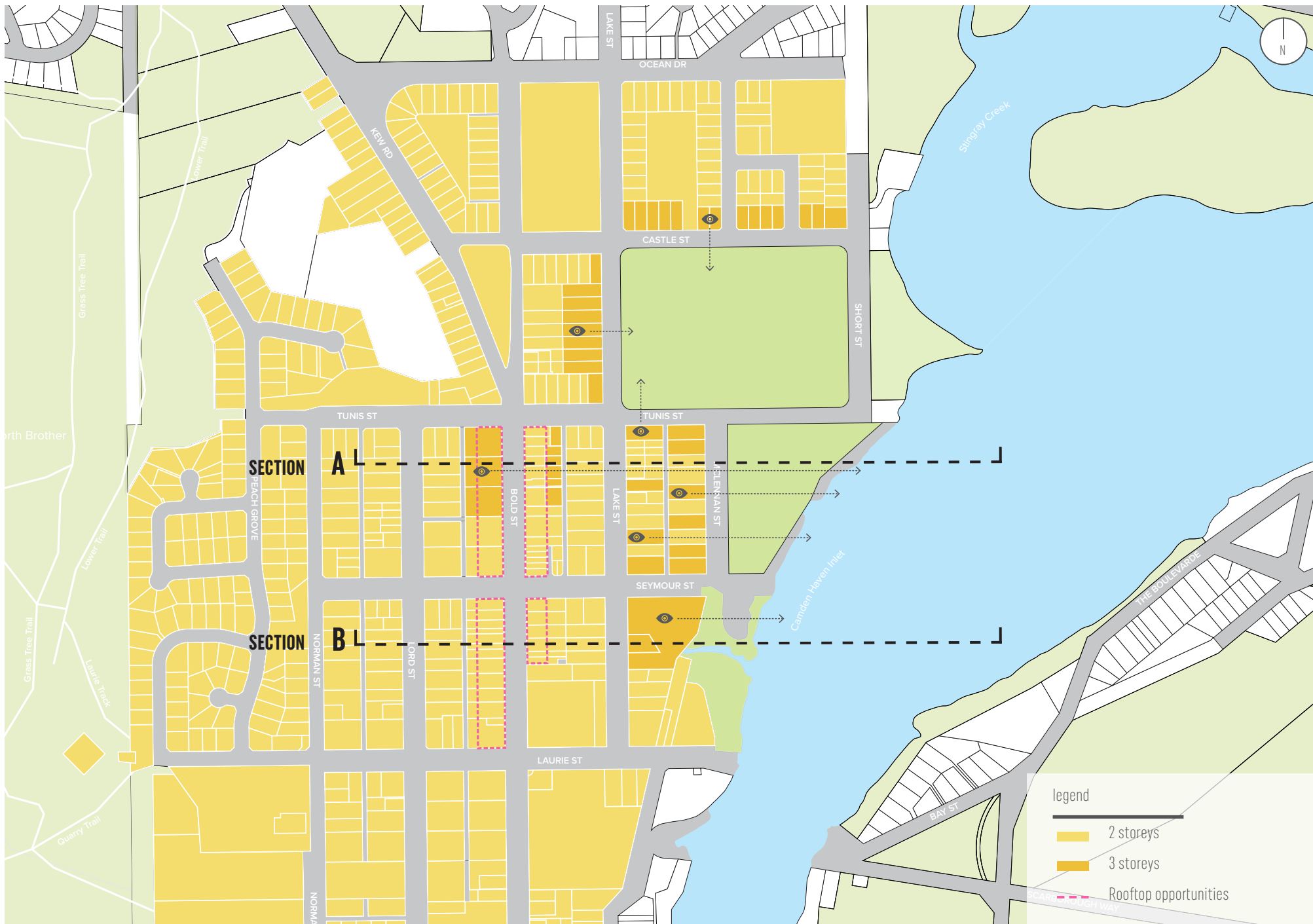
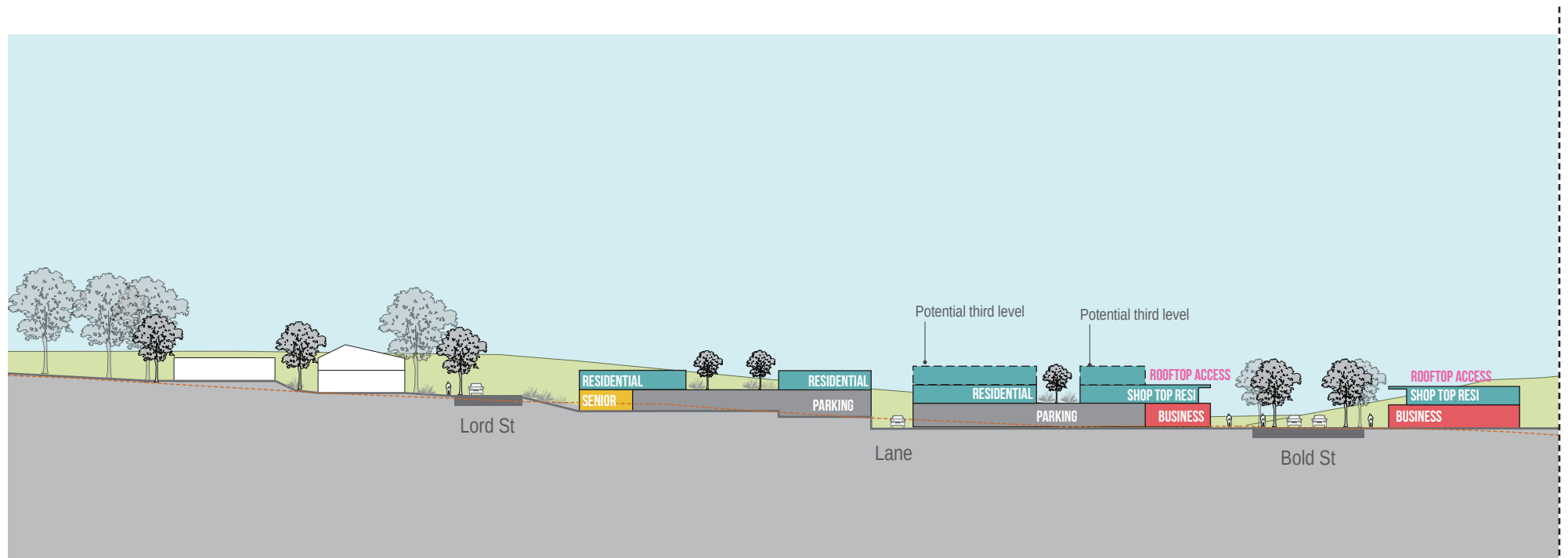
