PART 04 AREA SPECIFIC STRATEGIES

- 1.0 Pottsville Village Centre
- 2.0 Pottsville North
- 3.0 Koala Beach
- 4.0 Seabreeze Estate
- 5.0 Pottsville Waters
- **6.0** Black Rocks Estate
- 7.0 Dunloe Park Release Area
- 8.0 Kings Land Release Area
- 9.0 Employment Release Area



1 Pottsville Village Centre

- 1.1 Existing Condition
- 1.2 Strategy
- 1.2.1 Structure Plan
- 1.2.2 Key Development Sites
- 1.2.3 Retailing
- 1.2.4 Supermarket Design
- 1.2.5 Public Domain And Infrastructure
- 1.3 Development Control And Implementation





1 Village Centre

1.1 Existing Condition

General Conditions

Pottsville has the good fortune of having a comparatively compact and lively village centre, with a main street that has a strong retail trade and a memorable character. It also has a strong community precinct which contributes to its vitality. At the same time the centre has a relaxed green quality offered by its parkland and recreation areas, and its location alongside a vegetated dune running along the creek.

The village centre precinct predominately encompasses properties that adjoin Coronation Avenue, Elizabeth Street, Phillip Street, Charles Street and a portion of Tweed Coast Road. The full extent of the village centre for the purposes of this Code is identified on **Figure 4.1**.

The village centre's low key character is prized by locals and tourists alike.

Retail Land Uses

Current retailing and commercial activity in the village centre is commensurate of many typical small coastal villages. The village centre includes such uses as an IGA supermarket, real estate agents, pharmacy, post office, bakery, cafes and boutique lifestyle stores.

As discussed earlier in the Code, the population growth likely for the Pottsville locality is expected to generate a need for higher order facilities, particularly retail and commercial floorspace. The village centre has traditionally been the focal point of activity within the Pottsville locality and as such, forms a logical location for many of the high order facilities that are likely to occur in the future.

POTTSVILLE VILLAGE CHARACTER...

Pottsville has a comparatively compact and lively village centre, main street with 'fine grain' retail shopfronts that provide strong retail trade and a memorable character. It also has a strong community precinct which contributes to its vitality.





The village centre's low key eclectic mix of building types and architecture is prized by locals and tourists alike.







In the interests of maintaining the primacy of the village centre in accordance with Council's adopted Retail Strategy, this Code explores options for locating a full-line supermarket within the existing village centre









Current retailing and commercial activity in the village centre is commensurate of many typical small coastal villages. The village centre includes such uses as an IGA supermarket, real estate agents, pharmacy, post office, bakery, cafes and boutique lifestyle stores.







The landscape and visual setting of the village fringed by the oval, market and Ambrose Brown Park and proximity to the Creek contribute strongly to the village character.





Pottsville Locality	Based	Development Code
April 2010 V.2		90

Future growth and redevelopment of the village centre however will need to be carefully managed to uphold key elements of its present character, as well as environmental constraints. The following attributes are considered key constraints to future growth:

- To the north by environmentally sensitive areas.
- To the east by highly valued park and a caravan park which is likely to occupy the same location for years to come.
- To the west by existing residential areas.
- To the south by residential and community uses which are valued by the local community.

In the interests of maintaining the primacy of the village centre in accordance with Council's adopted Retail Strategy, this Code explores options for locating a full-line supermarket within the existing village centre, and forms the basis of the Village Centre Retail Strategy detailed in Section 1.2. Combined with an expanded community facilities precinct, the full line supermarket will become a key anchor use within the village centre forming important connections with the smaller speciality shops, cafes and restaurants fronting Coronation Avenue.

As a focus of community services and facilities, the village centre also offers a competitive advantage in providing for associated industries. This is particularly the case in respect of the health sector, given proposals for construction of a local facility on the neighbourhood centre site and adjoining Crown Land. Additionally, tourism activity is focused on the existing village centre and its immediate surrounds. This factor also offers opportunities for a market shift in the role and facilities provide by the village centre in response to the type of retail located elsewhere by a major supermarket and its associated speciality retail.

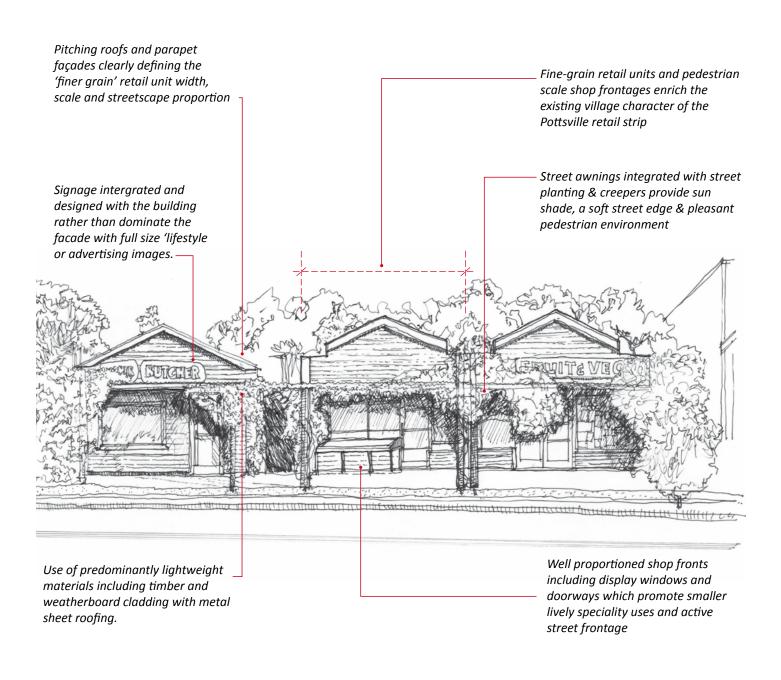


Figure 4.2 Distilling Built Form Character

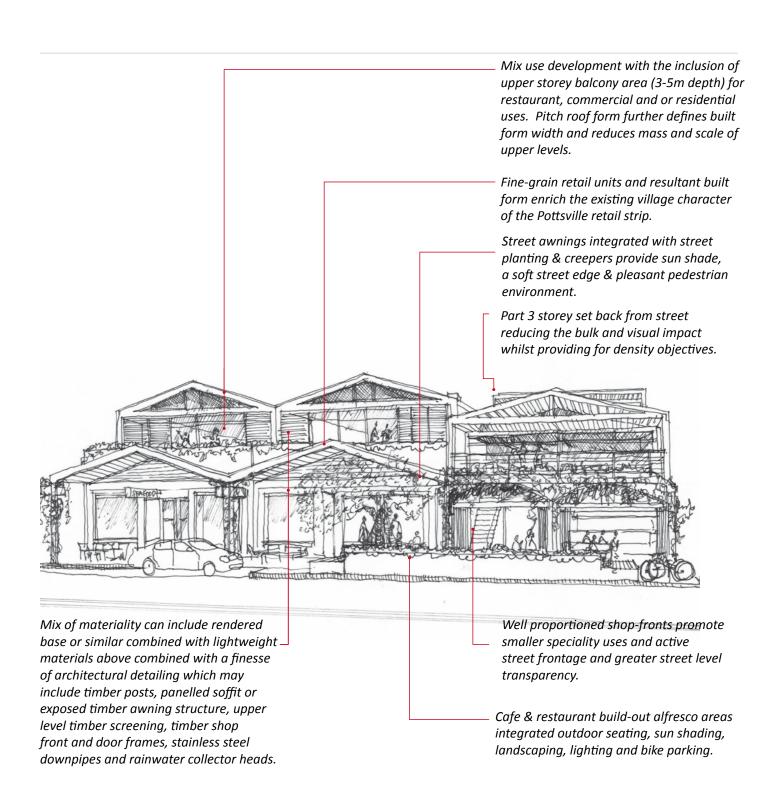


Figure 4.3 Pottsville Village Centre - Desired Infill Development Design Considerations

Key Urban Design/Architectural Elements

The relative low scale and compact commercial footprint of the existing Pottsville village creates a highly walkable realm, particularly along Coronation Avenue where ample car parking opportunity within close proximity to a range of smaller speciality stores fronting Coronation Avenue strengthens the 'high street' experience. The varied building line creates a series of street indentations which have in the past been utilised as alfresco dining areas. One cafe on the north side of Coronation Avenue utilises a side setback to create a courtyard space which also contributes strongly to the character of the public domain and village centre generally.

One of the defining features of the existing village character is the fine grain of shop frontage with a range of smaller speciality stores. This attribute reinforces the multi-purpose shopping experience which is good for business and good for active village use, reinforcing the villages walkability, range of services, character and identity.

This character is to a certain extent strengthened by the presence of a collection of older buildings including the bait and tackle shop and old general store. There are also examples of former dwellings being renovated and reinvented as a restaurant or cafe which also contribute strongly to the character and streetscape of Coronation Avenue.

