



KEMPSEY
Shire Council

South West Rocks Structure Plan

June 2023

Acknowledgment of Country

Kempsey Shire Council acknowledges the land of the Thunggutti/Dunghutti Nation. We pay respect to Elders past and present. We acknowledge the role of emerging leaders to continue to guide us in the future. We acknowledge the Stolen Generation and the need to change practices to be inclusive. This land always was and always will be Thunggutti/Dunghutti land.



South West Rocks, Arakoon & Jerseyville - an overview



Background



Why South West Rocks needs a plan

Kempsey Shire Council recognises the growth pressures coastal towns are under. Due to the idyllic coastal location of South West Rocks, the area is anticipated to continue experiencing steady growth pressure. It will cater for the majority of projected population and housing growth within the Kempsey Shire until 2041 (LGMS, 2022).

The competing balance for accommodating growth whilst retaining the existing character of the place is a key challenge for the area.

In planning for this growth and the anticipated changes to the area it is vitally important to address development, services and amenity needs and to secure positive community benefits. The South West Rocks planning process and resulting Structure Plan aims to provide:

- *a planning approach that supports the community's long-term vision for the town.*
- *considers land use opportunities and other supporting controls for the long term growth of the town and its immediate surrounds.*



- *provides specific design principles to enhance the character and environment of the town.*
- *guides strategies and the consideration of future development projects, either public or private, in a sensitive and sustainable manner; and,*
- *will inform the Local Environment Plan (LEP) and the more specific Development Control Plan (DCP) updates that regulate future development.*

Community consultation

The South West Rocks Structure Plan is based on background investigations and community consultation. A South West Rocks Background Paper was released for public consultation in January 2022 and Council received more than 400 submissions. Feedback was also received through workshops and community events.

Key findings from the community consultations has informed the South West Rocks Structure Plan process through preparation of a Discussion Paper document.

This Discussion Paper presented outcomes directly from the consultation activities and made recommendations for the South West Rocks Structure Plan itself, to support appropriate future development opportunities.

Some aspects of these key findings require additional investigations by Council.

This document has been developed in collaboration between Kempsey Shire Council and planning consultants, GHD.

Overview

“Coastal towns are in demand, and under pressure to grow. The existing character of towns can easily be lost as towns are considered to be more at risk from the impact of increased traffic and the potential loss of identity created by surrounding subdivisions/ suburbanisation and provision of large-scale or tall new buildings in what is typically a low-rise environment.”

- Kempsey Shire LGMS Local Character Statements Review



Figure 1: South West Rocks Structure Plan Area

The competing balance between accommodating growth and retaining existing character is a key challenge for South West Rocks.

While some growth impacts are typical of coastal settlements we aim to ensure this shared planning approach is specific to South West Rocks and its community's issues and aspirations through consultation.

Focus for change

For South West Rocks, the focus of change and likely broad ranging impacts may encompass;

Current and future population trends:

- Age distribution and balance of generations: older and younger
- Availability, quality and affordability of residential dwellings for different individuals and household types
- Accessibility of good supporting public amenities – library, open space and sporting facilities

Future economic growth:

- Identifying suitable land and land-uses appropriate for residents (services), visitors (nature tourism, accommodation, activities) and business
- Accessibility and connection through the public domain spaces and streetscape
- Ensuring the road network has the capacity for the use and volume of vehicles and other modes of movement and active mobility

The place's natural and social environment:

- Natural environmental elements and qualities
- Valuing different cultural heritages and finding appropriate ways to preserve and protect their forms, locations and legacy
- An accepting and inclusive local community

Key issues for South West Rocks

Following investigations, workshops and community engagements the following local issues were identified:

- Ongoing demand and growth pressure for more medium density development
- Limited housing choice and availability
- Increased visitors placing pressure on existing infrastructure and environmental assets
- Accessibility, traffic and parking issues in parts of the town
- Streetscape cohesion between old and new residential development
- Aging 'iconic' Norfolk Island Pines (*Araucaria heterophylla*).
- Inappropriate development and infrastructure issues which impacts on natural beauty
- Removal of remnant vegetation which contributes to the town's amenity.



Overview

The vision

The picturesque coastal setting of South West Rocks is maintained through the management of development height, scale and density, and the protection of significant vegetation and key scenic views corridors.

In addition to its distinctive natural setting and coastal landforms, the character of the town is also strongly influenced by its Aboriginal cultural and maritime heritage.

The vision also seeks to continue to improve the quality of the public realm and deliver street tree planting throughout residential areas to improve the pedestrian amenity of the whole town.

What the community loves:

- The beautiful natural environment
- The peaceful relaxed nature of our town
- The walkability of our town, aided by the generally flat topography
- Easy access to beaches, boating and sporting facilities

What the community values:

- The maritime history
- Aboriginal heritage and cultural heritage
- The relaxed coastal village atmosphere
- The local economic opportunities of tourism
- Protection of High Environmental Value areas

The community will not accept:

- Development inconsistent with the desired future character and relevant planning controls.

Designing with Country

The structure planning process recognises the importance of *Wuungung* (South West Rocks) to the Thunggutti/ Dunghutti Nation. This includes putting consideration of Country first and foremost - the land, water sky, people, fauna and flora.

All strategies and projects which emerge from the Structure Plan should take a Country-led approach, guided by principles of 'Connecting with Country' and 'Designing with Country' (GANSW). Engaging with Traditional Custodians to ensure that their knowledge, stories and experiences inform future design solutions.

Shaping aspirations

There are overarching NSW State Government planning and design policies relating to the wider Mid North Coast to help communities define, shape and set out their own aspirations. These provide the relevant regional context and useful guidance along with several tools and guidelines to articulate technical planning issues for everyone's understanding.

Four (4) broad planning themes (refer Figure 2) are used throughout this plan to capture the full sense of a community preserving and adapting their place for healthy, inclusive and prosperous living now and into the future.

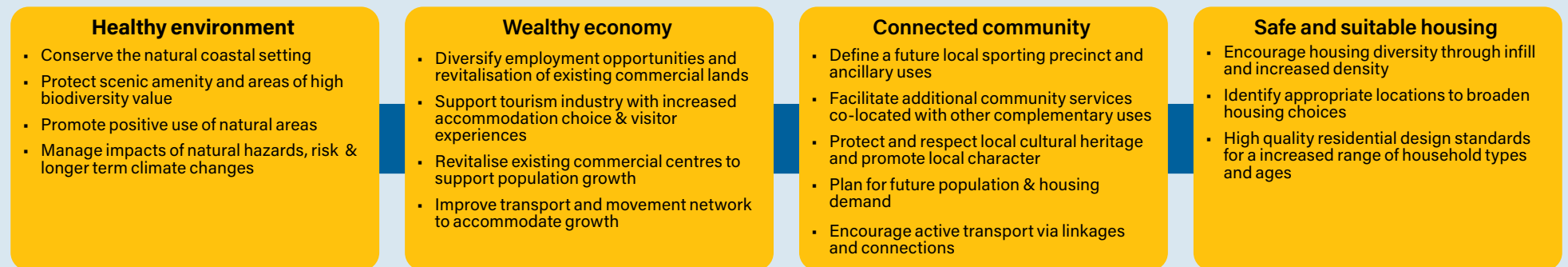


Figure 2: Resilient Place Outcomes (Source: Future Macleay - Local Statgic Planning Statement)

Overview

This document's purpose

The Structure Plan is part of a planning process to guide and influence South West Rocks, Arakoon and Jerseyville development into the future.

It reflects the process of investigation and engagement undertaken and sets out the aspirations for balancing development and preservation within the planning policies and design guidelines that Council as a local authority administer and adopt.

The Structure Plan does the following:

- Provide an approach which supports the community's long term vision

- Considers land use opportunities and other supporting controls for long-term sustainable growth of the town
- Provide specific design principles to protect the local character and environment.
- Guides future development projects, either public or private, and strategies in a sensitive and sustainable manner.
- To inform the Local Environment Plan (LEP and Development Control Plan (DCP) updates.

Structure of the document

Overview - background reasons for the study, and overall brief summary.

Section 1: The planning context - understanding the regional context and state government planning requirements.

Section 2: Your town - understanding the place - observations and appreciating the local issues and developing a place based approach

Section 3: Helping shape the future - a structure plan - setting out a proposed future urban structure, and detailed opportunity areas for possible development.

Section 4: Next steps - implementation programme - an implementation programme outlining actions and responsibilities resulting from recommendations within the structure plan.

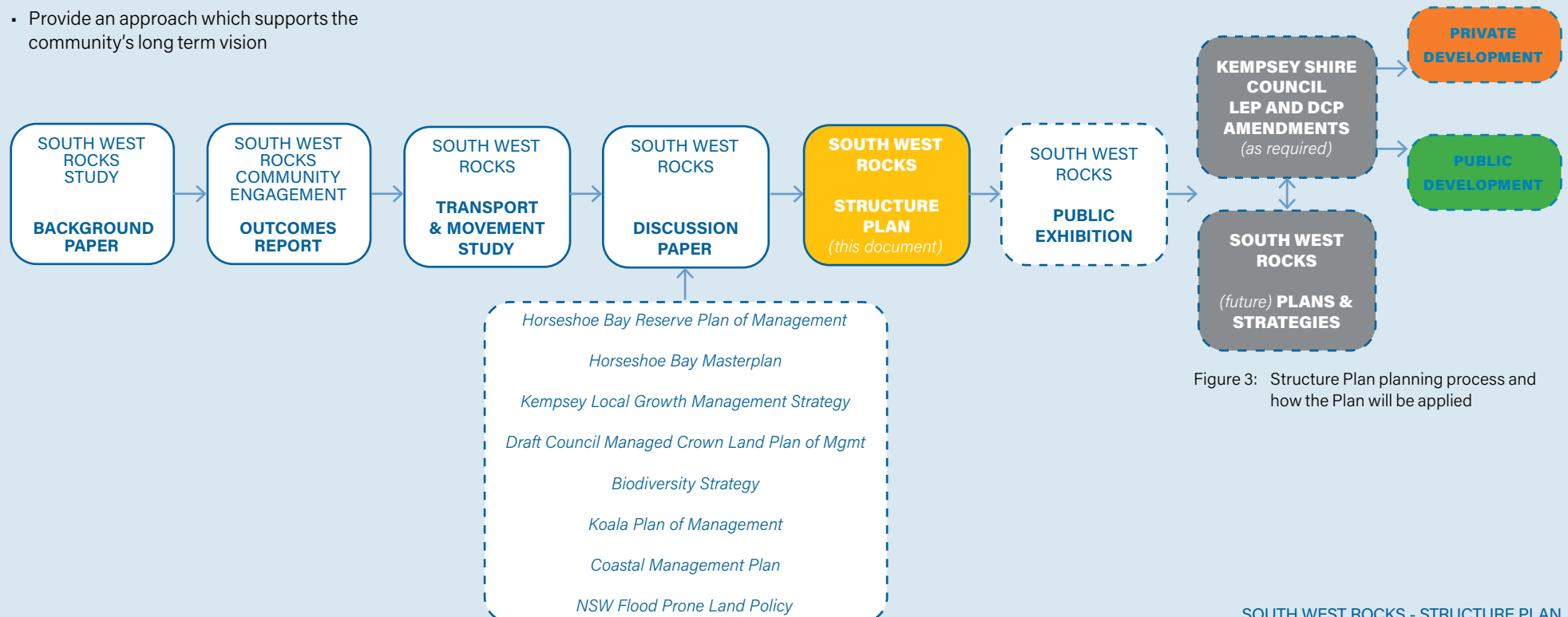


Figure 3: Structure Plan planning process and how the Plan will be applied

Contents

South West Rocks, Arakoon and Jerseyville - an overview

1. The planning context

Regional strategies	10
Understanding the planning intentions	11
Existing local land planning provisions	12
South West Rocks locality	13
You and your community	14

2. Your town - understanding the place

Current issues and observations	16
Understanding the place	18
Taking a place-based approach	26
Place-based planning objectives	27
Local challenges and constraints	28
Highlighting opportunities	29
Identifying your neighbourhoods	30

3. Helping shape the future - a structure plan

Structure planning principles	32
Precedents - coastal design	33
Precedents - street environments	34
Neighbourhood intentions	36
Opportunity sites	38

4. Next steps - implementation programme

Next steps	43
Structure plan - key features	44
Implementation programme	46
Conclusions	48

Appendices



1. The planning context



Regional strategies

Regional context

South West Rocks is bounded by natural landscapes including Trial Bay, the Pacific Ocean, elevated landscapes of the Smoky Cape Range and low-lying Macleay River flood plains supporting rural land-uses. The scenic coastline and environment is a major attraction, with key facilities provided along a string of beaches, estuaries and parks and associated amenities and services.