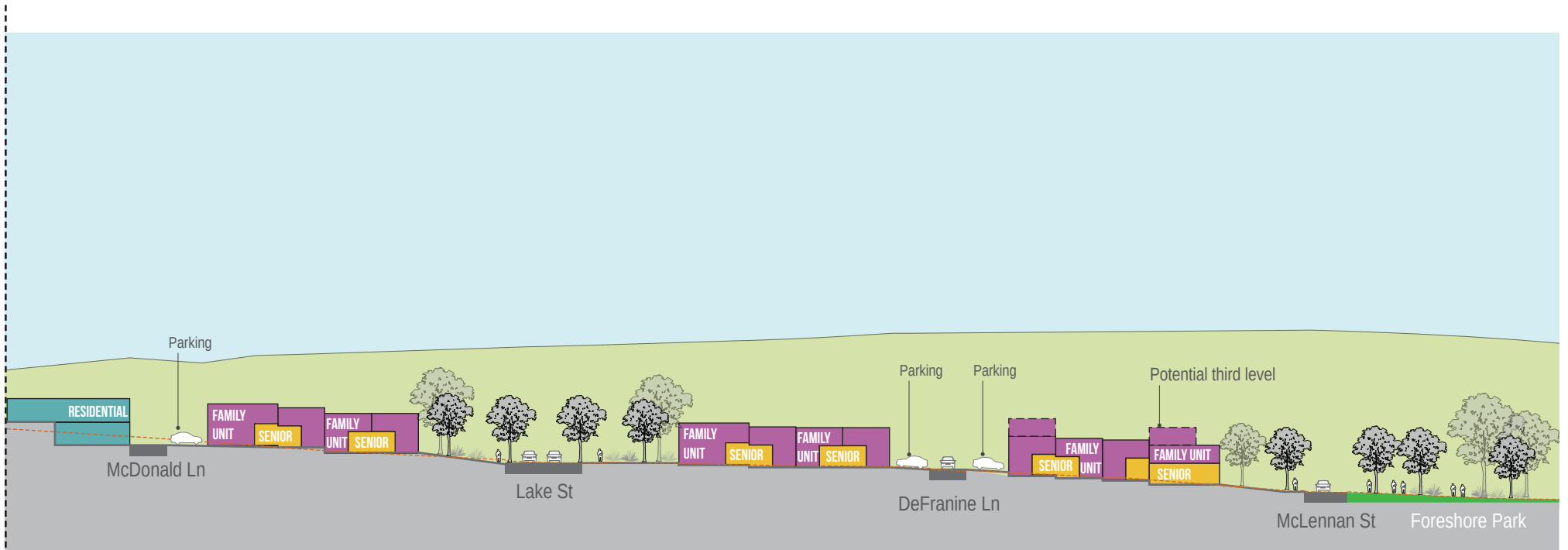


