
PART 02 POTTSVILLE IN CONTEXT

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Regional Context and Future Growth



Census 2006 Population Statistics



Cadastre 22 March, 2010
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Figure 2.0 Regional Context & Future Growth

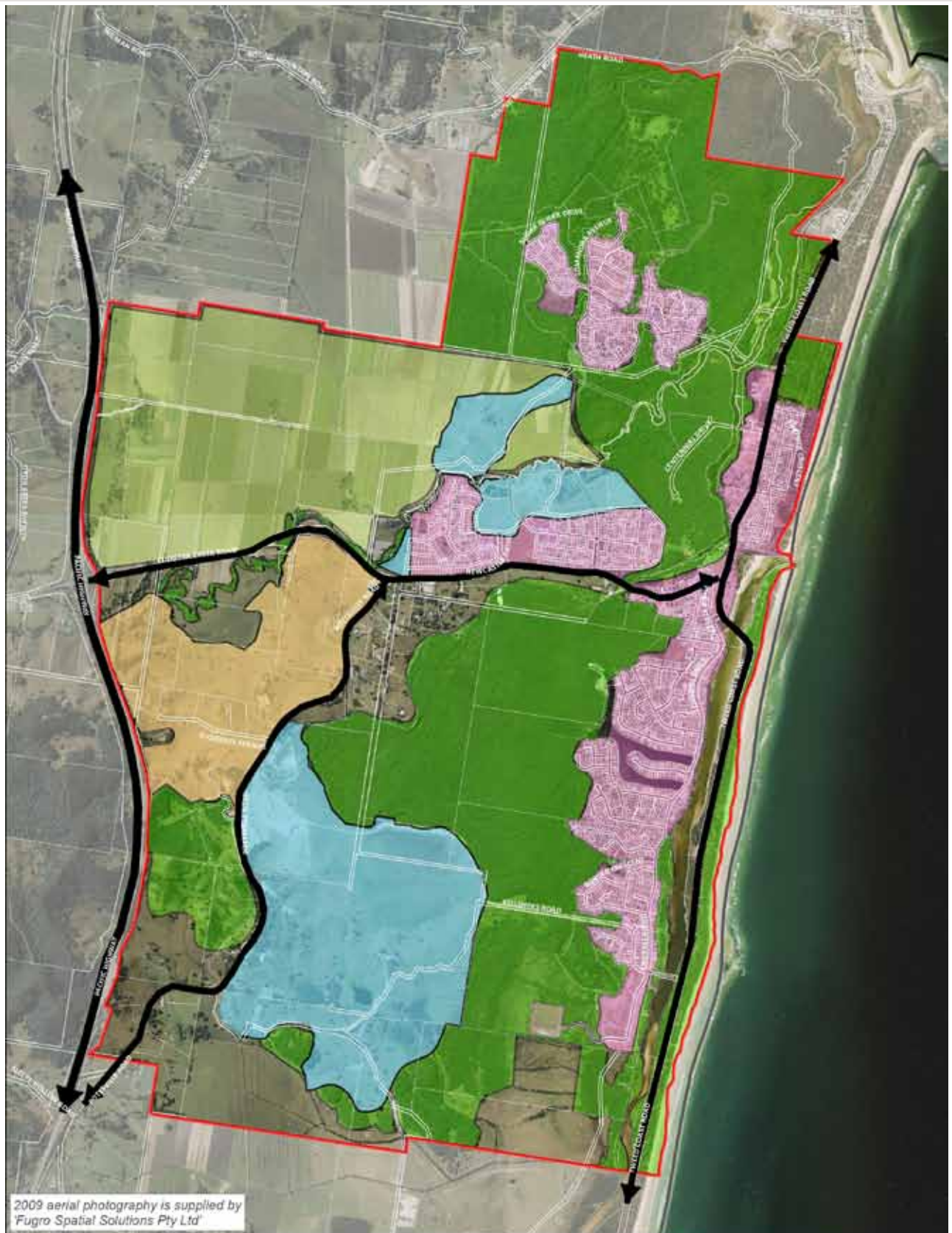
The Pottsville Locality is an area of strong sustained growth that is likely to outstrip the population of its adjoining settlements. The area will require higher order services, providing a southern anchor to the shire.

1 Background

Pottsville is located approximately 20km south of the Queensland – NSW border, with the study area being located generally between the Pacific Highway, Round Mountain, the Pacific Ocean and south of the Black Rocks Estate. The study area contains a number of residential estates, an existing village centre focused on Coronation Avenue, rural landholdings including substantial areas under cane production, and extensive areas of environmentally significant bushland and SEPP 14 wetlands. In addition, existing planning approvals are in place for the expansion of the Black Rocks Estate southward and completion of the Seabreeze Estate to the west, while two new residential release areas are identified within the NSW Far North Coast Regional Strategy (FNCRS) (see **Figure 2.3 and Figure 2.4**).