Identified as a town within the North Coast region, South West Rocks has strong historical associations and physical remnants of earlier habitation, based on Aboriginal cultural heritage, period settlement and maritime activity. Some of these are recognized as important values for both tourism and the local community.

Understanding local issues

South West Rocks maintains a strong relationship with the surrounding coast of New South Wales and increasingly other towns and cities that are accessible for commuting, lifestyle choices and retirement. Demand and growth in population is anticipated to continue into the foreseeable future.

These migrations, growth and new development patterns are already recognized in a number of regional planning documents (refer next page). In response, State and regional guidelines are designed to assist individual communities to shape their place's futures in positive healthy and proactive ways. The following document array sets out the various layers of regional and local planning and place design guideline references.

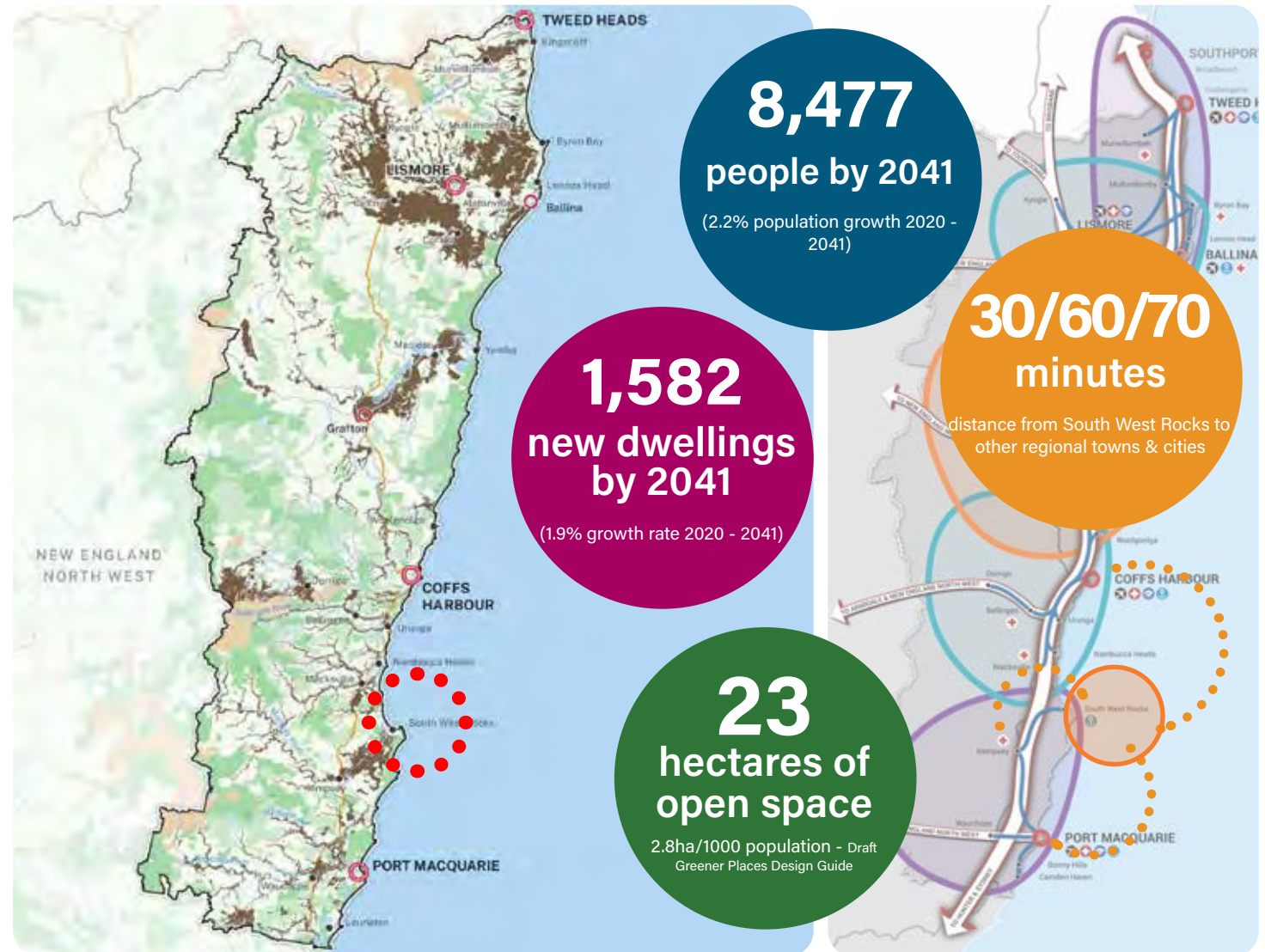


Figure 4: South West Rocks and the North Coast Context. Source: North Coast Regional Plan 2041.

Understanding the planning intentions

The following policy and frameworks have informed the place-led approach of the South West Rocks Structure Plan. Key themes are listed under each:

1. North Coast Regional Plan (Dept of Planning & Environment)

- build on regions strengths and natural environment
- vibrant and dynamic economies
- healthy and thriving communities

2. Draft Coastal Design Guidelines (Dept of Planning & Environment)

- understanding coastal places
- planning proposals in coastal zones
- urban design guidance and process

3. State Design Frameworks and Guides (Government Architect NSW)

- a place-based approach (*Better Placed*)
- integration of green infrastructure (*Greener Places*)
- connection to Country (*Designing with Country*)
- regional place renewal (*Urban Design for Regional NSW*)
- heritage revitalisation

4. Council Strategies and Plans (Kempsey Shire Council)

- scenic protection
- coastal environment
- sustainable economic growth
- transport and movement
- biodiversity
- housing and employment

