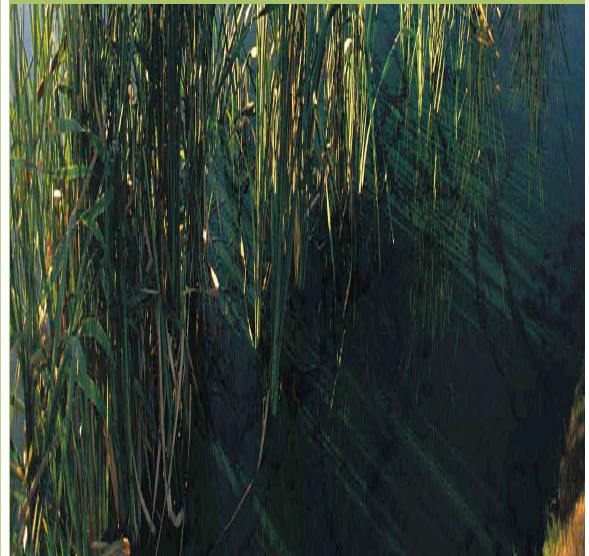


# West Byron Project

## Site Significant Study

Stakeholder Engagement Report

February 2011



Produced for Byron Bay West Land Owners  
Association (BBWLA)



**Tre Sorelle Trading**  
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## Executive Summary

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The Byron Bay West Landowners Association (BBWLA) is proposing to rezone their land a 108 hectare site located 2.5 kilometres west of Byron Bay, known as the West Byron Urban Release Area. Most of this land is owned by the members of the Byron Bay West Landowners Association, who are predominantly long-term Byron Shire residents. In no particular order the owners are Tony Smith (Byron Shire local), Alan Heathcote (Byron Shire local), Gary Macdonald (Byron Shire local), Richard Sykes (Melbourne based), Crighton Properties (Mid North Coast and Central Coast based), David O'Connor (Byron Shire local), Warren Simmons (Byron Shire Local) and Kevin Rogers (long-term Byron investor).

This land has been under consideration for rezoning for more than 25 years. In September 2009 the land was declared as a potential State Significant Site (SSS). Director General's requirements for this project were released in November 2009, outlining the various studies to be undertaken as part of the overall SSS study, which is the first stage of planning for the site.

The following report has been prepared for BBWLA and provides a summary of the engagement activities undertaken as part of the first stage of planning for the West Byron Urban Release Area. The engagement has involved both the local residents and other stakeholders, including local, state and federal government agencies/representatives and community/environmental/business agencies.

The key phases of engagement included:

**At the start of the investigation phase.** Informing stakeholders of the start of the project and offering government and community/environmental/business agencies an opportunity to meet with the project team and provide feedback, via a direct mail out.

Local residents were advised of the project through advertisements, with information provided on the web and at local meeting places, with information being hand delivered to local residents in the immediate area. Feedback was sought on local information and what was important to stakeholders in terms of natural and built features and their aspirations for the site.

**Following the design of the draft zoning options and development controls for the site.**

Stakeholders were informed of the draft via the direct mail out of newsletters, local adverts and the website, including a public information session and feedback was sought.

The adjoining landowners were engaged in each phase of the project, through face to face meetings. There has been a general verbal support of the proposed development however formal written feedback has been limited.

Feedback from local residents and community/environmental/business groups was limited in numbers however a range of feedback was received. Of the residents that did respond, a small number indicated overall opposition to any development of the site, whilst a larger number appeared supportive however with specific comments raised about the need for BBWLA to address the management of traffic, impacts on the local flora and fauna, and the importance of landscaping and adoption of sustainable practices as part of the development to be undertaken. These concerns and issues were addressed in the development of the zones and preliminary development controls for the site.

Government agencies indicated that they would prefer to be involved in the project once the SSS study goes on exhibition by the Department of Planning. The agencies that did respond focused their feedback on providing valuable information on current strategies and plans that they felt should be considered as part of the study process, and not indicating any objection or support of the development. The technical reports reflect the feedback and information received.

Less feedback was received from all stakeholder groups following the provision of information on the draft zoning options. It is expected that the exhibition of the plan by the Department of Planning will generate more feedback, which will lead to the refinement of the proposed land use plan.

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## Introduction and background

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### Purpose

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The following report has been prepared for the Byron Bay West Land Owners Association (BBWLA) and provides a summary of the engagement activities undertaken as part of the first stage of planning for the West Byron Urban Release Area. The first stage of planning has involved undertaking a State Significant Site Study. The study is a requirement of the Department of Planning NSW in order for the site to be considered as a State Significant Site.

### The engagement requirements as part of the State Significant Site Study for West Byron Urban Release Area

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This land has been under consideration for rezoning for more than 25 years. In September 2009 the land was declared as a potential State Significant Site (SSS). Director General's requirements for this project were released in November 2009, outlining the various studies to be undertaken as part of the overall SSS study.

The SSS study requirements in relation to consultation were as follows:

- During the preparation of the SSS study, the proponent must undertake an appropriate and justified level of consultation with relevant parties.
- Prior to preparing the SSS study the proponent must prepare a communication strategy and submit it to the Department of Planning for review and comment.
- The strategy should include consultation meetings with Council at various stages during the process, including prior to the preparation of the SSS study to discuss the strategic context of the site.
- The strategy should also identify opportunities for existing communities in the surrounding areas to provide input. This would include consultation with landowners within and adjoining the site. It is expected that some form of community meetings or information sessions would be held during the study preparation to present constraints and opportunities identified during preparation of environmental studies and obtain feedback on options for the site. The Strategy should identify the timing for carrying out the proposed consultation processes.
- If consultation has already been undertaken or will be undertaken during the exhibition, this needs to be documented.
- Relevant agencies must be consulted including but not be limited to:
  - Byron Shire Council
  - Department of Transport and Infrastructure
  - Department of Environment, Climate Change and Water ( including Marine Parks Authority)
  - Department of Industry and Investment (Department of Primary Industries)
  - Emergency Services agencies (including the Ambulance Service of NSW, State Emergency Services, Rural Fire Service, NSW Fire Brigades, and NSW Police)
  - Department of Health (North Coast Area Health Service)
  - Department of Education and Training
  - Local Aboriginal Lands Councils
  - Utility and infrastructure providers.

## Scope of Report – in greater detail

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The West Byron Project will undergo various planning stages. The BBWLA intends to undertake stakeholder engagement throughout the various stages as outlined below.



The scope of this report covers the engagement undertaken for the SSS study process. The report largely outlines feedback received in relation to Phase 2 (Investigation Phase) of the study process.

The purpose of this report is to highlight the feedback received, identify the main themes that emerged from the consultation process and, where possible, provide a response to stakeholder comments.

Feedback received from government agencies that were consulted related mainly to policy and guidelines that need to be considered as part of the investigation process. Many government agencies chose not to comment on the development and indicated that they would make their comments through the formal exhibition process to be undertaken by the Department of Planning in late 2010 or early 2011.

Consultation with community service providers was undertaken as part of the Housing and Human Services Study – one of the technical reports that will be delivered as part of the SSS study. Comments received from human services stakeholders to inform this study have not been explored as part of this Report. However, where community groups and other stakeholders have commented on economic and social impacts and opportunities as a result of the West Byron Project, these comments have been included.

### The stakeholder engagement strategy – overview

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The draft West Byron Stakeholder Engagement Plan was provided to the Department of Planning for review and was approved in writing on 15 July 2010.

The level of participation/engagement for this stage of the project has been at the “inform” and “consult” levels of the IAP2 spectrum (see below). The promises made and the actions taken aim to reflect these levels.

# IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>Public Participation Goal:</b> To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	<b>Public Participation Goal:</b> To obtain public feedback on analysis, alternatives and/or decisions.	<b>Public Participation Goal:</b> To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	<b>Public Participation Goal:</b> To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	<b>Public Participation Goal:</b> To place final decision-making in the hands of the public.
<b>Promise to the Public:</b> We will keep you informed.	<b>Promise to the Public:</b> We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	<b>Promise to the Public:</b> We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	<b>Promise to the Public:</b> We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	<b>Promise to the Public:</b> We will implement what you decide.
<b>Example Techniques to Consider:</b> <ul style="list-style-type: none"> <li>● Fact sheets</li> <li>● Web sites</li> <li>● Open houses</li> </ul>	<b>Example Techniques to Consider:</b> <ul style="list-style-type: none"> <li>● Public comment</li> <li>● Focus groups</li> <li>● Surveys</li> <li>● Public meetings</li> </ul>	<b>Example Techniques to Consider:</b> <ul style="list-style-type: none"> <li>● Workshops</li> <li>● Deliberate polling</li> </ul>	<b>Example Techniques to Consider:</b> <ul style="list-style-type: none"> <li>● Citizen Advisory Committees</li> <li>● Consensus-building</li> <li>● Participatory decision-making</li> </ul>	<b>Example Techniques to Consider:</b> <ul style="list-style-type: none"> <li>● Citizen juries</li> <li>● Ballots</li> <li>● Delegated decisions</li> </ul>

The strategy has been guided by the principles below:

Inclusiveness	Seek out the views from a wide range of stakeholders and ensure barriers to effective participation are addressed. Build relationships: with both existing and new stakeholders and future consumers/buyers.
Candour	Be comprehensive: consider every issue. Build trust: create an environment where different opinions are welcome. Be candid: disclose agenda, assumptions, goals and boundaries.
Relevance	Make it relevant: focus on issues of greatest importance. Share knowledge: provide access to pertinent knowledge, where it is appropriate. Be timely: engage when it can influence actions.
Learning	Uncover new perspectives: seek mutual understanding and identify. Focus on the future: emphasize on what can be done.
Action	Act on results: apply learning to improve zoning planning. Provide evidence: show stakeholders how results will be used.

The key objectives of stakeholder engagement are:

- To find out, early in the rezoning process, what key community and agency stakeholders value and aspire to in relation to the rezoning of West Byron Release area.
- To collect local data from the community and other stakeholders that will assist the specialist consultants in their investigations.
- To ascertain the views of the wider community on the proposed rezoning.
- To involve the Department of Planning, Council (its officers and Councilors) and other relevant planning authorities to ensure that relevant strategic documents and planning instruments are considered in the SSS study.
- To seek feedback from the community and other stakeholders on the preferred option.

## The stakeholder engagement activities undertaken and outcomes

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The strategy for this stage of planning was to ensure that government agencies, community, business and environmental groups as well as the wider community felt part of the rezoning process and were subsequently able to provide their ideas, aspirations and concerns.

Achieving the desired level of engagement, i.e. gaining wider participation from the community, had its challenges at this initial stage of the process for a range of reasons including:

- The land has been under consideration for rezoning for more than 25 years and that the community may perceive this as just another attempt.
- Anti-development sentiment resulting in complete or partial disengagement of the consultation process or study process in general
- The conceptual nature of this stage of the planning process, i.e. people wanting to first see the urban design and architectural detail of what was being proposed before commenting and waiting until the draft zoning plan was produced.

The following table provides a summary of the activities undertaken. See Appendix F, for a copy of the detailed West Byron Stakeholder Engagement Plan.

SSS study - Rezoning Phases	Key inform activities	Key consult activities	Comments on responses/ outcomes
<p><b>PHASE 1: Application to the Department of Planning (Sept 2009)</b></p> <p><b>PHASE 2: Investigation phase – environmental and technical studies and consultation with stakeholders (June- August 10)</b></p>	<p>Launch of website – introducing project</p> <p>Established contact mechanisms for information and feedback– phone/email/PO Box</p> <p>Newsletter issued –introducing project and explaining process (See appendix C)</p> <p>Advertisements in: ( See appendix B, for an example)  <i>Byron Shire Echo 24/8, 31/18</i>  <i>Byron Shire News 26/8</i>            (Advertising was placed to provide contact details for more information and to draw the community's attention to the survey on our website.)</p>	<ul style="list-style-type: none"> <li>Personalised letters were sent to all key stakeholders (introducing project), included government agencies and community/ environmental groups inviting them to meet with members of the project team and/or provide written feedback. For full list of key stakeholders that were advised see Appendix 1.</li> <li>Letterbox drop of newsletter to all residents in the Arts and Industry Estate and Sunrise Beach Residential Area.</li> <li>Multiple copies of newsletters sent to Local Libraries, Schools and Council.</li> <li>Feedback form (advertised, referred to in newsletter and referenced in personalised letters).</li> <li>Meetings with adjoining and local landowners (Note - this activity was ongoing throughout this stage of planning).</li> </ul>	<ul style="list-style-type: none"> <li>Only some of these stakeholders took up the option of meeting with the project team and/ or provided written feedback/ submission. For details on responses received, see next section of report.</li> <li>Meetings with some of the key stakeholders were undertaken as part of the preparation of specific technical studies. This feedback was integrated as part of the preparation of the various studies e.g. traffic studies, social impact study etc. and is noted in the other technical reports available.</li> </ul>
<p><b>PHASE 3: Design of zoning options and development controls for the site (Sept 2010)</b></p>	<p>Web update</p> <p>Maintain contact mechanisms</p>	<ul style="list-style-type: none"> <li>Assessment of feedback for input in the design process</li> <li>Ongoing meetings with relevant Council staff.</li> <li>An Enquiry by Design workshop was undertaken with the key planning, environmental and infrastructure consultants and landowners to exchange ideas and establish principles and guidelines for the development.</li> </ul>	<ul style="list-style-type: none"> <li>The key outcomes of the workshop were the identification of the proposed land use plan and a preliminary development control plan (DCP).</li> </ul>
<p><b>PHASE 4: Refinement of preferred option through consultation with stakeholders</b></p>	<p>Maintain contact mechanisms</p> <p>Web update – about the upcoming Public Information Session</p> <p>Newsletter no. 2 produced with information on the study and the proposed land use plan and Preliminary DCP ( See appendix C)</p>	<ul style="list-style-type: none"> <li>Personalised letters were sent to all key community/ environmental groups sent inviting them to meet with members of the project team to discuss the proposed land use plan and advising them of the upcoming Public Information Session.</li> <li>Emails sent to community people that indicated that they were wanting to be on the mailing list for updates, advising them of the Public Information Session.</li> </ul>	<ul style="list-style-type: none"> <li>Limited feedback received from stakeholders as part of this phase. See relevant section in report.</li> </ul>
	<p>Advertisements in about the Public Information Session: ( See appendix B, for an example)  <i>Byron Shire Echo 5 October</i>  <i>Byron Shire News 7 October</i>            (Display advertising was placed to publicise the upcoming</p>	<ul style="list-style-type: none"> <li>Public information Session held on the 12th October, 2010 from 12.00 - 6.00 pm. Byron Shire Council Training Rooms, Bayshore Drive, Industrial Estate. Outcome: see next sections</li> <li>Letter plus information package (newsletter and</li> </ul>	<ul style="list-style-type: none"> <li>Limited feedback received from stakeholders as part of this phase. See relevant section in report.</li> </ul>

SSS study - Rezoning Phases	Key inform activities	Key consult activities	Comments on responses/ outcomes
	<p>Public Information Session and to inform the community of where they could get more information if they were unable to attend the Public Information Session. In addition, the news desks of the Byron Shire Echo, the Byron Shire News and the Northern Star were contacted directly to inform them of the Public Information Session and a journalists' briefing was offered to each and conducted prior to the event.)</p> <p>Briefing of media personnel</p>	<p>summary of technical studies findings) distributed and/or made accessible via the web to key stakeholders.</p> <ul style="list-style-type: none"> <li>• Letter box drop to all residents in the Arts and Industry Estate and Sunrise Beach Residential Area.</li> <li>• Multiple copies of newsletters sent to Local Libraries, Schools, Council and Community Health Centre.</li> </ul>	
		<ul style="list-style-type: none"> <li>• Presentation of proposed land use plan to Councillors.</li> </ul>	<p>This was initially offered to Councillors by BBWLA but not taken up. However Department of Planning subsequently initiated a meeting and members of the West Byron Project team presented.)</p>
		<ul style="list-style-type: none"> <li>• Presentation to members of the Community Reference Group (as part of the Department of Planning's stakeholder engagement activities)</li> </ul>	
<p><b>PHASE 5: SSS Study submitted to the Department of Planning (December 2010)</b></p>	<p>Web update Maintain contact mechanisms</p>	<ul style="list-style-type: none"> <li>• Consultation report- outlining the issues/hopes etc and how they were addressed through the zoning process.</li> </ul>	

## Engagement outcomes from Phase 2: Investigation phase (June- August 2010)

### Stakeholders informed about the project and encouraged to provide feedback

- Adjoining/adjacent landowners ( the landowners holding large parcels of land around the site, as well as residents/businesses in the Industrial Estate and Sunrise)
- Broader local community – residents , tourists, workers
- Community/ Environmental/ Business groups and agencies
- Councilors
- State and federal members of parliament for the local area
- Byron Shire Council
- State and federal departments
- Local media

### Feedback requested

Some respondents provided feedback via letter or verbally as part of a meeting. All of the feedback received was categorised and viewed by the BBWLA's technical experts. The majority of local residents provided feedback using the feedback form. See Appendix D for a copy of the feedback form. Feedback was sought on:

- What was important to them about the area? Natural features and surrounding structures/area
- As someone with local knowledge if they had any information that should be considered as part of the technical studies?
- What are their ideas and/or hopes for the planning of this area?
- Any other comments about the proposed rezoning?
- Any engagement opportunities that would encourage participation in the study and subsequent stages of the project?