A number of key features contribute to the physical character of Pottsville, these are illustrated within **Figures 2.1 & 2.2** and comprise the following:

- The area's location between the Pacific Ocean and the Pacific Highway
- A pattern of distinct residential areas separated by green buffers including wetland and bushland areas, wildlife corridors and rural lands.
- An existing village centre that is located at the centre of these communities, and the separation of the village centre from the beachfront, by open reserves that support a range of passive and active recreational uses.
- Floodplains feeding off a rolling topography, resulting in the presence of several high points on the periphery of the area that serve to provide a visual backdrop from most locations.
- All approaches to Pottsville are through non-urban areas, adding to a "perceived isolation" in the context of other coastal Tweed locations.
- A significant and continuing sugar cane industry, occupying a large proportion of the northern part of the study area.



Broad Components of the Study Area

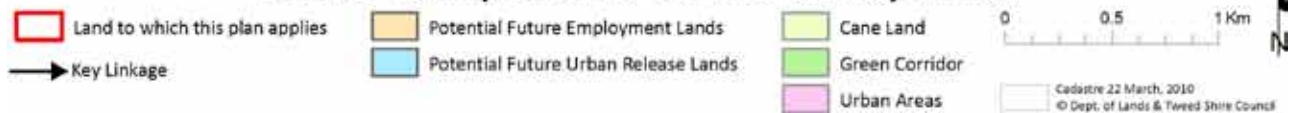


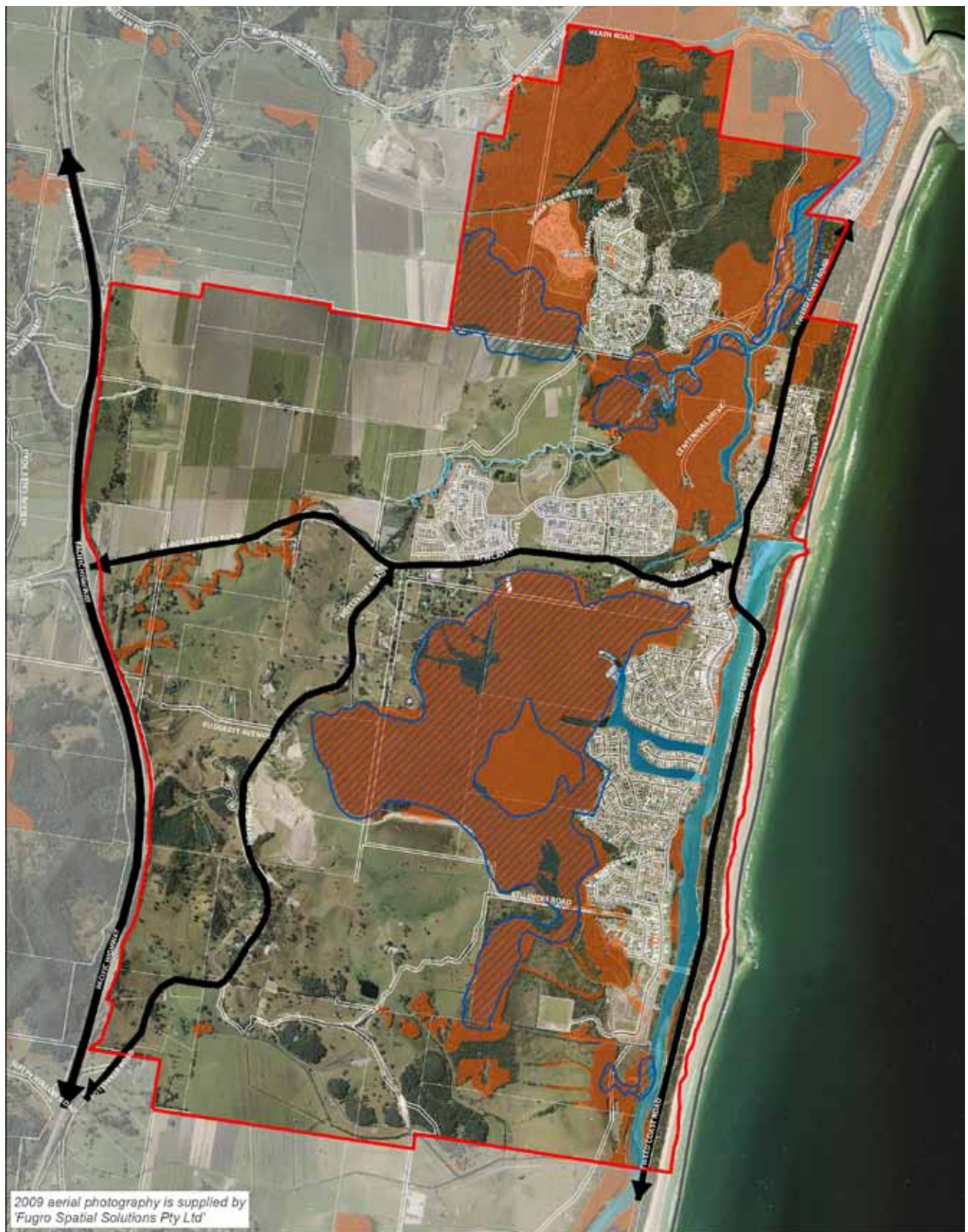
Figure 2.1 Broad Components of the Study Area

This plan illustrates the location of major elements of the Pottsville area, including planned urban expansion areas.

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- Single and dominant north-south and east-west road connections.
 - An undeveloped frontal ocean beach dune system. This frontal dune is flanked by Mooball Creek in the southern part of the area, discharging to the Ocean adjacent to the village centre.