However, the central component of the village centre has in recent years has been undergoing a transition where single detached weatherboard and fibro dwellings and older retail units have been redeveloped as retail, commercial and mixed uses. The mixed use building on the corner of Coronation Avenue and Elizabeth Street is a good example of redevelopment, whereas other recent development appears heavier and bulkier.

Whilst the redevelopment of the older retail units is somewhat inevitable as expanding retail opportunities call for increased and more flexible floor areas (which the older retail units can no longer provide for), it is important that the design of the infill development understands the underlying built form elements which contribute to the character of the Coronation Avenue streetscape.

Infill redevelopment should therefore not seek to mimic or replicate an architecture of older buildings, rather than providing a contemporary interpretation of the desirable design elements those buildings possess and the north coast coastal village vehicular.

The key architectural elements are illustrated in **Figures 4.2 & 4.3** and include:

- a fine grain retail frontage with well designed shop fronts providing a varied, interesting and lively frontage to Coronation Avenue;
- street awnings over the footpath providing shade and weather protection;
- integration of landscape and street planting, and street furniture,
- integrated signage which does not overwhelm or dominate the built form or streetscape;
- alfresco dining areas; and
- promotion of a mix of uses including residential or commercial uses to upper levels.

Community Facilities

Existing community facilities in the village centre comprise a series of small weatherboard buildings on the former school site fronting Phillip and Elizabeth Streets, to the south of Coronation Avenue. These facilities also play an important role in providing a range of community services within the village centre. Whilst the collection of buildings are not necessarily of exceptional architectural merit, the setting within landscape surrounds, including a well used vegetable garden, which connects to the southern end of the Market Park, is considered a community asset.

The future development of this site, as an expanded community precinct, requires a fresh evaluation determining the future community needs. This will require new or additional buildings capable of meeting this functional imperative. A development scenario of an expanded community facility has been attached at Appendix 5.2 as an indicative exploration of design and development opportunity.

Pottsville Locality	Based	Development	Code
April 2010 V.2			96

This Code advocates the following principles for any future development of community facilities in the village centre:

- The provision of health and community services over both sites to become a 'community hub' in terms of social infrastructure and the ability to grow and meet the needs of future population growth;
- Maintain the character of the site as a collection of buildings in a park like setting;
- Address pedestrian connectivity between each of the buildings including the proposed North Coast Area Health Service (NCAHS) development and Pottsville Beach Neighbourhood Centre (PBNC) buildings
- Co-ordinated car-parking approach mutually beneficial for both PBNC and NCAHS facilities;
- Integrate landscape design into the masterplanning of the site including public domain within the PBNC 'courtyard' and minimising hardstand within the NCAHS site;
- Design of buildings to address Elizabeth Street and achieve a high standard of design as a public building. This can be achieved by use of materials and architectural detailing which embodies a contemporary north coast vernacular whilst achieving good passive design outcomes in terms of solar orientation, natural ventilation and integration of landscape.

Greenspaces, Market Park & Oval

The village centre is largely wrapped by a green belt, containing various levels of environmental significance. As detailed earlier in this Code, green breaks or fingers distinguishing the boundary of each precinct or settlement is symbolic of the settlement pattern within the Pottsville locality.

The green space surrounding much of the village centre provides a welcome entry statement to the village centre when approaching from the north, south and west as well as opportunities for active and passive recreation and activity. The Pottsville Memorial Oval and Market Park at the village centre entry is a significant asset and contributor to village character. The presence of the greenspace maintains a human scale to the village centre and softens the built form by providing a green view almost entirely throughout the precinct.

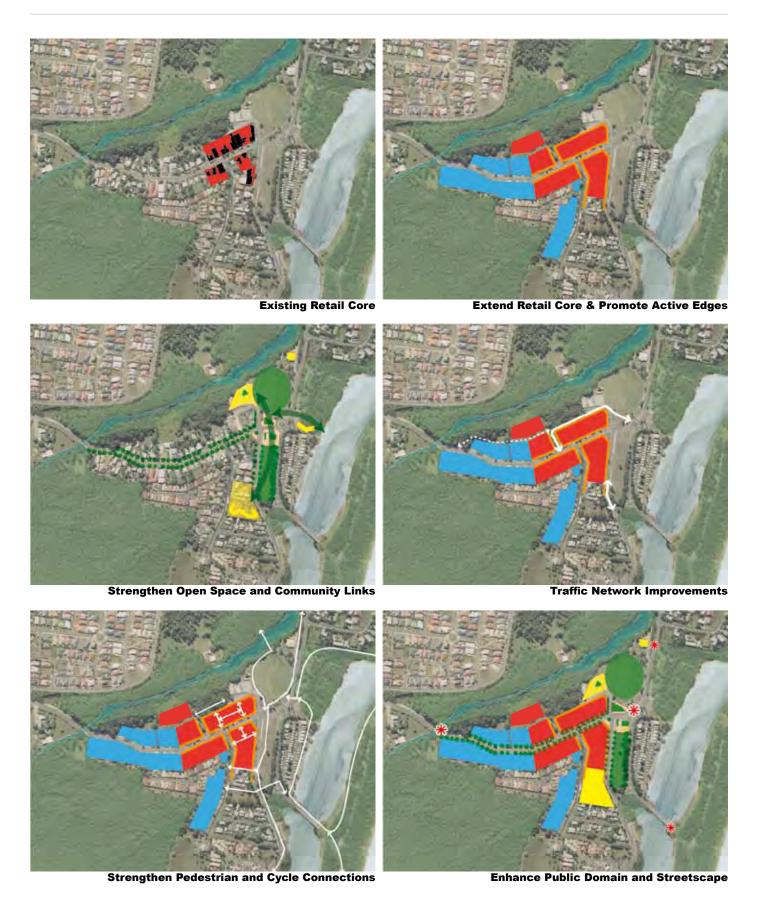


Figure 4.4 Pottsville Village Centre Structure Plan Principles

1.2 Strategy

Strategy 1.2.1 - Structure Plan

The village centre is to be consolidated as the primary activity hub for the Pottsville community by increasing its opportunity for retail, commercial and accommodation development, encouraging a range and mix of business and community uses and, improving the quality of the public domain and enriching the experience of its users.

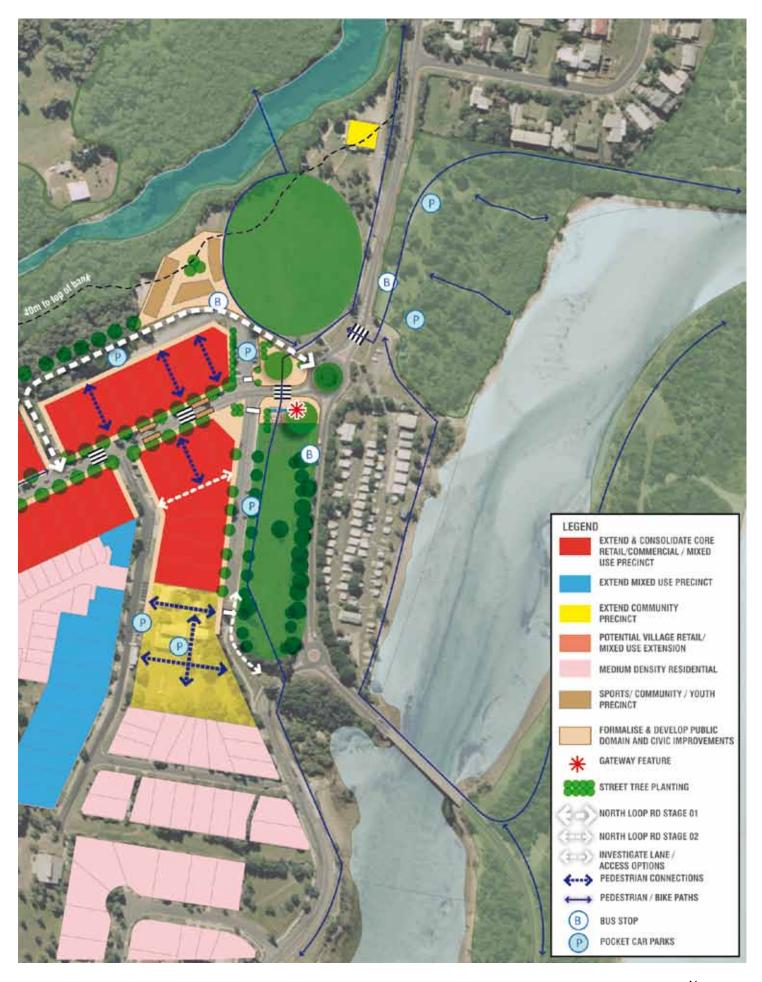
In order to ensure that the village centre maintains its role and function as the primary active hub within the Pottsville locality, a comprehensive Structure Plan has been developed to guide the future growth and development of the village centre.