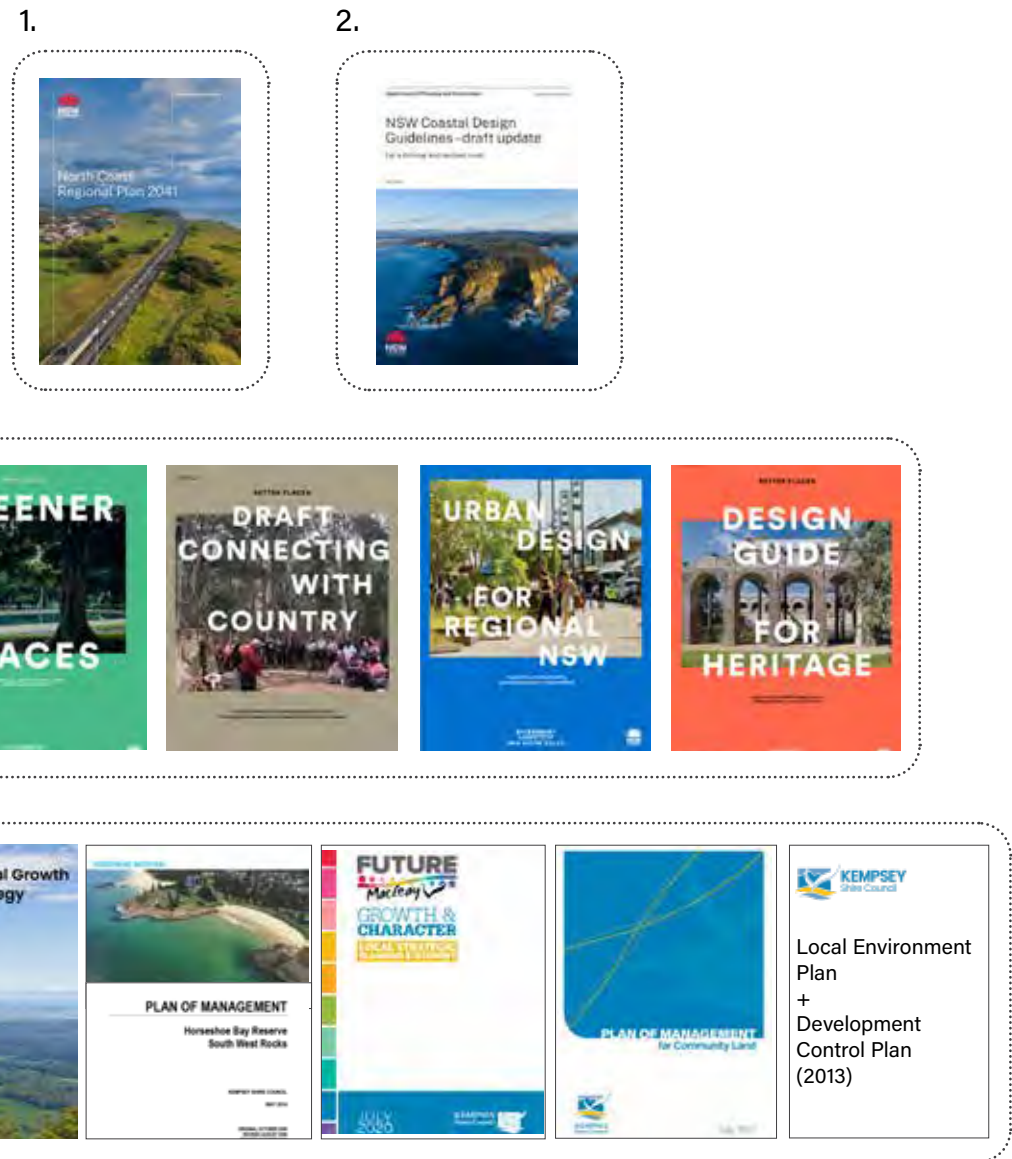


Figure 5: Statutory Planning Framework

Existing local planning provisions

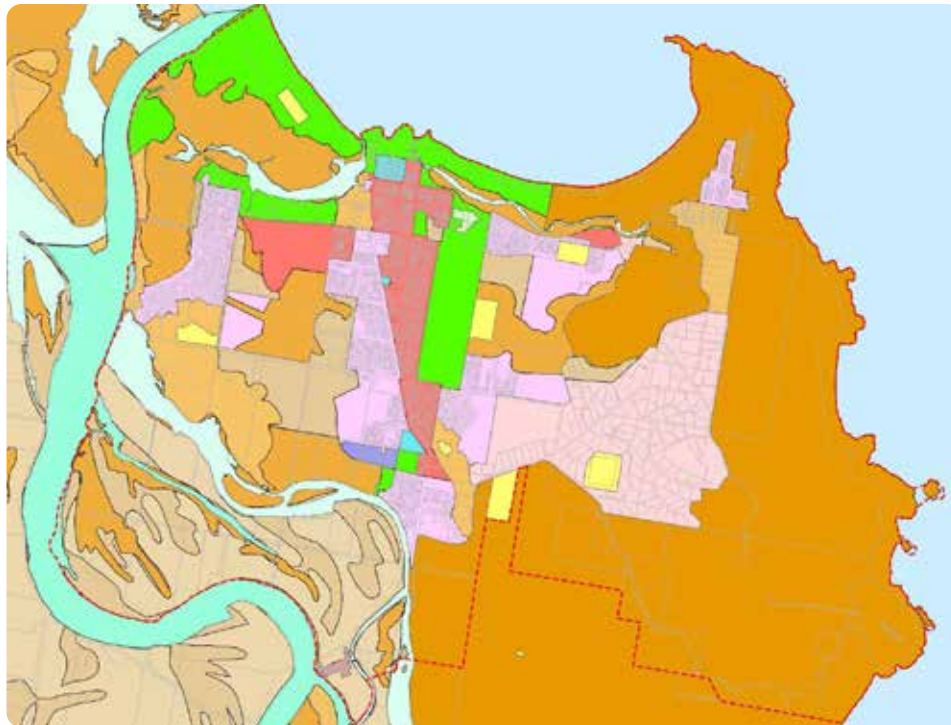
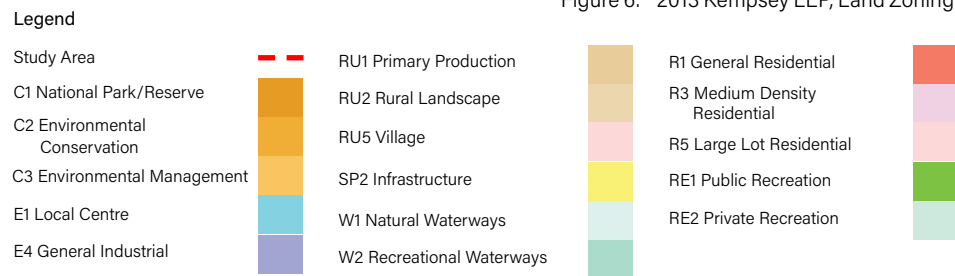


Figure 6: 2013 Kempsey LEP, Land Zoning



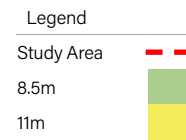
Land Use Zoning

Key observations are:

- Land use is constrained by the localities natural attributes
- Existing environmental/conservation zones should be retained and protected and, where appropriate, expanded to protect other areas of HEV where strategic planning opportunities arise



Figure 7: 2013 Kempsey LEP, Building Heights



Building heights

Building heights are measured in metres (m) vertically from ground level to the highest point of the building

Key observations are:

- Building height limit of 8.5m should apply generally across all residential areas
- Building height of 11m should generally be applied to business and commercial areas
- A limited area to the south of the existing town centre's commercial area could accommodate a sensitive height increase

South West Rocks - locality



Figure 8: South West Rocks, Jerseyville & Arakoon - study area and existing character images

You and your community

Canvassing local views

While the North Coast Regional Plan identifies South West Rocks as an urban growth and investigation area for future development, it recognizes that such growth will require additional housing, services and infrastructure support. Community feedback in response to forecasted population changes highlighted that existing services and infrastructure are perceived as already operating at capacity.



Community issues recognized

One of their key observations relates to the aging profile of the community at South West Rocks and the challenges such changes present. In future, there is likely to be a significant increase in people aged over 65 years. This sort of change brings increased demand for specialised housing, mobility and servicing needs. Along with necessary health and support workers come further demands and needs. Housing supply and employment opportunities will be key to retaining and sustainably managing local population into the future.



The impacts of COVID-19, statewide migration patterns and local shire population movements on the town and its community have affected housing demand, tourism, business and employment behaviours and patterns already. Updated data from the latest census provides a snap shot of South West Rocks that can help to inform the community in planning aspirations and priorities.

SWR Population and Forecast

(KLHS 2020 to 2041 – ABS 2020 - Informed Decisions 2020)

Population and forecast change

Current population

5414

people in 2020



Population growth

8476 in 2041, with a

2.2%

population growth rate between 2020 - 2041



Survey responses

66%

Respondents didn't feel confident to age in place



55%

respondents disagreed population growth will have a positive impact



63%

respondents agree population growth not a sustainable future



Ageing population

People over age 65 in 2020

1802



Increase to

2743



65 and over age group in 2041 will be 32% of total population

2.1%

growth rate of people aged 65+



Median age

48

Kempsey LGA

in 2021

3062

projected population between 2020 -2041



Community services and facilities



Demand for facilities including aged care and medical services



Attraction of key workers to the area within the health and education sector



Accessible and sustainable community amenities and infrastructure

Figure 9: South West Rocks population 'snap shot'. Source: SWR Discussion Paper 2022.

2. Your town - understanding the place



Current issues & observations

South West Rocks is identified as a town within the North Coast region. It was shaped by coastal landforms and maintains a strong relationship with the surrounding natural landscape. The town offers areas of public open space ranging from national parks to local parks and sports fields. It provides business, tourism and social facilities and services to support the surrounding communities.



Figure 10: Livingstone Street is the distinctive town frontage with Norfolk Island Pines and wide streets



Figure 11: New medium density developments along Gregory Street are typically a maximum of three storeys



Figure 12: The heritage cluster on Gregory Street appears under utilized with little relationship to the town centre

Town description

The streets in the town centre are characterised by a grid pattern with central and close proximity to facilities, services and public places. As the town extends beyond the centre, the street patterns become less formal, responding more to natural features, transport infrastructure and the surrounding hinterland.

There are a small collection of buildings within the town centre which have local historical importance. Newer buildings are characterised around shop-top housing and apartment housing blocks.

New buildings across the town conform to subdivision plots with generally single dwellings. Some medium density building is emerging.

Observations and challenges to maintaining this varied character, and issues of strategic importance to the place are illustrated in this section.



Figure 13: Paragon Avenue has a distinct pedestrian scale and offers a range of retail and services for both locals and tourists



Figure 14: Heritage buildings can contribute to seaside character with positive adaptation into cafes and other contemporary uses



Figure 15: Landsborough Street looking east - a very wide street yet ill formed and little street amenity or effective parking



Figure 16: South West Rocks settlement pattern shows the different dispersed neighbourhoods



Figure 17: Areas of open space can be optimised by reducing clutter while enhancing heritage, access and views



Figure 18: Matty's Flat, Macleay River provides a great setting for boating activities, along with food and beverage opportunities



Figure 19: Phillip Drive looking east - offering distant views to mountains and bushland that should be preserved



Figure 20: The low-rise Rocks Shopping Centre with extensive parking offers a key opportunity to create an efficient mixed use centre in future



Figure 21: Marlin Drive looking west to Macleay River - offering distant views across the flood plain to Yarrahapinni



Figure 22: Arakoon on the edges of Hat Head National Park has established residential lifestyle blocks within retained bushland



Figure 23: New Entrance neighbourhood of existing recent housing with retained bush vegetation



Figure 24: Viewed north the Saltwater neighbourhood shows extensive housing development on residential zoned land



Figure 25: Existing developments close proximity to sensitive coastal environments requires appropriate buffer zones and treatments

Understanding the place - environment

Environmental conditions






Key observations

- Extensive coastline, bushland and waterways are a defining characteristic of the area
- The coastline and associated activities are a key attractor of South West Rocks
- Topography is diverse and incorporates several high points, which both allows views and vistas
- Natural impacts of flooding and bushfire appear more frequent, and South West Rocks is subjected to both.
- Pressure on biodiversity values as a result of land clearing for residential development and rural activities

Initial conclusions

Natural topography defines the character and many positive aspects of South West Rocks but also limits the availability of suitable land for future low density development.

Legend

Study Area	
Open Space; National Parks and Bushland	
Waterways	
Wetlands and riparian zones	
Flood Level (Lower Macleay Flood Study)	
High Environmental Value	

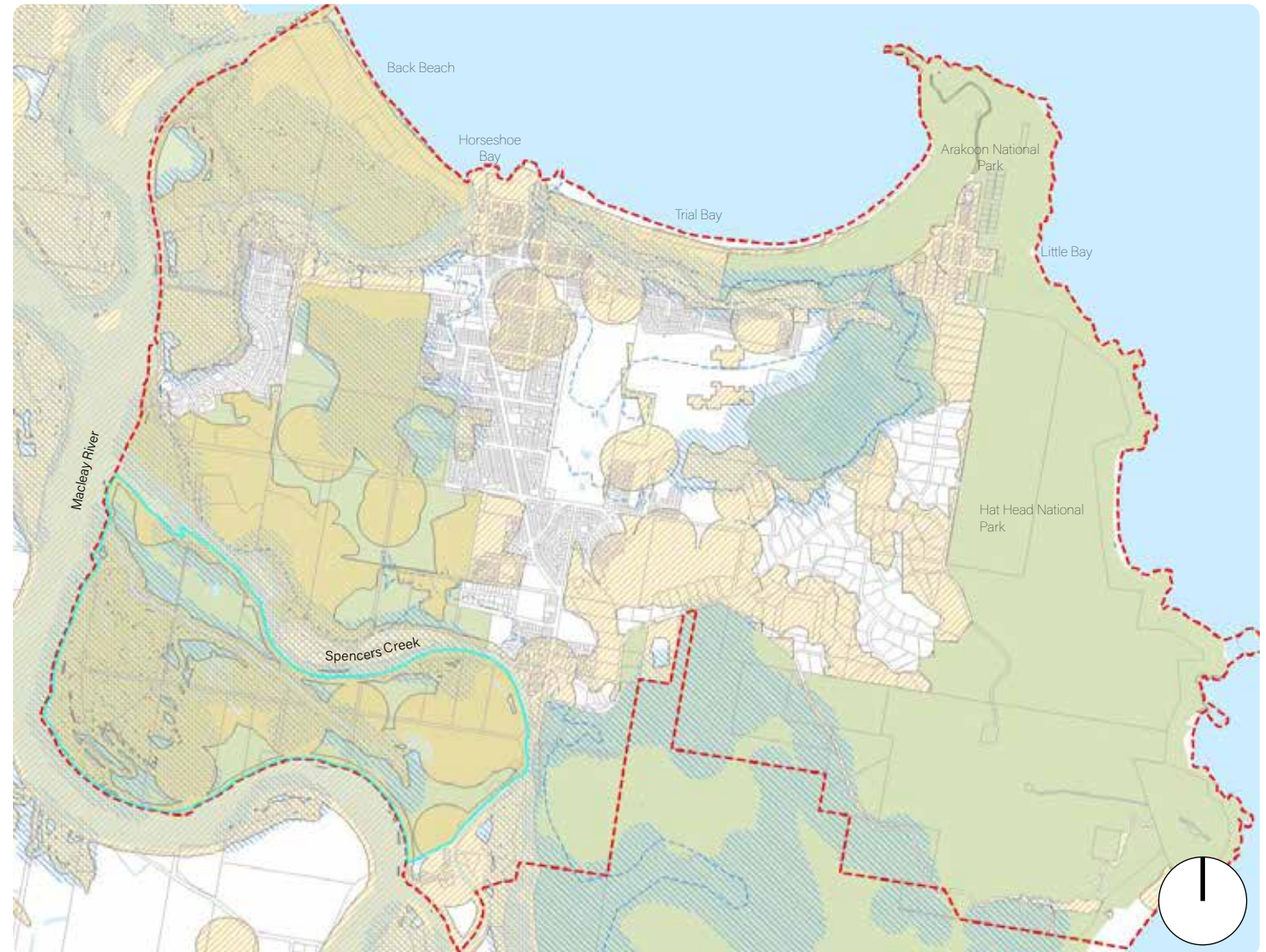


Figure 26: Existing Conditions - Environmental

Urban settlement

Key Observations

- The town settlement has incrementally expanded over time to accommodate a growing population
- The most recent development has been mostly in the form of lower density subdivisions, and some smaller scale apartment developments
- The density and character of different aged areas of settlement are highly varied.