Figure 048. Heights map

SECTION A



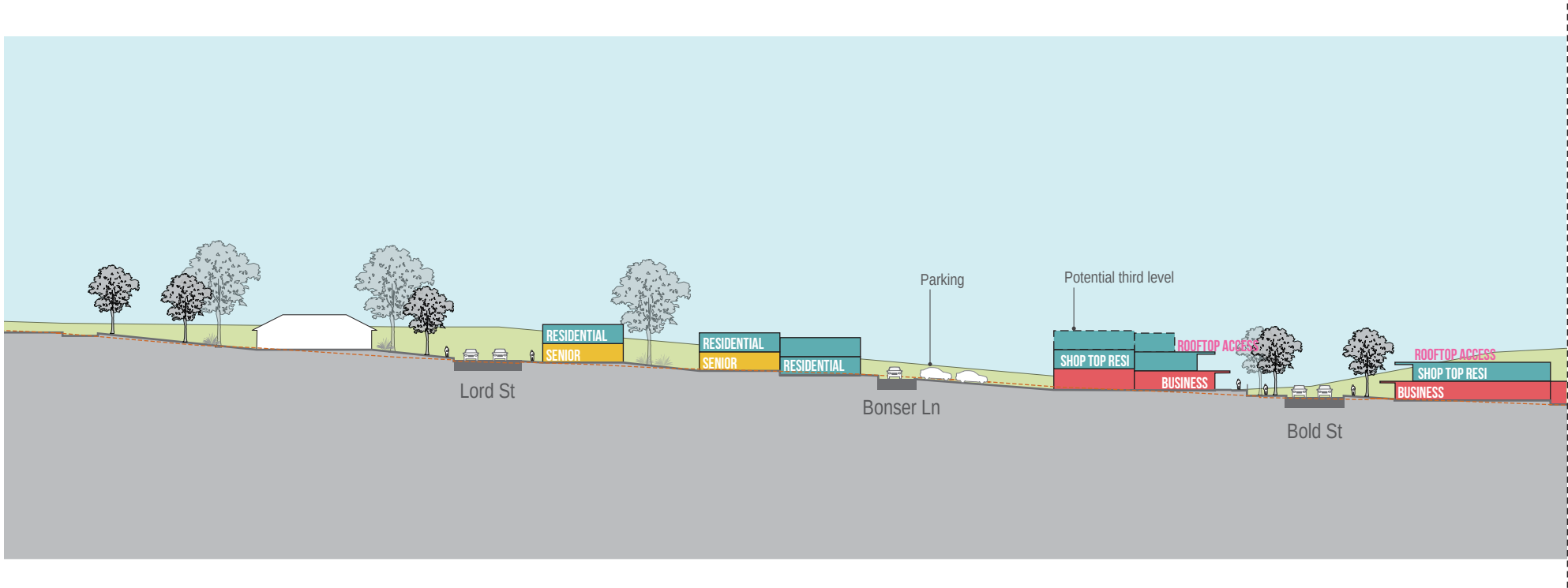
Section A



Scale 1:1,000



SECTION B





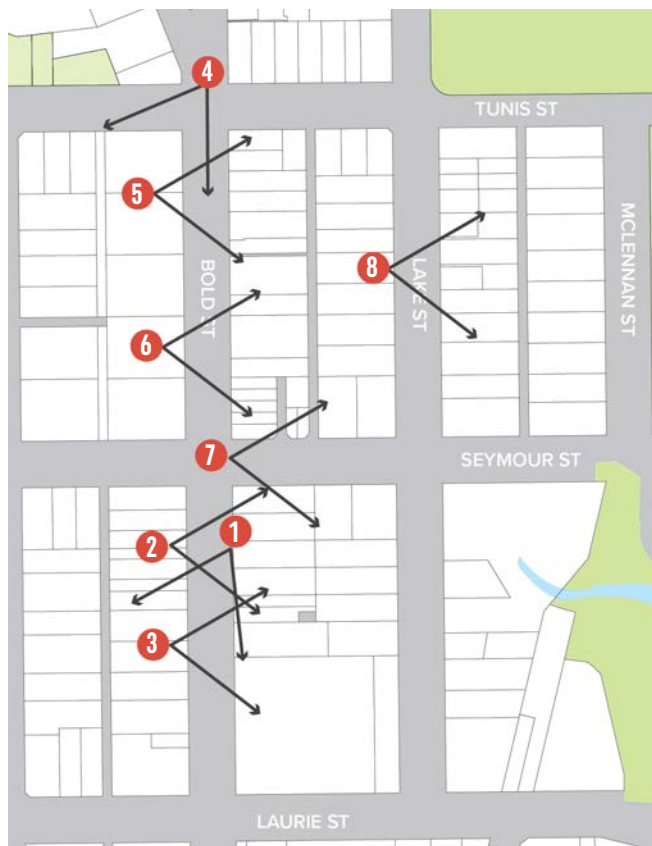
Scale 1:1,000

VIEW ANALYSIS

View analysis for the town centre was completed to observe the existing key views such as to North Brother Mountain and Camden Haven, as well as understand opportunities for new or enhanced views.

This view analysis helps to understand the site condition and ensure the proposed built form retains views to the key natural features of Laurieton.

The findings suggest maintaining only 2 storey heights in certain places throughout the masterplan, providing access to rooftops along Bold Street and increasing height limit to 3 storeys in certain places which will capture and not block any views.