The key components of the revised structure plan include:

- Increasing the maximum building height limit to 11 metres (allowing up to 3 Storeys);
- Encourage commercial and residential uses to upper levels within the retail core;
- Expand the commercial footprint of the village centre;
- Promote mixed use development at the periphery of the village centre;
- Build on smaller 'fine-grain' speciality uses and promote a complimentary relationship between the smaller retail and larger 'anchor' uses;
- Identification of a series of sites suitable for full-line supermarket development;
- Implementation of a northern loop road and several public car parking areas;
- More efficient car parking, pedestrian and vehicular circulation;
- Greater pedestrian permeability and streetscape amenity;
- Expand and build upon existing community facilities;
- New public domain or town square linking oval with market park; and,
- Consolidation of open space within the village centre, namely the Market Park (passive open space and market use) and Pottsville Memorial Oval (active open space).

Additionally, the facilities provided should focus on tourism/ leisure, community and professional services and general retail markets.





NTS

Figure 4.5 Pottsville Village Centre Structure Plan





Figure 4.6 Pottsville Village Centre Illustrative Masterplan

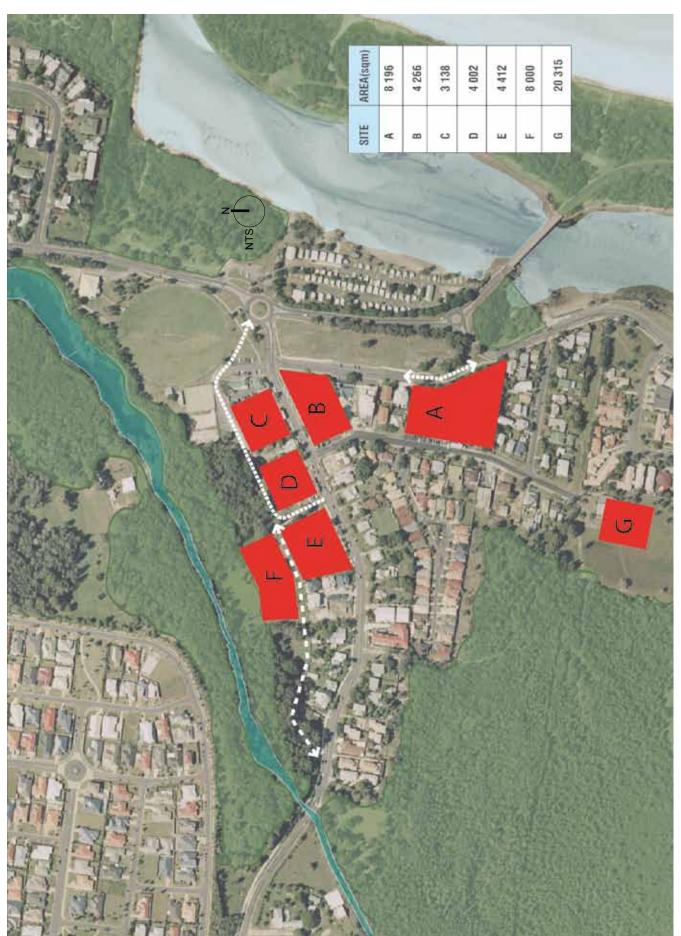


Figure 4.7 Pottsville Village Centre Full Line Supermarket Options $_{
m NTS}($

Strategy 1.2.2 - Key Development Sites

Facilitate the development of key sites to an exemplary high standard of architecture and urban design which embraces the public domain and provides landmark development for the Pottsville community.

A number of key development sites have also been identified within the Pottsville village centre as having key strategic development opportunities which would benefit the functioning, vitality and appearance of the village centre. Each of these have been identified with a fact sheet illustrating an indicative development proposal attached at Appendix 5.2.

One such site occupies the corner of Coronation and Phillip Street. It is envisaged that existing development on the corner of Coronation Avenue and Phillip Street could be encouraged to be redeveloped within a 5 year time frame. This site could accommodate mixed-use comprising retail at the ground floor, commercial above, and as an additional incentive for redevelopment, accommodation/residential on a third storey, or two storeys of accommodation/residential on the second and third level. At the ground level, this new development provides an ideal opportunity to provide a 'piazzetta' or small public space with cafes/shops on the corner of Coronation Avenue and Phillip Street, creating both a public space focus and a welcoming entry into the village centre.

Strategy 1.2.3 - Retailing

Facilitate the construction of a 'Full-Line' supermarket on an appropriate location within the Village Centre within the next 5 years.

The location of a full-line supermarket within the Pottsville village centre has long been a desirable outcome for Council. Firstly detailed within the Pottsville Village Strategy 1998, then reinforced by Council's Retail Strategy 2005, the provision of appropriately scaled and located supermarkets in existing towns and villages has been encouraged, as opposed to new or out of centre options. This Code has reviewed the principles established within these documents and finds them valid for the Pottsville locality, particularly the village centre.

In order to determine the site suitability for a retail supermarket it was first necessary to identify the criterion by which each site was to be evaluated. This required a review of the needs of major retail supermarket providers, particularly in relation to the gross floor area required for the supermarket, the total site area required to accommodate both the supermarket and associated car parking, as well as, vehicular and pedestrian accessibility, delivery servicing, and commercial realities such as visibility (product placement).

The table below identifies the site suitability key criteria for the investigation of potential 'full-line' supermarket sites within the Pottsville village centre.

Table 4.1 – Key Criteria for Evaluating Supermarket Site Suitability

Criterion	Comment
A minimum floor plate of 2,000 – 2,500m ²	The adopted MacroPlan Retail Sustainability Assessment identified that in the context of regional and/or coastal locations, full-line supermarkets are likely to deliver floor areas around 2,000 – 2,500m².
Ensuring efficient delivery access and servicing	Council's Traffic and Transport staff indicated that public concern was held throughout the Shire regarding delivery trucks and access to supermarket sites.
Integration into the urban fabric	The Pottsville village centre possesses several key urban design characteristics, particularly it's fine grain retail frontage and active edge along the frontage of Coronation Avenue. The location of a full-line supermarket needs to respect these character attributes.

Criterion	Comment
Provision of 100 – 135 car spaces	Referencing the desired floor space against both Council and NSW RTA car parking guides, between 100 – 135 vehicular spaces will be required.
Total site area of 4500 – 5000m ²	Combining the required floor space, service areas and car parking requirements, a total site area requirement of 4500 – 5000m ² was established.
A maximum 200m radius between Coronation Avenue and the supermarket car parking area	In order to further foster walkability within the town centre, and give rise to a greater percentage of multi- purpose trips and cross-utilisation of car spaces provided within the village centre

A desktop analysis of the village centre applying the key site suitability criteria identified several sites that have potential to support a full-line retail supermarket and that warrant inclusion in the Code for further future detailed investigation.

Following initial review of potential site further criteria were identified to distil a more detailed layer of analysis and to further validate the sites included within this Code. These criteria and brief comments for each site's relationship with this criteria is contained in **Appendix 5.1**.

In addition, preliminary findings were verified by way of desktop analysis by Council's Traffic and Transport Engineers to establish potential traffic or access constraints.

The investigations have concluded that there are at least seven potential options in the village centre and four out of centre options. These options are identified in an opportunities and constraints matrix in **Appendix 5.1**.

Pottsville Locality Based Development Code April 2010 V.2	

The seven identified sites in **Figure 4.7** do not rule out further opportunities within the village centre, however represent the most suitable sites identified with the criteria established. Land owners within the village centre whose property may not be identified are open to pursue the location of a supermarket on their site however there is a need to clearly address the above criteria as part of any development application. For any such sites, it is recommended that a preliminary concept plan be prepared and raised with Council's Planning Department.

It should not be read that the 2,000m² – 2,500m² minimum floor plate referred in Table 1 provides a restriction on the potential size of any full-line supermarket in the village centre. The nominated range has been utilised as a guide for the identification of sites and it is acknowledged that full-line supermarkets can include higher levels of gross floor area, similarly, supermarket floor space can be provided over a number of levels. This Code does not seek to restrict supermarket floorspace in the village centre to 2,500m².

Any development application for a full-line supermarket within the village centre will not be required to submit a retail sustainability/economic impact assessment unless greater than 3,800m² in gross floor area (GFA) (including the GFA of any ancillary speciality stores).

The construction of an out of centre supermarket in the Pottsville locality is not in keeping with the aims and objectives of this Code, nor Council's adopted retail strategy. However, it is acknowledged that land within the village centre is constrained and may ultimately prove unsuitable for a supermarket.

This Code has a review period set at 5 year intervals. It is envisaged that a retail sustainability analysis will be undertaken as part of the review to check the relevance of the identified potential supermarket sites should a supermarket not be pursued in the meantime. The review will also verify that the underlying need for additional supermarket floorspace is present and whether the Code should be amended to explore the out of centre options.

Strategy 1.2.4 - Supermarket Design

Facilitate the construction of a 'Full-Line' supermarket and any other large floorplate development that makes a positive contribution to the urban design and fabric of the village centre.

As discussed earlier, the Pottsville village centre possesses a strong architectural character which is to be continued into the future. New buildings should not aim to mimic or replicate the existing development style, but rather utilise the identified key architectural elements throughout the design process to guide and assist in making a positive contribution to the streetscape of the village centre.