### Consultation activities and feedback received

Key government, environmental/community and business agencies (as per Appendix A) were invited to individual meetings with the project team. The feedback received reflects the agencies that took up the option of a meeting.

Consultation activities	Outcomes	Feedback received
Meetings with adjoining/adjacent landowners.	Several meetings conducted with the 9 adjacent landowners over course of investigations.	No formal written feedback received. General sentiment was supportive of the studies being undertaken and the information collected to inform the zoning process and SSS study.
Information made available to local residents, schools and other community services etc through newsletter, web and adverts.		24 feedback forms received 1 written submission ( letter format)
Information made available to community/environmental/business groups agencies through newsletter, web and adverts. An offer of face to face meetings was made.	4 face to face meetings undertaken.	Meeting notes taken. Concerns raised have been included in the analysis below.
Personalized information sent with an offer of one on one meetings.	1 meeting with a group of Councilors was undertaken.	Meeting notes taken. Concerns raised have been included in the analysis below.
Personalized information sent with offer of one on one meetings with local MPs.	2 meetings with MPs. Ian Cohen – Upper House ( Greens Senator) Don Page (local member – National	Meeting notes taken. Concerns raised have been included in the analysis below.

Consultation activities	Outcomes	Feedback received
	Party)	
Information made available. Meetings with Byron Shire Council staff	Several meetings were conducted over the course of the study.	Provision of information to inform the SSS study
Personalized information was sent with offer of one on one meetings to government agencies.	<p>Several meetings were conducted to collect information for the various technical studies undertaken to support the study. Contact or face to face meetings were undertaken with:</p> <ul style="list-style-type: none"> <li>• Department of Environment, Climate Change and Water (Coffs Harbour)</li> <li>• NSW Office of Water (Tamworth)</li> <li>• Royal Fire Service, Lidcombe</li> <li>• Dept of Planning (Sydney)</li> <li>• Department of Planning (Grafton)</li> <li>• Human Services - Housing NSW (Tweed Heads)</li> <li>• Human Services - Community Services (Ballina)</li> <li>• Dept of Education and Training</li> <li>• North Coast Area Health Service/Byron Hospital</li> <li>• RTA (local office)</li> <li>• RTA- Pacific Highway Project (Grafton)</li> <li>• ARTC (Northern Region)</li> <li>• Dept of Premier and Cabinet (Coffs Harbour)</li> <li>• Dept of Industry and Investment - Economic Development (Northern Region)</li> <li>• Dept of Industry and Investment - Fisheries</li> <li>• Marine Parks Authority (Coffs Harbour)</li> <li>• Cape Byron Marine Park Authority</li> <li>• Northern Rivers Catchment Management Authority</li> </ul>	The information and data collected from these meetings has been referred to or integrated into the various technical studies produced. This information is not the focus of analysis for this report.

### Summary of feedback received

The feedback received from the *government agencies* consulted related mainly to the policy and guidelines that needed to be referred to as part of the investigation process. Many government agencies opted to not comment on the development per se and indicated that they would make their comments through the formal exhibition process to be undertaken by the Department of Planning, in late 2010 or early 2011.

Consultation with *community service providers* took place largely as part of the Social Impact Study that is one of the technical reports that will be delivered as part of the SSS study. Comments received in relation to this consultation have not been explored as part of this Report. There were however comments made by other stakeholders in relation to economic and social impacts and opportunities as a result of the West Byron Project. These are referred to in greater detail in Appendix E.

All feedback received through the feedback forms, written submissions and meetings conducted was mapped against the categories set out below. Most of the feedback was from *local residents and from environmental and community agencies*. The categories reflect categories generally used in infrastructure and development projects. Certain categories did not attract any issues/comments and this may reflect the relevance of the category to the stage or phase of the planning process, or at times the importance of the category to the respondents.

All comments were considered regardless of how many times the same issue was mentioned by different stakeholders. While the frequency with which an issue was raised helped understand the importance of certain issues to stakeholders, it was critically important at this stage of planning to consider all the issues, irrespective of their frequency. For example, while concerns about acid sulfate soils were only raised by a few community respondents, considerable technical investigations were undertaken in this area given the importance of this issue in the initial planning phases of a brown field site development.

Individual residents who provided comments through the feedback form were equally split in gender, with 30% between the ages of 30-50 years and 65% over 50 years in age. Persons providing feedback have lived in Byron Bay Shire from 2 years up to 63 years. The average time spent in Byron Bay Shire of those that responded was 18.5 years. The majority of individual residents that responded were from the residential areas such as Sunrise Beach and Suffolk Park.

For details of the feedback received see Appendix E.

### Categories and subcategories considered in analysing feedback

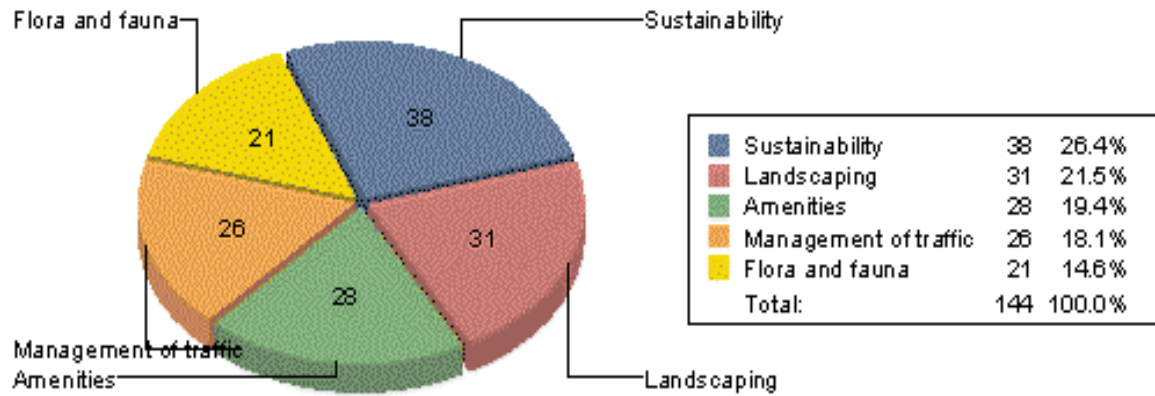
Category of issues	Subcategory of issues	Number of times the issue was raised	Number of stakeholders who referred to the subcategory (directly or indirectly)
<b>Design aspirations</b>	Aesthetics	11	2
	Amenities	28	7
	Density	19	8
	Height of buildings	5	2
	Integrated water design	10	4
	Landscaping	31	9
	Location of buildings	2	1
	Sustainability	38	6
	Transport/traffic	14	3
	Other design aspirations	9	3
<b>Economic impacts/opportunities</b>	On local businesses in CBD	-	-
	On surrounding businesses	2	1
	Other economic impacts/opportunities	5	2
<b>Environmental impacts</b>	Bushfire hazard	1	1
	Contamination	3	2
	Flooding	11	5
	Flora and fauna	21	9
	Geotechnical		
	Marine	2	1
	Mosquito hazard	3	1

Category of issues	Subcategory of issues	Number of times the issue was raised	Number of stakeholders who referred to the subcategory (directly or indirectly)
	Other environmental impacts	4	2
<b>Heritage Impacts</b>	Non-indigenous	1	1
	Indigenous	-	-
<b>Housing aspirations</b>	Affordable Housing	7	4
	Housing availability	2	1
	Housing types	2	1
	Tourist housing	7	2
	Other housing aspirations	2	1
<b>Other aspirations/ideas</b>		7	3
<b>Planning</b>	Location of zones	2	1
	Planning process	15	3
	Role of developer	4	2
	Role of State Government	1	1
	Other planning issues	2	3
<b>Sentiment towards development</b>	Anti-development	8	4
	Neutral	2	1
	Pro-development	2	1
	Supportive with specific suggestions	19	9
	Other comments in relation to the development	9	3
<b>Social impacts/opportunities</b>	Concerns about local demographics	1	1
	Impacts on social services	4	1
	Other social impacts/opportunities	12	3
<b>Stakeholder engagement</b>	Activity/tools	3	1
	Hopes	1	1
	Level of engagement	2	1
	Media	-	-
	Timeliness	-	-
	Transparency	2	1
	Other stakeholder engagement matters	1	1
<b>Structural impacts</b>	Impacts on structural elements of the land	7	3
<b>Traffic</b>	Increase in traffic	10	5
	Management of traffic	26	7
	Traffic noise	1	1
	Other traffic issues	4	2

## Top 10 subcategories for stakeholders

While it was important to understand the top issues raised at this stage of planning, every piece of feedback or issue was considered, irrespective of its frequency.

## Top Issues



## Sample of quotes received

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The following are some quotes from submissions received. They provide an indication of the range of views and opinions of the project. These are community comments; they do not reflect the BBWLA's position.

*"I hope this development never goes ahead. Development will reduce Belongil Creek water quality, increase feral animals (dogs and cats) into the already over impacted estuary."*

*"Level flat land perfect for building more much needed affordable accommodation."*

*"I hope the houses are built far away from Ewingsdale Road and that they are built on piled earth to alleviate the flooding that will naturally occur when building on a floodplain/wetland and that all houses must be built up on stumps. As above that not one koala or one tree be harmed in way shape or form. That koala crossing signs are erected on both Ewingsdale Road and Sunrise Boulevard."*

*"It probably shouldn't go ahead until the major traffic congestion along Shirley Street is addressed."*

*"Structures should not be higher than two stories and trees planted to provide a pleasant outlook to inhabitants and to those who pass by. All cables should be put underground in one trench - no overhead power/telephone etc. lines. Solar hot water and solar energy should be mandatory for each building. Buildings should be environmentally focussed e.g. large windows to catch the winter sun & awnings to cut the summer sun. Ceiling fans rather than air-con - since living here I am really surprised how cooling the fans are. This is your big chance to build something really attractive and environmentally sound as an example to others."*

*"Please retain the natural landscape of this area and its vegetation. Avoid the mistakes just made in the recent subdivision opposite. Flat rock at Ballina, please no large concrete or masonry walls around the estate."*

*"Such a major development for the town, should investigate ways in which the benefits for existing residents can be enhanced by incorporating facilities currently lacking locally. Road delays, disaffected youth, short tourism season."*

*“As sad as it seems to develop that area, I do see that there is a need for affordable housing in Byron Bay. I believe Sunrise was originally designed as such but is now out of reach to anyone on a low income. Also, in this area we are perfectly placed to become leaders in sustainable development. ”*

*“In general I am not opposed to some form of development of the site, but I am opposed to seeing one which is focused on a maximum density approach to the site. This is the only opportunity to get it right so please do it properly without the issue of how much money you can make out of this as the main focus, but rather, how can we enhance the living environment of people and families and maintain a strong sense of community.”*

*“Sounds all good in theory but if you speak to tourists as I do on a regular basis they will not be queuing on Ewingsdale Road to enter Byron for ten minutes, find there is no parking and poor quality accommodation and facilities and leave for another destination holiday spot. We need to do something about Ewingsdale Road before we consider any further development.”*

*“As I’m sure you already know the site is very soggy and swampy and sometimes the Belongil creek closes at its mouth and water banks up back stream. If you develop it, it would be ideal if it could be achieved with the least impact on the vital and sensitive wetland that it is essentially a part of. I’m sure all manner of birds and creatures nest and dwell in the damp ground and it seems very tragic to just fill it in and tar it over. Could you maintain sections of swamp in parks and reserves throughout the new suburb? And of course there will be heaps of mosquitoes - not much you can do about that if you choose to develop a swamp.”*

*“It is important that as many trees as possible are to be retained as habitat for existing wildlife.”*

*“Please, no more tourist development - more housing instead! ”*

*“Traffic is already at crisis point. Widening and extra road capacity will be quickly taken up leading to increased congestion particularly in the shopping precinct of Byron Bay. Alternative public transport – i.e .park and ride - with a dedicated bus / taxi / shuttle lane, is the only workable and sustainable solution. Bike paths are good but not enough. A Byron bypass has been shown to have a negligible effect.”*