VIEW 1

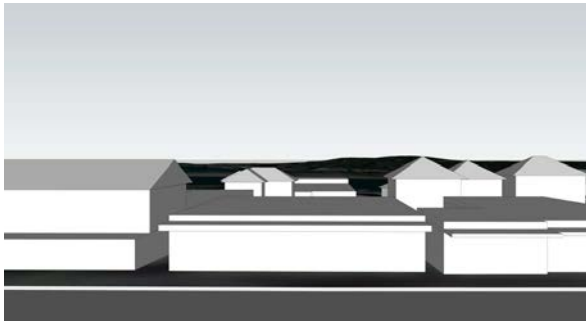


EXISTING BOLD ST



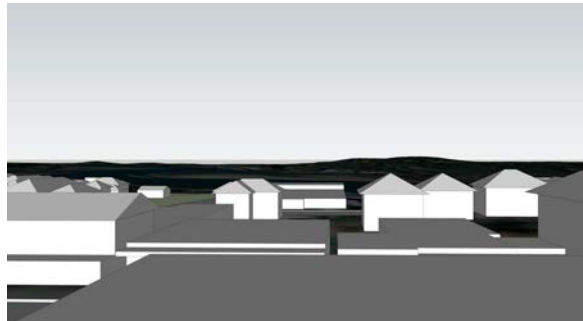
PROPOSED BOLD ST

VIEW 2



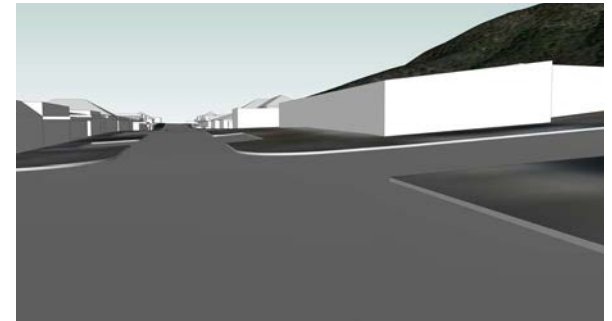
EXISTING BOLD ST RESIDENTIAL BALCONY

VIEW 3

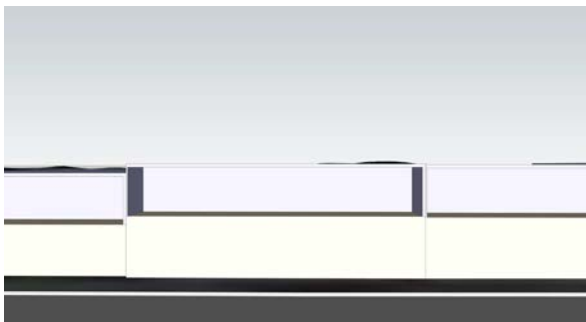


EXISTING BOLD ST ROOFTOP

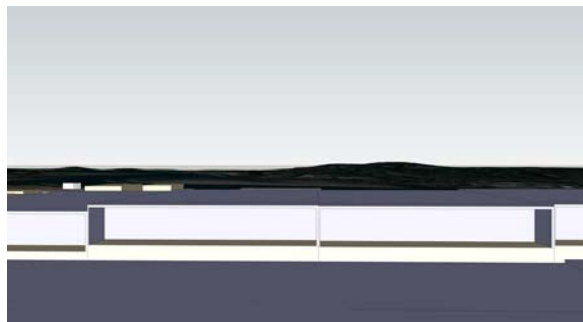
VIEW 4



EXISTING COLES GATEWAY



PROPOSED BOLD ST RESIDENTIAL BALCONY

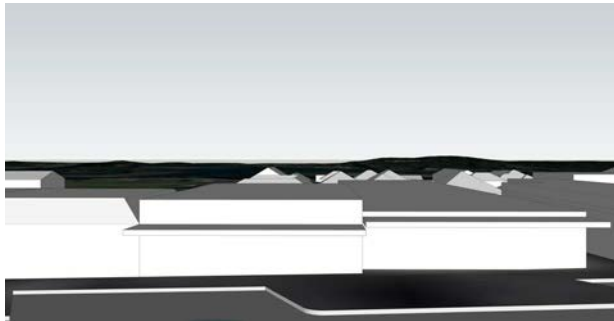


PROPOSED BOLD ST ROOFTOP



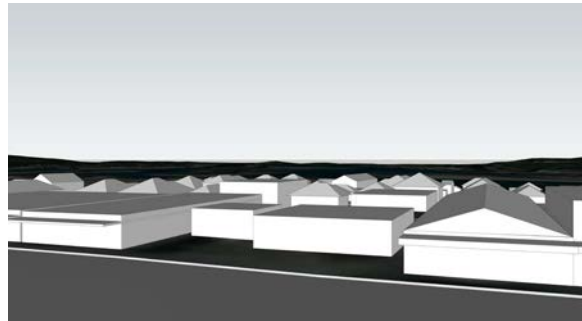
PROPOSED COLES GATEWAY

VIEW 5



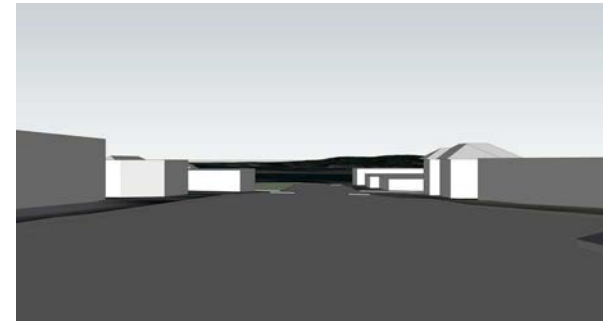
EXISTING COLES ROOF

VIEW 6

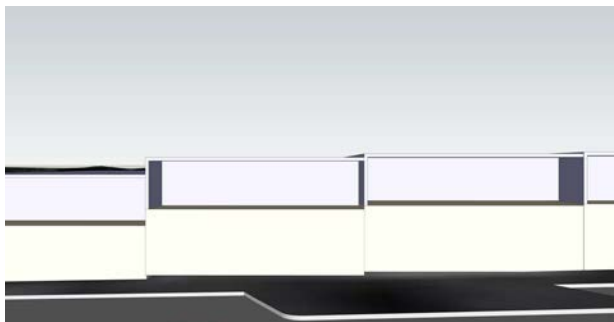


PUB ROOF LOOKING EAST

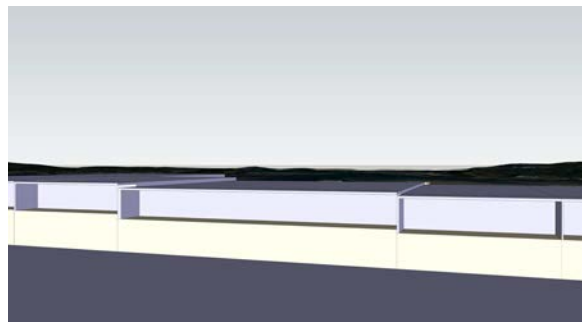
VIEW 7



EXISTING SEYMOUR STREET



PROPOSED COLES TOP RESIDENTIAL BALCONY

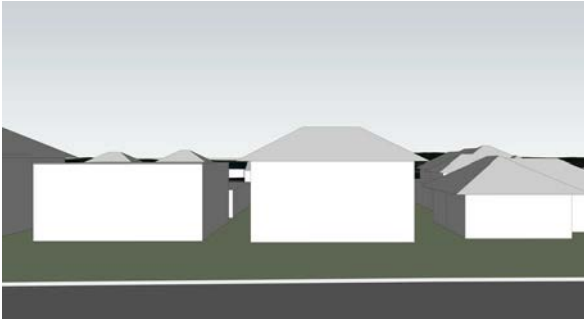


PROPOSED PUB ROOF LOOKING EAST



PROPOSED SEYMOUR STREET

VIEW 8



EXISTING LAKE STREET BALCONY



PROPOSED LAKE STREET BALCONY

ACTIVATION STRATEGY

There are a number of catalyst activation sites and catalyst development sites identified within Laurieton Town Centre.