Traditional 'big box' supermarket, being a large floorplate development, possessing minimal articulation and transparency within its facade and utilising expansive areas of 'at-grade' car parking, is not an acceptable design solution for the Pottsville locality.

Any full-line supermarket pursued within the village centre will need to embody a strong design focus, respectful of the key architectural and urban design features identified within this Code.

Council encourages innovative design solutions to ensure that the construction of a full-line supermarket within the village centre assists in the place-making implementation of this Code.

Developments with a floorplate of over 1,000m² are to demonstrate compliance with the following criteria:

- The proponent is to demonstrate how the proposal integrates and positively contributes to the identified architectural and urban design themes of the village centre, including, but not limited to;
 - scale and proportion of retail frontages comparable with that along Coronation Avenue (approx. 10-15m width);
 - high level pedestrian priority and comfort by way of shading, maintenance of a human scale and primacy over vehicular movement;
 - visual interest and variety of the building form and at street level;
 - variety of materials utilised, particularly on the primary façade, such as integrated landscaped elements, lightweight upper level materials and a high degree of shopfront transparency;
 - integration of landscaping and street furniture (seating, bins, bubblers, bike racks) along retail frontage and formed footpath.

Design options including sleeving large floor plate development with speciality retail and commercial space should be explored to assist in achieve with these objectives.

- b. The use of blank walls and expansive areas of unarticulated facades and oversized photographic imagery in shopfronts is not considered appropriate.
- c. Loading bays and delivery access are to be suitably screened and are not to impede pedestrian movement throughout the site.
- d. Development opportunities to integrate a number of different land uses within the overall development, particularly upper level residential or commercial in order to promote visual interest and variety to the built form, and capitalise on the lands capability, must be demonstrated.
- e. The use of landscaping across the site must be integrated with the development to create pleasant, functional spaces. The inclusion of roof-top gardens and vegetation are considered highly desirable.





Figures 4.8 4.9 Supermarket design - Supermarket design should develop as an extension of the existing village centre combining a range of smaller retail units around a larger floorplate suitable for a supermarket whilst adopting a high level of architectural design and detailing embodying the coastal village character.



Strategy 1.2.5 - Public Domain and Infrastructure

Progressively implement a range of public domain and infrastructure improvements in the Pottsville village centre that address the key issues of pedestrian movement and comfort, parking and efficient vehicle movement, and improvements to the overall character and appearance of the village centre.

The principal focus for public activity within Pottsville is on its main street area, focused on Coronation Avenue.

Pedestrian and vehicular safety on Coronation Avenue has been raised consistently in community consultations as a key issue for the village centre. Unsafe pedestrian and car conditions are currently a by-product of speed, cars manoeuvring into car parks and a lack of defined pedestrian crossing points in the area.

In response to the issues identified, Public Domain and Infrastructure Improvements Plan has been formulated and is detailed within Figure 4.10. The key elements are discussed below.

Construction of a North Loop Road

A key proposal within this Code is to provide a north loop road behind existing premises on the north side of Coronation Avenue to help alleviate traffic flow, provide more efficient servicing and opportunities for parking. The presence of this secondary access system provides the added benefit of ensuring strong activation of the street and a minimum of conflict between vehicles and pedestrians.

The objectives of the north loop road are to:

- Alleviate through traffic movements along Coronation
 Avenue
- provide and maintain a quality urban environment; and,
- ensure rear lanes adequately provide for their service function, while also providing a safe and pleasant pedestrian environment.

The north loop road may be pursued and constructed in 2-stages depending on the development scenarios proposed.



Stage 01

The first and highest priority section of the north loop road traverses from between 15 and 15A Coronation Avenue north, before heading east and linking to the existing roundabout on Tweed Coast Road. The implementation of this section of the north loop road is an imperative and a compulsory component of this Code.

The second section of the north loop road extends the lane westward and intersects with Coronation Avenue at the western extremity of Coronation Avenue. The construction of this component of the north loop road is also considered desirable, should Site E or F (as per Figure 4.7) being developed for supermarket purposes.

The ultimate need for the western component of the north loop road will largely depend on the final location of the supermarket. These matters are to be further assessed as part of any development application lodged with Council via a traffic impact assessment, which will need to be prepared by the proponent. In addition, Council may undertake a local traffic study as a component of further detailed study to support and implement the Public Domain and Infrastructure Improvement Plan (PDIIP).

The Supermarket Matrix contained within Appendix 5.1 of this Code details potential infrastructure improvements necessitated by the development of a full-line supermarket. In this regard, should these works not be identified within a Section 94 Contribution Plan at the time of lodgment, Council will require that the works identified be addressed as part of a Voluntary Planning Agreement.



Figure 4.12 Illustrative Option for Phillip St Extension NTS

Potential Extension of Phillip Street

This Code includes the potential opening of Phillip Street to through traffic, to firstly ensure adequate vehicular servicing for any 'full line' supermarket on Sites A, B or G (as per Figure 4.7) (delivery trucks and car parking) and secondly, to enable future opportunities to further disperse vehicular traffic within the village centre road network, creating greater levels of traffic efficiency in the village centre.

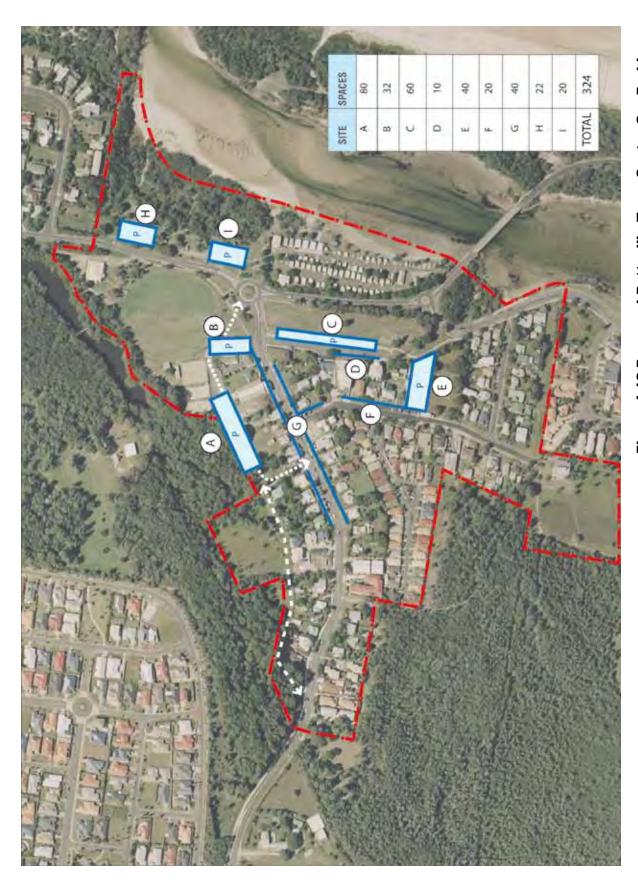
It is considered that the predominate nexus in re-establishing Phillip Street as a through road is the potential location of a full line supermarket along Phillip Street. Whilst the Structure Plan detailed in the Code provides for a extension of retail and commercial activity along Phillip Street, the provision of the Phillip Street extension is linked to the provision of a supermarket or as part of a broader traffic management strategy.

In the event of Site's A, B or G being developed for a supermarket use, the traffic impact assessment submitted with any Development Application is to explore the extension of Phillip Street as a through road, as well as alternative solutions to secure vehicular and delivery access to the site. Should the extension of Phillip Street be required to facilitate the orderly and economic use of the site as a supermarket facility, design options are to be explored, in consultation with the Pottsville community, to achieve the following objectives:

- Pedestrian primacy over vehicular traffic is to be maintained along Phillip Street;
- Clear and legible pedestrian and cycle crossing points are to be identified and provided to maintain and where possible enhance safety and permeability either side of Phillip Street; and,
- Traffic calming methods and other design solutions are to be explored to maintain pedestrian safety and comfort levels.

The details of the consultation undertaken, including any presentation materials, location/s and dates, methods of engaging the public and feedback received from the Pottsville community is to be recorded and included as part of any development application submitted.

Similarly, as part of any local traffic study undertaken as part of further detailed work, building upon the PDIIP, should the extension of Phillip Street be identified as a need, the abovementioned requirements will also apply.



Co-Locating Carparks And Fostering Walkability

To assist in achieving Environmentally Sustainable Development (ESD) principles, the orderly and economic use of land, and to foster greater walkability within the village centre, the provision and location of car-parking is to be coordinated throughout the village so as to create pocket parking.

One of the constraints to achieving an appropriate utilisation of land in the village centre and achieving the ultimate built form permitted by the Council's planning controls is the provision of on site car parking. Pottsville village centre does not currently have the benefits of parking concessions in the Council's car parking code.

The village centre precinct is, in essence, entirely contained within a 300 metre radius from the midpoint of Coronation Avenue. As such, the precinct is highly accessible via pedestrian movement, enabling users arriving by vehicle to park in a single location and undertake numerous tasks, before returning to their vehicle.

