

CRESCENT HEAD MASTER PLAN



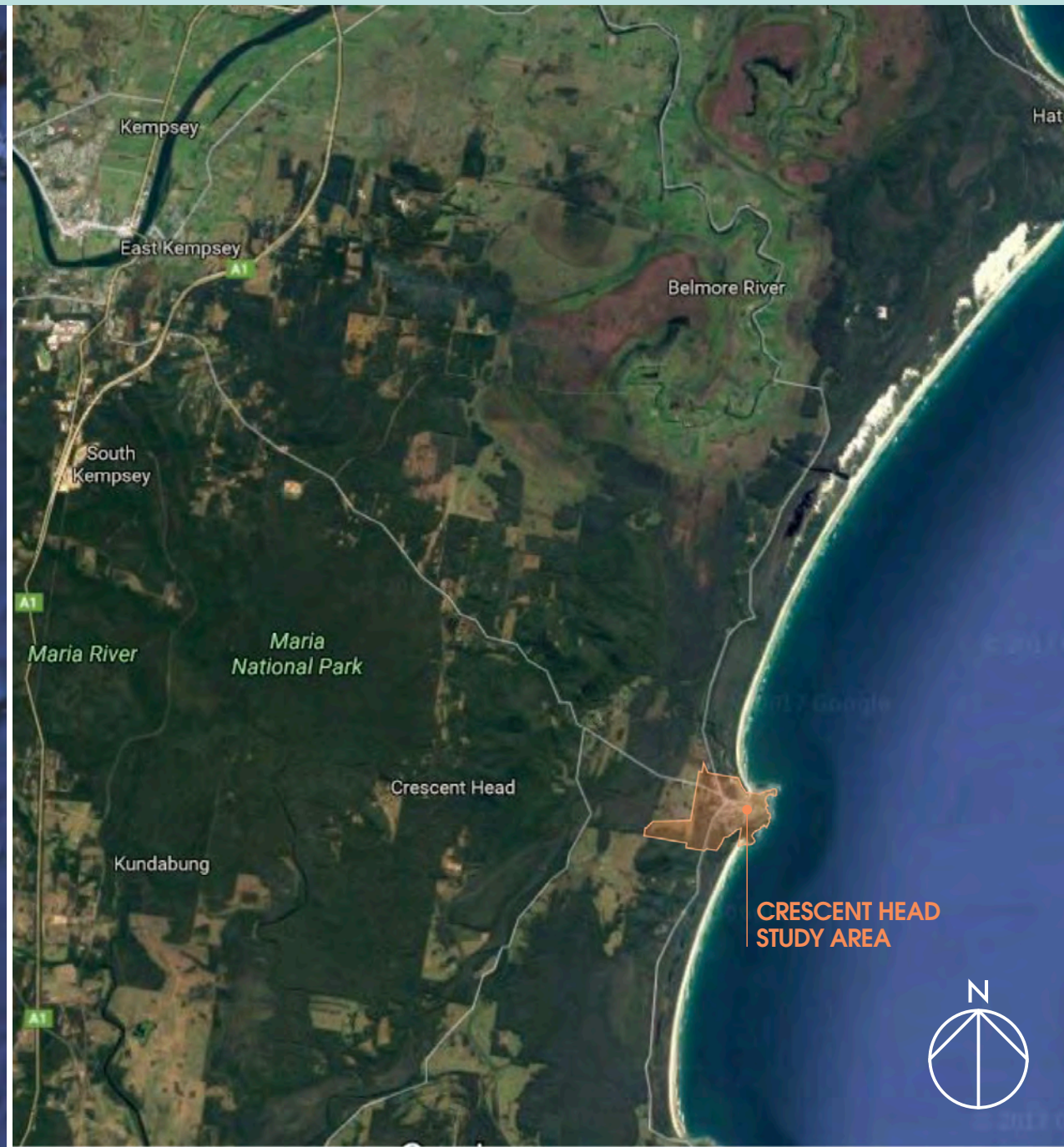
NOVEMBER 2017

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LOCATION



STUDY AREA



BACKGROUND

The Crescent Head Master Plan has as its key objective to serve as a framework supporting the community in identifying and developing programs that invigorate the local economy; that provide improved village public spaces; that protect and conserve public lands for future generations; that guard against inappropriate development practices and that safeguard the character and quality of life inherent in living in Crescent Head.

The Crescent Head Master Plan is the product of Kempsey Shire Council's commitment to provide better service outcomes to the community. The commitment to listen and to gauge the concerns of residents was put into practice at the two workshops held on December 1 2016 at the Crescent Head Surf Club.