Initial conclusions

Any future proposed development should consider locations within the existing settlement boundary with good connections to complimentary uses.

Areas of (new) development should maintain 'green corridors' and 'green buffers' to preserve the scenic qualities, environment and habitat value of vegetation and waterways.

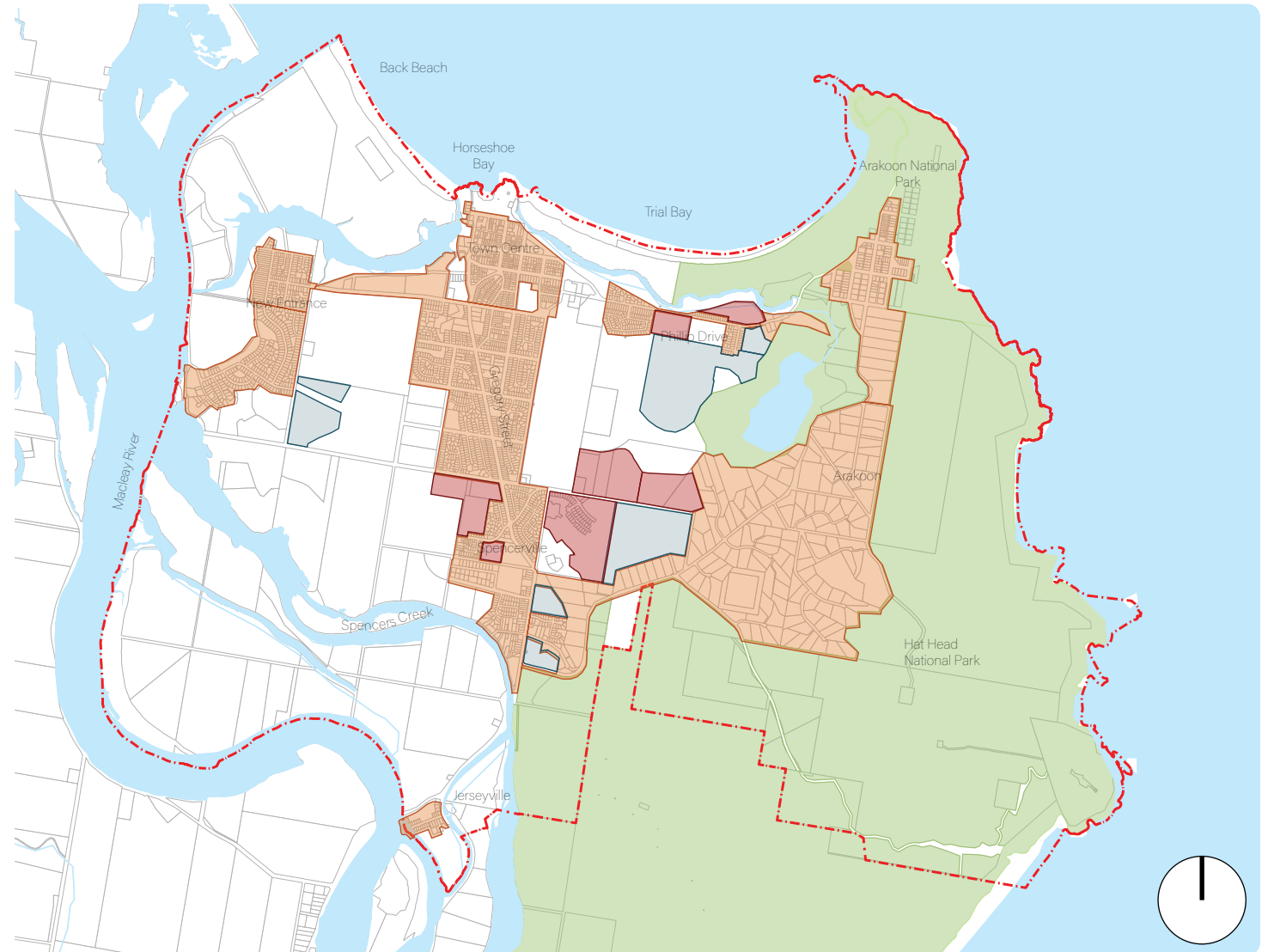
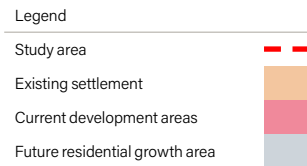


Figure 27: Existing Settlement Boundary, including existing development and currently undeveloped land.

Understanding the place - community

Community spaces & facilities

Key observations

- There are numerous well-loved and utilised community facilities within South West Rocks which serve the existing community, such as the South West Rocks Life Saving Club and SWR Country Club.
- Community spaces need to take into account consideration of all members of the community, including First Nations People, different generations (an increasing aging population and a younger generation), and both residents and tourists.
- Heritage buildings have been adapted into successful community spaces in the form of galleries and museums.

Initial conclusions

Some facilities such as the library could be co-located with complementary building or uses. Locations are being currently investigated.

Sporting fields require expansion to meet the future population needs.

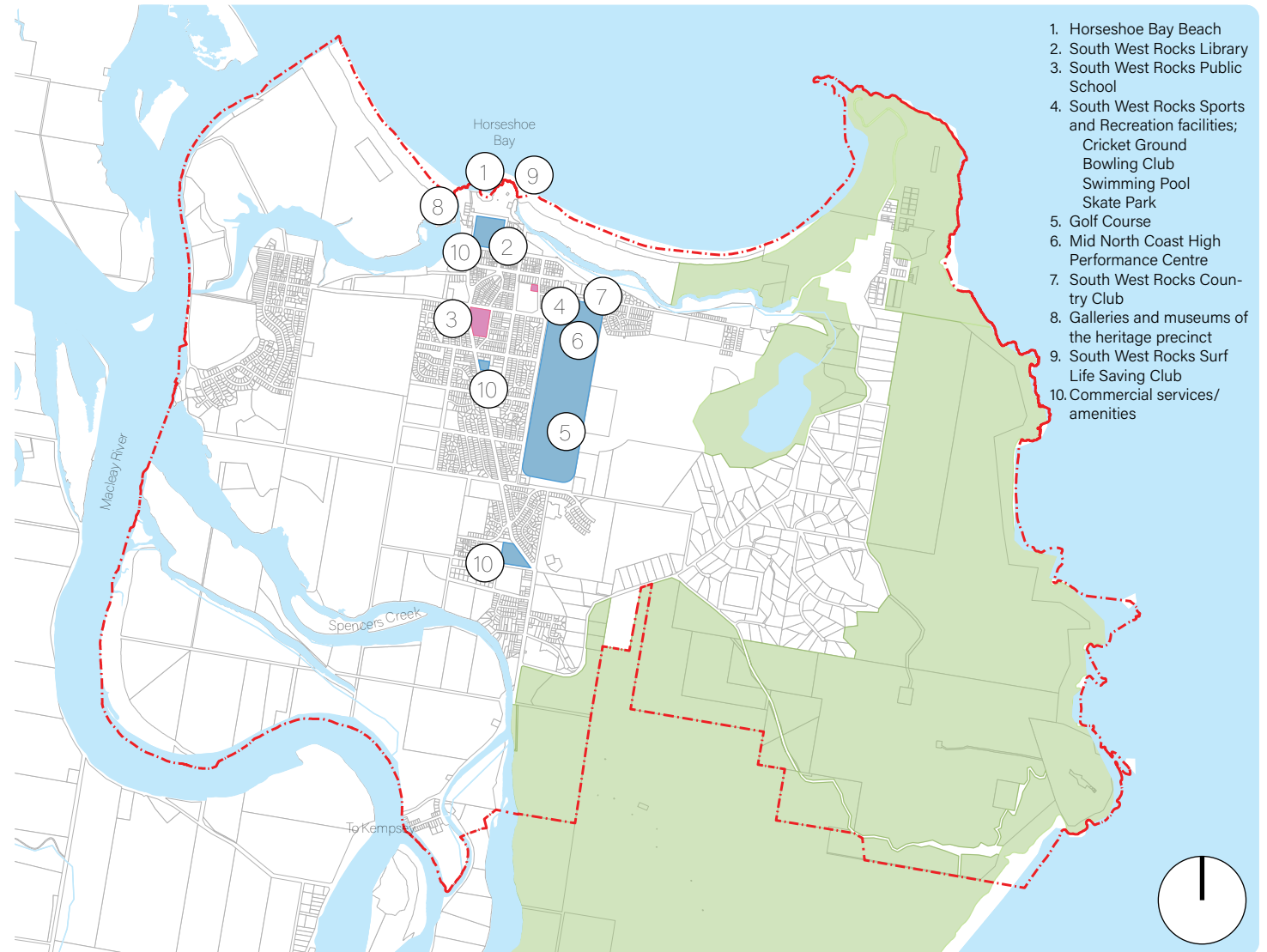
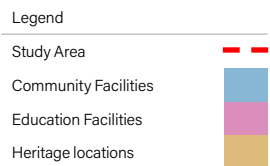


Figure 28: Existing Conditions - Social and community

Existing built form

Key Observations

- Most building types are generally single detached dwellings, with some small scale apartment buildings, shop top housing or purpose built community buildings, such as the South West Rocks Country Club.
- Built scale within South West Rocks is generally lower scale - ranging from 1-2 storeys for detached dwellings and up to 3 storeys for buildings near or within the commercial core.







Initial conclusions

Retain the fine grain which exists in the key focus areas of the Town Centre.

New buildings should optimise heights and density on opportunity sites which are on previously subdivided land with limited impact on surrounding areas.

The topography could be utilised to work with built form - tucking buildings into slopes to reduce height and scale.