At the 2006 census the Pottsville area had a “place of usual residence” population of 3,781 persons. This compares to 2,553 in 2001. The estimated growth rate between 1991 (1,289 persons) and 2001 for Pottsville was approximately 7.2% per annum. Since 2001, this growth rate has accelerated to approximately 8% per annum. Based on these rates, Pottsville has sustained a growth rate higher than the Tweed average for over 15 years, although this rate may decline as zoned urban land is taken up.

Clearly, growth in Pottsville has been significant over the past 10 or more years, resulting in large changes to the function and character of the locality. In this time Pottsville has grown from a small village to a point where it sits on the threshold of larger scale changes arising through potential change to the retail structure (major supermarket) and the provision of additional services and facilities required by an expanding population. Identification of potential urban and employment land under the FNCRS and Tweed Urban and Employment Land Release Strategy further highlights the growth potential of Pottsville over the next 20 years and the potential change stemming from the increase in demand for services.



2009 aerial photography is supplied by 'Fugro Spatial Solutions Pty Ltd'

Key Physical Characteristics of the Pottsville Area



Figure 2.2 Key Physical Characteristics of the Pottsville Area
The above illustrates the principal physical characteristics of the area

2 Existing Locality Character

Village Centre

The Pottsville village centre has a quiet coastal village feel borne out by its low scale development, small size, architectural character and relatively low scale provision of services, in particular retail shopping. While holiday periods greatly expand the local population, for the most part, the village centre is one of a string of small coastal villages and is far removed from the bustling centres of Tweed Heads and Murwillumbah.

The village centre still possesses a number of original buildings from the Town's early days, including the Cottage on Coronation, Pottsville Bait and Tackle and the 'Old' Pottsville Store. A number of former residential buildings have been converted to new uses such as restaurants and professional offices. These follow the spirit of the village and make positive contributions to the overall strength of character whereas, some of the more recent buildings lack elements of the essential character of the existing area, appearing much heavier and bulky in form.

The oval forms an excellent visual foreground for the village centre, providing a distinctive physical asset for Pottsville. The Phillip Street Reserve (the "Market Park") site opposite is of a similar value, particularly in relation to its use as a market site, though its general bare appearance could be improved to provide a more definitive 'gateway' or entry to the Village Centre. Trees are also a distinctive element of the village centre's character, though most of these are located in private yards and public reserve areas on the periphery. Where street trees are present, they are particularly characterful and can form the basis of an expanded streetscape enhancement program in the future.

A PLACE OF COMMUNITY...

The Pottsville village centre has a quiet coastal village feel borne out by its low scale development, small size, architectural character and relatively low scale provision of services, in particular retail shopping.



The reuse of former dwellings along Coronation Avenue for retail and commercial uses contributes significantly to streetscape character.

Pottsville Market Park and Oval are distinctive open space assets providing a green entry into the Pottsville Village.





A recent development on the corner of Coronation and Elizabeth Street demonstrates a number of the desirable design elements of the village centre including active street frontage, mix of use, awning over the footpath, building height and scale compatible with the street and an appropriate mix of materials and colour scheme. Landscaping at the upper level further contributes to the buildings overall contribution to the streetscape character.



Landscaped courtyards and footpaths, alfresco dining areas, front setback gardens in the private domain create idyllic pedestrian spaces which contributing to the character of the public domain and village centre generally.





Residential Character

Residential character in Pottsville can be broadly classified in terms of its location and time period of its development. The village centre area is characterised by older timber dwellings, larger allotments and mature vegetation, with a mix of newer masonry and higher density developments serving a mixed-use purpose.

Pottsville North (as referred to within this Code), being the area east of the Coast Road and north of the village centre also consists of older housing stock in the Pottsville context. Predominantly of masonry construction, the area contains a concentration of higher densities, of predominantly 2 and 3 storey accommodation. The areas more mature vegetation cover and remnants of the original coastal landscape provide a strong contribution to the established coastal character.

The remaining residential areas are characterised by standard forms depicting the time of their construction, comprising largely of slab-on-ground construction with reduced levels of vegetation and tree cover. While architectural styles have changed over time many of these areas are quite typical of suburban development in many parts of Australia and possess little differentiation other than the physical characteristics of their location. An exception to this pattern is the earlier stages of Koala Beach which through a strong design process and building covenant is distinctive in its approach to both landscape and architecture. In this area, much natural landscape has been retained both on individual lots and in green corridors on the site.

Additionally, the buildings in Koala Beach are characterised by lightweight construction that responds well to the local climate and landscape. This is further reinforced by a far greater attention to the public domain than has occurred in other residential areas.

A PLACE TO LIVE...

The Pottsville locality can be described as having a pattern of distinct residential areas separated by green buffers including wetlands and bushland areas, wildlife corridors and rural lands. Residential character in Pottsville can be broadly classified in terms of its location and time period of its development.



Village Centre residential areas are generally older style and built of lightweight timber frames often suspended off the ground with deep eaves, lightweight exterior cladding and well landscaped yards which is generally climatically responsive.



In many parts of Pottsville the ubiquitous beach shack is being replaced by more substantial family homes utilising a higher proportion of the allotment as well as employing modern materials and construction types.