As the residents of Crescent Head have made clear, the coastal village preserves a unique and special place in the shire and the wider north coast region. For the visitor the unique cultural flavour of Crescent Head is expressed through the magnificent coastal location and the atmosphere of the small beachside village.

The Master Plan is therefore to identify what is important to the community and to recommend a way forward in identifying the improvements to the village and surrounding area inspired by the community so that the place will retain the character and feel that is its identity.

To assist in achieving these, the objectives of the master plan are identified as:

- 1. Providing guidance on the delivery of new and upgraded public domain facilities within Crescent Head village,**
- 2. Outlining the management direction for public land in the care and control of Kempsey Shire Council,**
- 3. Investigating planning issues relevant to the Crescent Head community, and**
- 4. Nominating a series of community inspired priority actions to develop a works improvement program for Crescent Head.**

This document reinforces the Crescent Head Area Master Plan Discussion Paper prepared in March 2017, and the Community Consultation Report (March 2017).



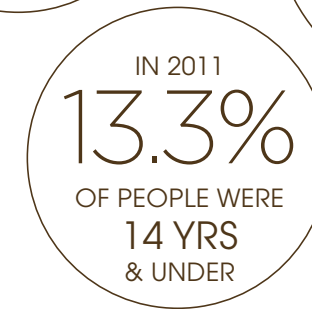
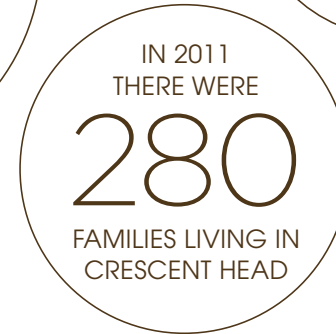
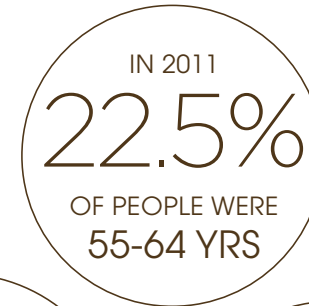
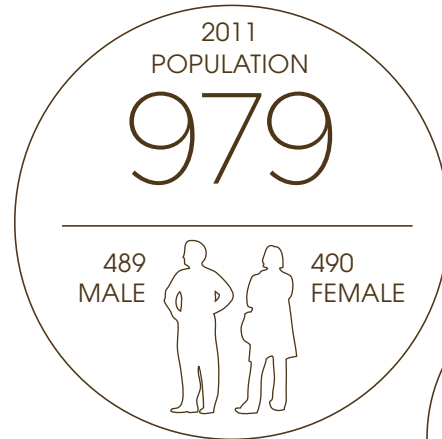
COMMUNITY PROFILE

As outlined in these community profiles, Crescent Head is undergoing significant demographic change.

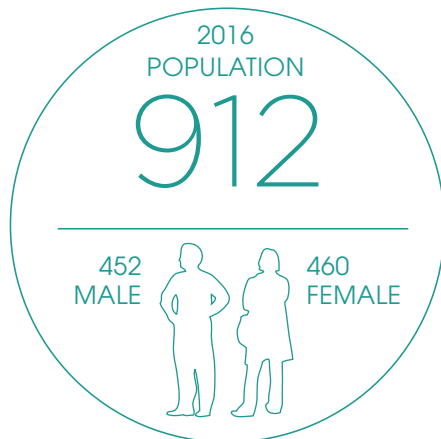
The community is becoming older with people in the 55-64 years age group doubling in the decade to 2011. Over the same period the number of families in Crescent Head has declined.

The aging demographic and declining resident population has impacts in terms of planning and delivery of community facilities and infrastructure, as well as the mix of residential housing.

ABS CENSUS 2011 & 2016 | CRESCENT HEAD URBAN CENTRE / LOCALITY



2011



2016

COMMUNITY CONSULTATION

Community engagement and a collaborative approach between council and all those who have an opinion about the future of Crescent Head is a vital part of developing the Master Plan.

Council provided a staged engagement approach in order to seek the community's feedback on the longer term future of Crescent Head, before reviewing identified issues and options in more detail ahead of the draft Master Plan being on public exhibition.

The methodology for the community engagement involved a combination of face to face and online engagement in an effort to reach the diverse local and visitor stakeholders that make up the community of Crescent Head, and the wider Macleay Valley.

Tools used in engaging with the community included;

- Two community workshops held in Crescent Head in early December 2016.
- An online engagement portal CHAMP, created on Your Say Macleay, Councils dedicated community engagement

portal. The portal contains background to the Master Plan development, Frequently Asked Questions and a document and image library.