## Responses to feedback - issues/concerns raised

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
<b>Design aspirations</b>		
Aesthetics/ visual impact Landscaping	Do not repeat bad examples of residential development elsewhere (and in Byron Shire)	<ul style="list-style-type: none"> <li>• SSS (rezoning) stage of the development process will not establish architectural guidelines.</li> <li>• Design controls to be addressed in future planning processes (master plan, detailed DCP).</li> <li>• Desired Future Character Statement in preliminary DCP.</li> <li>• NSW Housing Code for complying development will apply – simple design requirements.</li> </ul>
	Sensitivity to views from Ewingsdale Road	<ul style="list-style-type: none"> <li>• Mixture of visual/acoustic treatments required – provide guidance in preliminary DCP.</li> <li>• View corridors to hinterland to be addressed in future master plan.</li> </ul>
Amenities Landscaping Other – design aspirations	Central multi-use area with facilities Pocket parks don't get used, maintenance headache  Need 2 to 4 hectares of open space  Need embellishments & facilities	<ul style="list-style-type: none"> <li>• Suitable central park area of approx 1ha identified in Structure Plan and proposed zoning plan.</li> <li>• Open space embellishments (facilities) to be addressed in future planning processes.</li> <li>• Open space areas are large &amp; accessible</li> <li>• Ample areas of urban bushland in and around the site.</li> </ul>
	Support for sports facilities – tennis, basketball etc	<ul style="list-style-type: none"> <li>• Central multi-use area included in plan; specific facilities to be addressed in future planning processes.</li> </ul>
	Something for kids, especially after school	<ul style="list-style-type: none"> <li>• Central multi-use area included in plan.</li> <li>• Facilities and other requirements to be addressed in master planning &amp; s94 contributions plan.</li> </ul>
	Tennis courts are very popular, we should provide	<ul style="list-style-type: none"> <li>• Tennis courts could be provided in the central community open space.</li> <li>• May be more efficient &amp; effective for developer/s to construct facilities, rather than pay contributions.</li> </ul>
	Swimming pool may be required in future	<ul style="list-style-type: none"> <li>• Specific facilities to be subject to future processes.</li> <li>• A large community title or seniors living development may incorporate its own pool – subject to future DA process.</li> </ul>
Amenities Location of buildings Impacts on surrounding businesses Planning – location of zones	Plan for a social centre to the place with basic facilities – neighbourhood / corner shop, cafe, coffee shop, post Neighbourhood shop OK but not so large as to compete with Sunrise shopping centre	<ul style="list-style-type: none"> <li>• Suitable general location for neighbourhood focal area identified in urban structure plan and zoning plan.</li> <li>• Neighbourhood shop to be permissible in community focal area (central to population) at east.</li> </ul>
	Consider beach access for WB residents	<ul style="list-style-type: none"> <li>• North Beach site owners advise that they will continue to allow public access through the site to the beach.</li> <li>• Easy cycling distance to North Beach, Belongil beach, main beach.</li> </ul>
	Provide controlled (environmentally	<ul style="list-style-type: none"> <li>• "Foreshores" as defined includes Belongil Creek.</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
Amenities  Planning – location of zones	sensitive) access to foreshores	<ul style="list-style-type: none"> <li>Suitable locations for access to Belongil Creek have been identified on the Structure Plan.</li> <li>Future master planning to provide for boardwalks and other facilities (e.g. structure for canoe launching).</li> </ul>
Amenities  Planning – location of zones  Other – social impacts & opportunities	Consolidate West Byron settlement with Sunrise Beach and Arts & Industry estate	<p>Consolidation is facilitated by:</p> <ul style="list-style-type: none"> <li>Light industrial uses at west (in zoning plan)</li> <li>Improved traffic flow at Bayshore Drive intersection (in preliminary DCP).</li> <li>Pedestrian &amp; cycle crossings across MR545 to Sunrise shops, and A&amp;I estate and sportsfields (in preliminary DCP and future master plan).</li> </ul>
Height of buildings	Potential for concerns about building height; consider in planning	<ul style="list-style-type: none"> <li>Proposed 9.0 metre height limit is consistent with existing Byron LEP and 2008 version of draft shirewide LEP.</li> </ul>
Integrated water design	Site is sensitive, needs best practice water management	<ul style="list-style-type: none"> <li>Stormwater treatment &amp; drainage pattern to be incorporated into existing drainage patterns.</li> <li>Further consideration in future urban design master plan.</li> <li>Water tanks may be sufficient to provide for non-potable use – dual reticulation may not be required. For discussion with Council.</li> </ul>
	High ground water table	<ul style="list-style-type: none"> <li>Water table varies across the site.</li> <li>Conceptual civil earthworks plan prepared for zoning purposes.</li> <li>Water table and drainage patterns will inform master planning and construction design, in future processes.</li> </ul>
	Reliable sustainable water supply  Impacts on groundwater  Management or riparian areas including wetlands an Belongil Creek	<ul style="list-style-type: none"> <li>Reticulated water supply to be provided by Rous Water in accordance with their management responsibilities</li> <li>Riparian areas to be protected and revegetated</li> <li>Harvestable rights will not be created (no subdivision at creek frontage)</li> <li>Future design and construction to comply with applicable legislation &amp; policy requirements</li> </ul>
Landscaping	Open space  Vegetation	<ul style="list-style-type: none"> <li>Open space areas and facilities to be provided in accordance with demand.</li> <li>Easily maintained level community open space area – accessible, reasonable size, regular shape.</li> <li>Urban bushland to be accessible via edge roads/lanes for ease of maintenance.</li> <li>Revegetation areas to be established prior to dedication.</li> </ul>
Sustainability  Other – economic impacts and opportunities  Other – social impacts & opportunities	Community development  Food production / value adding	<ul style="list-style-type: none"> <li>Provide a compact community - majority of dwellings within walking distance of neighbourhood node/shop and bus route.</li> <li>Food trees in public landscape (to be explored further in master plan).</li> <li>An existing operation adds value to local produce (chocolate coated macadamia nuts). This site is to be zoned for tourism to allow development of the activity as an attraction (a scarce combination in Byron Shire).</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
Sustainability	Use quality architecture e.g. solar passive, resource efficient	<ul style="list-style-type: none"> <li>BASIX will apply to future housing development (re water and energy efficiency).</li> <li>Addressed in general terms as part of “Desired future character statement” in preliminary DCP.</li> <li>To be addressed in master planning and development controls.</li> <li>NSW Housing Code will apply.</li> </ul>
Sustainability & Transport and traffic	Public transport routes; buses; cycleways	<ul style="list-style-type: none"> <li>Internal connector road location &amp; geometry addressed in concept.</li> <li>Details to be resolved in future processes.</li> </ul>
	Connect the cycle tracks on the south side of Ewingsdale Road (west of Sunnybrand, east of West Byron)	<ul style="list-style-type: none"> <li>Not able to be reflected in SSS listing but will be incorporated in preliminary DCP and also addressed in future master plan.</li> </ul>
	Can the proponent provide an “informal track” between Ewingsdale and WB for walking, horses etc.?	<ul style="list-style-type: none"> <li>Land is outside the study area; different ownerships.</li> <li>May be able to use existing maintenance track alongside much of the east/west Union Drain from Ewingsdale to Belongil Creek, south of the study area.</li> <li>Existing road reserves will be retained (Melaleuca Drive and unformed road at east) for possible future connections but no such work is proposed in the current planning stage.</li> </ul>
	Transport and reduced car reliance (bikes)	<ul style="list-style-type: none"> <li>Compact community - majority of dwellings within walking distance of neighbourhood node/shop and light industry area and A&amp; I Estate.</li> <li>Bikeways at MR545 frontage and throughout.</li> <li>Connections to Sunrise and town centre.</li> </ul>
	Consider movement to shops, beach etc. not just cars	<ul style="list-style-type: none"> <li>Pedestrian /cycle movement is facilitated in concept plan – cycleways, connected open spaces, central neighbourhood shop, access across Ewingsdale Rd.</li> </ul>
	Encourage walking	<ul style="list-style-type: none"> <li>Flat terrain and short distances are favourable for walking &amp; cycling</li> <li>Most dwellings will be within 400m of open space, shop, public transport.</li> <li>Off-street bike paths exist in proximity to the site and can easily be connected.</li> <li>Site is within walking distance of Arts &amp; Industry estate (employment) and sportsfields – need safe and accessible crossing points across MR545.</li> <li>Slow speed multi-use streets are favoured in design guidelines but are subject to future master plan. Incorporate in Desired Future Character Statement in Preliminary DCP.</li> <li>NSW Coastal Design Guidelines and contemporary urban design practice encourage grid street pattern to maximise choice of route for social &amp; economic interaction.</li> </ul>
Other design aspirations	Vibrant and healthy community	Commitment to deliver a sustainable village. Will be the focus of further consultation in the master planning process.
<b>Economic impacts and</b>		

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
<b>opportunities</b>		
On surrounding businesses	Concern for economic vulnerability of the Sunrise Beach shopping centre – WB should support it rather than compete	Insufficient population base to support an additional supermarket – more likely that West Byron population will support existing Sunrise Beach IGA and town centre. West Byron is likely to contain a neighbourhood shop (corner store) for daily needs.
Other – economic impacts and opportunities	MR frontage would be more economically viable for shops Central location more neighbourhood focus	Central location is preferred to MR frontage, to support other community-centric activity – shop, cafe, open space area.
	Employment	<ul style="list-style-type: none"> <li>• Light industry area provided on site.</li> <li>• Mixed use (live/work) studio area provided on site.</li> <li>• Home businesses to be widely permissible on site.</li> <li>• Tourism areas provided on site.</li> <li>• Retail employment available on site.</li> <li>• Easy walking and cycling distance to A&amp;I Estate.</li> <li>• Easy walking and cycling distance to Byron Bay town centre.</li> <li>• Public transport (to employment) available at site frontage and within the site.</li> </ul>
Other – economic impacts and opportunities & Other- social impacts and opportunities	Home business options Support for home offices	<ul style="list-style-type: none"> <li>• Home offices and home businesses to be widely permissible.</li> <li>• Telecommunications “fibre-to-premises” is a desirable facilitator of home business activity but is subject to government policy decisions (e.g. National Broadband Network).</li> </ul>
<b>Environmental impacts</b>		
Bushfire Hazard	Design as per State guideline “Planning for Bushfire Protection”	<ul style="list-style-type: none"> <li>• Bushfire hazard was a consideration in defining the developable footprint and land use types (residential, tourism, open space).</li> <li>• Bushfire hazard needs to be addressed in future processes (master plan, DA) with regard to asset protection zones, vegetation management, perimeter roads, building construction classification, etc.</li> </ul>
	Bushfire hazard areas within the site	<ul style="list-style-type: none"> <li>• Urban bushland internal to the site will require management of bushfire hazard.</li> </ul>
Acid sulfate soils (ASS)	Potential for disturbance of acid sulfate material across the site	<ul style="list-style-type: none"> <li>• Potential and Actual Acid Sulfate soils occur on the site at various depths.</li> <li>• Broadscale subdivision earthworks are likely to be predominantly at or above existing surface levels (i.e. mostly fill, not much cut).</li> <li>• Some infrastructure trenching may require ASS management during construction.</li> </ul>
	Excavation of main drain (to improve ecological functions, water quality and amenity) may disturb acid sulfate material	<ul style="list-style-type: none"> <li>• Main drain is proposed to be reprofiled to improve its amenity, and ecological and hydrological functions.</li> <li>• Excavation works may need to be managed somehow (e.g. staging) to mitigate disturbance of acid sulfate soils. Extent of works to be addressed in future master plan.</li> </ul>
	Historical activities have caused	<ul style="list-style-type: none"> <li>• Remediation requirements depend on end use,</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
Contaminated land	some low level contamination: <ul style="list-style-type: none"> <li>• Hydrocarbons &amp; lead on old motor wreckers site at east</li> <li>• Lead (probably from paint) around buildings on Belongil Fields</li> </ul>	e.g. road surfaces may be an appropriate risk management, whereas areas in residential back yards would require removal or other remediation work. <ul style="list-style-type: none"> <li>• Remediation requirements to be informed by future master plan.</li> <li>• Remediation to be undertaken as required, prior to development</li> </ul>
Flooding	Climate change and sea level rise	<ul style="list-style-type: none"> <li>• Adopted State government policy has been factored into the flood model.</li> </ul>
	Flood impacts – impact on flooding, flood impact on residents	<ul style="list-style-type: none"> <li>• Avoidance of high hazard flood areas.</li> <li>• Selective filling of some intermediate flood hazard areas subject to modeling which has demonstrated no adverse impact.</li> <li>• Evacuation to nearest public road (Ewingsdale Road) should be readily achievable via internal street network i.e. no island effect.</li> <li>• Internal facilities, particularly a neighbourhood shop, will support the WB community in the event of occasional flooding of MR545 closer to the Byron Bay town centre.</li> </ul>
	Site contains wetlands and low lying areas.	<ul style="list-style-type: none"> <li>• Visible ponding after rain – drainage related rather than flooding- to be addressed in detailed design &amp; construction stages.</li> <li>• Flood modelling identifies low/medium/high hazard. High hazard areas (due to depth and/or velocity) are avoided.</li> <li>• Low lying areas and wetlands are around the edge of the urban area, and not proposed for development.</li> <li>• Water Sensitive Urban Design and Integrated Water Cycle Management have been addressed in the SSS study. Further consideration required at master planning and development construction stages.</li> </ul>
Flora and fauna	<ul style="list-style-type: none"> <li>• Identification of threatened species and habitat</li> <li>• No net loss of native vegetation</li> <li>• Maintaining high conservation value vegetation</li> <li>• Mitigation measures</li> <li>• Compensatory habitat</li> </ul>	<ul style="list-style-type: none"> <li>• Professional studies were undertaken by several different ecologists as part of the SSS study.</li> <li>• Study methodologies were independently peer reviewed and additional work undertaken as required (e.g. threatened species survey, species-specific mapping)</li> <li>• Urban structure plan identifies areas for:               <ul style="list-style-type: none"> <li>○ conservation zoning</li> <li>○ embellishment of existing vegetated areas</li> <li>○ compensatory habitat</li> </ul> </li> <li>• Ecological issues have been resolved as appropriate for rezoning. Additional consideration will be required at master planning and DA stages.</li> </ul>
	Protect riparian buffer areas (no prescribed distance)  Conserve and re-vegetate existing drainage lines	<ul style="list-style-type: none"> <li>• Variable buffer distances to Belongil Creek based on topography, flooding, vegetation typology and re-vegetation (compensatory habitat) requirements.</li> <li>• Substantial re-vegetation of riparian areas.</li> <li>• Major drainage lines to form part of stormwater treatment train and to be protected in zoning.</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<p>Minor drainage patterns are too small to zone and will be incorporated into surrounding zones.</p> <ul style="list-style-type: none"> <li>• Further detailed consideration required at master planning stage.</li> </ul>
	<p>Potential adverse impact on koala habitat and movement</p>	<ul style="list-style-type: none"> <li>• Two different methodologies were applied. One methodology uses a computer model to indicate koala habitat within the study area, the other considers the relationship between koalas and urban development, and recommends encouraging koalas away from urban areas e.g. by planting habitat trees.</li> <li>• The study area is unlikely to contain a viable resident population – sightings are more likely of migratory individuals travelling north/ south through the site.</li> <li>• Retention of mature vegetation within the urban footprint.</li> <li>• Re-vegetation of eastern areas with koala feed trees to provide non-urban areas for foraging and migration. These areas to be zoned for conservation.</li> </ul>
	<p>Urban development will interfere with wildlife movement corridors around and on the site</p>	<ul style="list-style-type: none"> <li>• Mature native vegetation to be retained within urban footprint.</li> <li>• Revegetate peri-urban areas at east.</li> <li>• Maintain threatened species foraging and habitat areas at eastern and southern perimeter.</li> <li>• Buffers between development and native vegetation around perimeter areas.</li> </ul>
	<p>Conservation of threatened species</p>	<ul style="list-style-type: none"> <li>• Site contains viable areas and non-viable fragments of habitat. Viable areas to be conserved and embellished. Some non-viable fragments (where not otherwise constrained) to be removed but compensated for by improved &amp; additional habitat elsewhere on the site.</li> <li>• Species of interest: <ul style="list-style-type: none"> <li>○ Blossom bat – banksia vegetation at southeast to be conserved and embellished (will regenerate naturally)</li> <li>○ Wallum froglet – shallow drains at centre-south to be retained by zoning; area to be managed for constructed stormwater retention areas</li> <li>○ Others – refer to Flora &amp; Fauna study</li> </ul> </li> </ul>
<p>Marine ecology</p>	<p>Minimise potential for adverse impact on marine ecology and health of the Belongil estuary – stormwater, acid sulfate soils etc.</p>	<ul style="list-style-type: none"> <li>• Riparian buffers provided in zoning system.</li> <li>• Adequate treatment of stormwater quality and quantity, particularly nutrients (WSUD) will be required.</li> <li>• Future master plan will need to be consistent with urban design guidelines re urban/environment interface e.g. through use of perimeter roads. This will minimise 'back fence' dumping and keep environmentally sensitive areas in the public eye.</li> </ul>
	<p>Additional human movement at estuary entrance (re shorebird breeding areas)</p>	<ul style="list-style-type: none"> <li>• Beach access to be improved by North Beach developers (as per Part 3A approval) to reduce disturbance of Little Tern nesting area.</li> <li>• Beach access also available at Belongil and main</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<p>beach.</p> <ul style="list-style-type: none"> <li>Resident awareness (e.g. Bird Buddies letterbox drop).</li> </ul>
Mosquito hazard	Potential for residents to be affected by mosquito borne viruses	<ul style="list-style-type: none"> <li>Low occurrence of vector species in the locality.</li> <li>Control dense vegetation (harbourage) in proximity to residential development.</li> <li>Building design solutions required in some areas – screened outdoor areas, non-attractant lighting.</li> </ul>
<b>Heritage impacts</b>		
Aboriginal cultural heritage	Respect for heritage Should consult with traditional owners	<ul style="list-style-type: none"> <li>Consultation has been undertaken in accordance with DECCW protocol.</li> <li>No sites or issues of conservation significance have been identified.</li> <li>Additional investigations may be required prior to development. Further consultation may be required at that time.</li> <li>Standard protocol applies to reporting disturbance of any relics during construction.</li> </ul>
<b>Housing aspirations</b>		
Affordable Housing	Support for affordable housing	<ul style="list-style-type: none"> <li>The planning system can influence housing affordability by: <ul style="list-style-type: none"> <li>Supply of developable land</li> <li>Wide range of permissible types of housing (i.e. fit to consumer budget)</li> <li>Providing for small lots and small dwellings</li> <li>Proportional mix of medium density development and detached housing</li> <li>Wide permissibility of secondary dwellings (granny flats) as rental units</li> <li>Provision for adaptable housing as household needs evolve</li> </ul> </li> </ul>
	Implementation of Council strategy	<ul style="list-style-type: none"> <li>Proposed affordable housing solutions do not rely on density bonuses as per AH strategy (refer to previous line item and specialist reports in the SSS study).</li> <li>Affordability is facilitated at rezoning stage through density and diversity, proximity to employment areas, reduced commuting requirements (i.e. expenditure on transport) etc.</li> </ul>
Housing availability	Provision of housing supply to meet demand	<ul style="list-style-type: none"> <li>Rezoning of additional residential land within environmental capabilities.</li> <li>Development density and housing type will be subject to future processes (master plan &amp; DA).</li> </ul>
Housing types	Diverse housing types	<ul style="list-style-type: none"> <li>Mixed use development identified in urban structure plan.</li> <li>Need for diverse housing type to be incorporated in preliminary DCP.</li> <li>Mixed use areas identified in zoning plan.</li> <li>To be addressed in detail in future master planning and development control.</li> </ul>
Tourist housing	No more tourist development - more housing instead	<ul style="list-style-type: none"> <li>Specific tourism sites have been identified.</li> <li>Opportunities for bed and breakfast accommodation</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<ul style="list-style-type: none"> <li>Holiday letting will be controlled by legislation.</li> </ul>
Other – housing aspirations	Up market retirement village	<ul style="list-style-type: none"> <li>This cannot be resolved by the current SSS (rezoning) process; it is a matter for future development proposals.</li> </ul>
<b>Other aspirations and ideas</b>	Other ideas for the site	The focus of the study is to determine relevant zoning that is suitable for the site.
<b>Planning</b>		
Location of zones	Air quality - How is the proponent dealing with constraints e.g. Sunnybrand odour	<ul style="list-style-type: none"> <li>Air quality modelling (by former Sunnybrand consultants) indicates sensitivity distances/contours.</li> <li>Non-residential (light industrial) uses inside the relevant (2OU) contour as a buffer between Sunnybrand and housing.</li> </ul>
	Existing and potential sand quarries in Skinners Shoot – consider buffer issues	<ul style="list-style-type: none"> <li>Land Use Conflict Risk Assessment addresses existing &amp; potential quarries.</li> <li>Sand quarries do not involve blasting; operate sporadically; are not visible from the site – low significance and low consequence. No impact on zoning.</li> </ul>
Planning Process	<ul style="list-style-type: none"> <li>There will inevitably be a substantial increase in traffic on an already busy road and noise impact on future residents.</li> <li>Concerns that planners will only focus within site's boundaries and ignore the surrounds and lose valuable opportunities in the process.</li> <li>Planning cannot go ahead until the major traffic congestion along Shirley Street is addressed.</li> <li>Nothing has been said about the expected dwelling yield from the 100 hectares.</li> </ul>	<ul style="list-style-type: none"> <li>Traffic modelling has addressed the sub-regional road network and likely changes in traffic flow due to West Byron and other developments.</li> <li>West Byron is a catalyst for consideration of traffic management improvements.</li> <li>Dwelling yield is estimated on the basis of planning and design guidelines and information that suggest 18 dwellings per hectare of residential land. This extrapolates to approximately 850 dwellings.</li> </ul>
Role of Developer	(s94) contributions - West Byron contribution to roads, parks, community facilities etc.	<ul style="list-style-type: none"> <li>Contributions will be made in the form of on-site works (dedication of land and facilities) and in accordance with adopted s94 contributions plans which will be developed after the land is rezoned.</li> <li>S94 plans are subject to State government guidelines (nexus, apportionment etc.)</li> </ul>
Role of State Government	Buy the land back from the developers	<ul style="list-style-type: none"> <li>All properties are in freehold ownership. The planning process is proceeding in accordance with established practice, therefore the option of the State government buying the land has not been undertaken by either the landowners or the DoP.</li> </ul>
Other planning	S94 contributions plan required	<ul style="list-style-type: none"> <li>Correct, s94 plan is required but it is not necessary or appropriate to develop a s94 plan at this stage of the process</li> <li>SSS requires study provides an estimate of likely scope of contributions.</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<ul style="list-style-type: none"> <li>Dwelling &amp; population yields, and associated demand on community facilities, will be informed by future master planning process and thus s94 plan.</li> </ul>
<b>Sentiment towards development</b>		
Antidevelopment		Concerns about the development have been acknowledged. The SSS study is based on technical studies and assessments and consultations with stakeholders to ensure minimization of the potential for adverse ecological, social or economic impacts.
Neutral		BBWLA is committed to keeping the community and other stakeholders informed about the project and seeking feedback on the planning being undertaken.
Pro-development		We are currently at the early phases of planning.
Supportive with specific suggestions		<ul style="list-style-type: none"> <li>We aim to adhere to the following principles in the planning and development of the land through the next stages of planning.</li> <li>Respect and respond to the natural environment of the land and surrounding areas and the existing character of the Byron Shire.</li> <li>Seek information and feedback from the community and other stakeholders, in relation to their needs, concerns and hopes for West Byron.</li> <li>Be commercially sound, responsive to the market and utilise the Land efficiently and endeavour, as far as possible and appropriate, to support the economic growth of the local industry and community.</li> <li>Design and develop a natural and built environment at West Byron, which incorporates innovation and sustainability.</li> <li>Deliver to the community a development that provides a balance between economic, social and environmental needs and of which we and the Byron community can be proud.</li> </ul>
Other – sentiment towards development		
<b>Social impact</b>		
Concerns about local demographics	Transient nature of community.	We have undertaken a social impact study as a start to understanding the social challenges/opportunities for the Byron community and any new developments.
Impacts on social services	Minimise adverse social impact Provide sufficient facilities and services for the new community	<ul style="list-style-type: none"> <li>Zones for open space.</li> <li>Specific community facilities to be resolved in future processes.</li> </ul>
Other social impacts and opportunities	Range of issues that need to be considered as part of the development, including sustainability and creating a healthy community with West Byron and as a result of West Byron in the communities it impacts upon.	We have undertaken a social impact study as a start to understanding the social challenges/opportunities for the Byron community and any new developments. Our planning process is mindful of the importance of creating a sustainable and healthy community through this new development. These issues have been considered in the development of the study and its outcomes and will continue to be the focus of the master planning process.
<b>Stakeholder engagement</b>		