The ability to cross-utilise car spaces enables the number of vehicle spaces required within the village centre to be reduced, thus the number of vehicle movements within the village will be less. This contributes towards greater environmental sustainability. The car parking analysis discussed within Part 3 of the Code reaffirms that Pottsville village centre presently enjoys a surplus of car parking spaces. To maximise the efficiency of cross utilising car spaces, this Code advocates the design and construction of a series of 'pocket car parks' distributed throughout the village centre. Preliminary locations and sizes of the pocket carparks are illustrated on the Public Domain and Infrastructure Improvement Plan, being Figures 4.10 and 4.12.

By dispersing the pocket car parks throughout the village centre numerous benefits are expected to be realised, including;

- by locating the parks on the periphery of the village centre precinct, traffic movements are further diffused, and the traffic impact upon Coronation Avenue reduced;
- the pocket parks are sized so as not to disrupt the urban fabric of the village centre, and dispersed to enable an equitable benefit to uses;
- create a greater level of permeability and walkability throughout the precinct by reducing distances between uses created by requiring large amounts of car parking in the core of the village centre; and

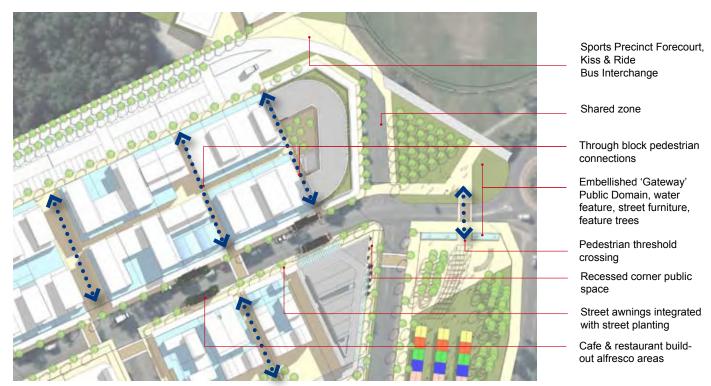


Figure 4.13 Pottsville Village Centre Public Domain Improvements Concepts

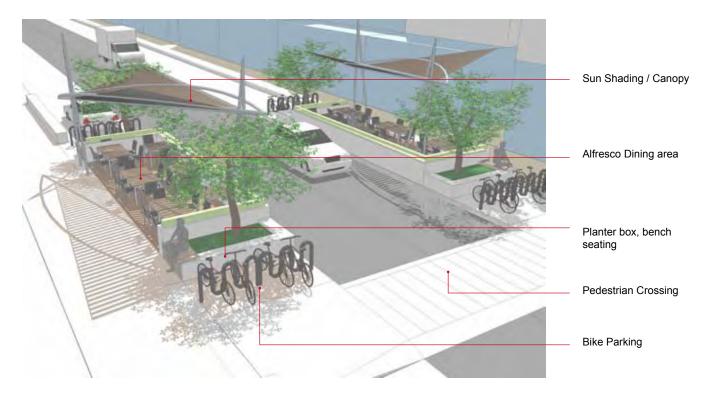


Figure 4.14 Pottsville Village Centre - Alfresco Build OutsCafe & restaurant build-out alfresco areas integrated outdoor seating, sun shading, landscaping, lighting and bike parking

 increase the efficiency and effectiveness of the spaces by enabling improved cross-utilisation of spaces and broader hours of use.

The constraint of car parking required for development within the village centre will be implemented via development controls contained with **Design Control 11** of this Part. In addition, to facilitate the construction of the desired pocket carparks the existing Section 94 Contributions Plan No. 23 – Off-Site Parking will be amended following adoption of this Code to include the objectives of this strategy, then develop a detailed works plan and schedule to facilitate construction.

Public Domain Improvements

To further improve pedestrian movement and walkability within the village centre the Public Domain Infrastructure and Improvements Plan (PDIIP) details several components to increase the primacy, safety and comfort of the walking experience. The PDIIP includes more formalised pedestrian crossing areas, which can be combined with planted build-outs which will effectively narrow road widths in key areas, creating a more clearly articulated village centre zone for drivers to negotiate at slower speeds.

The PDIIP proposes new build-out and crossing points at the two key intersections within the village centre. These build-out areas can provide locations for shaded seating areas as well as potential future outdoor dining locations along an otherwise narrow footpath. (refer Figure 4.14)

To provide additional shade and traffic calming on Coronation Avenue, it is proposed that some car bays be replaced with planted build-outs containing large shade trees, as the width of the footpath combined with the location of awnings, particularly on the north side, is currently too constrained to provide further shade planting.

Along with the redevelopment of the site on the corner of Phillip Street, a shaded piazzetta with ground floor cafes and retail, feeding onto it, can help to further activate the street and provide a welcoming entry into the centre from the north. (refer Appendix 5.2)

To further define the entry and arrival to the village centre, it is proposed that character and flowering trees be planted along both the Tweed Coast Road and Coronation Avenue, as indicated on the priority Capital Works Plan (Figure 4.10). Other areas recommended for short term capital works expenditure are

Pottsville Locality Based Development Code April 2010 V.2 122	,

clarifying pedestrian links to the park on both sides of the road and links from the park to beach via directional planting, signage and surface treatment.

In addition to improvements focused on the street and footpath environment, it is important that entrances to the village centre and key spaces within it, contribute to an overall character in a suite of coordinated improvements. While it is recognised that full implementation of proposals will not be immediate and will require further detailed master planning design, consideration of the whole, assists in providing the framework and vision for the village centre, which can then be both implemented over time.

A final element of the PDIIP is a series of improvements to establish clear, legible links to the creek and the beach.

The PDIIP as detailed within this Code represents a conceptual view of potential improvements within the village centre and requires further investigation and detailed design for each component identified, as well as, other opportunities that may be present. Each component will need further design phases along with identifying funding opportunities, whether they be developer agreements, Section 94 Contributions, grant funding or the like. Further detailed work to advance to PDIIP is to be included as an Appendix to this Code as adopted by Council.



Pottsville Locality Based Development Code April 2010 V.2 124

1.3 Development Control and Implementation

LEP Considerations

- Incorporate the landuses identified within the Structure Plan into the Tweed Local Environmental Plan by way of zoning amendments.
- Incorporate the prescribed Floor Space Ratio controls into the Tweed Local Environmental Plan.
- Incorporate height limits into the Tweed Local Environmental Plan.

Development Control

The following controls collectively define the future form, appearance and character of the village centre. It is considered that the outcomes of complying development in this respect will be to foster and maintain a strong, vital and vibrant village centre, which continues to be the focus of community activity.

DESIGN CONTROL 01 - Floor Space Ratio (FSR)

Floor space ratios are a measure of the density of development on a site. FSR on its own merit is not an effective control on building bulk and in this respect must be coordinated with controls for height, setbacks, site coverage, and the like, to result in an appropriate bulk and scale. FSR however is a highly effective mechanism for defining the total development potential of a site, providing the market with a clear indication of potential viability and providing a mechanism for assessing the potential external impacts of development, for example parking and traffic generation.

FSR Objectives

- Limit the potential for over development and underdevelopment of sites.
- Provide incentives for positive redevelopment and revitalisation through manipulation of development potential for key sites.
- Ensure the potential density of development for a site is coordinated with other built form controls and provision of car parking.

FSR Control

- a. The maximum FSR of development on any site within the Pottsville Village Centre (aside from those referred to within Point C) is not to exceed a Floor Space Ratio of 1.85:1.
- b. The minimum FSR of development on any site within the Retail Core is not to be less than 0.85:1 .
- c. In order to encourage the positive redevelopment of the sites fronting Coronation Avenue between Phillip Street and Elizabeth Street, Council may consider approving a development with an FSR of 2:1, where the development incorporates the following features:
 - i. Demonstrated general compliance with other guidelines of this DCP.
 - ii. Minimum site area of 1,000 m².
 - iii. Exemplary architectural design.
 - iv. Incorporation of a "Piazetta" on the corner of Phillip St and Coronation Avenue (the site area may be utilised in FSR calculations).
 - v. Street address and active frontages to Phillip Street and Coronation Avenue.
 - vi. Improved public domain, implemented in accordance with the proposed public domain framework.
 - vii. Gross Floor Area has the meaning attributed to it within Tweed Local Environmental Plan.

Minimum FSR Control

Development within the Retail Core is to achieve a minimum FSR of 0.85:1. In this regard, compliance with this control still requires compliance with other controls detailed throughout this Code and cannot be utilised as justification for any variation to the design controls stipulated in this Code.

Should the minimum FSR control not be met, the following criteria must be addressed:

- Attendance at a formal pre-lodgement meeting with Council's
 Development Assessment Panel to discuss the constraints of the site
 and design solutions to ensure the orderly use of the land in light of the
 principles of this Code.
- Detail the constraints of the site that prohibit compliance with this control.
- Demonstration that the development proposed can easily be built upon, by way of alterations and additions. This should include the submission of a staged development proposal displaying the future compliance with this and other controls within this Code.