- An online brainstormer space encouraging participants to share their vision for Crescent Head.
- An online community survey.

Overall participation in consultation process resulted in:

- 1100 visits to the CHAMP section of the Your Say Macleay website.
- 799 visitors classified as 'aware' as they visited at least one page of the site.
- 442 participants then took some form of action to participate, including 111 document downloads, 64 views of the FAQ page and 295 visitors who viewed multiple pages on the site.
- 130 of the visitors responded to the Community Survey (82) or contributed an idea to the Brainstorm (35).

- 50% of contributors to the survey were permanent residents of Crescent Head, 12.5% were owner of investment / holiday property and 20% identified as frequent or long term visitors.
- 80 people attended the community workshops on December 1, with 35 at the afternoon session and 45 at the evening session.



COMMUNITY CONVERSATIONS



“ Beauty of natural environment is iconic. Man made structures to be kept simple - not dominating. Natural beauty and environment of the village. ”

“ ... the foreshore does not define the different and varied users and as such creates confusion and conflict. ”

“ allow night markets/cafes to trade in the streets in holiday seasons; ”

“ ... a levy should be applied to holiday houses . ”

“ Caravan and camping is Crescents major industry and it is in the towns best interest to support it. ”

“ There is no shade for anyone wanting to sit down and eat at the kiosk at Surfclub ... More picnic tables in the area where the playground is, and a couple more in front of surf club. ”

“ Splash water area and park ... give families and children a hub to socialise and play in! ”

“ Pedestrian only streets from 6pm to 11pm in the cbd. ”

“ The 'soul' of Crescent Head needs a permanent population. Almost a third of houses in the village are now holiday rentals. ”

“ Tourism is the backbone of the local economy. Tourism has developed in a one dimensional manner (caravan park & cabins) and at capacity. ”

“ ... close off the street that has the country club and shops and turn it into a pedestrian space. ”

“ We need a different vision that is environmentally friendly and takes advantage of the beautiful natural attributes. ”

“ ... have a road system that has one way traffic through out the village cbd. ”

“ In 20 years time I hope that residents and visitors and their children at Crescent will still say "Wow" isn't the environment and natural beauty here just fantastic. ”



COMMUNITY PRIORITIES

The following themes were identified in Stage 1 of community engagement, with 1 being the most important and 11 being the least important.

1

Conserve the natural beauty and environment of the village

2

Retain the beach as defining characteristic of Crescent Head

3

Retain Crown Land in public ownership used for recreation

4

Oppose large development that changes the social fabric of village

5

Improve and beautify public recreation facilities

6

Manage water quality issues particularly relating to Killick Creek

7

Improve community safety

8

Beautify the streetscape and CBD but retain village atmosphere

9

Balance the needs of permanent residents with investors and holiday makers

10

Improve parking and traffic flow

11

Address housing availability and affordability

OBJECTIVE 1

Providing guidance on the delivery of new and upgraded public domain facilities within Crescent Head village

The importance of public facilities and infrastructure in Crescent Head was continually underlined by the community as being a key priority. The facilities not only provide the permanent residents of Crescent Head with an amenable and pleasant village environment. They are required to provide for the increased visitor demand experienced throughout the year, particularly during the summer months and school holiday periods when the population of Crescent Head may double.

Key areas identified by the community for improvement include: the village core along Pacific Street; the foreshore and beach zones; and the broader public lands of Muddy Arm and Little Nobby.

Common issues highlighted by the community include:

- Conflicts between pedestrians and vehicles experienced in peak periods, particularly along shared access to the beach and surf club area and the entry to the caravan park.
- Poor street landscapes in the village precinct.
- Outdated playground equipment in high use areas such as the beach and foreshore zone.
- Unsatisfactory facilities for picnicking and recreation in the beach zone with poor grass cover and lack of shade.



“ A people friendly village. ”

OBJECTIVE 2

Outlining the management direction for public land

The greater percentage of open space and public land accessible to the public in Crescent Head remains in the ownership of the Crown. While these lands are administered by the NSW Department of Industry, Lands and Forestry (DILF), on a day to day basis they are largely under the care, control and management of Kempsey Shire Council.

The lands include significant areas on the headland, foreshore and the estuary of Killick Creek, as well as the land occupied by the Crescent Head tourist park.

The following table details reserved Crown land in the care control and management of Council.