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<p>BBWLA is committed to keeping the community and other stakeholders informed about the project and seeking feedback on the planning being undertaken. We will take on board your feedback received from about engagement in the next stage of planning.</p>
<b>Structural impacts</b>		
	<p>Avoid disturbance to significant infrastructure in MR 545 road reserve:</p> <ul style="list-style-type: none"> <li>• optic fibre cable</li> <li>• water mains</li> <li>• sewer mains</li> </ul>	<ul style="list-style-type: none"> <li>• Access from Sunrise Boulevard into the site would be highly problematic due to infrastructure and environmental factors.</li> <li>• Preferred location for eastern access is a new intersection (roundabout) shared with the SAE.</li> </ul>
	<p>STP capacity: Council decision making process re STP upgrade in 2002 did not include West Byron</p>	<ul style="list-style-type: none"> <li>• The Settlement Strategy was not adopted for planning purposes, but was used to inform STP design capacity.</li> <li>• Stringent adherence to historical (and mutable) input factors is unreasonable. Infrastructure requires adaptive management (monitoring the systems, adapting to changing inputs and circumstances).</li> <li>• STP design capacity is 11,032 ET (6.95 Megalitres per day). Council Trunk Sewer Modelling Report indicates demand at year 2034 will be 8,558 ET. This indicates a spare capacity of 2,474 ET at year 2034 – that is more than enough capacity to accommodate the West Byron development and other development.</li> </ul>
<b>Traffic</b>		
<p>Increase in traffic</p> <p>Management of traffic</p> <p>Planning : Role of developer</p>	<p>West Byron will require Ewingsdale Road to be 4 lanes at its frontage</p> <hr/> <p>Model peak load at Ewingsdale interchange</p> <hr/> <p>How much traffic will West Byron generate? What will be West Byron's contribution to solutions?</p>	<ul style="list-style-type: none"> <li>• Not necessarily. Traffic modelling indicates higher volumes west of Bayshore Drive (i.e. vehicles going into and out of the A&amp;I Estate) and east of Sunrise Bvd (residents going to/from Byron Bay).</li> <li>• Four lanes will be required in the long term – West Byron will bring the timeframe forward.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Addressed in traffic model.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Modelling indicates that both bypass options (long and "mini") are already needed. These are more appropriately thought of as additional street links to increase the capacity of the network generally.</li> <li>• Council traffic study (Opus 2009) estimates that 1,000 dwellings at West Byron will increase traffic on MR545 by 12.6% in year 2028.</li> <li>• West Byron development will contain traffic outflow as much as possible by providing destinations within the site, e.g. neighbourhood shop, active open space, employment areas. Traffic modelling is not yet complete, but it is certain that West Byron will add some traffic to Ewingsdale Road and other parts of the local network. West Byron could be a catalyst for</li> </ul>

Key issues raised across all stakeholder groups	Specific details of issue/ concern/ requirement	Response to issue as part of SSS Study
		<p>resolving the need for traffic infrastructure improvements, including the town centre bypass. The BBWLA will pay their fair share towards the cost of improvements.</p> <ul style="list-style-type: none"> <li>• West Byron development will have to construct works as required (e.g. improvements to MR545 including access intersections).</li> <li>• West Byron development will have to contribute to general infrastructure upgrade works via s94 contributions.</li> </ul>
	Consider total road network	<ul style="list-style-type: none"> <li>• The sub-regional traffic network has been modeled.</li> </ul>
	Provide detail of servicing and parking arrangements	<ul style="list-style-type: none"> <li>• Service capacity has been demonstrated; details to be addressed in future planning and design processes (master plan, DA).</li> </ul>
	Ensure intersection sight distances	<ul style="list-style-type: none"> <li>• Subject to intersections being designed and constructed to appropriate standards.</li> </ul>
Traffic noise	Impact of traffic noise on residential amenity	<ul style="list-style-type: none"> <li>• Options include: <ul style="list-style-type: none"> <li>○ Non-residential uses in exposure zones e.g. light industrial.</li> <li>○ Landscaped mounds concealing acoustic wall.</li> <li>○ Use buildings as acoustic mass e.g. home businesses and home offices.</li> </ul> </li> <li>• Does not affect zoning.</li> <li>• Details of mitigation measures to be addressed in master plan.</li> </ul>
Other traffic	Alternative traffic routes e.g. extend Melaleuca Drive	<ul style="list-style-type: none"> <li>• No evidence of demand for such a long route. The proposed mini- and full bypass routes are needed first, as additional street links to facilitate traffic movement in the town.</li> <li>• Challenging construction through wetlands and multiple ownerships</li> <li>• Not within the ambit of this SSS study.</li> </ul>

## Engagement outcomes from Phase 4: Refinement of preferred option(October 2010)

### Stakeholders informed about this next phase of the project and encouraged to provide feedback

- Adjoining/adjacent landowners ( the landowners holding large parcels of land around the site, as well as residents/businesses in the Industrial Estate and Sunrise)
- Broader local community – residents , tourists, workers
- Community/ Environmental/ Business groups and agencies
- Councilors
- State and federal members of parliament for the local area
- Byron Shire Council
- State and federal departments
- Local media

### Statistics

The same list of stakeholder groups (as per Appendix A) were informed via a second newsletter and personalized letters inviting them to individual meetings with project team. The feedback reflects the agencies that took up the option of a meeting or provided comments through the feedback form.

Statistics of consultation activities	
Meetings with local/adjacent landowners	5
Number of people that attended the Public Information Session	10
Feedback forms/letters received ( through web, mail and information session)	5
Meetings with business/community/environmental groups	1 ( Byron United)
Meetings with Councilors (26/10/10) (facilitated by DoP)	1
Meetings with MPs	2 meetings with Don Page
Meetings with Council staff (13/10/10 & 12/11/10)	2
Presentation to Department of Planning's Community Reference Group ( 26/10/10)	1
Briefings of media	One face to face and several contacts via telephone and email.

### Feedback requested

A feedback form was provided on the web and at the information session (see Appendix D). The feedback asked from stakeholders:

- Do the proposed zone types and their locations make the best use of this land resource?
- Other comments?
- If you attended, how useful was the Public Information Session on the 12th October 2010?  
not useful      useful      very useful      not sure  
Your comments/ideas for future sessions in the next stages of planning

### Feedback received

- Active open space park (1ha) appears insufficient for population especially as most other 'green' areas are constrained
- Uncertainty about uses in western Multiuse Zone 1(MU1)
- Support additional housing but not without sound infrastructure strategy (meaning more than just bypass/es);
- Need for infrastructure, in the short term.

- Access to beach important – crossing of Ewingsdale Road – should consider overpass or underpass.
- Need to ensure there is parking for the residents.
- Concerns that it might result in high density living.
- Zoning should be residential-rural in the short term. After 5 years could increase density through subdivisions.
- Need to consider stormwater management – treat in wetlands and released in Belongil Creek to increase flow in creek.
- Need to consider more development options than just the option that yields the higher dollar potential. Need to think long term. Should consider input from Universities to inject different thinking.
- Need to find and implement a traffic management solution now rather than later.
- Concerns about management/disturbance of acid sulfate soils.
- Supportive of approach undertaken so far. Details in relation to dwellings numbers and density needs further investigation.
- Prefer to see BBWLA not committing to Council’s building height limits.
- Consideration of a possible school.
- Vision is to ensure that zoning allows for the creation of a distinct and commercially viable gateway on Ewingsdale Road. Concerns about location of residential zone near Ewingsdale road and the need for full integration of community facilities within the same area and the possible competition between B4 mixed use area and B1 Neighbourhood Centre, which may impede this.
- Need for a compelling vision for the site and community consensus building around this vision.

### [Response to feedback](#)

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These issues will be considered as part of the submission to the Department of Planning. However this feedback will be most relevant to the next stage of planning, along with other feedback received as a result of the Department’s exhibition of the plan.

## Next steps

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BBWLA is inviting the community and other stakeholders to continue their involvement in the West Byron Project by providing feedback in the form of written submissions to the Department of Planning's exhibition of the SSS study, which includes the land use plan and Preliminary Development Control Plan.

The next stage of the planning process if the Plan becomes a statutory document will be the master planning process, which will provide the next level of detail to the development.

More information about the project will be available on the website at [www.westbyronproject.com.au](http://www.westbyronproject.com.au)

## Appendix A: List of key project stakeholders

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### Residents

- Rate payers/ general public of Byron Shire
- Essential workers
- Tourists/holiday makers
- Arts and Industry Estate Residents
- Sunrise Beach residents

### Byron Bay West Landowners Association (BBWLA)

#### Landowners that are not part of BBWLA but have land within the West Byron Urban Release Area

- Temple Byron
- Planula - Bed and Breakfast

#### Landowners/Businesses near study area

- Adjacent private landowners
- SunnyBrand
- School of Audio Engineering
- Northbeach Tourist Site
- Belongil Swamp Drainage union
- Industrial and residential landowners north of Ewingsdale Road

### Council

- Byron Council Officers – technical staff dealing with various issues
- Councillors
- General Manager
- Manager of Planning
- Manager of Community Services
- Byron Shire Community Services Interagency
- Local Libraries (for distribution of project information)

### Other businesses

- Byron United (Chamber of Commerce)
- Sunrise Beach shopping centre

### MPs

- Ian Cohen – Upper House ( Greens Senator)
- Don Page (local member – National Party)
- Justine Elliot - Member for Tweed (Federal Labour)

### Government Agencies

- Department of Environment, Climate Change and Water (Coffs Harbour)
- NSW Office of Water (Tamworth)
- Dept of Planning (Sydney)
- Department of Planning (Grafton)
- Human Services - Housing NSW (Tweed Heads)

- Human Services - Community Services (Ballina)
- Dept of Education and Training
- North Coast Area Health Service/Byron Hospital
- RTA (local office)
- RTA- Pacific Highway Project (Grafton)
- ARTC - Broadmeadow
- Dept of Premier and Cabinet (Coffs Harbour)
- Dept of Industry and Investment - Economic Development (Northern Region)
- Dept of Industry and Investment - Fisheries
- Marine Parks Authority (Coffs Harbour)
- Cape Byron Marine Park Authority
- Northern Rivers Catchment Management Authority

### Community/Environmental groups and agencies

- Surf Life Saving Club
- Byron Community Centre
- Byron Rate Payers Association did we find these people? Do they exist?
- Northern Rivers Social Development Council (Lismore)
- North Coast Community Housing Cooperative(Lismore)
- Ballina-Byron Family Centre
- Byron Youth Service
- Holiday Letting Organisation
- Byron Bay Community Health Service/Childhood Clinic
- Local Aboriginal Lands Council (Tweed Byron)
- ARAKWAL Corporation
- Byron Bird Buddies
- BEACON
- Byron Environment Centre
- Byron Shire Bicycle User Group
- Ewingsdale Progress Association
- Byron Sports Field Association
- Byron Bay Progress Association
- Suffolk Park Progress Association
- Sunrise Beach Residents Association

### Local Schools

- Cape Byron Steiner School
- Byron Bay Public School Byron Bay High School
- Byron Community Primary School

### Emergency Services

- Ambulance Services (Coffs Harbour)

- Local SES
- State Emergency Services (Wollongong)
- Rural Fire Service (Grafton & Lidcombe)
- NSW Fire Brigades (Coffs Harbour)
- NSW Police (Tweed Heads)

**Utilities**

- Rous Water (Lismore)
- Country Energy
- Water/sewer – Council
- Telstra

**Media**

- The Byron Shire Echo
- The Northern Star
- Byron Shire News

## Appendix B – Example of adverts

**West  
BYRON  
Urban Release Area**

### Public Notice

**Investigations are currently underway to determine planning options for West Byron, south of Ewingsdale Road.**

The study is the first step in a long process which will look closely at what is involved in creating a modern village with its own local shops and parks, and which is pedestrian and bike-friendly.

There will be many opportunities for you to have your say in the process and we have already sought the views of Council, government agencies and many community representative groups.