Figure 4.15 Floor Space Ratio Map of Extents

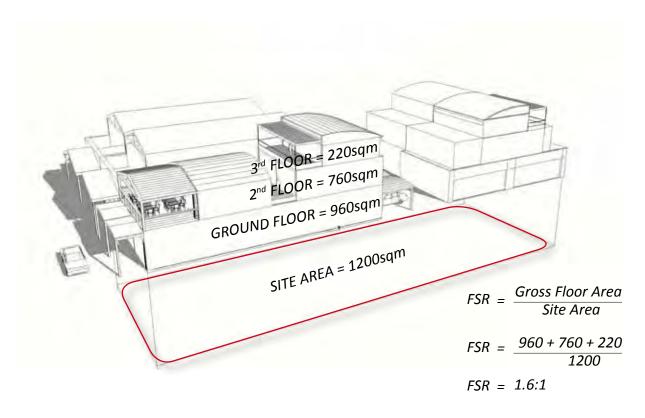


Figure 4.16 Floor Space Ratio

Promote a lively mix of uses and avoid under-development within the Village Centre

DESIGN CONTROL 02 - Site Coverage

Site coverage is defined as the area of a site that is built upon and impermeable. It includes all buildings and structures, not including at-grade hardstand parking as required by this Code. Controlling site coverage of buildings can result in natural ventilation between buildings, improved amenity, improved solar access and greater opportunities for landscape planting and stormwater infiltration. The Pottsville village centre has an established character of less than 100% site coverage, with buildings in many cases set back from front, rear and (sometimes) side boundaries.

Objectives

- Provide an area on village centre sites that enables soft landscaping and deep soil planting, permitting the retention and/or planting of trees that will grow to a large or medium size.
- Limit building bulk on village centre sites and improve the amenity of developments, allowing for good daylight access, ventilation and provision of high quality private and semipublic landscaped spaces.

Site Coverage Controls

- a. The maximum site coverage of any development within the Pottsville village centre is not to exceed 80%.
- b. For the purposes of this Code, site coverage is defined as all areas of a site that are developed upon, not including at grade car parking as required by this code.

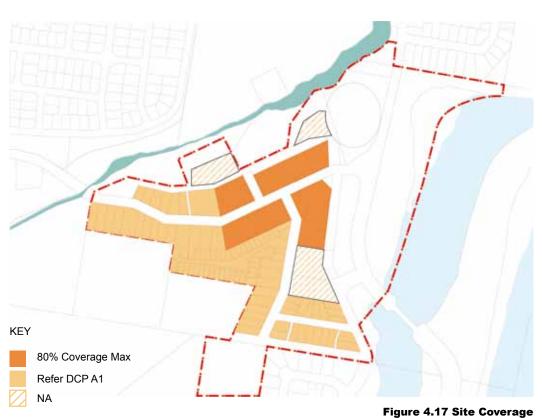
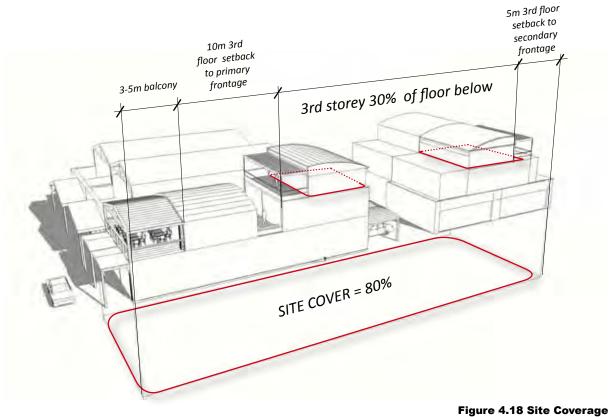


Figure 4.17 Site Coverage Map of Extents



Promote development which is of a scale, bulk and mass amenable to the Coronation Avenue character

DESIGN CONTROL 03 - Building Height

The definition of "building height" is contained within the Tweed Local Environmental Plan. Building heights have been determined by a range of factors including:

- a need to preserve a pedestrian scale in the Pottsville village centre;
- the existing and potential character of streets; and
- the potential to encourage positive change through improved development potential.

Objectives

- Ensure that the height of buildings does not negatively impact on the amenity of the public domain.
- Ensure appropriate solar access to adjacent public and private space.
- Provide an incentive for revitalisation and renewal of Coronation Avenue and Phillip Street.

Building Height Controls

- a. The maximum allowable height within the Pottsville Village Centre is 11 metres.
- b. The 3rd floor of any development is not to occupy more than 30% of the floorplate of the level immediately below and must be setback at least 10m from the front building line.
- c. In cases where Council has consented to an increased FSR (2:1), Council may also allow a greater upper storey floor area, up to a maximum of 70% of the floorplate of the level immediately below.
- d. Where development goes to a third level, residential type or tourist uses only are permitted on that third level.
- e. Where adjacent to lower scale development, the 3rd floor of proposed development is to step down to its lower scale neighbours.

Floor to floor and floor to ceiling heights

- f. Ground floors of all buildings within the village centre are to have a minimum floor to floor height of 3.6m in order to provide for flexibility of future use.
- g. Above ground level, residential floors are to have a minimum floor to ceiling height of 2.7 metres.
- h. Above ground level, commercial and retail floors are to have a minimum floor to floor height of 3.3 metres.



Figure 4.19 Maximum Building Height
Map of Extents

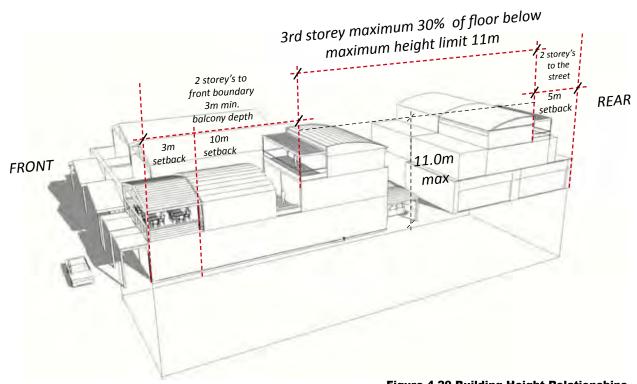


Figure 4.20 Building Height Relationships
Where taller development is to be located adjacent to lower scale existing properties,
built form should step down to side boundaries.

DESIGN CONTROL 04 - Setbacks and Street Frontage

It is important that new buildings within the Pottsville village centre contribute to a strong definition of the street and public domain. The lower scale nature of village centre streetscape, variation in setbacks and a strong landscape presence in these spaces make a positive contribution to its image and character. The approach to street frontage height therefore needs to be one that provides for flexibility in street setbacks, whilst also maintaining a strong address to the street.

Active street frontage is characterised by lively pedestrian activity. In Pottsville, this is accomplished by the orientation of non-residential uses such as shops, to the street frontage, and through vibrant semi-public spaces, such as café courtyards that immediately border the street. These patterns are to be continued in the future.

Objectives

- Achieve a comfortable street environment for pedestrians.
- Provide a strong and appropriate definition of the public domain.
- Maintain a compatible relationship with existing buildings in the street.
- Create lively and interesting frontages to urban spaces.

Street Setbacks Controls

- a. Properties required to provide an Active Frontage (see Figure 4.21) and/or where a retail ground floor use is proposed, 85% of the building frontage is to align with the property boundary (zero setback).
- b. Council will only consider applications where zero front setback is not provided within the Active Frontage area if the application clearly demonstrates that the design makes a positive contribution to the overall image and character of the village centre through courtyards and other design treatments.
- c. Properties required to provide a Landscaped Frontage (see Figure 4.21) street setbacks of up to 6m are allowable but no less than 3m, provided that the street frontage space is considered as a semi-public space and comprises landscape and activities that contribute to activity and vitality of the street.
- d. The 2nd floor of any development must be setback a minimum of 3m from the primary frontage.
- e. The 3rd floor of any development must be setback at least 10m from the front building line

Active Frontage Controls

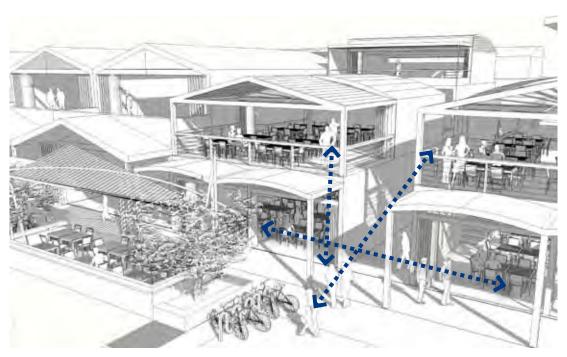
- a. Developments containing Shop-Top housing must provide a clear street frontage and/or carparking areas which are separate from the entry areas for other building uses.
- b. Shop front windows are not to be obscured by excessive signs, 'lifestyle' images, advertising and storage areas.
- c. The ground storey level of premises with frontage to a key public urban space and streets incorporates activities that are likely to foster casual, social and business interaction for extended periods (such as shop fronts, indoor/outdoor cafes and restaurants) for 85% of that frontage, and:
 - i. presents a maximum of 70% of building frontage as windows/ glazed doors and a maximum of 30% as solid façade;
 - ii. provide clear or relatively clear windows and, where provided, grille or translucent security screens rather than solid shutters, screens or roller-doors; and
 - iii. The design of upper storeys uses provide opportunities for occupants to look out over public space.