Legend

Study area	
Low scale dwellings/apartment buildings	
Low scale rural residential buildings	
Commercial infill buildings	
Non-residential large format buildings	
Low scale heritage buildings	

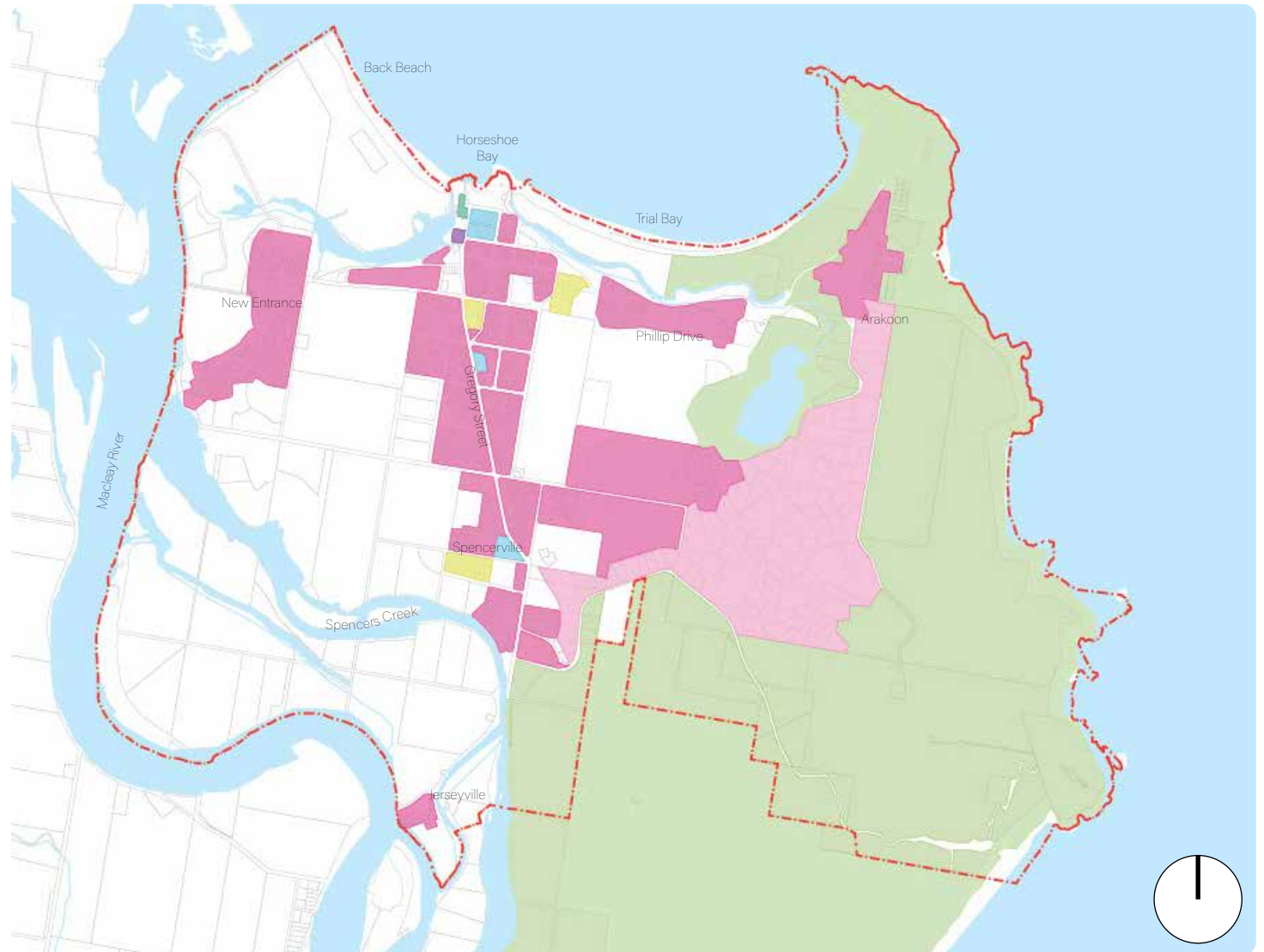


Figure 29: Existing built form pattern

Existing movement

Key Observations

- Single vehicle entry to town and most traffic runs on Gregory Street.
- Carparking is often informal and ineffective use of location and space.
- Active mobility (pedestrians & cyclists) are not widely or well provided for.
- Road safety for pedestrians, especially children is of concern to the community
- The South West Rocks Transport and Movement Report prepared alongside this structure plan provides further details of challenges and opportunities.

Initial conclusions

As population and tourism demand grow the provision of street environments that are safe, pleasant and well connected for all abilities and modes of transport will also grow more pressing.

Shared pavements for active mobility should be implemented and connected for healthy mobility, access and walkability.

Legend







Study area	
Regional Connection	
Local Connection	
Existing footpaths	
Shared active transport routes	
Landmarks/ attractors	



Figure 30: Movement and Connection Mapping

Existing open space

Key Observations

National Parks

Several National Parks provide walking trails, lookout points and incorporate significant heritage elements, including Trial Bay Gaol and Smoky Cape Lighthouse.

Local Parks

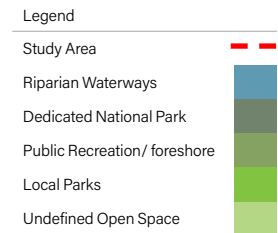
Local parks within the area appear limited in size. These parks are identified in the South West Rocks Open Space Strategy.

Beach and coastal foreshore

Horseshoe Bay Beach is the main beach of South West Rocks and provides significant public open space for visitors and locals. This foreshore adjacent the beach however is partly occupied by a Caravan Park. This puts increased use and movement pressure on the foreshore and headland areas.

Waterways

There are a number of areas where water sports can be enjoyed. Matty's Flat and Back Creek are key areas where boats can be launched.



Local Parks

1. Wilfred Partridge St
2. Lindsay Noonan Dr/ Frederick Kelly St
3. Spencers Creek Rd
4. Trevor Judd Dr
5. Belle O'Connor St/ Dennis Cr
6. Dennis Cr
7. Albert Harrower Cr
8. Arthur St
9. Arthur St/ Delmer Cl
10. Brighton Park
11. McIntyre St/ Phillip Dr
12. Currawong Cr
13. Kevin Hogan Pl
14. Ocean St/ Gilbert Cory St
15. Victor Perry Pl
16. Horseshoe Bay

Figure 31: Existing Landscape and Open Space

Understanding the place - visitors

Existing tourism

Key observations

- Tourism including key attractors such as Trial Bay Gaol, Smoky Cape Lighthouse, recreational diving and boating locations, and several beaches is a significant industry supporting the local economy.
- Tourism sites, facilities and events may not be well connected for access, information or availability.

Initial conclusions

Future tourism opportunities would assist in enhancing activity and employment opportunities, however this also requires careful management to reduce pressure on local services and infrastructure.

Opportunities exist with the expansion of nature based, adventure and cultural tourism by leveraging the area's environmental and iconic assets such as Trial Bay Gaol and surrounding national parks. For example, active cycling trails and pedestrian routes to connect the key attractions.

Tourism opportunities should be extended through all seasons, to stimulate additional economic activity.

Legend





Study Area	
Tourism Attractor	
Campsite	
Commercial Core	



Figure 32: Existing Conditions - Tourism



Image: Horseshoe Bay Beach part of a visitor friendly coastal foreshore - South West Rocks

Taking a place-based approach

Place, Country and People

The South West Rocks Structure Plan takes a “**place-based approach**” to guide planning, conservation and future built development outcomes for a place which already has significant natural, cultural and scenic qualities.

This approach responds to local existing environmental, social and economic conditions, by considering the people who live, work and visit South West Rocks. The plan has the ability to improve future conditions through addressing land, economic and environmental factors.

The adjacent diagram illustrates the approach to creating the Structure Plan:

1. Understand the existing conditions that impact South West Rocks.
2. Investigate potential responses to land based conditions and issues.
3. Identify key characteristics and features of the physical town where preservation or change might be addressed.
4. Develop local “place-based” planning principles which respond to the issues and can form positive guidance. These are also informed by coastal urban design objectives, applicable to South West Rocks (refer next page)
5. Integrate these into the South West Rocks Structure Plan.

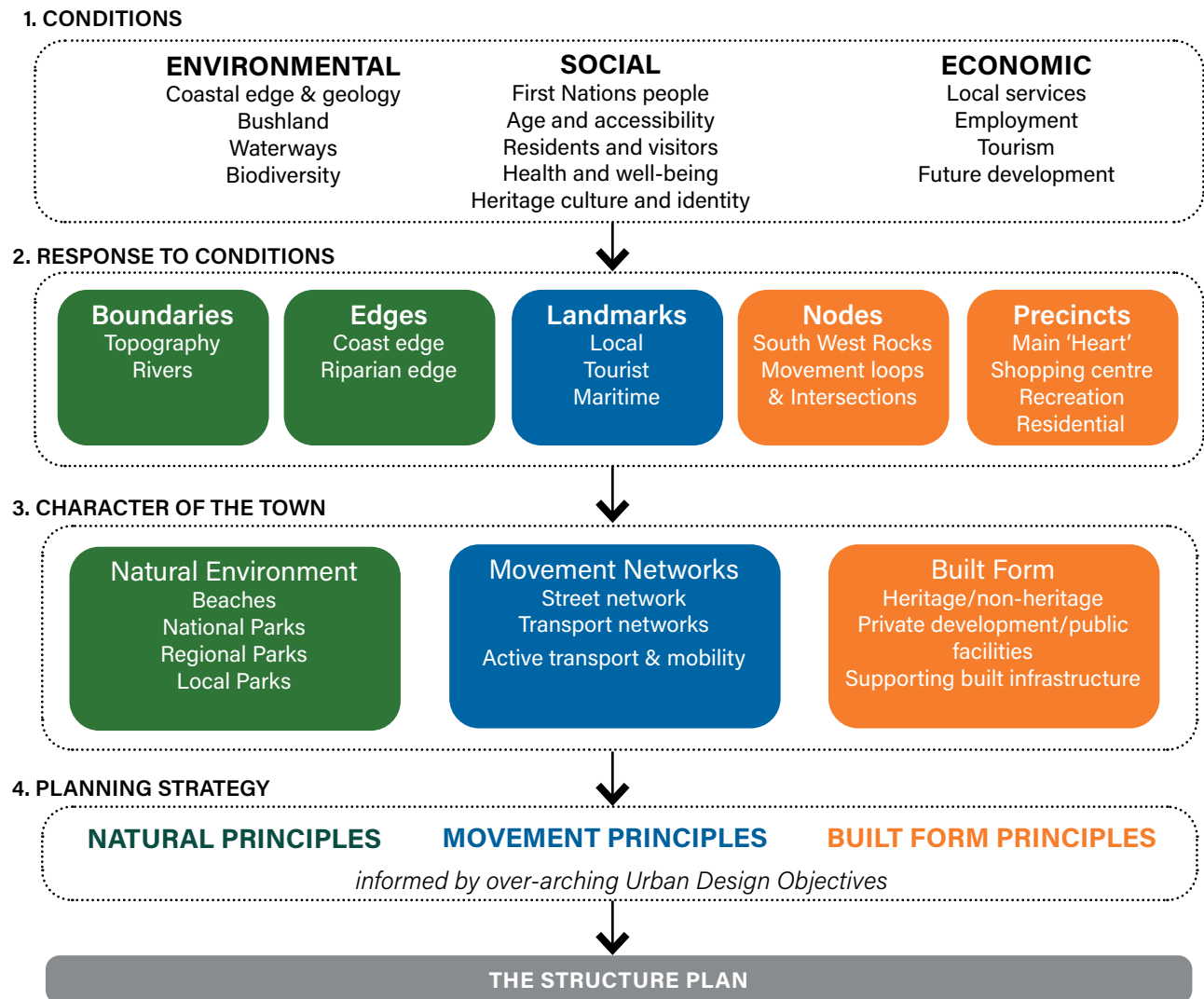
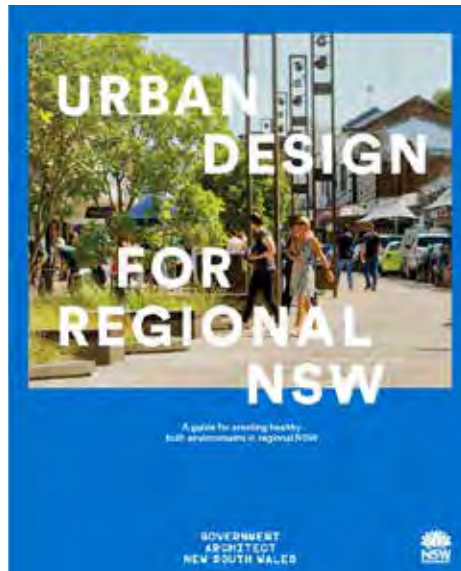


Figure 33: Structure Plan Approach

Place-based planning objectives

The following objectives are identified in the design guide, *Urban Design for Regional NSW*, co-developed by the Government Architect NSW and the Department of Planning and Environment.