Your input to this process is important to determine the best outcome for the land and the Byron community.

You are invited to learn more and to give your views at:  
**[www.westbyronproject.com.au](http://www.westbyronproject.com.au)**

Surveys completed before Friday 17 September 2010 will be included in the NSW Department of Planning's consideration of the first stage of the study.

Please help us create the best outcome for all of Byron Shire.

**West  
BYRON  
Urban Release Area**

### Public Notice

**The Byron Bay West Landowners' Association invites members of the public to learn more about its upcoming submission to the Department of Planning.**

West Byron Urban Land Release has been identified as a potential for urban rezoning for more than 25 years.

Following public consultation, the State Significant Site study to determine zoning options for the land is near completion. This is the first stage of an extensive planning process. The completion of this process will identify the options and opportunities for sustainable development of the site.

You are invited to learn more about the land zoning request soon to be submitted to the NSW Department of Planning for their consideration, meet some of the team and ask your questions.

The Department of Planning will put the submission on public display and invite comments later in the year or early next year.

All information on display at the Public Information Session will also be made available on our website from 11 October 2010.

<b>WHAT</b>	Public Information Session – LEARN MORE ABOUT THE PROPOSED LAND USES FOR WEST BYRON URBAN RELEASE AREA
<b>WHEN</b>	12pm – 6pm Tuesday 12 <sup>th</sup> October, 2010
<b>WHERE</b>	Byron Shire Council training rooms in Bayshore Drive, Arts and Industry Estate.

For more information: **[www.westbyronproject.com.au](http://www.westbyronproject.com.au)**



# Appendix D – Copy of Feedback forms

## Planning for the West Byron Urban Release Area

### Let us know your views and ideas

The Byron Bay West Landowners Association (BBWLA) is a collection of landowners of a 100 hectare site, 2.5 km west of Byron Bay. We are undertaking a State Significant Site Study for this land as part of a rezoning application. At this initial phase we want to ensure that we collect all of the local environmental information as well as have an understanding of community and government agency views and hopes for the site.

**You are encouraged to comment on this planning study by completing this short questionnaire and returning it by 21st August 2016.**

1. What is important to you about the area?

(a) Natural features

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(b) Remaining structures / uses

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. We are undertaking a number of studies that focus on a range of areas: ecology, infrastructure, traffic & transport, water, noise, building, water sensitive urban design, wildlife, forest, geotechnical, contamination, archaeological heritage, visual impacts, social impacts, demographic, affordable housing, marine ecology, air quality and urban, built form, urban design and planning.

Are someone with local knowledge do you have any information that we should consider as part of these studies? If so please let us know below.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What are your ideas and/or hopes for the planning of this area?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Planning for the West Byron Urban Release Area

### Let us know your views on the proposed land use plan

The Byron Bay West Land Owners Association (BBWLA) is a collection of landowners of a 100 hectare site, 2.5 km west of Byron Bay. We are in the final phases of undertaking a State Significant Site Study. We would like to thank you for your feedback thus far. Your feedback along with other key investigations and reference documents has informed the development of the Land Use Plan and the Preliminary Development Control Plan, which form part of the State Significant Site Study.

1. Do the proposed zone types and their locations make the best use of this land resource?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Do you have any other comments?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. If you attended, how useful was the Public Information Session on the 12<sup>th</sup> October 2015?

not useful  useful  very useful  not sure

Your recommendations for future sessions in the next stages of planning:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

continued on other side

## West Byron Urban Release Area

4. Do you have any other comments about the proposed rezoning?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**This questionnaire is the first step in the process to engage stakeholders in this project**

5. Can you tell us what engagement opportunities interest you and would encourage you to participate in the study and subsequent stages of the project. Please check one or more.

website  
 newsletters  
 open to face meetings  
 information days  
 other please advise

6. Do you live in the Byron Shire?  Yes  No

If yes, how long have you lived in the area?

In which part of the area do you live?

Please indicate by checking  Male  Female

10-15  15-20  20-25  25-30  30-35  35+

7. Would you like to receive updates as they become available?  Yes  No

8. What is the best way to contact you?

Name \_\_\_\_\_  
 Organisation you represent (if relevant) \_\_\_\_\_  
 Postal address \_\_\_\_\_  
 Or email address \_\_\_\_\_  
 Other \_\_\_\_\_

Thank you for taking the time to provide your feedback and ideas. Please return the form by 21st August 2016. The form is also available on the web at [www.westbyronproject.com.au](http://www.westbyronproject.com.au). Alternatively you can send the form to **West Byron Project PO Box 51, Earlwood 2208** or email it to [landproject@westbyron.com.au](mailto:landproject@westbyron.com.au). A response letter is welcome if space is insufficient room here to comment.

## West Byron Urban Release Area

### Next steps

The current SSJ study, and the rezoning of the land, is just the first step of the planning process. After the land is rezoned, a detailed master plan and detailed Development Control Plan will be required. These will go into a lot more detail about the urban design and sustainability requirements for West Byron. The community and other stakeholders will be consulted again at the various stages.

### Your contact details

Do you live in the Byron Shire?  Yes  No

If yes, how long have you lived in the area?

In which part of the area do you live?

Please indicate by checking  Male  Female

10-15  15-20  20-25  25-30  30-35  35+

Would you like to receive updates as they become available?  Yes  No

What is the best way to contact you?

Name \_\_\_\_\_  
 Organisation you represent (if relevant) \_\_\_\_\_  
 Postal address \_\_\_\_\_  
 Or email address \_\_\_\_\_  
 Mobile \_\_\_\_\_ other phone (home or work) \_\_\_\_\_

Thank you for taking the time to provide your feedback. The form is also available on the web at [www.westbyronproject.com.au](http://www.westbyronproject.com.au). Alternatively you can send the form to **West Byron Project PO Box 51, Earlwood 2208** or email it to [landproject@westbyron.com.au](mailto:landproject@westbyron.com.au). A response letter is welcome if space is insufficient room here to comment.

### More information

If you need any further information please contact the project team (0827 242 432 during business hours).

## Appendix E – Summary of feedback from Phase 2

The comments below are largely verbatim. At times they have been summarised or a comment has been split across categories where it applies to more than one issue. Where ideas were very similar, only one comment has been included below. The frequency with which comments were raised in relation to each subcategory can be viewed in the table in the body of this report.