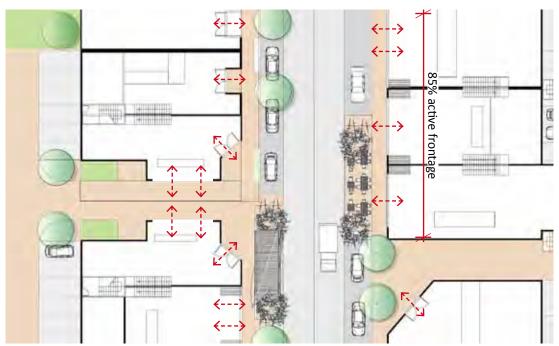
Figure 4.21 Active Frontages

Map of Extents

Pottsville Locality Based Development Code April 2010 V.2 134	-



Strong visual connection between street, shopfront and upper balcony level



Active shopfronts and uses which engage with the street and pedestrian

Figure 4.22 Ground floor active frontage
The above diagrams illustrate principles for ground floor active frontage and for ground and upper level interaction with public spaces (including the street)

DESIGN CONTROL 05 - Building Orientation

The way in which buildings address the street has important implications for the quality of the public domain. In general terms, streets should be fronted by buildings that respond to the street alignment by orientation of their main entrances and facades. In Pottsville, examples of spaces between building frontages and the street also exist. These are typically well landscaped and contribute strongly to the character of the village centre. In such situations though, buildings continue to be oriented toward public streets.

Objectives

- Achieve a strong definition of the public domain.
- Reinforce a supportive relationship between buildings and streets.
- Contribute to a strong landscape quality within the village centre.

Building Orientation Controls

- a. The external facades of buildings are to be orientated to the streets that they front.
- b. The main "face" and entrance of all buildings is to be oriented toward, and be immediately visible from, the street directly in front.
- c. Where a building is located on an allotment that has more than one street frontage, the main pedestrian entry is to be oriented toward the more significant of the streets.



Figure 4.23 Building Orientation

Map of Extents

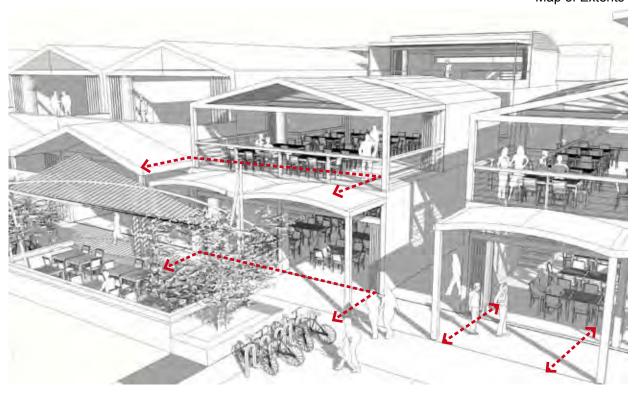


Figure 4.24 Building Orientation

Buildings should respond to the street in terms of entrance and facade treatment

DESIGN CONTROL 06 - Townscape and Building Character

The form and appearance of buildings holds significant implications for the character of the village centre and for the manner in which it is perceived by both residents and visitors. In the face of increasing competition from other centres it is vitally important that the village centre express an image, through all elements of its form that coveys a high quality, visually and climatically appropriate, built environment in order to attract and maintain future business and visitation.

Objective

 Development should create or contribute to the village townscape and landscape character of the precinct and the environs of the site in which the development is to be carried out.

Townscape and Building Character Controls

- a. Buildings and landscape in the village centre are to address the following characteristics:
 - i. Tops of buildings and roofs are to consider the townscape skyline encouraging a variety of roof planes (projecting roofs, skillion roofs, pitched roofs) and depth to the buildings elevation whilst concealing service and mechanical plant equipment from public view.
 - ii. Walls are to incorporate variation in frontages, use of varied textures, screening and layering.
 - iii. Buildings are to be articulated to create a human scale with awnings, recesses, detail and texture.
 - iv. Large vertical or horizontal masses are to be broken down with the use of a combination of colour, modelling of facade and layering.
 - v. Building construction is to avoid large areas of rendered masonry, instead using composite construction including lightweight cladding and screening materials.
 - vi. Entries are to be clearly identifiable.
 - vii. Buildings incorporate the use of screening, sun shading devices and deep recesses to create deep shadows and shading on building facades.
- Building facades in the village centre are to address the following characteristics:
 - i. Articulated to explore the 'fine grain' of retail use along Coronation Avenue
 - ii. Articulated to express the buildings distinct elements and functions
 - iii. Recognise and architecturally respond to desired streetscape characteristics.
 - iv. Pick up the horizontal and vertical lines of adjoining buildings.

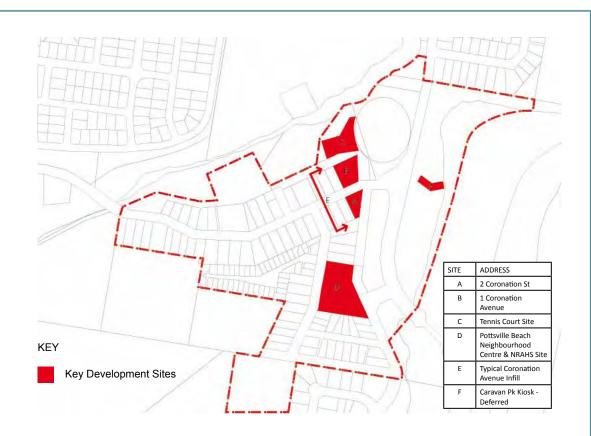


Figure 4.25 Key Development Sites

Map of Extents



Figure 4.26 Townscape and Building Character

Both corner sites at the intersection of Coronation Avenue and Phillip Street hold significant development opportunity. The corner sites are visually prominent from the Coast Road and as such any future design needs to address this 'gateway' positioning.

DESIGN CONTROL 07 - Corner Buildings

Corner buildings are highly visible and provide the opportunity for notable design solutions. Strong corner buildings can provide valuable street definition and assist in defining the edges of precincts. In this respect, they are important elements contributing to the legibility and overall character of the village centre.

Objectives

- Enhance the legibility of the village centre.
- Provide a strong address for important junctions.

Corner Building Controls

- a. The design of buildings on corner sites are to be designed to express and/or emphasise the importance of their location through architectural expression including but not limited to: strong roof form, building structure, facade treatment and materiality which reinforces the corner, active ground floor component, depth to the building elevation and landscape treatments, and are to display the following characteristics:
 - 3D modelling of corner elements e.g. truncation, articulated bays.
 - ii. A strong design contribution to the public domain and townscaping objectives of this Code.
 - iii. Landscape and footpath treatment at corners which reinforces the significance of the corner.



Figure 4.27 Key Corner Sites

Map of Extents



Figure 4.28 Corner Treatment

A combination of height, architectural treatment and building location can be used to emphasise the importance of street corners

DESIGN CONTROL 08 - Awnings and Weather Protection

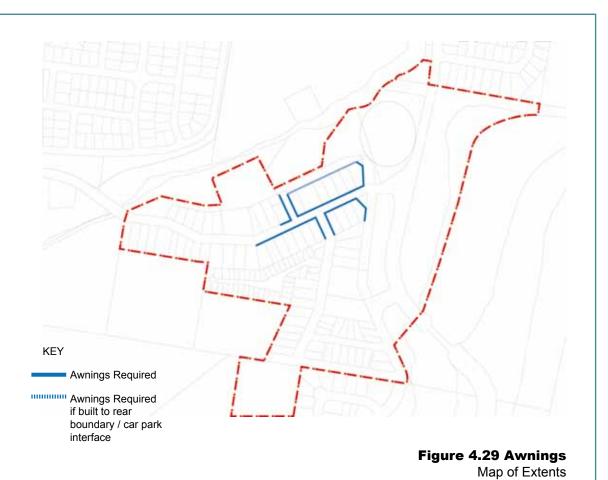
Awnings assist in providing a pleasant and comfortable pedestrian environment, weather protection and contribute to the creation of a pedestrian scaled environment. Awnings are particularly important in typical shopfront design expressed in many parts of Coronation Avenue and Phillip Street.