These objectives form a guiding approach to the formulation of the South West Rocks Structure Plan, to achieve sustainable and sensitive future development, preserve desired existing character. Also ensuring desired "Resilient Place Outcomes" as expressed in the Local Planning Statement.



There are seven (7) key objectives that cover preserving the unique qualities of a place, identifying opportunities for economic vitality, positive community qualities and creating attractive liveable places for people and their families

Objective 1: Better fit

Contextual, local and of its place

- celebrate local culture and nature
- respond to existing local character of the place
- natural landscape should inform future development density, siting and configuration

Objective 2: Better performance

Sustainable, adaptable, durable

- respond to landscape and climate conditions
- enhance the social value and economic performance of new development
- use land efficiently and consider how things should fit with the existing urban settlement pattern
- adopt new technologies in information services, materials choice, resource use and construction

Objective 3: Better for community

Inclusive, connected and diverse

- welcome all equally - locals and visitors
- creating places and opportunities of social exchange for the whole community
- work with the South West Rocks community, individuals and groups

Objective 4: Better for people

Safe, comfortable and liveable

- ensure people feel safe and at ease
- create healthy and liveable neighbourhoods
- optimise access to the surrounding natural environment

Objective 5: Better working

Functional efficient and fit for purpose

- design for multiple purposes
- encourage siting complementary uses together for economies of space
- plan for longevity and robustness
- innovate service design

Objective 6: Better value

Creating and adding value

- consult with local stakeholders to ensure holistic and long term values of the community
- generate community benefits that can be shared by everyone
- lead positive interactions between public and private development

Objective 7: Better look and feel

Engaging, inviting and attractive

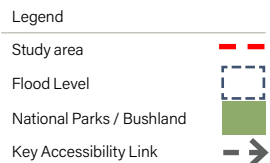
- understand the qualities of desirable places - physical and sensory experiences between people and environmental elements
- chose appropriate materials and detailing in new development
- make enjoyable places through good design, quality materials, robust landscape and useful amenities

Local challenges and constraints

1. Flooding - extends from the Macleay River, South West Rocks Creek, Spencers Creek and Saltwater Lagoon. As described in the Lower Macleay Flood Study (Jacobs, 2019), flood impact in South West Rocks is considered low to moderate, due to the town elevation.
2. Topography - is varied and presents a challenge to encouraging access by foot or bicycle.
3. Bushfires - South West Rocks contains areas of bushfire prone land.
4. Horseshoe Bay Beach, headland and coastal access is limited, disconnected and open space use is constrained
5. Historic coastal development and extraction cause loss of natural land, damage and fragmentation of coastal habitats, and is related to increased erosion levels, discharge of diffuse pollution and marine litter to the marine environment.
6. Improving movement and accessibility across the area, including improved active transport opportunities
7. Limited suitable land availability for future development
8. Habitat fragmentation - reinstate and/or enhance remaining wildlife corridor functions



Figure 34: Study Area Challenges and Constraints



Highlighting opportunities

1. Town Centre pedestrian public domain and parking improvements
2. Matty's Flat future potential improvements
3. Connect visitor and recreation landmarks through better information and tourism services
4. Increased sport and recreational amenities
5. Future mixed-use centre at the Rocks Central Local Shopping Centre
6. Future mixed-use/residential opportunity at the Neighbourhood Centre
7. Improve wayfinding throughout the area
8. Proposed link road Saltwater neighbourhood
9. Potential long term active transport connection between Spencerville and New Entrance
10. Enhance wildlife corridors through establishment and management of urban street tree plantings
11. Protect High Environmental Value Land

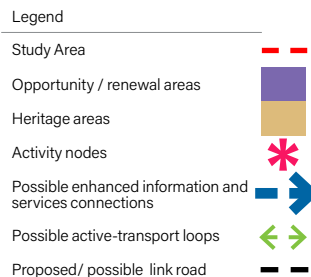


Figure 35: Study Area Opportunities

Identifying your neighbourhoods

South West Rocks has been identified as being formed of a number of distinct areas or precincts as illustrated in Figure 36. These precincts are built settlement areas that are identified by their particular location and similar defined character; such as street widths, building density, topography and extent of vegetation. These visual characteristics define them as being distinct 'neighbourhoods'.

Each neighbourhood although sharing some common characteristics of South West Rocks is unique, and make them worthy of appropriate preservation, adaptation and/or development potential.

The precinct areas identified as South West Rocks neighbourhoods are:

1. Town Centre
2. Gregory Street
3. Spencerville
4. Sports and Recreation precinct
5. Saltwater
6. New Entrance
7. Gordon Young Drive
8. Phillip Drive
9. Arakoon
10. Jerseyville

An appropriate future scenario within these different neighbourhoods is described under "Neighbourhood Intent" in the following section.

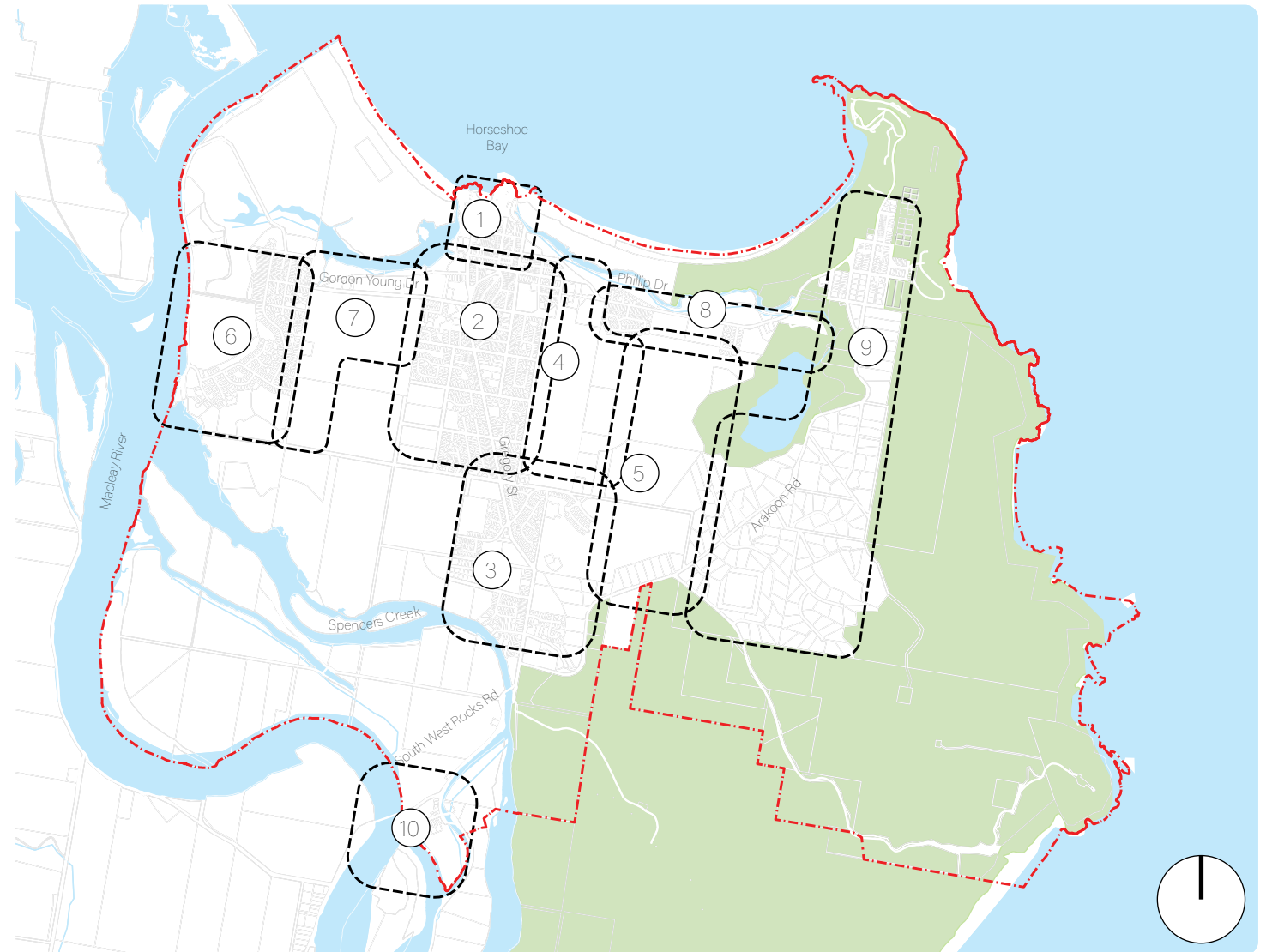
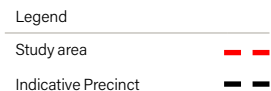


Figure 36: Identified Urban precincts - South West Rocks neighbourhoods

3. Helping shape the future - a Structure Plan



Structure planning principles

Following the South West Rocks study investigations, community engagement and development of analysis as outlined in section 3 “understanding the place”, several planning principles and design precedents have been identified that can help to guide the town through expressing its community’s aspiration in descriptions of style, form and imagery.

The following design principles are informed by the high level planning and urban design objectives (refer page 27).

They are to align with the intent from the Kempsey DCP.

Specific areas of focus, above and beyond the DCP include:



Medium Density Dwellings

- Optimise innovation in medium density typologies, designed to respond to topography, climate and local seaside character.

Town Centre Precinct

- Retain the fine grain of original lot sizes
- Ensure public open spaces and key streets of the centre receive solar access mid-winter and shade mid-summer
- Introduce shop top housing which is designed to the coastal climate and responds to the seaside vernacular

Spencerville Precinct

- Introduce a range of dwelling types including terraces and apartments
- Co-locate complementary uses such as community facilities and retail/service amenity, retaining existing retail and anchor tenants.

Gregory Street Neighbourhood Precinct

- Introduce a range of dwelling types including terraces and apartments.
- Co-locate complementary uses such as community facilities and retail/service amenity.



Whole Town

- Develop an integrated active transport loop which aligns with foreshore edges and natural green and blue infrastructure corridors, and connects key destinations within the study area.