Koala Beach residential estate is characterised by lightweight construction and integration of building design with sloping sites and landscape.



The remaining residential areas are characterised by standard forms depicting the time of their construction, comprising largely of slab-on-ground construction with reduced levels of vegetation and tree cover.



3 Key Strategic Planning Issues

Pottsville has experienced a significant increase in residential development over the recent past, evidenced by an 8% growth per annum in resident population. This development has resulted in a significant change to the character and functioning of the town. This growth in activity, along with population growth in the northern NSW coastal region, expansion of tourist opportunities, upgrading of the Pacific Highway and accompanying improvements to accessibility have contributed to the pressures presently affecting the village, its infrastructure and the surrounding environment. It is a trend that is set to continue, with steps being taken to release further residential and employment lands identified within the Far North Coast Regional Strategy and Tweed Urban and Employment Lands Release Strategy 2009 (Tweed UELRS).

Under both these strategies several investigation areas (potential release areas) have been identified and will require detailed investigation and masterplanning. These areas have the potential to increase Pottsville's total population to about 12,000 people. The following table details an overview of the identified future investigation areas:

Investigation Area	Population Range Estimate
Seabreeze (remaining zoned land, land identified in the FNCRS and land identified in the UELRS)	910 – 990
Black Rocks	250
Kings Land	648 – 972
Dunloe Park	4867 – 7300
Total	6675 – 9512

Table 2.1 – Potential Future Population Growth within the Pottsville Locality

Combined with infill development typical of existing residential areas, the Pottsville locality will start to out-grow its 'Village' typology, and will start to function more as a 'District Town Centre' (as defined in the Tweed UELRS), which will generate a genuine need and demand for higher order facilities; commercial, community, retail and employment.

Within this dynamic environment, a number of major internal and external factors have a strong influence on Pottsville and are key issues to be addressed within this Development Code. The major influences and issues affecting Pottsville may be surmised as;

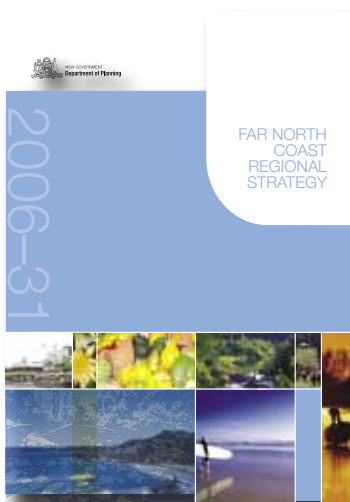
- urban form and character, and particularly the retention of village character;
- environmental protection issues;
- implications of the Far North Coast Regional Strategy and other elements of the local planning framework;
- changing retail and economic factors (including demands for a supermarket);
- forecast residential development, resultant population growth and the potential demands on facilities and services;
- traffic and transport impacts and their management.

Each of these broad areas is addressed in the following subsections.

3.1 The Far North Coast Regional Strategy

The Far North Coast Regional Strategy (FNCRS) was adopted by the NSW State Government in December 2006. The FNCRS states its purpose as “to manage the Region’s expected high growth rate in a sustainable manner.” The FNCRS defines the location and form of future development within the region, taking into account environmental assets, character, cultural values and natural resources, while also providing for economic opportunities. The FNCRS incorporates specific regional infrastructure requirements identified in the State Infrastructure Strategy and will inform future infrastructure investment decision making for the Far North Coast.

The FNCRS represents the NSW Government position on the future of the Far North Coast. It is considered by State Government to be the overriding strategic planning document for the Region and has been prepared to both complement and inform other state and local planning instruments, including the Tweed Local Environmental Plan. The FNCRS is presented in **Figures 2.3 and 2.4.**



60,400 more people
51,000 new homes
32,500 new jobs
25 year plan
3 major regional centres
2 major towns

MAJOR REGIONAL CENTRE

TWEED HEADS
 The revitalisation of Tweed Heads CBD will become the focus for the Tweed urban area enabling it to provide a high level of services, employment and housing to complement those provided in the adjoining South East Queensland Region. Tweed Heads will also continue to develop as a major regional centre for tourism and the provision of retail services and community facilities.

LISMORE

The majority of the growth will occur in the Lismore CBD and surrounding areas and as a regional hub for creative, industry and cultural activities, education, health, employment and retail.

DEVELOPING MAJOR REGIONAL CENTRE

BALLINA
 As a major regional centre it will be supported by new land releases in Lismore Head and Cumbalum. Employment, retail and tourism are important functions of the centre.

MAJOR TOWN

Major towns and towns provide a level of services and employment to support the surrounding communities of villages and rural settlement.