Category	Subcategory	Key issues raised or recommendations made
Design aspirations	Aesthetics	<ul style="list-style-type: none"> <li>- Retain natural landscape</li> <li>- Use quality materials to suit the climate/environment and to achieve affordable housing</li> <li>- Aim for an eco-village estate that is community focused for people to live and families to grow</li> <li>- Do not create a suburban housing ghetto.</li> <li>- Consider human movement, not only cars, "whole of network" approach - movement on Ewingsdale Road, movement to shops, beach etc.</li> </ul>
	Amenities	<ul style="list-style-type: none"> <li>- Retain open space with wide walking and bike paths</li> <li>- Use wide reserves to buffer homes, rather than back to back houses</li> <li>- Consider a visual buffer using trees to separate area from Ewingsdale Road</li> <li>- Maintain access to beach, forest or other features - one of the key reasons people live in Byron</li> <li>- Consider natural buffers along waterways and habitat corridors for wildlife and public amenity</li> <li>- Create opportunities to park and ride or hire a bike</li> <li>- Lack of infrastructure and community facilities</li> <li>- Consider a cultural hub of facilities – a surfing museum, a regional art gallery or sculpture park, an aboriginal culture centre, an education facility, a wetlands wildlife centre</li> <li>- Plan for the future.</li> <li>- Existing swimming pool in Byron Bay may be nearing end of economic life.</li> <li>- Tennis courts are very popular, "there will never be too many."</li> <li>- Generally agreed there is merit to having neighbourhood shop but not so much as to compete with Sunrise Beach shops.</li> <li>- OK to have neighbourhood focal area with small general store, cafe, maybe childcare, overlooking park.</li> <li>- STP was not designed to accommodate West Byron development as the Settlement Strategy did not envisage development.</li> <li>- Need to address social amenities and the impacts on social problems.</li> </ul>
	Density	<ul style="list-style-type: none"> <li>- High-density housing is not an option for this area – retain as much open space with wide walking and bike paths.</li> <li>- Consider low rise development to maintain the vista.</li> <li>- Low to medium density residential with attention to landscaping using native trees and vegetation.</li> <li>- A small retail shopping development in the area.</li> <li>- Would like to see some larger blocks (eg 700 m2+) available.</li> <li>- A good position for an up market retirement village.</li> <li>- Consider affordable (eg \$300,000) smaller dwellings such as one-bedroom and studio units.</li> <li>- Avoid the creation of single use enclaves.</li> <li>-</li> <li>- Consider home businesses live/work options.</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<ul style="list-style-type: none"> <li>- Some support for small lots &amp; dwellings.</li> <li>- Need for the development to be low density and creative/innovative.</li> </ul>
	Height of buildings	<ul style="list-style-type: none"> <li>- Low-rise development no higher than two storeys and trees planted to provide a pleasant outlook to inhabitants and passersby.</li> <li>- Height of buildings: 2 storeys residential is consistent with Byron LEP. Some concern about taller buildings particularly if visible from Ewingsdale Road. Suffolk Park is comparable to West Byron and it does not have 3 storeys (mostly 1 storey).</li> <li>- Concern about visual sensitivity generally.</li> </ul>
	Integrated water design	<ul style="list-style-type: none"> <li>- Focus on water sensitive urban design to address the land bordering Belongil Creek and the issue of regular flooding combined with high rainfall</li> <li>- Provide adequate drainage traps for rubbish and other detritus from any urban development</li> <li>- Natural buffers along waterways and habitat corridors for wildlife and public amenity</li> <li>- Respond to groundwater coming from Byron West treatment works</li> <li>- Improve the flow of treated effluent flowing through drainage area into the Belongil Creek.</li> <li>- Acknowledge that the land is part of the sand aquifer that is vital for maintaining the water table.</li> <li>- Build and keep drains clear to avoid flooding of the Industrial Estate.</li> </ul>
	Landscaping	<ul style="list-style-type: none"> <li>- Eco-village concept with open spaces and generous native plantings.</li> <li>- Green space, like in Sunrise.</li> <li>- Restoration in the unused areas would be desirable.</li> <li>- Don't clear the trees and be sensitive to the wetland area.</li> <li>- Bike paths and covered walkways.</li> <li>- Maintain sections of swamp in parks and reserves.</li> </ul>
	Location of buildings	<ul style="list-style-type: none"> <li>- Urban planning design - mix between open spaces, native planting and housing.</li> <li>- Build away from Ewingsdale Road.</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>- Consider a small retail shopping development and small local businesses for the residents.</li> <li>- All cables should be put underground in one trench.</li> <li>- The building of houses should be highly regulated and environmentally focused, e.g. mandatory solar hot water and solar energy, large windows to catch the winter sun and awnings to reduce the summer heat, ceiling fans rather than air-conditioning; all north facing, insulated, water tanks.</li> <li>- No cats or dogs.</li> <li>- The issue of global warming should be considered as the site is just above sea level.</li> <li>- Affordable housing that enhances the sense of community needed to make Byron well functioning and cohesive.</li> <li>- Recognise link between sustainable communities and employment, infrastructure.</li> </ul>
	Transport/traffic	<ul style="list-style-type: none"> <li>- A cycle path from the new suburb on the south side of Ewingsdale Road.</li> <li>- A bypass to the south and west, connected to Skinners Shoot Road, with provision to eventually link to Cemetery Road.</li> <li>- Investigation of an alternative to Ewingsdale Road as a traffic route into Byron Bay town.</li> <li>- Alternative public transport (e.g. park and ride) with a dedicated bus / taxi / shuttle lane.</li> <li>- Roundabouts on Ewingsdale Road at Sunrise Bvd / Banksia Dry / Bayshore Dry. Dedicated cycle paths.</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
	Other – design aspirations	<ul style="list-style-type: none"> <li>- Encourage visitors and prospective residents to the area by maintaining the vibrancy of the 'old town of Byron Bay'. Any new land releases on the periphery of town should be an extension of the town not a suburban housing ghetto.</li> <li>- Development needs to add to the community well being.</li> </ul>
Economic impacts/opportunities	On surrounding businesses	<ul style="list-style-type: none"> <li>- Ensure operational activities within the industrial estate will not be restricted, e.g. one concrete plant has been severely restricted due to proximity to urban development.</li> </ul>
	Other – economic impacts/opportunities	<ul style="list-style-type: none"> <li>- The issue of employment and lack of infrastructure is quite critical and a development that compounds these issues is not welcome. Development of this magnitude has a huge amount of social responsibility attached to it and must be considered very carefully.</li> </ul>
Environmental impacts	Bushfire hazard	<ul style="list-style-type: none"> <li>- Ensure multiple access routes to the proposed site, so more than two roads in/out of the area.</li> </ul>
	Contamination	<ul style="list-style-type: none"> <li>- Contamination of Belongil Creek and the ground water table.</li> <li>- The use of concrete which leaches into the ground water.</li> <li>- Presence of acid-sulphate soils.</li> </ul>
	Flooding	<ul style="list-style-type: none"> <li>- Flooding is a definite problem with much of the proposed land being affected. Don't push the problem elsewhere.</li> <li>- Extra run off from buildings needs to be addressed.</li> </ul>
	Flora and fauna	<ul style="list-style-type: none"> <li>- Endangered plants and animals in the area that need looking after, eg koalas, Mitchells Rainforest snail.</li> <li>- Maintain existing flora as habitat for existing wildlife and be sensitive to and preserve the wetlands.</li> <li>- Protect and improve Belongil creek.</li> </ul>
	Marine	<ul style="list-style-type: none"> <li>- Marine ecology will be greatly impacted by water contamination during construction and the leaking of contaminants from materials such as concrete.</li> </ul>
	Mosquito hazard	<ul style="list-style-type: none"> <li>- Ross River Fever and Barmah Forest virus are prevalent in this area and pose a serious health risk because of transmission by mosquitoes.</li> </ul>
	Other – environmental impacts	<ul style="list-style-type: none"> <li>- Management of treated effluent from West Byron treatment works that has raised groundwater and flows 24/7 via shallow paddock drains into the union drain that meets the Belongil Creek.</li> </ul>
Heritage Impacts	Non-indigenous	<ul style="list-style-type: none"> <li>- Heritage buildings must be kept</li> </ul>
Housing aspirations	Affordable Housing	<ul style="list-style-type: none"> <li>- Level flat land perfect for building more much needed affordable accommodation.</li> <li>- A need for AFFORDABLE housing in Byron Bay. I believe Sunrise was originally designed as such but is now out of reach to anyone on a low income.</li> <li>- Released land for sale at an affordable price. There is limited housing and land in Byron Bay that drives the price up and makes it harder for the younger generations to buy their first home.</li> </ul>
	Housing availability	<ul style="list-style-type: none"> <li>- Focus on residential housing with lots that are a minimum of 700 m2 , and a reduction of overcrowded units.</li> </ul>
	Housing types	<ul style="list-style-type: none"> <li>- Only permanent residential zoning; no holiday letting and tourist facilities.</li> </ul>
	Tourist housing	<ul style="list-style-type: none"> <li>- No more tourist development - more housing instead</li> </ul>
	Other – housing aspirations	<ul style="list-style-type: none"> <li>- An up market retirement village.</li> </ul>
Other aspirations/ideas		<ul style="list-style-type: none"> <li>- The front paddock at Belongil Fields is highly visible to visitors to Byron and would benefit the town if used as a visually stimulating and beneficial development rather than residential e.g.an adventure park or an</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<p>environmentally sensitive educational and tourist facility.</p> <ul style="list-style-type: none"> <li>- Eliminate Sunnybrand.</li> <li>- Camping/ open conference space.</li> </ul>
Planning	Location of zones	<ul style="list-style-type: none"> <li>- Impacts of climate change on low areas.</li> <li>- Responsibility of developer to ensure development is responsive to climate change.</li> <li>- We need to consider relationship between WB and new sportsfields across the road to northwest (Byron Regional Sports &amp; Cultural Centre).</li> <li>- We need to provide open space on site.</li> <li>- Only permanent residential zoning - no holiday letting and no tourist facilities.</li> </ul>
	Planning process	<ul style="list-style-type: none"> <li>- There will inevitably be a substantial increase in traffic on an already busy road and noise impact on future residents.</li> <li>- Concerns that planners will only focus within site's boundaries and ignore the surrounds and lose valuable opportunities in the process.</li> <li>- Planning cannot go ahead until the major traffic congestion along Shirley Street is addressed.</li> <li>- Nothing has been said about the expected dwelling yield from the 100 hectares.</li> </ul>
	Role of developer	<ul style="list-style-type: none"> <li>- Consortium's responsibility for anything that goes wrong 12 months or 12 years after project completed.</li> <li>- We want developer's commitment to helping Byron Bay remain a cohesive community.</li> <li>- One would hope that the consultants, despite the fact they are presumably being paid by the landowners, will be independent and prepared to propose effective solutions.</li> <li>- Is the Association being led by people who understand the need to develop the area for the future rather than replicate past failed development models?</li> <li>- Contribution of developers towards road upgrade/bypass.</li> </ul>
	Role of State Government	<ul style="list-style-type: none"> <li>- The Department of Planning should buy out the owners and hand the property over to an organisation like Caring for our Country or Rainforest Rescue.</li> </ul>
	Other – planning	<ul style="list-style-type: none"> <li>- The issue of employment and lack of infrastructure is quite critical and a development that compounds these issues is not welcome as the local people will have to deal with the long-term ramifications.</li> <li>- Development of this magnitude has a huge amount of social responsibility attached to it and must be considered very carefully.</li> <li>- Negotiations with rail authorities re second level crossing.</li> <li>- What does "State Significant" mean, why are we not dealing with Council?</li> <li>- Need to refer to Byron Bay Suffolk Park Settlement Strategy as one of the docs we would consider under "local context".</li> <li>- Believe there needs to be an integration of planning for North Beach and West Byron. If planning is at different stages needs some level of agreement.</li> <li>- Train line needs to be factored into the planning for infrastructure.</li> </ul>
Sentiment towards development	Anti-development	<ul style="list-style-type: none"> <li>- Appreciate shire's bio-diversity, low visual impacts, pristine beaches. Do not agree that residential development is important for the economic development. More people means more impact and more cost.</li> <li>- The Department of Planning should buy out the owners and hand the property over to an organisation like Caring for our Country or Rainforest Rescue.</li> <li>- Development will reduce Belongil Creek water quality, increase feral animals (dogs and cats) in the already impacted estuary.</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<ul style="list-style-type: none"> <li>- No planning. Leave it alone.</li> <li>- It is difficult to understand the rezoning of this low-lying flood prone area for residential subdivision in view of the highly likely impacts of climate change. Who pays for compensation? Ideal if the site remain as camping/open conference space with large structure or two for such purposes.</li> <li>- Our members spent many years working on the Byron Suffolk Park Settlement Strategy and feel very strongly that this proposal does not comply with recommendations contained therein, and is also contrary to the intent of the Regional Strategy.</li> </ul>
	Neutral	<ul style="list-style-type: none"> <li>- Sports Association is neutral to the proposal.</li> </ul>
	Pro-development	<ul style="list-style-type: none"> <li>- At the moment it is a swamp so rezoning into a nice land development would be positive.</li> <li>- Opposed to a development focused on maximum density and profit. Focus on enhancing the environment of people and families and maintaining a strong sense of community.</li> </ul>
	Supportive with specific suggestions	<ul style="list-style-type: none"> <li>- Alleviate flooding and preserve the wetland nature of the site.</li> <li>- I would like to see affordable (e.g. \$300,000) housing in the area - smaller dwellings and varieties such as one bedroom and studio units.</li> <li>- Structures should not be higher than two storeys and trees planted to provide a pleasant outlook to inhabitants and to passersby.</li> <li>- The building of houses should be environmentally focused, e.g. mandatory solar hot water and solar energy, large windows to catch the winter sun and awnings to reduce the summer heat, ceiling fans rather than air-conditioning. This is our big chance to build something really attractive and environmentally sound as an example to others.</li> <li>- Development should not impede the flow of raised groundwater coming from Byron West treatment works, and the development improves the flow of treated effluent flowing through drainage area into the Belongil Creek.</li> <li>- Operational activities within the industrial estate should not be restricted. One concrete plant has been severely restricted because of proximity to an urban development.</li> <li>- Development must be a beacon for good design. Most surrounding structures are low key. Sunrise estate which is not visible from main road was actually well planned with 30m green zones/ corridors for wildlife. Development at Cemetery Road was ground breaking in Byron with banning of domestic animals.</li> <li>- Traffic congestion must be addressed. The road needs to at least be two lanes each way. Developers and council need to invest money for access road infrastructure.</li> <li>- Unless the development enhances the sense of community needed to make Byron a well functioning and cohesive body, then you are only adding to or creating problems for the community as a whole.</li> <li>- Demographics - Byron has a very transient population and it is hard to maintain a cohesive community. How do you propose to do this when you are in effect adding to the problem by supplying more housing?</li> <li>- Urban design very important.</li> <li>- Development should investigate ways in which the benefits for existing residents can be enhanced by including facilities which are currently lacking.</li> <li>- Boost open spaces and community areas, rather than cramming the maximum number of dwellings into the space.</li> <li>- Consider a shopping centre, community centre, community parkland space and high school.</li> <li>- Urban planning design – make it beautiful, that's why people come to Byron. Focus on eco-villages that have that great mix between open</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<p>spaces, native plants, housing, parks, playgrounds, skate parks, bike paths, no open water (mosquitoes). Communal spaces are what residents need.</p> <ul style="list-style-type: none"> <li>- It would be a missed opportunity not to achieve the highest standard of urban design. A team of experts will need to be engaged and should be briefed that the new development should be a benchmark for future.</li> <li>- Good design will not only go some way to achieve support of the local community but will also add commercial value to the scheme. Good urban design does not necessarily mean expensive outcomes. A well considered site layout with considerations of privacy, solar access and sense of community would cost the developer no more than a ill considered design. Numerous models of good development of this scale exist. Having a great shared open space catering for a cross section of ages at the heart of the development would be very welcome.</li> <li>- Developers need to be prepared to think outside the square and not replicate past models with little relevance to emerging social and demographic trends or the overarching need to pass on to future generations urban structures that are truly sustainable. West Byron should actively pursue new planning and development models superior to anything to date. Landcom, the ULDA and VicUrban have all explored innovations and new alternatives in affordable housing, home offices, street widths and patterns, and the location and nature of parks and larger open spaces.</li> <li>- Opposed to seeing development which is focused on a maximum density approach to the site.</li> <li>- No more tourist development – housing instead.</li> <li>- Only permanent residential zoning - no holiday letting and no tourist facilities.</li> <li>- So many developments put profit as the top priority and this is reflected in poor design - too dense, solar aspect not considered, too car-oriented. Here is your chance to do something different and get it right.</li> <li>- We need to do something about Ewingsdale Road before we consider any further development.</li> </ul>
	Other sentiment towards development	<ul style="list-style-type: none"> <li>- The front paddock at Belongil Fields is highly visible to visitors to Byron and would benefit the town if used as a visually stimulating and beneficial development rather than residential e.g. an adventure park or an environmentally sensitive educational and tourist facility. The facility would be accessible to local residents and groups.</li> <li>- Leave some trees in place as you level the land and build in bike paths and footpaths to encourage people to walk.</li> <li>- Ensure there is a local shop on the south side for basic groceries and a local cafe.</li> <li>- You could become leaders in sustainable and affordable development, look for less profits and try to build something of worth. I think this would be so impressive and I'm sure the whole community would support you in such an endeavour.</li> <li>- The least number of dwellings and people as possible on the site - maybe a few exclusive residences for the wealthy.</li> <li>- Byron Core Values is a group which looks at ways of preserving the values and way of life that Byron is famous for and ways of balancing tourism and residential needs.</li> </ul>
Social impacts/opportunities	Concerns about local demographics	<ul style="list-style-type: none"> <li>- Byron has a very transient population and it is hard to maintain a cohesive community. How do you propose to do this when you are in effect adding to the problem by supplying more housing?</li> </ul>
	Impacts on social services	<ul style="list-style-type: none"> <li>- Traffic &amp; Transport - good local bus system, no rail, inadequate safe bike pathways, no traffic plan. It takes up to 45 minutes to travel from the BP service station into town over the Christmas holiday period, a trip that normally takes 3 minutes. There are also serious concerns that emergency</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<p>services cannot access the area west of Byron Bay CBD because there is only one bridge over the Belongil Creek and during peak times the traffic blocks this only access route.</p> <ul style="list-style-type: none"> <li>- Need to address social amenities and the impacts on social problems.</li> </ul>
	Other – social impacts/opportunities	<ul style="list-style-type: none"> <li>- Traffic &amp; Transport - good local bus system, no rail, inadequate safe bike pathways, no traffic plan. It takes up to 45 minutes to travel from the BP service station into town over the Christmas holiday period, a trip that normally takes 3 minutes. There are also serious concerns that emergency services cannot access the area west of Byron Bay CBD because there is only one bridge over the Belongil Creek and during peak times the traffic blocks this only access route.</li> <li>- Development needs to enhance the sense of community needed to make Byron a well functioning and cohesive body.</li> <li>- Consider social benefits of open space near the centre of the development or near shops - greater passive surveillance of facilities, brings activity into the centre, sense of community, parents passive surveillance of children playing.</li> <li>- <i>Byron Core Values</i> is a group which looks at ways of preserving the values and way of life that Byron is famous for and ways of balancing tourism and residential needs.</li> <li>- Access to our natural resources needs to be regulated, monitored and or maintained for the long term. Access to these environments is one of the key reasons people live in Byron. With access comes responsibility on many levels, to the environment and its complex ecosystems, to the Arakwal and to each other. If you want to open up 100 hectares of land to housing, you are also asking 1500 or more people to permanently take on the shared responsibility of this area - how are you proposing to do that?</li> <li>- Infrastructure is lacking in this area - public toilets, bins, clean open spaces, parks, play areas, skate park, entertainment venues for youth, a hospital that can't cope in the holiday season and with no maternity unit, overcrowded schools with insufficient facilities, access to parking within the CBD would be compounded by an additional 1500 residents.</li> <li>- Affordable housing - definitely needs to be considered but not to be attained by building 'cheap' houses that are not environmentally considered. High density housing is not an option for this area and can often add to issues of crime and poverty because of the lack of access to amenities when there are too many residents in a small area.</li> <li>- Urban planning design – make it beautiful, that's what people come to Byron for. Focus on eco-village estates that have a great mix between open spaces, native planting, housing, parks, playgrounds, skate park, bike paths, no open water (mosquitoes). Communal spaces are what residents' need.</li> <li>- Development should investigate ways in which the benefits for existing residents can be enhanced by incorporating facilities currently lacking locally.</li> <li>- Road delays, disaffected youth, short tourism season.</li> </ul>
Stakeholder engagement	Activity/tools	<ul style="list-style-type: none"> <li>- Information on the web.</li> <li>- We like information sessions.</li> </ul>
	Hopes	<ul style="list-style-type: none"> <li>- A panel of local advisers to provide balance.</li> </ul>
	Level of engagement	<ul style="list-style-type: none"> <li>- Your extensive public consultation at such an early stage is commendable. I hope that the project meets the needs of a wide range of people and actually enhances the wider community.</li> </ul>
	Transparency	<ul style="list-style-type: none"> <li>- Could you advise who is part of the team and what is their track record is in producing outcomes that are well respected by their peers and the communities in which these developments have taken place?</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
	Other – stakeholder engagement	<ul style="list-style-type: none"> <li>- Use peak bodies for consultation re open space requirements e.g. Sports Association.</li> </ul>
Structural impacts		<ul style="list-style-type: none"> <li>- There are no surrounding structures that are of importance.</li> <li>- Sunny Brand chicken odour will continue.</li> <li>- No objection to removal of built structures and replacing with of trees.</li> </ul>
Traffic	Increase in traffic	<ul style="list-style-type: none"> <li>- Major consideration is already congested traffic going into Byron, lack of parking and major traffic backups especially on market days.</li> <li>- Major concern is traffic congestion along Ewingsdale Road. Any new development of West Byron will add to this congestion. Are there plans for alleviating this in the form of bypasses or alternative entries and exits to the new estate?</li> <li>- There are serious concerns that emergency services cannot access the area west of Byron Bay CBD because there is only one bridge over the Belongil Creek and during peak times the traffic blocks this only access route.</li> <li>- Bypasses will not help the traffic situation. Traffic flow affected by cross overs and flow inhibitors in town need serious attention. New housing will undoubtedly add to this chaos at certain times.</li> <li>- Current road access to Byron Bay town from Sunrise to Byron Bay town does not cope with peak holiday traffic. I would expect this issue would need to be addressed before increasing the population of the area.</li> </ul>
	Management of traffic	<ul style="list-style-type: none"> <li>- Traffic &amp; Transport - good local bus system, no rail, inadequate safe bike pathways, no traffic plan. It takes up to 45 minutes to travel from the BP service station into town over the Christmas holiday period, a trip that normally takes 3 minutes. There are also serious concerns that emergency services cannot access the area west of Byron Bay CBD because there is only one bridge over the Belongil Creek and during peak times the traffic blocks this only access route.</li> <li>- If there was a path from the new suburb on the south side of Ewingsdale Rd, cyclists would not have to cross the main road twice.</li> <li>- Speed limits should be reduced and a proper zebra crossing should be introduced at first turn off to Sunrise due to increase traffic conditions and to aid Sunrise cyclists in crossing Ewingsdale Rd. The opportunity to park and ride or hire a bike might reduce some of this impact and could be incorporated into the plan and the Adventure Park.</li> <li>- Vehicle traffic access into Byron Bay along Ewingsdale Road.</li> <li>- Possibly the most important 'surrounding structure' is Ewingsdale Road. There will inevitably be a substantial increase in traffic on an already busy road and noise impacts on future residents. It will be interesting to see how your planners and urban designers respond and, equally importantly, if they recognise the area's connections to its surrounds. Too many planners focus just on the area within a site's boundaries, ignore the surrounds and lose valuable opportunities in the process.</li> <li>- My main concern with the site is constant congestion along Ewingsdale Rd. Any new development of West Byron will add to this congestion. Are there any plans for alleviating this in the form of bypasses or alternative entries and exits to the new estate?</li> <li>- The development needs to have a by pass to the south and west, connected to Skinners Shoot Road, with provision to eventually link to Cemetery Road.</li> <li>- Road delays, disaffected youth, short tourism season.</li> <li>- Concerned with traffic flow entering Byron from the North. Need turning lane or similar to not interrupt traffic.</li> <li>- Bypasses will not help the traffic situation. Traffic flow affected by cross overs and flow inhibitors in town need serious attention. New housing will</li> </ul>

Category	Subcategory	Key issues raised or recommendations made
		<p>undoubtedly add to this chaos at certain times.</p> <ul style="list-style-type: none"> <li>- Traffic is already at crisis point. Widening and extra road capacity will be quickly taken up leading to increased congestion particularly in the shopping precinct of Byron Bay.</li> <li>- Alternative public transport - ie park and ride - with a dedicated bus / taxi / shuttle lane, is the only workable and sustainable solution. Bike paths are good but not enough. A Byron bypass has been shown to have a negligible effect.</li> <li>- Roundabouts on Ewingsdale Road at Sunrise Bvd / Banksia Drv / Bayshore Drv. Bypass to the South / West linking to Skinner's Shoot Road.</li> <li>- Traffic is the main problem.</li> <li>- Major consideration is already congested traffic going into Byron, lack of parking and major traffic backups especially on market days.</li> <li>- Major traffic congestion along Shirley Street needs to be addressed.</li> <li>- Short run train between North Beach (possibly capturing West Byron population) and centre of town.</li> </ul>
	Traffic noise	<ul style="list-style-type: none"> <li>- Possibly the most important 'surrounding structure' is Ewingsdale Road. It will be most interesting to see the studies to be undertaken by your traffic planning and noise consultants and their recommendations for handling what will inevitably be a substantial increase in traffic on an already busy road and the consequence noise impact on future residents.</li> </ul>
	Other traffic	<ul style="list-style-type: none"> <li>- Developers and council need to invest money in access road infrastructure.</li> <li>- Maintenance of bike paths.</li> <li>- Short run train between North Beach (possibly capturing West Byron population) and centre of town.</li> </ul>

## **Appendix F – West Byron Stakeholder Engagement Plan**

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**West Byron Project**

State Significant Site Study  
Stakeholder Engagement Plan

June 2010

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# 1. Introduction

The Byron Bay West Landowners Association (BBWLA) is a collection of landowners of a 100 hectare site, 2.5 km west of Byron Bay. These landowners own the majority of land that is known as the West Byron Release Area.

This land has been under consideration for rezoning for more than 25 years. In September 2009 the land was declared as a potential State Significant Site (SSS). Director General's requirements for this project were released in November 2009, outlining the various studies to be undertaken as part of the overall State Significant Site (SSS) study.