Activations are sites where cost effective, immediate interventions can be implemented with minimal effort to activate and enliven an area. These include vacant tenancies along Bold street, underutilised public and community buildings, opening hours, public art, signage, outdoor dining, events and street stalls. These could be run by Council or a community group and would require a level of management.

Key development sites are those which are ripe for development due to their current underdevelopment, their prime position close to amenity or key public spaces, proximity to the town centre, their likelihood to encourage further development, and their ownership condition.

LEGEND

- Activations
- Development sites
- Existing building footprints



Figure 049. Activation Map



Figure 050. Fremantle Street Festival - a prime example of a street activation

COLES SITE

The coles site, due to its large ownership boundary, large frontage onto Bold Street, and laneway access provides the criteria to become a catalyst development site. The current arrangement of the site presents blank walls and at ground carparking to Bold Street.

Redevelopment of the site that maintains the Coles location and key delivery point could see key design principles for Laurieton achieved such as reorienting activity towards the street, prioritising the pedestrian experience and increasing housing supply and density in and around the Town Centre.

At the ground floor, Bold Street should be fronted with small scale shopfronts and cafes with active frontages to improve the pedestrian experience.

Lord Street should be fronted with small scale residential typologies such as terraces which will screen the parking within the interior of the block, provide passive surveillance to the street and provide housing close to the Town Centre, to increase the Centre's vitality.

There is the opportunity to develop the site to 2-3 storeys, with shop-top housing above ground floor. See section A.



Figure 051. Coles site plan





Figure 052. View of Coles site sleeved by smaller scale retail

SEYMOUR CLOSE

The eastern end of Seymour Street terminates on the key open space area of the Village Green, which is set to become the new social hub for the community. The pedestrian experience from Bold Street, down the length of Seymour Street, will be enhanced and developed over time, but as a first step it is critical to provide an active frontage particularly at the eastern end, near the Village Green. The existing carpark can be redeveloped into small scale shops, cafes or other retail and community offerings, with shop top housing above.