VILLAGE - COASTAL

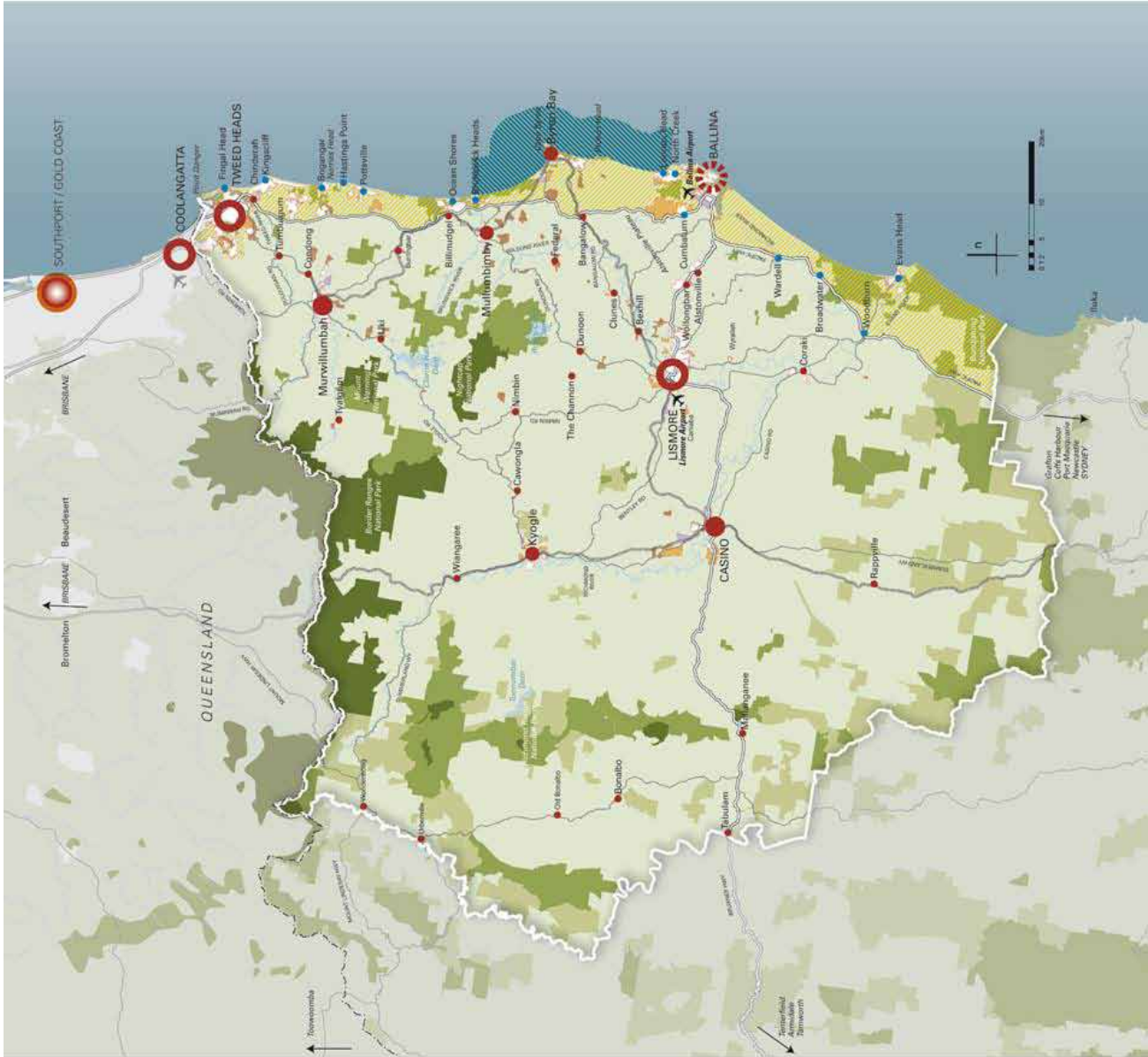
VILLAGE - INLAND

SOUTHPORT/GOLD COAST

The regional centre of growing South East Queensland is the Southport/Gold Coast operating as a Regional City providing key employment opportunities and high level services to its catchments.

STATE BOUNDARY

Note: for more information please see the detailed maps.



TOWN/VILLAGE GROWTH BOUNDARY

Includes all land zoned and developed for urban purposes and future urban land release areas. Land within this boundary is for housing, business, infrastructure, community facilities, urban open space and environmental lands to meet the future regional population.

Not all land identified can be developed for urban uses. All sites will be subject to more detailed investigations to determine capability and future yield.

EXISTING URBAN AREA

EXISTING RURAL RESIDENTIAL AREA

PROPOSED FUTURE URBAN RELEASE
 Land release areas for future urban land release. These areas will be developed to function as new communities with service provision to match the future population of the area.

EMPLOYMENT LANDS

Provides for various employment related activities such as factories, warehouses, manufacturing and transport logistics. Identifies additional future lands to meet regional employment needs.

COASTAL AREA

Recognises the significance of the Region's coastal area in terms of environmental values, regional lifestyle and economic impacts associated with tourism and urban development. Limits future land release to land identified within the Town and Village Growth Boundaries.