Town Centre Precinct

- Design Livingstone Street to facilitate pedestrian movement from beach side to town side.
- Design other streets within the town centre as civic spaces and ‘people places’.
- Formalise pedestrian link between Paragon Avenue and Landsborough Street.
- Ensure walkability to public open spaces.
- Increase pedestrian permeability from Livingstone Street to Horseshoe Bay Beach

Sport and Recreation Precinct

- Link the sport and recreation precinct to southern neighbourhoods with north-south pedestrian connection between Phillip Drive and Belle O’Connor Street.



Whole Town

- Ensure retention and protection of areas of environmental conservation and public recreation.
- Enable new development on ‘brown-field’ previously developed or subdivided lands.
- Incorporate fauna friendly design elements to road infrastructure
- Improve street tree planting for civic micro-climatic benefits, pedestrian comfort and urban biodiversity enhancement.

Town Centre Precinct

- Implement the Horseshoe Bay Master Plan proposals to restore the natural setting of the beach.

Precedents - coastal design

The following images demonstrate some high quality design precedents for small coastal settlements.

These precedents consider the various coastal town objectives and provide scenarios to be considered for various types of future development in South West Rocks.

1. Town square and public domain which responds to landscape and climate conditions
2. Regional town centre building types which use land efficiently
3. Public and community buildings which welcome all equally and provide social opportunities
4. Mixed use development with commercial residential and public open space
5. Contextual and inviting eco-tourism accommodation for holiday makers
6. High quality landscape to public domain areas
7. Streetscape and road environment
8. Laneways and public domain opportunities
9. Housing low rise and medium density which is inclusive and offers diverse options for all



1. Town Square and public domain

- Extensive shading with native landscape
- Various places to walk, stop and sit
- Quiet and active space for locals and visitors



2. Complementary building uses

- Respect existing built form and scale of town centre
- Co-location of commercial and community uses
- Indoor-outdoor: respond to local climate



3. Public and community buildings

- Low scale public buildings
- Offers various uses to local residents and visitors
- Open space integrated into design
- Place of social exchange opportunity for all community



4. Mixed-use development

- Layout responds to local climate
- Public space is central and interfaces with commercial and retail uses
- Good orientation and efficient land use



5. Eco-tourism and accommodation

- Withstands coastal environment and context, low maintenance materials
- Blends with and compliments the landscape
- Unobtrusive and attractive design



6. Streets and public realm design

- Streets are valuable public spaces
- Celebrate local materials and history
- Better connections with all the foreshore areas



7. Streetscape and road environment

- Promotes 'active mobility' by providing for different modes of transport
- Creates pleasant safe and shaded environment for pedestrians
- Enhances bio-diversity through species selection



8. Laneways and public domain

- Pedestrian focused design
- Range of planting to complement the high quality public space and provide pedestrian amenity



9. Low rise/ medium density housing

- Offers a range of housing types
- Respects the existing character of neighbourhoods
- Provides high quality living options

Precedents - street environment

The South West Rocks Transport and Movement Report (2022) seeks to identify both transport capacity issue and enhancements for the road network relating to safety and connectivity of all transport modes from walking and cycling to cars and delivery vehicles. The following images demonstrate some high quality design precedents for small coastal settlements.

These images illustrate six (6) transport and movement study principles and objectives, with scenarios to be considered for improving the road network and street environments within South West Rocks.

1. The "public domain" is the roads, streets and spaces of South West Rocks that provides a physical transport network
2. Understanding our streets are varied, used for much more than just car movements
3. Street environments should be safe, attractive and purposefully support their adjacent land and building uses
4. Connecting places is really important, providing access for people of all abilities and transport means
5. "Active transport" means encouraging walking, cycling and the use of personal mobility devices (PMDs)
6. We still need to provide and manage car parking, recognising destinations, location, demands and seasonal variations

Together our "public domain" can become a more pleasant and safer environment for everyone.



1. The "Public Domain"

- Local places shared by both residents and visitors
- Different streets have varied functions
- Enhance wider positive uses from the network of existing roads, streets and spaces



4. Connecting places

- Link network of pathways and cycleways
- Provide 'on-street' and 'off-street' routes
- Connect public spaces and destination places



2. Varied streets - creating different spaces

- Appropriate building to street interfaces
- Encourage use by business and public
- Places of social exchange for all the community



5. "Active transport"

- Cycleways and shared footpaths
- Compliment the landscape/ parkland
- Connected, safe, unobtrusive and robust design



3. Safe street environments

- Provision and connections for safe crossings
- Clear visibility for safe movement and circulation
- Appropriate night lighting for evening use



6. Car parking

- Useful locations, efficient design layouts
- Managed seasonal needs/ provisions
- Safe, secure and shaded spaces



Figure 37: Proposed improvements SWR (Transport & Movement Report 2022)

Table 1: Proposed road network improvements - South West Rocks Transport and Movement Report (2022)

Proposals Summary - South West Rocks Transport and Movement Report						
Activity	Type	Location	Description	Mode	Related strategy/ plan	Term
Cycling & Pedestrian Improvements	Planning	Study Area Wide	Review Council adopted Bileplan and PAMP to include Structure Plan specific improvements, including new town centre pedestrian connections and review of laneways to define permeability and active transport improvements	Walking and Cycling	KSC Bikeplan Pedestrian Access Modality Plan (PAMP) & Town Centre Public Domain Plan	Short
40kmph High Pedestrian Activity Area	Design & deliver	Town Centre	Review existing 40kmh HPAA with the view of expanding further south.	All	Town Centre Public Domain	Short
Road Safety and Function Audit	Plan	Study Area Wide	Audit main roads and streets and associated intersections as depicted in Figure 6.5 of the Transport & Movement Report. Include review of current road widths for these roads to identify opportunities for active places and provisions for traffic demand based on Council adopted geometric road design guidelines.	All	LGA Road Safety Strategic Plan Aus-Spec 1-Geometric Road Design Guide	Short
Movement & Place Plan	Plan	Study Area Wide	Undertake full movement and place assessment and hierarchy for the area, investigating further the recommendations provided in Section 6.2 of the Transport & Movement Report. Opportunities for road asset consolidation may be identified through the process through identifying key modal corridors.	All	TfNSW Movement & Place Framework Road User Space allocation policy (TfNSW)	Short
Road Safety Upgrades	Design & deliver	Arakoon Road & Philip Drive	Design and deliver staged road safety and rehabilitation upgrades of Arakoon Road and Philip Drive	Vehicles & Cycling	LGA Transport Infrastructure Asset Management Plan	Medium
Civic Space improvements	Plan	Town Centre	Identify Civic Space upgrades to make better integration between movement and place functions. Plan & design for town entry improvements at intersections of Landsborough and Livingstone Streets with Gregory Street.	All	Structure Plan Town Centre Public Domain Plan	Medium
Civic Street Improvements	Plan	New Entrance Road	Investigate and design as a tourist route with a focus on experience (i.e slow speeds, safe environment and lookouts).	All	TfNSW Movement & Place Framework	Medium
Main Street Cross Connection Improvements	Plan	Landsborough & McIntye Streets	Investigate feasibility and develop concept designs for modifying Landsborough Street as a higher place function to focus on place, access and active transport with McIntye Street to provide a higher movement function.	All	Town Centre Public Domain Plan TfNSW Movement & Place Framework	Medium
Link Road	Plan & deliver	Belle O'Connor Street to Philip Drive	Continue to plan as a work associated with staged developments of the Saltwater precinct delivery of the Link Road as described in Section 6.2 of the Transport & Movement Report.	All	Saltwater Development master plans. Development Application approvals	Medium
Traffic Monitoring	Plan	Belle O'Connor Street	Monitor traffic conditions and safety in Belle O'Connor Street (including intersection with Gregory Street) in conjunction with land use development growth and identify necessary road upgrades.	All	Saltwater Development master plans. Development Application approvals	Long
Road Corridor Preservation	Plan	New Land release sites	Identify as part of planning for future greenfield sites suitable road corridors to ensure suitable accessibility and connectivity for all modes of transport.	All	South West Rocks Structure Plan Future Development Control Planning	Long
Town entry preservation	Plan	Spencers Creek bridge and approach roads	Investigate condition and traffic (all modes) capacity of bridge and approaches and plan for future road safety, capacity and asset condition upgrades.	All	LGA Transport Infrastructure Asset Management Plan	Long

Neighbourhood intentions

The previously identified neighbourhoods, which we call precincts have different conditions and characteristics. This means they have different space and capacity to respond to future demands or change. The Structure Plan outlines three scenarios of “preservation”, “management” or “future growth” potential to suggest ways the different areas might be appropriately planned.

Within several neighbourhoods, several key opportunity (A-D) sites are identified - these are indicated in Figure 38 and described on the following pages.

The neighbourhoods and scenarios are:

- | | |
|------------------------|----------------|
| 1. Town Centre | - growth |
| 2. Gregory Street | - growth |
| 3. Spencerville | - growth |
| 4. Sports & Recreation | - growth |
| 5. Saltwater | - growth |
| 6. New Entrance | - managed |
| 7. Gordon Young Drive | - managed |
| 8. Phillip Drive | - managed |
| 9. Arakoon | - preservation |
| 10. Jerseyville | - preservation |

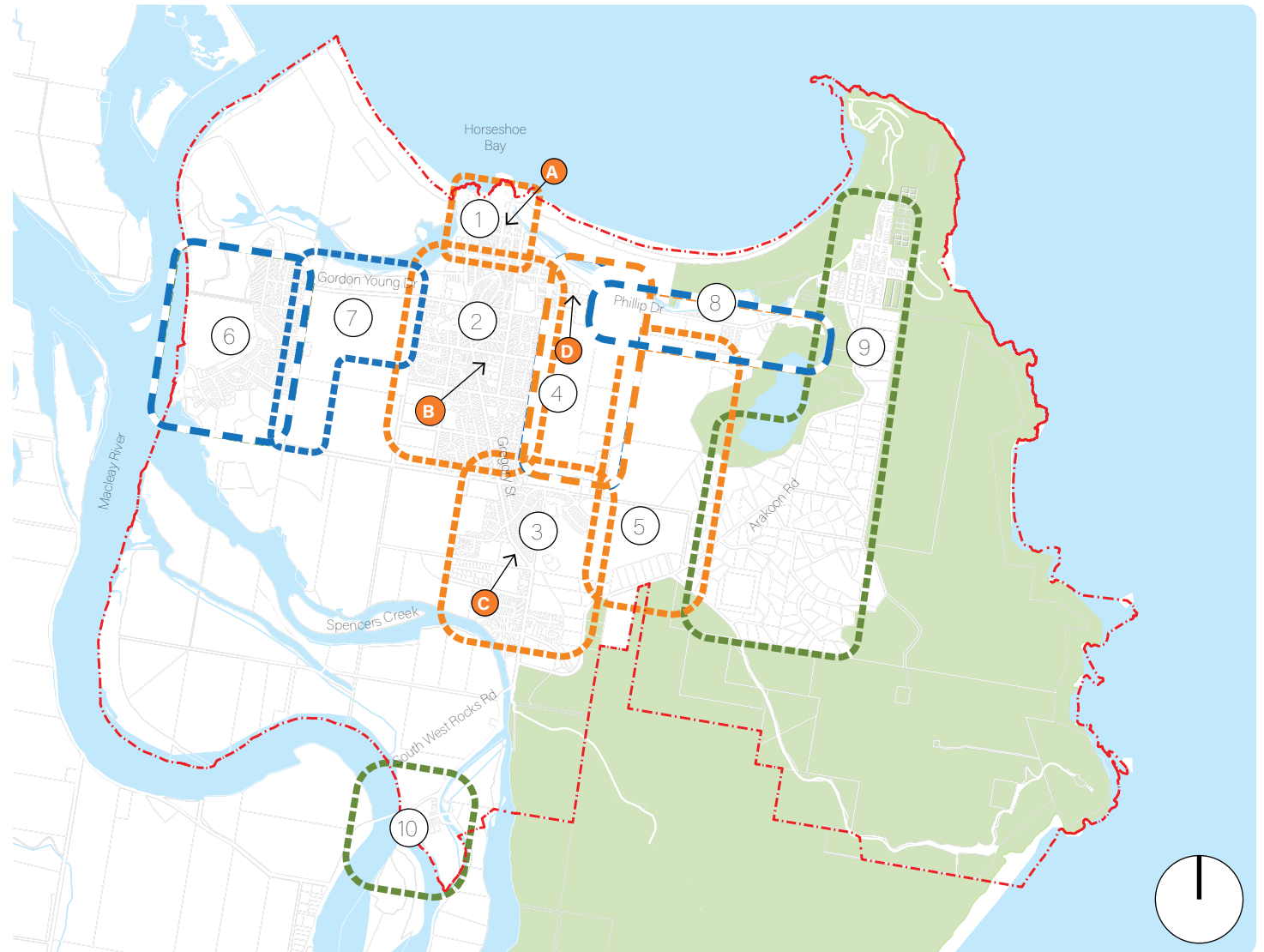
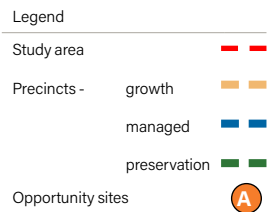