Crown Reserve	Lot and Deposited Plan
63725	7010DP1056215; 7011DP1055574; 7303DP1151611
Surfing Reserve	7300DP1121691
82808	7308DP11444583
89033	7015DP1056219
Crescent Head Cemetery	7021DP1026198
Pacific Street	7018DP1026119; 7017DP1026119
Local Aboriginal Land Council	7016DP1026119
90828	358DP754441
Point Plomer Road	707DP1120919; 7314DP1150869;
93800	28DP257413

A key direction of the master plan is the outlining of a clear policy direction for Council to guide the ongoing management of crown lands in Crescent Head

“ Integrated foreshore management between user and visitor. ”



OBJECTIVE 3

Investigating planning issues relevant to the Crescent Head community

Planning issues of relevance to Crescent Head highlighted in the consultation include those related to tourism, development pressures, holiday home occupancy and opportunities for business in the village.

In demographic terms Crescent Head is trending towards an older population. Younger families with children are declining as a group. This has a significant impact on the types of services required in the community, from the types of playground equipment in parks through to the type and size of residential housing.

Planning the best outcomes for the community requires an appropriate strategic approach including a review of current development controls in the village to determine the suitability or otherwise of the current schemes. The occurrence of houses that lie unoccupied for long periods of time, thus reducing the core resident population of the village, may also need to be addressed.

The future of the village is in many ways determined through the provision of sound forward planning.

Key planning issues include:

- Preserving visually sensitive locations such as the headland.
- Preserving and promoting the character and beachside architecture of the village.
- Traffic and parking particularly at peak periods.
- The rise of holiday homes, Air BnB and the reduction in the residential population of Crescent Head.
- Encouraging new and appropriate development into the village.



“ A village with the charm of yesteryear, and the modern touches of today. A place where employment is plentiful with streets of visual delight. ”



OBJECTIVE 4

Community inspired priority actions to develop a works improvement program

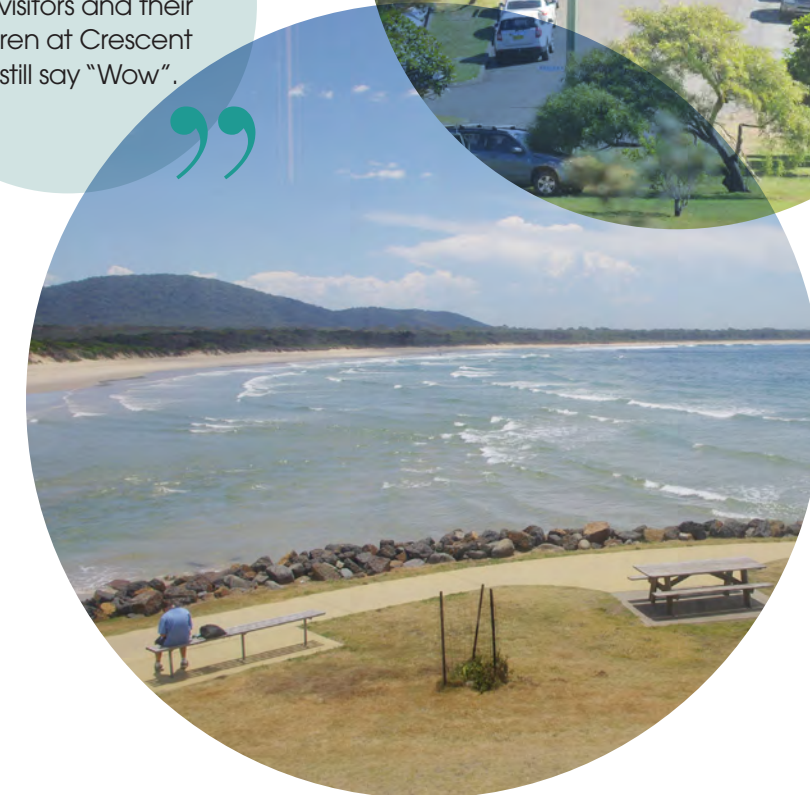
Establishing a community based works program for future infrastructure and facility provision is an important ingredient in delivering a sustainable long term outcome for the community.

The next stage of the long term plan requires the development of a program identifying key actions to be carried out by Council. These should include:

- Preparation of a comprehensive plan of management for the coastal crown reserves.
- Preparation of a streetscape landscape master plan for the village centre and surrounding streets.
- Development of a traffic management plan and vehicle parking strategy for Crescent Head.
- Review of planning policies affecting the Crescent Head village including current zonings and development controls on residential and commercial development.