The block bound by Seymour St, McLeannan St, Lake St and Tunis St is a catalyst development opportunity, being close to the Village Green, the foreshore and oval, having view potential and being on the main social axis of Seymour Street. Residential lots to the north of the existing carpark display evidence of intensification of density, with duplex and villa typologies recently developed.

Future development in this block should redevelop following key design principles in order to provide an accessible, active and safe street network and community. Laneways should be utilised for vehicular access and parking, buildings should engage with the primary frontage, and open spaces should face north for amenity.

There is a high portion of seniors within Laurieton, and looking to the future, providing housing for families is a priority. There is the opportunity within these multi-dwelling developments to provide a diverse range of housing for a range of demographics. Ground-level senior housing can be integrated amongst larger, family sized units to help to engage a range of demographics life for a well rounded community.



Figure 053. Seymour Close plan



Figure 055. Internal north facing courts



Figure 054. McLeannan Street view of an activated frontage

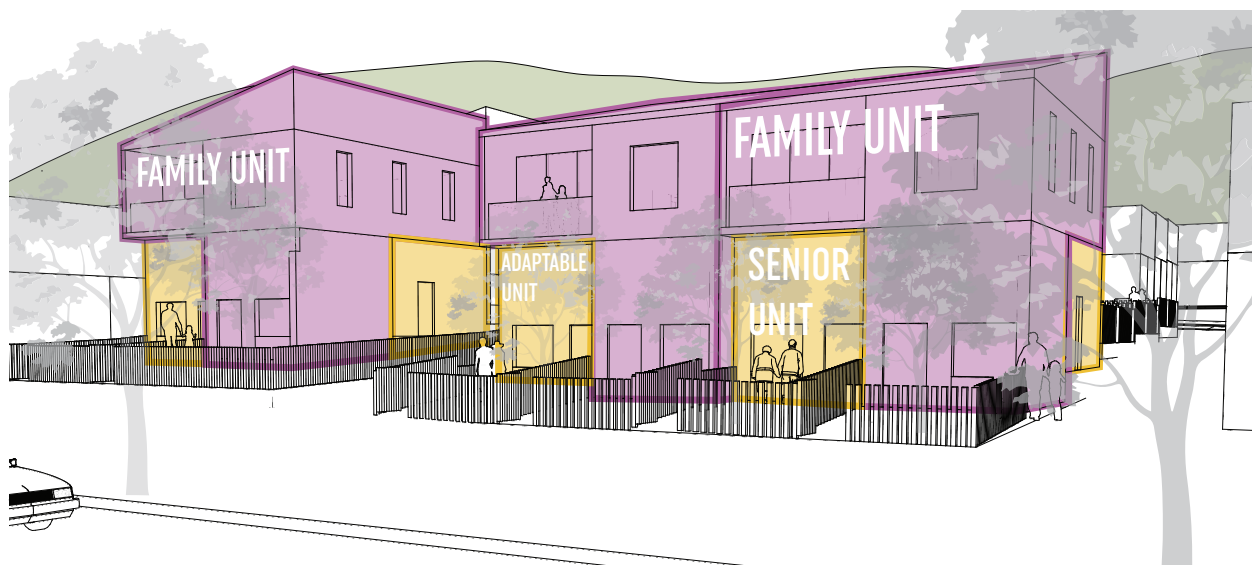


Figure 057. View from McLennan Street

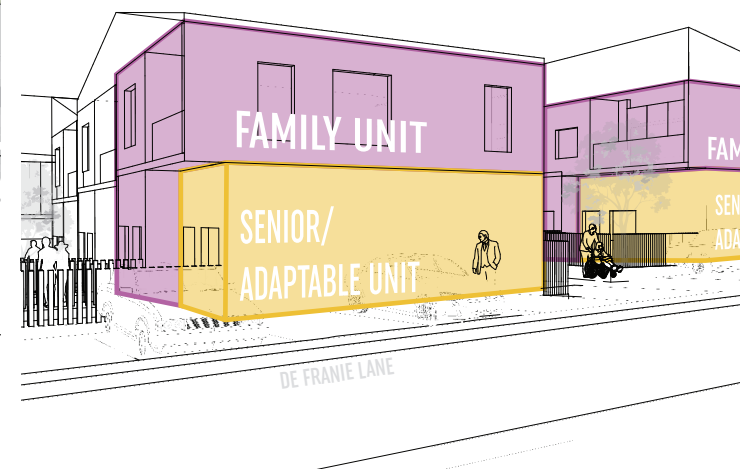


Figure 056. View from Defranie Lane

BOLD STREET ROOFTOPS

The view analysis found that the Town Centre built form should not exceed 2 storeys in order to maintain visual connection and appreciation of North Brother Mountain and Camden Haven from Bold Street.