MARINE PARK

WORLD HERITAGE AREA

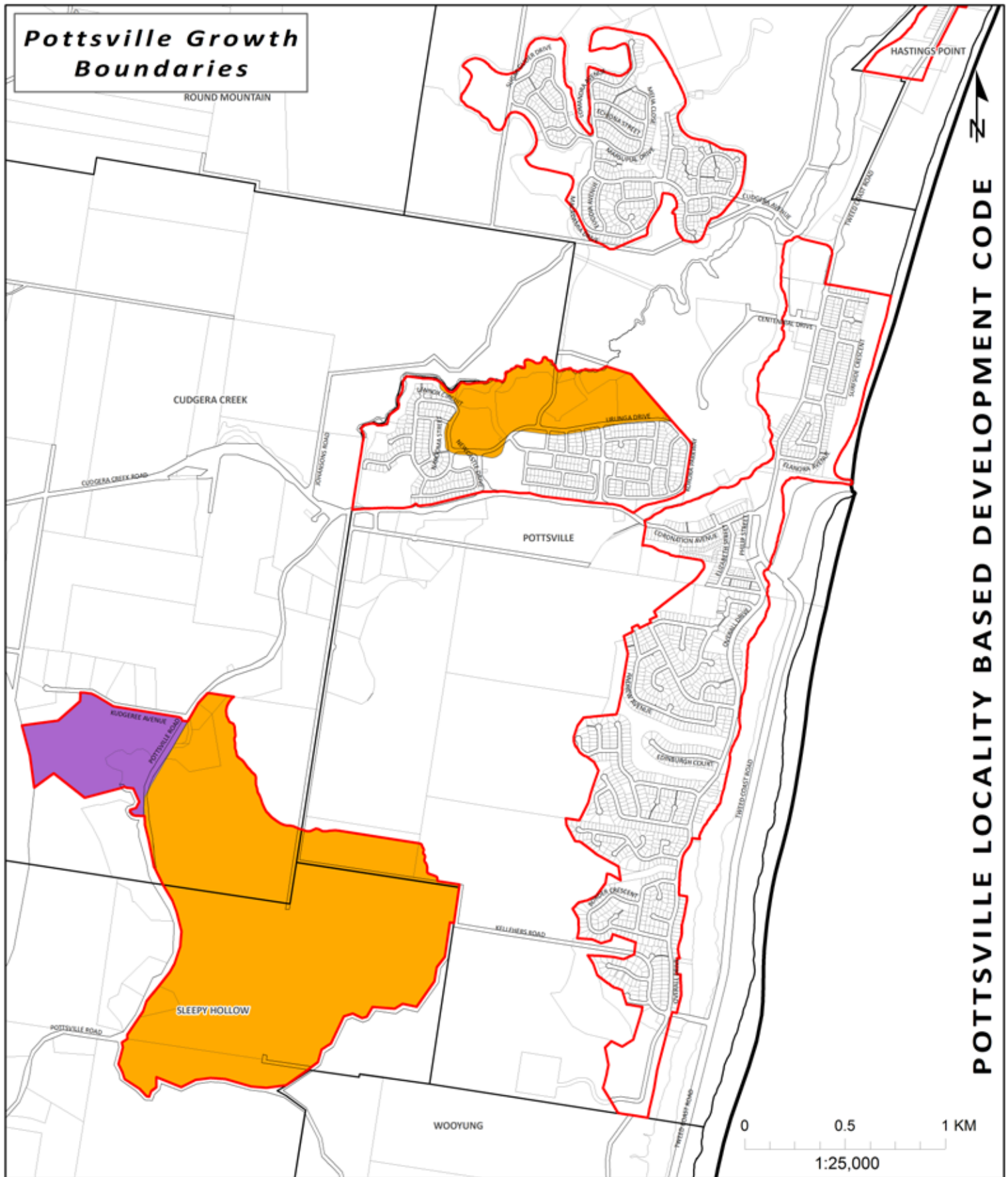
STATE FOREST

NATIONAL PARK, NATURE RESERVES AND CONSERVATION AREAS

ENVIRONMENTAL ASSETS AND RURAL LAND
 Identifies areas with environmental, cultural and agricultural production values. This area will be protected from further urban settlement with existing land use rights maintained.

RAIL LINE

Figure 2.3 Far North Coast Regional Strategy Plan



LEGEND

- Town and Village Growth Boundary
- Proposed Future Urban Release Areas
- Employment Lands

Figure 2.4 Pottsville Growth Boundaries (derived from FNCRS)

3.2 Settlement Pattern

The FNCRS defines an urban growth boundary to control and focus growth within key areas of the region. The Strategy identifies the purpose of the growth boundary as a means of catering for the forecasted growth in the region in a manner that provides for the efficient utilisation of land allocated for urban development, without sacrificing the identity of the area. It is intended that urban development outside the growth boundary will not be approved and that local environmental plans, growth strategies and the like will be required to align with the regional Strategy's settlement pattern. As such, the growth Boundary defined for Pottsville will be a significant factor in defining any potential for additional land for urban purposes.

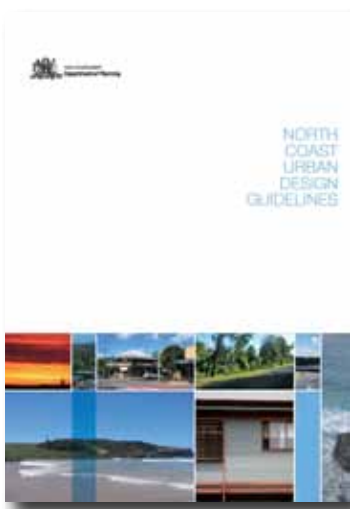
The growth boundary for Pottsville for the most part correlates with the existing urban footprint which includes the areas in and around the village that are already zoned for urban uses, such as residential, commercial and the like. In addition to these areas, there are two sites identified for potential future residential development; a northern extension to the Seabreeze Estate and the 'Dunloe Park' Release Area. Additionally, an employment area is identified on the western side of Pottsville – Mooball Road, adjacent to the existing sand quarry and adjoining Kudgerie Avenue.