The formal process for this study has recently commenced. The SSS study will result in the identification of a preferred rezoning option which will be submitted to the Department of Planning for their consideration. This is likely to take place in late 2010.

This Stakeholder Engagement Plan (Plan) outlines the approach and a framework for undertaking communication and consultation activities for the State Significant Site (SSS) study.

## 1.1 Purpose of the Stakeholder Engagement Plan

The Plan provides an overarching framework for stakeholder communication and consultation activities for the Project.

The plan aims to outline:

- Clear purpose, principles and objectives of the engagement program
- The key messages
- The key stakeholders
- The main activities and tools to be adopted
- The key community/stakeholder issues (as we understand them at this point in time)
- The monitoring and evaluation of the plan. Need to ensure that the community and other stakeholders are kept informed and consulted about the rezoning process.

The approach recognises that this is a significant piece of land for the existing and future local community and other stakeholders, and hence there is a need to ensure an inclusive approach. We want to make sure that any development undertaken minimises the impacts on the local environment and reflects as much as is possible, the needs and aspirations of the community and other stakeholders. It is also necessary that the rezoning process aims to deliver an option that reflects excellence in design and sustainability whilst ensuring that the character of the development complements the existing character of the region. Hence, a range of inputs other than stakeholder engagement inputs are necessary for the achievement of this goal.

The Plan is a living document and will be updated as required during the delivery of the project.

## **1.2 Scope**

The plan covers:

- The key communication activities to be undertaken to keep the community and other stakeholders informed about the project. .
- The key consultation activities to be undertaken to seek information and feedback from the community and other stakeholders on the various phases involved in undertaking a State Significant Site study.
- The Plan covers the key communication and consultation activities from May to December 2010.

## 2. The stakeholder engagement approach

### 2.1 Purpose, principles and objectives of the stakeholder engagement strategy

The rezoning of the land is likely to have mixed reactions. Some stakeholders will see it as a positive response to growing need for alternative and affordable accommodation in the Byron area and a means for increasing local economic growth. Other stakeholders will resist the rezoning process based on their concerns about the negative impacts on traffic, the natural environment and the local Byron character, amongst other things. Other stakeholders will be concerned about impacts but recognise that some growth is appropriate, and will be more interested in ensuring that the mitigation of issues occurs as part of the rezoning process.

The challenge is to hear this wide range of views through a fair and rigorous engagement process, to document and analyse this feedback in a transparent and considered manner and develop options that acknowledge the ideas and/or concerns of stakeholders whilst at the same time recognising the economic impetus of the landowners and the expectations that have accrued via planning strategies over a long period of time.

#### Purpose of engagement

- To provide key stakeholders with the information and opportunities to provide their input (ideas, information and/or concerns);
- To involve the project team in the engagement so that they better understand stakeholder needs and wants.
- To provide the project team with this stakeholder input in a timely and constructive manner.
- To support the achievement of sustainable results from the study.
- To establish more open communication channels with the community and other stakeholders.
- To assist in decision making whilst recognising that the outcomes of engagement are one of various inputs into the rezoning process.

#### Our Stakeholder Engagement Principles

<b>Inclusiveness</b>	Seek out the views from a wide range of stakeholders and ensure barriers to effective participation are addressed. Build relationships: with both existing and new stakeholders and future consumers/buyers.
<b>Candour</b>	Be comprehensive: consider every issue Build trust: create an environment where different opinions are welcome Be candid: disclose agenda, assumptions, goals and boundaries.
<b>Relevance</b>	Make it relevant: focus on issues of greatest importance. Share knowledge: provide access to pertinent knowledge, where it is appropriate. Be timely: engage when it can influence actions.
<b>Learning</b>	Uncover new perspectives: seek mutual understanding and identify. Focus on the future: emphasize on what can be done.
<b>Action</b>	Act on results: apply learning to improve zoning planning. Provide evidence: show stakeholders how results will be used.

**The key objectives of stakeholder engagement are:**

- ▶ To find out what key community and agency stakeholders value and aspire to in relation to the rezoning of West Byron Release Area, early in the rezoning process.
- ▶ To collect local data from the community and other stakeholders that will assist in the investigations by specialist consultants.
- ▶ To ascertain the views of the wider community on the proposed rezoning.
- ▶ To involve the Department of Planning, Council (its officers and Councillors) and other relevant planning authorities to ensure that relevant strategic documents and planning instruments are considered in the SSS study.
- ▶ To seek feedback from the community and other stakeholders on the preferred option.

**The level of participation/engagement for this stage of the project**

Engagement activities at this stage will be at *inform* and *consult* levels of the IAP2 spectrum (see below) and the promises made and the actions taken will reflect these levels. These levels reflect the requirements as stated by the Department of Planning West Byron Release Area State Significant Site Requirements, issued on 3 November, 2009.

We believe that it is critical for this SSS stage of the project, that the wider community feel part of the rezoning process and subsequently be able to provide their ideas, aspirations and concerns, as well as targeting specific stakeholders for more detailed feedback. The wider catchment of issues and concerns and opportunities for face to face discussions with key stakeholder groups on a one on one basis will assist in the building of relationships between BBWLA and stakeholders.

It may be necessary in the next stage of master planning and detailed concept designs to deliberate with a smaller group of community and other stakeholder representatives. This deliberation will take the level of participation to the involve level and may require the use of tools such as the establishment of a reference group and/or design charettes.

**IAP2 Public Participation Spectrum**

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Example Techniques to Consider:</b>	<b>Example Techniques to Consider:</b>	<b>Example Techniques to Consider:</b>	<b>Example Techniques to Consider:</b>	<b>Example Techniques to Consider:</b>
<ul style="list-style-type: none"> <li>● Fact sheets</li> <li>● Web sites</li> <li>● Open houses</li> </ul>	<ul style="list-style-type: none"> <li>● Public comment</li> <li>● Focus groups</li> <li>● Surveys</li> <li>● Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Deliberate polling</li> </ul>	<ul style="list-style-type: none"> <li>● Citizen Advisory Committees</li> <li>● Consensus-building</li> <li>● Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>● Citizen juries</li> <li>● Ballots</li> <li>● Delegated decisions</li> </ul>

## 2.2 Zoning Process – summary of inform and consult activities to be undertaken

SSS study - Rezoning Phases	Key inform activities	Key consult activities	Feedback sought from community
1. Investigation phase – environmental and technical studies and consultation with stakeholders	<p>Web update – introducing project and discussion of constraints and opportunities</p> <p>Contact mechanisms for information and feedback– phone/email/PO Box</p> <p>Advertisements – about start of project</p> <p>Advertorials</p> <p>Newsletter/facts sheet – introducing project and explaining process</p>	<p>Personalised letters to key stakeholders ( introducing project), not including the general public. The general public will be advised of the project via adverts, advertorials, website, newsletters at public amenities.</p> <p>Face to face meetings (one on one) with key stakeholders (landowners near site/community associations/selected businesses/Council officers)</p> <p>Meeting/s with Councillors</p> <p>Forum/focus groups with key govt agencies in Tweed Heads/ Grafton/ Coffs Harbour/ etc</p> <p>Contact via environmental/technical consultants with other specific stakeholder groups</p> <p>Feedback form ( on web, distribute with personalised letter)</p>	<ul style="list-style-type: none"> <li>• What is important about the land area and the surrounding area?</li> <li>• Any specific and/or local information that needs to be considered as part of the investigations?</li> <li>• Your hopes for the land area?</li> <li>• Concerns or issues for the team to consider.</li> </ul>
2. Design of zoning options and development controls for the site	<p>Web update – milestone reached. What we heard from the community and other stakeholders so far.</p> <p>Newsletter/facts sheet – explaining status of project and findings from investigations and feedback received.</p>	<p>Assessment of feedback for input in the design process</p> <p>Ongoing meetings with relevant govt departments</p>	<p>Feedback from community and other stakeholders considered as part of the assessment of options and the selection of the preferred option.</p>
3. Refinement of preferred option through consultation with stakeholders	<p>Web update – milestone reached</p> <p>Contact mechanisms – phone/email/PO Box</p> <p>Advertisements – about phase of project</p>	<p>Letter plus information package – describing preferred option plus feedback form to be distributed and/or made accessible via the web to stakeholders.</p> <p>Meeting/s with Councillors</p>	<p>What do you like or not like about the preferred option?</p> <p>What are your suggestions?</p>

SSS study - Rezoning Phases	Key inform activities	Key consult activities	Feedback sought from community
	<p>Advertorials</p> <p>Newsletter/facts sheet</p> <p>Static displays –showing preferred option</p>	<p>Ongoing meetings with relevant govt departments</p> <p>Feedback form ( included in information package)</p>	
4. Submission of environmental studies, results of consultations and SSS listing by BBWLA to Department of Planning (DoP)	<p>Web update</p> <p>Contact mechanisms – phone/email/PO Box</p> <p>Advertisements – about phase of project</p> <p>Advertorials</p>	<p>Consultation report- outlining the issues/hopes etc and how they were addressed through the zoning process.</p>	<p>Formal evaluation of stakeholder engagement process.</p>
5. Exhibition of draft Rezoning proposal for West Byron by DoP	<p>Other than what DOP does, we would undertake:</p> <p>Web update – explaining submission process</p> <p>Contact mechanisms – phone/email/PO Box</p> <p>Advertisements – about exhibition</p> <p>Advertorials</p> <p>Newsletter/facts sheet</p>	<p>Exhibition process to be undertaken by DoP.</p>	<p>Community and other stakeholder feedback will be sought by the DoP as part of exhibition process.</p>
6. Approval granted /not granted  Site listed as a State Significant Site with a new zoning plan	<p>Web update – announcing next stage of project</p> <p>Letter of thanks to key stakeholders</p>	<p>Consultation process for next stage (if approval granted) to be discussed and developed. Opportunities for greater level of participation by stakeholders to be explored.</p>	<p>Not applicable.</p>

### 3. Key Stakeholders

A key aspect of the Plan is to define and identify the project’s stakeholders, their likely interest and ensure the approach and engagement tools to be adopted allow for stakeholders to be informed and consulted.

#### 3.1 Stakeholder interest/issues and engagement approach

**Table 1 Key stakeholders**

Stakeholder	Likely Interest/Issues	Main engagement activities/tools
Local community	Traffic impacts/management	Web
Residents/rate payers	Parking impacts/management	Local media- adverts/advertorials
Workers ( not living in area)	Provision of affordable housing	Newsletters (available at various public locations)
Tenants	Environmental impacts from growth	Feedback via web/feedback form
Holiday makers	Social impacts from growth	Information package – preferred option + feedback form on web
Local businesses		Static display of preferred option
		Plus, meetings with some key businesses
Landowners near area	Opportunities and/or impacts on their land	Web
Landowners part of the BBWLA	Traffic management	Local media- adverts/advertorials
Landowners not part of the BBWLA but with land within the area under investigation	Infrastructure	Newsletters (available at various public locations)
Landowners directly near the land in question, includes		Personalised letters
<ul style="list-style-type: none"> <li>- residential owners</li> <li>- commercial businesses</li> </ul>		Meetings
		Information package – preferred option + feedback form
Council	Provision of local technical information to ensure SSS study reflects the constraints/limitations	Web
Includes	Managing the impacts on growth on the environment and social services etc	Local media- adverts/advertorials
<ul style="list-style-type: none"> <li>- Council officers</li> <li>- Council executive</li> <li>- Councillors</li> </ul>	Economic and other opportunities that may come from the rezoning	Newsletters (available at various public locations)
	Ensuring land rezoning is sympathetic with vision and aspirations for the regional area	Personalised letters
		Meetings
		Information package – preferred option + feedback form

Stakeholder	Likely Interest/Issues	Main engagement activities/tools
State government agencies ( see list attached)	<ul style="list-style-type: none"> <li>- Strategic context of site</li> <li>- Impacts on infrastructure/infrastructure provisions</li> <li>- Impacts on social services/ mitigation</li> <li>- Need for affordable housing</li> <li>- Planning requirements to be met through rezoning</li> <li>- Impacts on environment/environmental management</li> <li>- Public access to foreshore</li> </ul>	Web Local media- adverts/advertorials Newsletters (available at various public locations) Personalised letters Meetings/telephone contact Information package – preferred option + feedback form
Range of departments to be consulted ( see list attached)		
Emergency services		
Utilities		
MPs ( see list attached)	<ul style="list-style-type: none"> <li>- Impacts on infrastructure/infrastructure provisions</li> <li>- Impacts on social services/ mitigation</li> <li>- Need for affordable housing</li> <li>- Planning requirements to be met through rezoning</li> <li>- Impacts on environment/environmental management</li> <li>- Public access to foreshore</li> </ul>	Web Local media- adverts/advertorials Newsletters (available at various public locations) Personalised letters Meetings/telephone contact Information package – preferred option + feedback form
State		
Federal		
Community groups ( see list attached)	<ul style="list-style-type: none"> <li>- Impact on environment from pop's growth perspective - Environmental Health</li> <li>- Impacts on social services/amenities</li> <li>- Maintaining local character</li> <li>- Traffic impacts/management</li> </ul>	Web Local media- adverts/advertorials Newsletters (available at various public locations) Personalised letters Meetings/telephone contact Feedback via web/feedback form Information package – preferred option + feedback form
Range of community associations/ environmental groups to be targeted		
Media	<ul style="list-style-type: none"> <li>- Information about the project - milestones</li> <li>- Any community events</li> </ul>	<ul style="list-style-type: none"> <li>- Briefings of journalists</li> <li>- Information package/s</li> </ul>

## 4. Key messages

### General Messages

- The Byron Bay West Land Owners Association (BBWLA) is a collection of landowners of a 100 hectare site, 2.5 km's west of Byron Bay. The site is known as the West Byron Urban Land Release Area.
- This land has been under consideration for rezoning for more than 25 years. In September 2009 the land was declared as a potential State Significant Site, and the Director General's requirements for this project were released in November 2009, outlining the various studies to be undertaken as part of the rezoning process. The process is known as a State Significant Site (SSS) study.
- The formal process for this SSS study has recently commenced. Site specific planning controls will be developed as part of the process, outside of the Byron LEP.
- The SSS study will result in the identification of zoning options. The preferred option for the West Byron Release Area will be submitted to the Department of Planning for their consideration. This is likely to take place in late 2010.
- The preferred option will identify land to be zoned for environmental protection as well as the land allowed for urban uses, including residential and commercial. This option will also include development controls for minimum lot size, building height, floor space ratio, exempt and complying development, and will identify any public land .
- If the SSS study is approved and the State Significant Site is gazetted and rezoned, it will be followed by a master planning process and then development application/s. This is likely to occur in 2011.
- As the first phase of the SSS study, we have recently commenced environmental and technical studies so that we can better understand what the land may be capable and suitable for. It is necessary that some of these studies go beyond the land under investigation to ensure that we understand if and how there would be impact on the surrounding areas.
- We recognise that this is a significant piece of land for the local community. We want to make sure that any development undertaken minimises the impacts on the local environment and reflects as much as is possible, the needs and aspirations of the community.
- The focus of the investigations being undertaken include :
  - Civil services, infrastructure, internal road network design (Cardno)
  - Traffic & transport strategies (Veitch Lister Consulting)
  - Traffic noise and acoustic impacts (TTM)
  - Flooding (BMT WBM)
  - Integrated Water Cycle Management and Water Sensitive Urban Design (Water & Carbon)
  - Mosquito hazard (Westmead Department of Medical Entomology)
  - Geotechnical, groundwater levels, soil pH, acid sulphate soils, contamination – (Southern Cross University's Environmental Analysis Laboratory)
  - Archaeological heritage (Jacqueline Collins)
  - Visual impact & landscape (Ennismorefield Pty Ltd)
  - Social impact, demographic analysis & affordable housing (BBC Consulting Planners)
  - Marine ecology (Peter Parker)

- Air quality and odour (PAE-Holmes)
- Planning, ecology, bushfire hazard, site analysis (LandPartners)
- Urban design

We have also contracted the support of a Media Liaison professional and a Community/Stakeholder consultation professional to support the study and ensure that the local community and stakeholders are kept informed and consulted during the rezoning process.