“
In 20 years time
I hope that residents
and visitors and their
children at Crescent
will still say “Wow”.
”



PLANNING INVESTIGATION ZONES

Legend

1. Muddy Arm; Killick Creek Estuary and Main Beach
2. Tourist Park and Reserve Road
3. Headland and Point
4. Lower Residential
5. Central
6. Upper Residential
7. Sporting and Community Precinct; Swimming Pool
8. Urban Release



MASTER PLAN PROGRAM

1. Greater protection of water quality in Killick Creek
2. Improved recreational access to Muddy Arm and Killick Creek via new walking track and boardwalk system
3. Improved access for non motorised watercraft – kayaks
4. Investigate formalisation of overflow and peak period parking at Willow Street
5. Provide parking for a variety of vehicle types at key locations along foreshore area
6. Improve pedestrian safety and traffic management between foreshore and village centre on Reserve Road particularly during peak holiday periods

Investigate new town centre parking scheme and traffic management strategy

- 7/8. Identify and upgrade picnic facilities and playgrounds in parklands around foreshores, beach and village centre. Investigate improvements to Crescent Head swimming pool including construction of new amenities block.

- 9/10/11. Management policies to be established limiting type and scale of development on crown reserves in Crescent Head, and establishing a walking track network to provide public access and recreational opportunities.

12. Review current residential development controls and land use in Crescent Head village

13. Develop specific urban design guidelines to conserve coastal character of Crescent Head
14. Investigate appropriate planning controls to protect high value scenic and environmental landscapes
15. Crescent Head residential urban release investigation area
16. Village centre public domain upgrade
17. Improved streetscape with new street furniture and planting scheme
18. Improved lighting in village centre and foreshores
19. Retain iconic Crescent Head Golf Course



CRESCENT HEAD MASTER PLAN PROGRAM

ID	ISSUE	OBJECTIVES	PROJECT PROPOSAL	ESTIMATE OF COST	PRIORITY	TIMEFRAME	DELIVERY PROGRAM 2017 -2021
1	Fluctuating water quality in Killick Creek and estuary	Greater protection of water quality in Killick Creek	Investigate implement of key recommendations of Killick Creek management plan	\$100,000	HIGH	2017-2021	YES
2	Poor public access to Muddy Arm	Improved recreational access to Muddy Arm and Killick Creek via new walking track and boardwalk system	Muddy Arm Access and Management Plan	\$25,000	HIGH		YES
3	Need for improved access to launch small water craft	Improved access for non motorised watercraft – kayaks					YES
4	Rationalise vehicle parking at willow street	Investigate formalisation of overflow and peak period parking at willow street	Crescent Head Traffic Management and Parking Plan	\$35,000	HIGH	2017 -18	NO
5	Investigate new parking strategy for beach foreshore	Provide parking for a variety of vehicle types at key locations along foreshore area					NO
6	Conflicts between traffic and pedestrians occurring along reserve road	Improve pedestrian safety and traffic management between foreshore and village centre on reserve road particularly during peak holiday periods					NO
		Investigate new town centre parking scheme and traffic management strategy					NO
7	Local amenities and beautification of the streets and parks.	Identify and upgrade picnic facilities and playgrounds in parklands around foreshores, beach and village centre, including swimming pool and Baker Drive Community Precinct.	Crescent Head Foreshore Recreation and Landscape Plan	\$50,000	HIGH	2017 -2021	YES
8	Picnic and open space facilities need upgrading						YES
9	Retain and improve public access to crown reserves with view to create a coastal walking track	Management policies to be established limiting type and scale of development on crown reserves in crescent head, and establishing a walking track network to provide public access and recreational opportunities.	Plan of Management for Crown Reserve 63725 Headland and Foreshore	\$50,000	MEDIUM	2021-	NO
10	No further inappropriate development of crown land						
11	Retain crown land in public ownership						
12	Provide for appropriate scale development within crescent head	Review current residential development controls and land use in crescent head village	Crescent Head Planning Review	\$50,000	HIGH	2018-2019	YES
13	Protect and maintain beachside character and scale of crescent head	Develop specific urban design guidelines to conserve coastal character of crescent head					YES
14	Protect natural environmental heritage and landscape character of crescent head	Investigate appropriate planning controls to protect high value scenic and environmental landscapes					YES
15	Provide more affordable housing options in crescent head to increase permanent residential population	Investigate affordable housing strategies appropriate to crescent head including long term vacant housing levy					YES
16	Poor public spaces in village	Village centre public domain upgrade	Crescent Head Town Centre Urban Landscape Plan	\$35,000	HIGH	2018-2019	YES
17	Street landscaping and new street trees	Improved streetscape with new street furniture and planting scheme					YES
18	Increased security in public spaces	Improved lighting in village centre and foreshores					YES