Figure 2.4 illustrates the Pottsville local growth management boundary under the FNCRS.

3.3 North Coast Urban Design Guidelines

With significant future growth anticipated for the North Coast region the North Coast Urban Design Guidelines have been prepared by the NSW Department of Planning to support the Far North Coast and Mid North Coast Regional Strategies to manage this change; maintaining a prosperous economy and protecting the unique North Coast environment through good planning and urban design is the overriding purpose.

Councils', as part of their responsibilities under the Far North Coast and Mid North Coast Regional Strategies, are required to prepare a local growth management strategy for their local government area. The North Coast Urban Design Guidelines are designed to assist with this process, particularly when defining and understanding the character of localities.



This document has been prepared in two parts.

Part One of these guidelines is designed to assist councils in undertaking an assessment of the existing positive attributes of their own settlements to determine what planning responses may be required to maintain the character of the settlement through future settlement growth opportunities.

Part Two outlines the principles and strategies for managing environmentally, economically and socially sustainable settlement growth. It addresses growth management in three typical planning scenarios and at three scale levels.

4 The Local Planning Framework

4.1 The Tweed Local Environmental Plan 2000

Tweed Local Environmental Plan 2000 (TLEP) is the principle local planning document covering the Pottsville area. TLEP provides the overarching land use controls, through zoning (including densities).

Additional controls relate to:

- subdivision;
- roads;
- environmental and resource provisions;
- hazards and buffers;
- heritage;
- advertising signage;
- acquisition of land;
- number or additional miscellaneous and site specific issues.

Additionally, the TLEP provides controls for building height. In this respect, building heights are limited to 2 storeys along the Pottsville coastal strip incorporating Black Rocks Estate, Pottsville Waters, Pottsville village centre and Pottsville North. Outside of this area, a 3-storey maximum height restriction presently applies to the locality.

The TLEP has been in operation for about 10 years and has not been comprehensively reviewed during this time. In 2006 the NSW State Government released a Standard Instrument



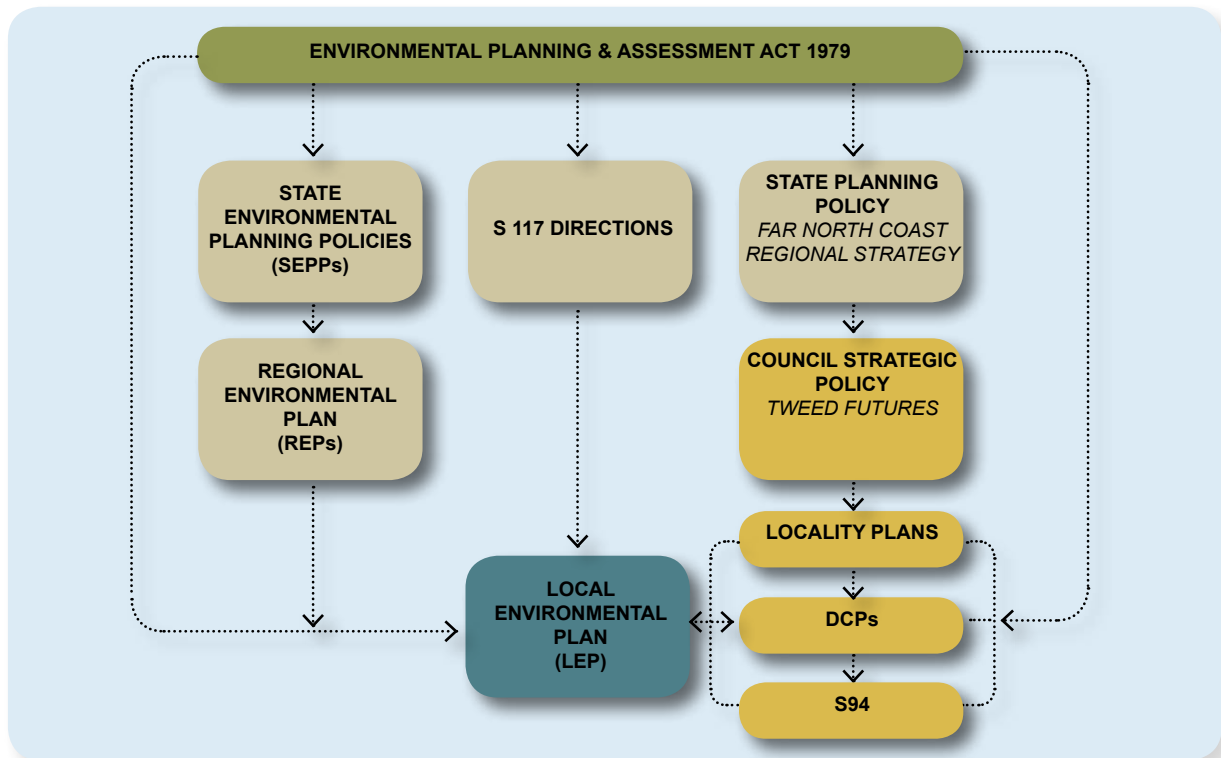


Figure 2.5 Local Environmental Plan - Statutory Context

Order which requires all LEPs to be reviewed and drafted to conform with a standard template. Tweed Council’s LEP is being reviewed as part of this process which is to be guided in part by locality based planning strategies. As such, not all recommendations of this Code will necessarily align with the current TLEP and any adapted amendments will be incorporated within the new LEP prepared under the NSW standard template.