However, there are opportunities for rooftop access along Bold Street to discover additional views of these natural assets.

The location of these opportunities will likely be on the west of Bold Street, however this will be dependent on ownership, funds and willingness to develop.

Uses of these rooftop spaces could range from cafes, restaurants and bars as well as other community uses to maximise access and provide the most benefit to the community as an extension of available social uses within the Town Centre.

Any above ground bulk such as pavilions, lift cores and umbrellas should be setback appropriately from Bold Street so that they don't obstruct views to North Brother Mountain.



Figure 058. Rooftop terrace catalysts





Figure 059. Bold Street view and rooftop access

AMALGAMATED LOT DEVELOPMENT OPPORTUNITIES

In addition to developing single lots into dual occupancy or multi-dwelling housing, there is also the opportunity within Laurieton for a greater diversity of housing types, made possible by lot amalgamation. Where ownership conditions allow, the amalgamation of lots can allow perimeter-block housing typologies which front the street for an activated community.

These developments would benefit the condition of the street by consolidated the driveways into one access point and presenting a more active frontage to the street network. There is also the opportunity for a consolidated shared communal open space within the centre of the site.



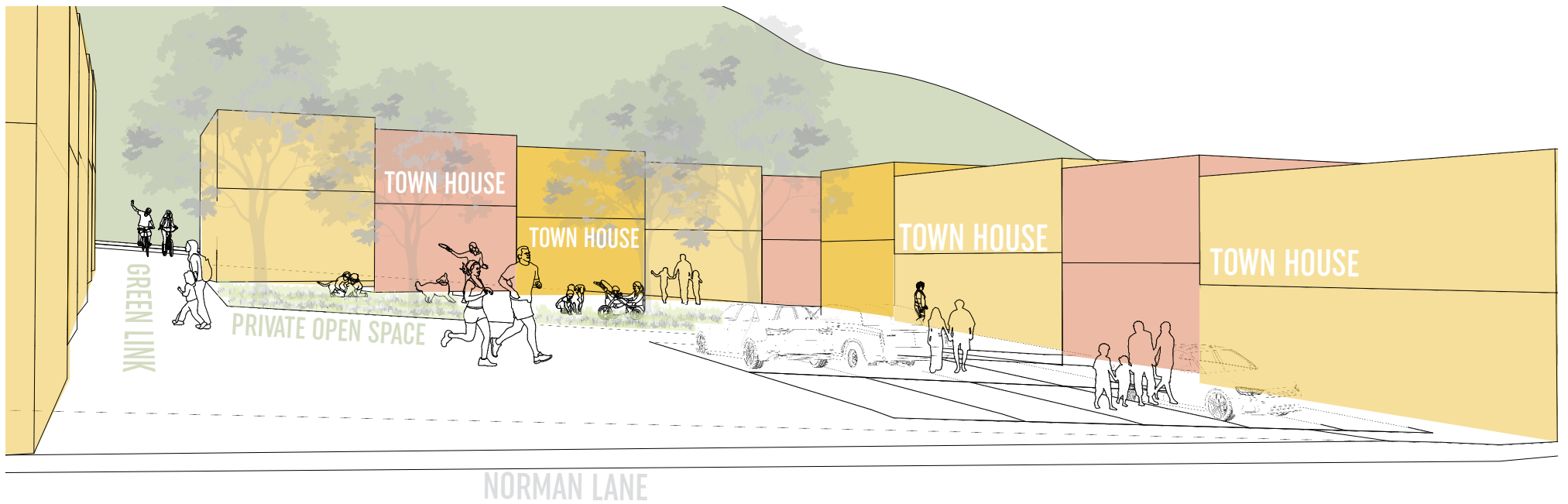


Figure 060. Amalgamated lot perimeter development view

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HASTINGS