*Note – the names of these consultants will not necessarily be included in communications.*

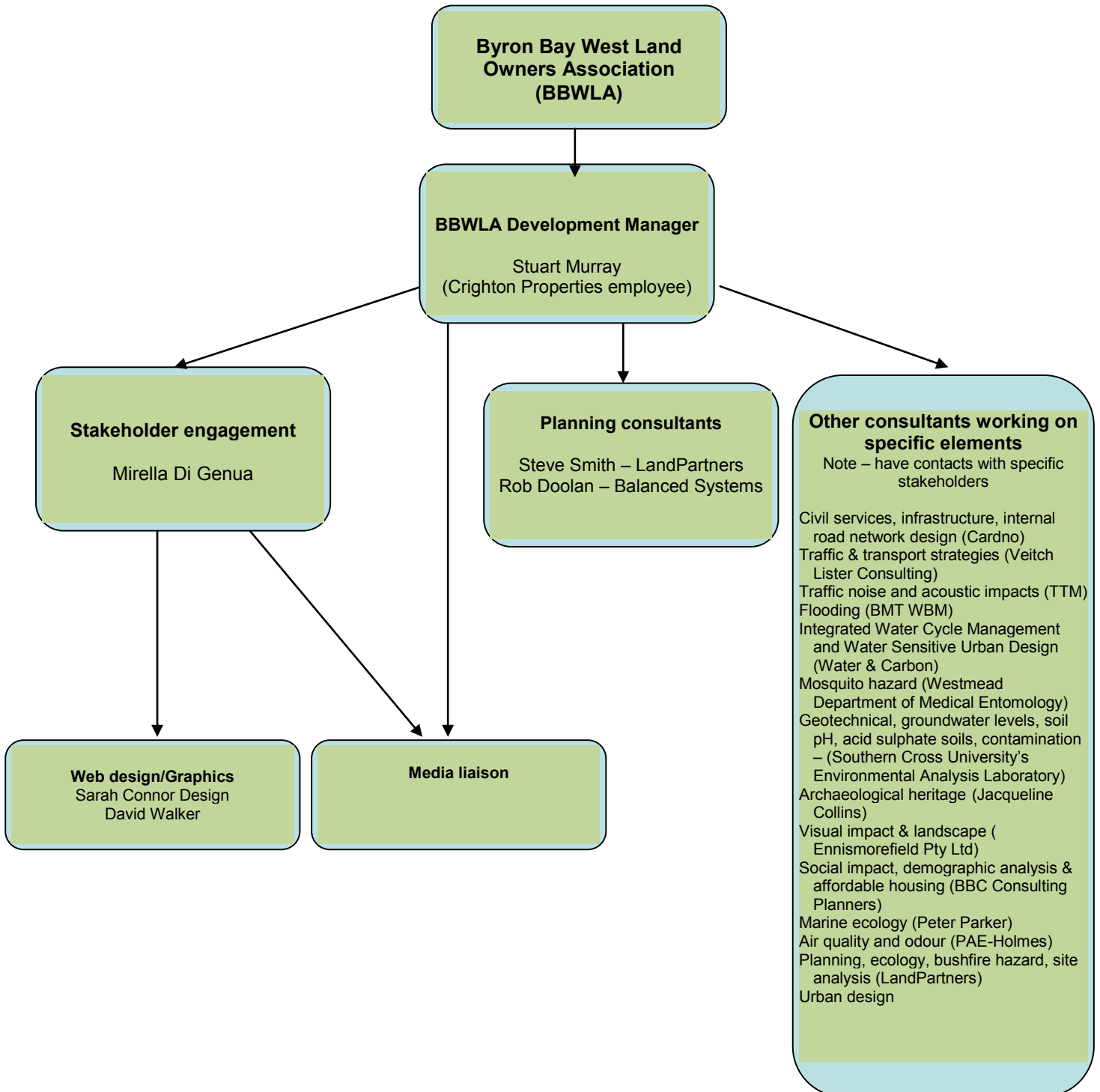
### **Specific/additional messages (where required)**

- We want to ensure that the types of housing meet the needs of the community through appropriate zoning and development controls, with a specific focus on different and/or affordable housing options.
- Traffic is an existing and growing problem. West Byron's contribution will be relatively minor.
- West Byron should be factored in to traffic planning by Council.
- The SSS process has allowed environmental, social and economic studies to proceed.
- West Byron is an opportunity to provide housing supply and diversify housing choice.
- We are only dealing with basic planning rules at this stage including zones, lot sizes and building heights. Detailed design of buildings and streetscape will come later in a master plan
- Consultations with Council staff have involved seeking their technical knowledge of the area and its needs.
- The flood consultants are preparing a flood model based on State policy and accepted practice. It may therefore differ from the methodology and inputs used in Council's Belongil Creek Flood Study.
- We are using former Sunnybrand consultant for air quality investigations. Buffer requirements vary depending on land uses.
- Over 20 Aboriginal stakeholders or groups will be consulted with as part of specific indigenous study.
- We want the character of the redevelopment to complement the existing character of the "region of villages".
- We are committed to a rezoning and development process based on excellence in design and sustainability

### **Contact mechanisms**

- Telephone - 0407240430
- PO Box 57, Earlwood 2206 NSW
- Email – [localproject@optusnet.com.au](mailto:localproject@optusnet.com.au)
- Website- [www.westbyronproject.com.au](http://www.westbyronproject.com.au)
- Main contact for community/stakeholder feedback - Mirella Di Genua
- Media liaison

## 5. Team Roles and Responsibilities



## 6. Protocols and Procedures

### 6.1 Media Protocols

All communications involving the media or enquiries by the media will be managed by the Media Liaison consultant. All media communications are to be approved by the Development Manager.

### 6.2 Stakeholder Enquiries

All stakeholder enquiries will be directed to the 0407240430 number or through the email – [localproject@optusnet.com.au](mailto:localproject@optusnet.com.au)

Project team members should emphasise the project key messages in any communication with community members but refer detailed enquiries to the Stakeholder Engagement Manager, Mirella Di Genua.

### 6.3 Branding/Style Guidelines

All materials will feature the relevant Byron Bay West Landowners Association Logo/letterhead.

### 6.4 Approvals Process

No project communications will be distributed until the approval process has been granted by the Development Manager.

### 6.5 Stakeholder database

It is important that accurate records are taken of all contacts, meetings and communications with stakeholders. Minutes of meetings and notes from all communication and consultation activities will be logged in a Stakeholder Database - DARZIN.

One of the purposes of the database is as a store of 'intelligence' about project stakeholders so that prior to any communication or meetings there is an understanding of previous discussions and stakeholder issues.

The functionality of the database will enable reporting on a number of enquiries received over a certain time period (week/month), enquiries per issue, and enquiries per stakeholder group or stakeholders per event, as well as comprehensive listing of all the issues/ concerns and aspirations raised during the study process.

Stakeholders will be entered into the database and managed by the Stakeholder Engagement Manager and other team members where appropriate.

## 7. Evaluation

To assess the overall effectiveness of the Plan, the following monitoring and evaluation activities are proposed.

### Monitoring activities will involve:

- Database reports on the number of enquiries received on a weekly or monthly basis and issues raised;
- Monitoring of enquiries received that relate to the provision of information and whether stakeholders understand this information (i.e. is the information disseminated clear);
- Monitoring the coverage the Project receives in local and regional media;
- Issues analysis of each contact/ meeting etc and referral to project team for consideration in the relevant phase of the zoning process;
- Review of feedback sheet, following meetings etc.;
- Reviews with the Council of any complaints or issues raised by the community on the stakeholder engagement process being undertaken; and
- Participating in project team meetings and monitoring/tracking the integration of issues into the various project deliverables.

### Final Evaluation

- Emails will be sent out to a random selection of stakeholders asking them of the engagement process undertaken and their views.
- The evaluation will be based on Evaluation Framework for Community Engagement that was developed from the United Nations Brisbane Declaration, by Allison Hendricks 2007. The focus of the final evaluation questions are based on measuring the indicators as they correspond to the principles. The principles and indicators area described below.

PRINCIPLE	INDICATOR
- Integrity	<ul style="list-style-type: none"> <li>• Openness and honesty about scope and purpose</li> <li>• Appreciate respective roles and responsibilities</li> </ul>
- Inclusion	<ul style="list-style-type: none"> <li>• Opportunity for a diverse range of values and perspectives to be freely expressed and heard</li> <li>• Representative of the population</li> <li>• Appropriate and equitable opportunity for all to participate</li> </ul>
- Deliberation	<ul style="list-style-type: none"> <li>• Sufficient and credible information for dialogue</li> <li>• Space to weigh options, understand and reframe issues, movement towards developing shared understanding, identifying common ground and shared values</li> </ul>
- Influence	<ul style="list-style-type: none"> <li>• People have input in how they participate</li> <li>• Policies and services reflect their involvement, and their impact is apparent</li> </ul>
- Capacity	<ul style="list-style-type: none"> <li>• Address barriers</li> <li>• Build capacity and confidence of people to participate meaningfully</li> <li>• Develop confidence in the process and the value of their participation</li> <li>• Engender a shared sense of ownership and commitment to the process and outcome</li> <li>• Adequately resource indigenous peoples and the poor and marginalised to participate meaningfully in the broader community</li> <li>• Ensure that they have a stake in the outcome and benefit equitably as a result of being involved</li> </ul>

- 
- **Sustainable decisions**
    - **Transparency**
    - **Subject to evaluation**
    - **Recognise and communicate the needs, interests and values of all parties, including decision makers**
    - **Decision makers find the output useful and have sufficient confidence to act on the community's recommendations**
    - **More cohesive and informed communities and governance result from the process**
-

## Appendix A – Engagement Action Plan

Activity	Description
<p><i>Phase 1 – INVESTIGATIONS</i></p> <p><i>1. Start-up activities – May 2010</i></p>	
<p>Comms/engagement start up meeting</p>	<p>Confirm the planning approach.</p> <ul style="list-style-type: none"> <li>▶ Confirming protocols for communication etc between the project team</li> <li>▶ Confirming protocols for media management.</li> <li>▶ Confirming how project communication material will be ‘branded’</li> <li>▶ Identify any available documentation.</li> <li>▶ Discuss and agree on engagement activities.</li> </ul>
<p>Stakeholder identification and assessment meeting/workshop</p>	<p>The purpose of this is to ensure all stakeholders have been identified, their likely issues discussed, and responsibilities for managing various stakeholders.</p>
<p>Set-up mechanisms including Stakeholder Database (DARZIN)</p>	<p>Set up community/other stakeholder contact mechanisms (email, PO BOX, phone line and email, as a means for the community/other stakeholders to make comments and obtain further information.</p> <p>Set-up contact/issues database to record and maintain the names, addresses and contact details. The database will be updated during the project by adding details of all individuals and groups participating in involvement activities and submitting feedback forms.</p> <p>Note - This database will record and summarise the issues, concerns and comments made during the project. It can be updated regularly when input is received, and will be used to report on issues according to subject. This will ensure that detailed information about community/stakeholder views and concerns is available to the project team at any time during the life of the project. It will also assist in reporting back to stakeholders..</p>

Activity	Description
Review and finalise community/stakeholder engagement plan	Reflect the outcomes of the stakeholder assessment and other learning that has occurred since the engagement plan was developed.
Web design	Design of the site, based on any visual identity guidelines and adhering to legible web design.
<i>Community Engagement and other more general communication activities</i>	
Development of survey questions	Focus of survey/feedback form is to seek stakeholder aspirations, needs and concerns in relation to the development.
Newsletter/facts sheet	Introduces project – focuses on process/ deliverables etc and opportunities to be involved.
Letter to stakeholders	Information letter advising them of the project. Some stakeholders will be made a direct offer to meet with them.
Advert in paper	Announcing study and where to go to for more information
Advertorials etc	Placement of adverts
Individual meetings with key stakeholders	Advertorials informing community about project and the undertakings.
Reporting	Meeting face to face with government agencies, adjoining landowners/businesses, community agencies.
Web update	Reporting of feedback from the community via survey, meetings etc for project team
	Update of news section

Activity	Description
<b>PHASE 2- DESING OF ZONING OPTIONS AND DEVELOPMENT CONTROLS FOR THE SITE</b>	
Design process	Review possible options and determine the preferred option through a weighting process.
Review /Development of key messages re. project and project consultation evaluation	It is assumed that this would be an ongoing process, however it is likely that further messages about the project will be required, to capture the project status.
Web update	New information updated – indicated where we are at in the process.
<b>PHASE 3 - REFINEMENT OF PREFERRED OPTION THROUGH CONSULTATION WITH STAKEHOLDERS</b>	
Development of survey questions	Focus of survey/feedback form is to seek stakeholders' views on the preferred option.
Newsletter/facts sheet	Introduces next phase – focuses on preferred option and seeking feedback.
Letter and package of information to stakeholders	Package of information to be distributed and/or accessible via the web to stakeholders ( as per list) describing the preferred option and asking for their feedback.
Advert in paper	Advert – announcing where we are at in relation to study process Placement of adverts
Advertorials etc	Advertorials about the project.
Individual meetings with government stakeholders	Meetings to be undertaken on a needs basis to assist in understanding the preferred option and seeking feedback.
Static displays	Static displays at key locations showing preferred option. Display panels to show information in larger scale, than what is available on the web or in printed material.

<b>Activity</b>	<b>Description</b>
(Option - drop in display with staff present)	Option of staffed display to be explored further. Will depend on whether there is a need to get more people informed and educated about the study outcomes. Will depend on the amount of interest that has been generated from previous activities.
Community Evaluation	Note – need to ensure that the community has had legitimate opportunity for input. Evaluation via the database that is anonymous.
Final community consultation report	Reporting of feedback from the community via survey, meetings etc in a formal report.
<i>PHASE 4 - Submission of environmental studies, results of consultations and SSS listing to Department of Planning (estimated to be end of 2010)</i>	
Newsletter/facts sheet	Explains status of project
Web update	New information updated – indicated where we are at in the process.
<i>PHASE 5 - Exhibition by DoP</i>	
Range of web, facts sheets etc to be undertaken to communicate exhibition.	

## Appendix B – List of stakeholders

## List of Stakeholders

(Note – There is the flexibility to add other stakeholders as they are identified)

### Residents

Rate payers/ general public of Byron Shire

Essential workers

Tourists/holiday makers.

### Byron Bay West Landowners Association (BBWLA)

### Landowners that are not part of BBWLA but have land within the West Byron Urban Release Area

Temple Byron

Melaleuca Drive

Planula - Bed and Breakfast

### Landowners/Businesses near study area

Other private landowners

SunnyBrand

School of Audio Engineering

Northbeach Tourist Site

Drainage union

Industrial and residential landowners north of Ewingsdale Road

### Council

Byron Council Officers – technical staff dealing with various issues

Councillors

General Manager

Manager of Planning

Manager of Community Services

Byron Shire Community Services Interagency

### Other businesses

Byron United (Chamber of Commerce)

IGA site /Bottle shop site

### MPs

Ian Cohen – Upper House ( Greens Senator)

Don Page (National Party)

Justine Elliot - Member for Tweed (Federal Labour)

### Government Agencies Note – didn't get back much from them in the past

Department of Environment, Climate Change and Water - Environment Protection (Coffs Harbour)

NSW Office of Water (Tamworth)

Dept of Planning (Sydney)

Department of Planning (Grafton)

Human Services - Housing NSW, (Tweed Heads)

Human Services - Community Services (Ballina)

Dept of Education and Training

North Coast Area Health Service/Byron Hospital

RTA (local office)

RTA- Pacific Highway Project (Grafton)

ARTC - Broadmeadow

Dept of Premier and Cabinet (Coffs Harbour)

Dept of Industry and Investment - Economic Development (Northern Region)

Dept of Industry and Investment - Fisheries

Marine Parks Authority (Coffs Harbour)

**Emergency Services**

Ambulance Services (Coffs Harbour)  
Local SES  
State Emergency Services(Wollongong)  
Rural Fire Service , (Grafton)  
NSW Fire Brigades (Coffs Harbour)  
NSW Police (Tweed Heads)

**Utilities**

Rous Water(Lismore)  
Country Energy  
Water/sewer – Council  
Telstra

**Local Schools****Local Media****Community agencies/groups**

Surf Life Saver Club  
Byron Community Centre

Byron Rate Payers Association  
Northern Rivers Social Development Council  
(Lismore)  
North Coast Community Housing  
Cooperative(Lismore)  
Ballina-Byron Family Centre  
Byron Youth Service  
Holiday Letting Organisation  
Byron Bay Community Health  
Service/Childhood Clinic  
Local Aboriginal Lands Council (Tweed Byron)  
ARAKWAL Corporation  
Byron Bird Buddies  
BEACON  
Byron Environment Centre  
Byron Shire Bicycle User Group  
Ewingsdale Progress Association  
Byron Sports Field Association  
Byron Bay Progress Association  
Suffolk Park Progress Association  
Sunrise Beach Residents Association

**Tre Sorelle Trading** ABN 25 467 102 918

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This document is and shall remain the property of BBWLA.

**Document Status**

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0	Mirella Di Genua	14 <sup>th</sup> June 2010	
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