4.2 Pottsville Village Strategy 1998

The existing Pottsville Village Strategy 1998 (PVS) was completed in October 1998. The PVS contemplated the development of Koala Beach, Flannery’s Land (now Seabreeze Estate) and Black Rocks Estate as the basis for decisions regarding the future form and pattern of development.

These three areas have now developed and the fundamental basis of the PVS has as a result been achieved. As such, this Code replaces the PVS, building on that earlier body of work to better reflect and take stock of the current and future needs of the Pottsville community.

Many of the key strategic planning objectives under the PVS have now been implemented. This is apparent in terms of



residential development, establishing a connection between Seabreeze and Koala Beach, the protection of a greenbelt between Pottsville and Hastings Point, and the expansion recreational and natural amenity areas. However, a number of strategies have not been implemented, including an employment area associated with the Seabreeze Estate, a village centre by-pass road, and the provision of a retail supermarket. Each of these issues are addressed within this Code along with updated strategies.

4.3 Tweed Development Control Plan 2008

The whole of Tweed Shire is covered by a consolidated DCP addressing a wide range of Shirewide planning issues as well as site specific policies for individual locations. Of greatest relevance is Section A1, titled Residential and Tourist Development Code, where detailed controls are provided for all forms of residential development in all areas of the Shire.

The role of this Code, in relation to Section A1, is to identify where the specific circumstances of the Pottsville area warrant alteration from its guidelines and controls, and then to provide a framework for a more site specific approach where this may be warranted.

4.4 Section A1 - Residential and Tourism Development Code

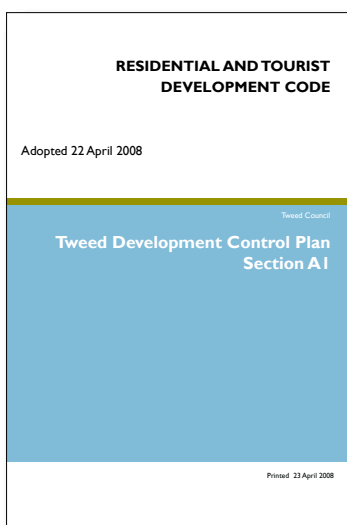
The core objective of Section A1 is to provide a comprehensive guide for the planning and design of development associated with residential and tourist development in all of Tweed Shire.

Section A1 has been formulated on a “building typology” basis, whereby controls and guidelines have been drafted to respond to the specific requirements of individual building types.

These include:

- Detached dwelling houses
- Dual occupancy
- Townhouses
- Row houses
- Residential flat buildings
- Shop top housing

Additionally, Section A1 also applies to alterations and additions, as well as ancillary development.

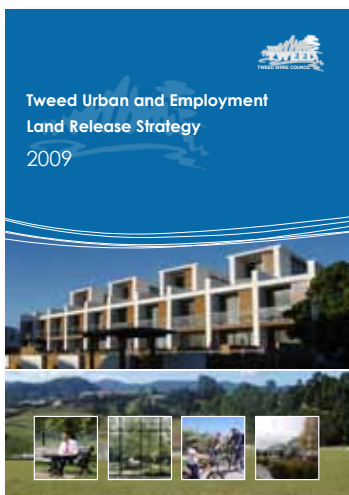


Each of these parts are relevant to the Pottsville study area context in the future.

The controls generally take the form of what are referred to as 'Building Type' controls and 'Site and Building Design Controls'. The building type controls are expressed as mandatory, while site and building controls are to be interpreted in regard to the specifics of individual sites. The approach of Section A1 is such that a generic set of minimum standards can be achieved for all building types in the Tweed Shire, regardless of location. Local differentiation is achieved within this framework through detailed building design and where mandatory controls are potentially relaxed as a result of criteria such as infill locations, irregular site geometry, and excessive topographic site constraints.

4.5 Tweed Urban and Employment Land Release Strategy 2009

In March 2009, Tweed Shire Council adopted the Tweed Urban and Employment Land Release Strategy 2009 (Tweed UELRS). The Tweed UELRS provides a desktop analysis of opportunities and constraints of the whole Tweed Shire to establish land suitable for urban and employment purposes. The strategy is of significance for the Pottsville locality as 4 release areas within the Pottsville locality were identified, 3 being for urban purposes and 1 for employment. Of the 4 release areas identified, 2 are already identified within the FNCRS, being Dunloe Park and the Pottsville Employment Land, both of which are also identified in the Tweed UELRS.



Whilst the areas identified in the Tweed UELRS will require further investigations and masterplanning prior to being appropriately zoned under Tweed Shire Council's LEP, and as such, the timing of their rezoning / release is subject to a number of factors, including the availability of sewer services and the market conditions / developer interest. In any event the release areas ultimately present a significant shift in the potential population of the Pottsville locality and the services required to facilitate significant growth.