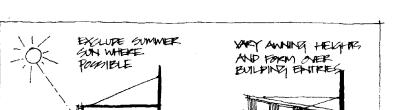
Objectives

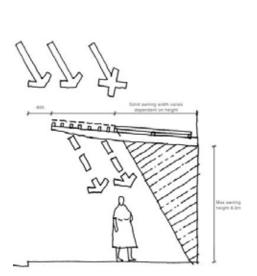
- Provide weather protection in areas of high pedestrian traffic and in semi-public space.
- Encourage the use of consistent and continuous awnings where retail shopfronts are provided.

Awnings and Weather Protection Controls

- a. Provide continuous awnings for all retail shopfronts that are located within the village centre.
- b. Wrap awnings around corners for at least 6 metres where a property is located on a street corner.
- c. Where buildings are set back from the street frontage boundary, alternate weather protection to the created semi-public space is to be provided. This could include pergolas, fabric screens, shade trees and the like.
- d. Awnings and shade structures should be designed to:
 - exclude summer afternoon sun where possible;
 - · articulate significant building entries; and
 - Provide shelter to the street, but, where deep awnings occur, bring natural light to shop front.
- e. Awnings should have a minimum soffit height of 3.3 metres and be coordinated such that there are no more than minor variations in height between awning structures on adjacent buildings.
- f. Awnings should have a minimum depth of 3 metres and provide under awning lighting. Where a depth of 3 metres cannot be achieved due to the proximity of the carriageway to the property boundary, the outside edge of the awning is to be aligned to within 500mm of the kerb line.
- g. Any under awning sign is to maintain a minimum clearance of 2.8 metres from the level of the pavement.







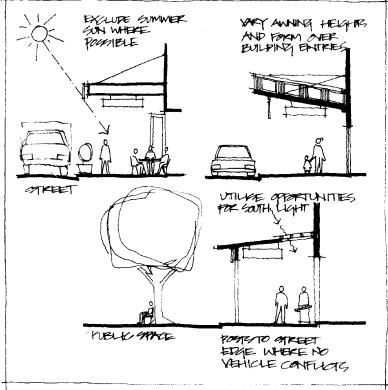


Figure 4.30 Design Consideration for Awnings

DESIGN CONTROL 09 - Mixed Use Development

Mixed use buildings incorporate various combinations of retail, commercial and residential uses. They are a unique building type that requires specific design outcomes to ensure a high quality built form outcome. This is particularly the case in village centre areas as streets normally experience high levels of activity, with the potential to affect residential amenity. Likewise, the location of residential development within a busy retail street context has the potential to disrupt the continuity of the street and impact on the quality of the public domain.

In Pottsville, mixed use development is appropriate as it provides opportunities to broaden the mix of uses in the village centre, within the development footprint. This greater opportunity will assist in maintaining and enhancing the attractiveness of the village centre for investment, and better enable it to compete with other emerging centres.

Objectives

- Ensure appropriate residential amenity is fostered in the design of mixed use development in Pottsville village centre.
- Provide enhanced surveillance and activity within the village centre.
- Provide opportunities for non-retail development in order to broaden the economic base and attractiveness of the village centre.

Mixed Use development Controls

- a. Mixed use development is defined as a vertical integration of 2 or more activities within the one building. A typical example of mixed use development is shop top housing.
- b. Mixed Use development is encouraged throughout the Pottsville village centre.
- c. The upper floor uses of mixed use buildings must have clearly defined and separate entrances from the street frontage.
- d. The entrances for upper floor activities is not to occupy more than 20% of the street frontage.
- e. Mixed use buildings must establish clear sight lines to the public domain, whilst allowing for suitable privacy for upper storey residential apartments.
- f. All parking is to be located at the rear or in a basement car park, and accessed via a rear lane where practical.



Figure 4.31 Mixed Use Development

Map of Extents



Figure 4.32 Promote Infill Development with a mix of uses such as shop top housing

DESIGN CONTROL 10 - Signage

To confine advertising and signage to appropriate, consistent and visually acceptable locations.

Individual signage is essential to commercial premises. Collectively, signage contributes significantly to the character of the public domain and should be considered in this context. It is important for commercial signage to be of a quality that enhances the character of Pottsville, while also fulfilling the needs of business operators.

Signage Controls

- All applications for new buildings or the substantial refurbishment of an existing building shall detail the design provisions made to accommodate future signage.
- Signs are designed and treated as an extension of the architecture of the building reflecting the building in terms of styling, materials and colour.
- c. The scale proportion and form of advertising devices and entry features are appropriate to the streetscape or other setting in which they are located.
- d. Signage devices do not obstruct the passage of pedestrians or vehicles. They do not impact on traffic safety and do not obstruct sight lines.
- e. Signage devices placed on footpaths and street edges (e.g. "a-frame" display boards) are not permitted.
- f. Pole signs are not permitted.
- g. Signage devices are designed and integrated into the building and landscape design so as to minimise visual clutter.
- h. Signage devices are constructed of robust materials so as to minimise ongoing maintenance.
- i. Signs will only be permitted above the awning of a building where they are incorporated into the design of the building.
- j. Signs are not to cover windows or detract from the architectural qualities of a building.



Figure 4.33 Signage Map of Extents



Figure 4.34 Design Consideration for Signage

DESIGN CONTROL 11 - Car Parking

To achieve the aims of this Plan the requirements for customer car parking under Section 4.1 of the Tweed DCP 2008 - Section A2, are varied in the following categories:

- shop and retail group (Table 4.9C);
- refreshment room and restaurant in the recreation, dining and entertainment group (Table 4.9D);
- development in the commercial, office group (Table 4.9G).
- development in the health, consulting group (Table 4.9H)

Objectives

- To encourage best use of land within the Pottsville village centre.
- To promote pocket car parks for the collective use of the village centre as a more efficient use of land.
- To ensure that the provision of parking is not inconsistent with the aims of this plan with regard to increasing gross floor area of buildings within the village centre.

Car Parking Controls

 a. Car parking provision for building categories listed in this section (referred above) are reduced by 50% for development less than 1,000m² GFA, or 30% for development more than 1,000m² GFA, of the abovementioned land uses.

This is Council's preferred option, however it is acknowledged that this requirement may not be achievable in all circumstances. Council is therefore open to considering alternate design solutions.

- b. Service and access facilities (e.g driveways) are to occupy no more than 50% of an individual properties frontage to the rear lane.
- c. Amalgamated rear access handle lanes are encouraged where they can service more than one development site.

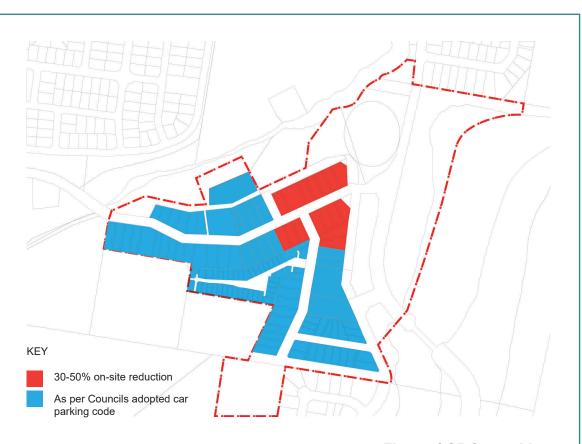


Figure 4.35 Carparking Map of Extents

DESIGN CONTROL 12 - Public Domain Framework

Landscape within the public domain is to be implemented in accordance with the Public Domain Infrastructure Improvements Plan appearing in **Figure 4.10**.

Landscape

- Landscaping incorporates a planting design which provides:
 - framework of predominantly endemic native species;
 - native palm species planted as small groups amongst other tree types as an emergent feature;
 - visual interest through form, texture and variations in seasonal colour;
 - compatibility with buildings, hard paved areas, overhead and underground services;
 - scale relative to the size and nature of the development and its setting;
 - proposed development is to provide suitable casual surveillance of rear lanes.
 - landscape planting (particularly shade trees) is to be provided within or adjacent to the rear lane.
- The opportunities for water infiltration on site are maximised by:
 - draining portions of hard surfaced areas to permeable surfaces;
 - maximising areas of turf, garden beds and pervious paving types;
 - minimising the area of impervious surface finishes on the site; and
 - providing permeable surface treatments.

Other Statutory and Non Statutory Considerations

- Section 94 Contributions or developer agreements required for public infrastructure;
- Funding and works required for the implementation of public domain strategies;
- Prepare a detailed design and costing brief and commission an appropriate consultant or Council group to undertake;
- Prepare a detailed capital works budget, funding and implementation plan to be adopted by Council.

Negotiations with RTA required for proposals concerning Coronation Avenue and Tweed Coast Road

- The proposed rear lane is to provide parking and service access to properties, as well as an opportunity for vehicle circulation in the village centre;
- Proposed development is to provide a frontage and an additional pedestrian entrance to a rear lane wherever present.
- Council or the applicant may request the creation of a Voluntary Planning Agreement to provide the off-site car parking spaces as opposed to a Section 94 Contribution.



Figure 4.10 Public Domain and Infrastructure Improvements Plan

Map of Extents



Figure 4.13 Public Domain Indicative Plan at intersection of Coronation Avenue & Market Park / Oval