Figure 38: South West Rocks Neighbourhoods - possible future scenarios

Opportunity neighbourhoods

1. Town Centre Precinct

This is a key precinct for South West Rocks, serving both locals and visitors alike. The existing town centre character, challenges, opportunities and concept are detailed in the Structure Plan.

A. Key Precinct - this precinct includes opportunities within the precinct to optimise infill development in alignment with the existing character of the precinct.

There are opportunities to optimise parking, public spaces and connections between the town centre and beaches and foreshore on all sides.

There is also opportunity to take advantage of low scale infill development in the form of multi-dwelling housing within the existing zoning allowance.

2. Gregory Street Precinct

The Gregory Street precinct is primarily comprised of housing and a neighbourhood centre around a small independent supermarket. Gregory St is the main spine road connecting through the precinct. Medium density housing is the key focus of this precinct. There is also opportunity to take advantage of low scale infill development in the form of multi-dwelling housing within the existing zoning allowance. The neighbourhood zone can optimise mixed use development, providing increased dwellings.

B. Key Site - The neighbourhood zone can optimise mixed use development, providing increased dwellings.

3. Spencerville Precinct

There is also opportunity to take advantage of low scale infill development in the form of multi-dwelling housing within the existing zoning allowance. The local centre has the opportunity to optimise mixed use development, providing increased dwellings, community facilities and public open space.

The function of this precinct should be reinforced through the establishment of a genuine mixed use zone which provides locals with retail, community services, public space and medium density housing. The concept is detailed in the Structure Plan.

C. Key Site - The local centre has the opportunity to optimise mixed use development, providing increased dwellings, community facilities and public open space.

The Employment Land Audit (KSC 2022) identified no expansion of industrial land is required in South West Rocks as the existing Industrial land adequately services the local community.

4. Sports and Recreation Precinct

The sports and recreation precinct is a key hub for locals. There is currently a preliminary concept Master Plan in progress for the South West Rocks High Performance Centre which will contribute to the uplift of the precinct. The sports field project and others identified in the implementation programme aim to enhance this precinct and offer further

recreational opportunities. A concept for this site has been detailed in the Structure Plan which would aim to optimise the variety of community uses in the area, improve way-finding and overall improve the experience.

D. Key Site - the opportunity to expand sport and recreation facilities and create a connected hub for the differing uses.

5. Saltwater Precinct

Saltwater has been identified as an area to accommodate residential development. Part of the land within this precinct is proposed for a zoning change to R1 - General Residential.

Managed neighbourhoods

6. New Entrance Precinct

The western area of South West Rocks along the Macleay River is characterised by boating functions and fishing charters. The key function of this precinct should be enhanced and complemented by the inclusion of an active transport link.

7. Gordon Young Drive

The existing character of this precinct is to be preserved. The area is characterised by the existing holiday park, access to South West Rocks Creek boat ramp and dense natural bushland. Some land zoning along

the southern side of Gordon Young Drive is proposed to be changed to conservation zoning within this precinct (refer Appendices).

8. Phillip Drive

Phillip Drive is a key accessibility link to the tourist attractors of South West Rocks such as Trial Bay Gaol and Little Bay and the low density residential Arakoon area. The environmental character of Phillip Drive should be preserved and enhanced with an active transport link.

Preservation neighbourhoods

9. Arakoon

Arakoon is characterised by low density housing in a natural, bushland landscape. The density of this area is to be maintained and the development boundary retained.

10. Jerseyville

Jerseyville is the gateway to South West Rocks. It is characterised by low density residential buildings. A focus of the Structure Plan is establishing a wayfinding strategy for South West Rocks to celebrate the gateway and ensure clear wayfinding for visitors.

Town centre

Opportunity site A

The heart of South West Rocks, for locals and visitors alike. Key aspects are:

1. Maintain fine grained building typology which will attract more independent local businesses and improve activation
2. Focus on street upgrades for pedestrians - making it easy and safe to cross and to explore the centre on foot from Livingstone Street through to Landsborough Street.
3. Provide good visual and physical connections to the key activities within the precinct - the beach, foreshore, town streets, heritage quarter.
4. Enhance and preserve the arts/cultural precinct.
5. Upgrades to the public domain of Livingstone Street frontages, including improved pedestrian access and connections.

Legend





Site Focus Area	
Indicative Tree Canopy	
Foreshore/ Open Space	
Town Centre 'main streets'	
Pedestrian potential 'shared streets'	
Improved parking	
Enhanced pedestrian environ - civic	
Enhanced pedestrian links - foreshores	
Road junction treatments	
Focal point - information / signs	
Heritage Precinct enhancement	



Figure 39: Town Centre precinct - Indicative Concept

Neighbourhood centre

Opportunity site B

An integrated mixed use precinct for locals. This long term project would replace all current retail and services on the site, in a new development integrated with other uses.

1. Existing supermarket and other retail and services retained.
2. Apartments over mixed retail.
3. Lower scale and medium density development to Mitchell Street.



Figure 40: Gregory Street precinct (Gregory St/Mitchell Street neighbourhood centre) - Indicative concept

Legend	
Site Focus Area	
Pedestrian Link	
Vehicular Access	
Public Open Space	
Private Open Space	
Public Plaza	
Potential Building	
Residential	
Commercial	
Services	

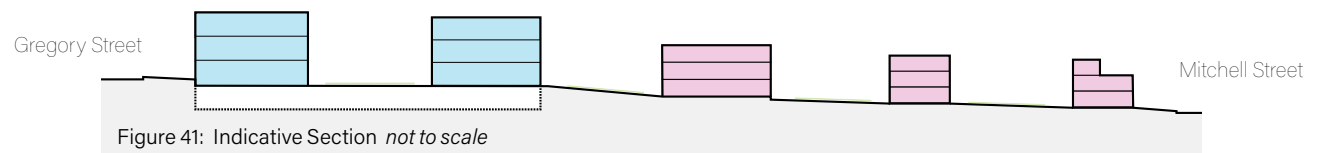


Figure 41: Indicative Section *not to scale*

Spencerville

Opportunity site C

An integrated mixed use precinct for locals. This long term project would replace all current retail and services on the site, in a new development integrated with other uses.

1. Proposed new anchor supermarket under podium level.
2. Public square with playground.
3. Possible location for library and other community services connected to square.
4. Mixed tenure - residential units
5. Reinforce connections to existing open space to the south.
6. Low to medium rise buildings with retail space facing new square.
7. Gateway building to corner Gregory Street.
8. Lower scale terrace dwellings

Legend	
Site Focus Area	
Pedestrian link	
Vehicular access / shared surface	
Public Plaza	
Landmark opportunity	
Significant level change	
Potential building / footprint	
Residential	
Commercial	
Services	



Figure 42: Spencerville Precinct (Rocks Central Shopping Centre) - Indicative Concept

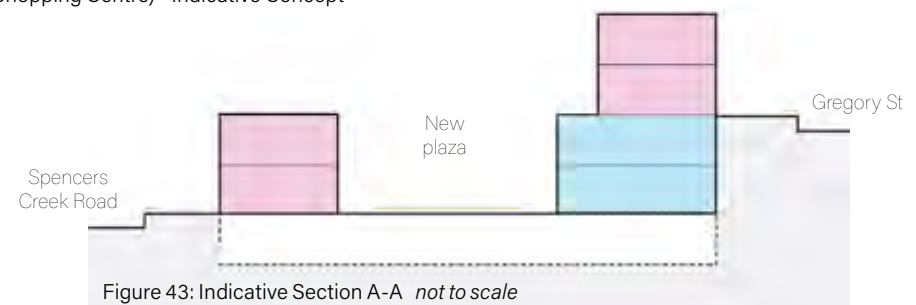


Figure 43: Indicative Section A-A not to scale

Sport and recreation

Opportunity site D

An integrated and accessible sporting and recreational precinct for all locals and visitors of all age groups . Key aspects are:

1. Improved way-finding and accessibility, including connection to new fields from main entry and hub.
2. A new cafe/hub with open plaza as a central hub to act as a gateway/hub to the precinct - and provide additional cafe offering which is not attached to any of the other current facilities.
3. Investigate suitability of land for potential future sports field to support, supplement and expand existing community facilities.

Legend






- Main Vehicular Access 
- Potential Cafe/Hub 
- Connecting Public Domain Spaces 
- Improved wayfinding and accessibility to existing facilities 
- Potential active transport connection 



Figure 44: Sports and Recreation precinct - indicative concept

4. Next steps - Implementation programme



The next steps

Where do we go from here?

The South West Rocks Structure Plan will be on public exhibition in the first quarter of 2023. This is another opportunity for the South West Rocks community to see the initial findings of the earlier community engagement process, and see how these have informed the draft provisions of the Structure Plan.

Following public exhibition all submitted comments will be reviewed before the structure plan is presented to Council for their consideration and appropriate adoption.

Community expectations

There are two key challenges; preserving the great qualities of South West Rocks, whilst also understanding the persistent level of demand and resulting development causes change.

This structure planning sets the framework for South West Rocks, Arakoon and Jerseyville into the future by identifying areas where preservation is the primary planning response, and those suitable areas where appropriate growth can be accommodated.

The Structure Plan sets out intentions

that are managed through local plan requirements and design standards. All future planning, development and building proposals, whether from Council, individuals, the local community or developers are subject to these provisions of the South West Rocks Structure Plan and its more detailed resulting controls to be incorporated into the Kempsey Local Environment Plan (LEP) and the Development Control Plan (DCP).

Much of future land development may be initiated by individuals and private

developers. It should be remembered that all future proposed development still proceeds through a rigorous approval and monitoring process.

We invite the South West Rocks, Arakoon and Jerseyville community to participate in this continuing process to help positively manage this special place into the future.

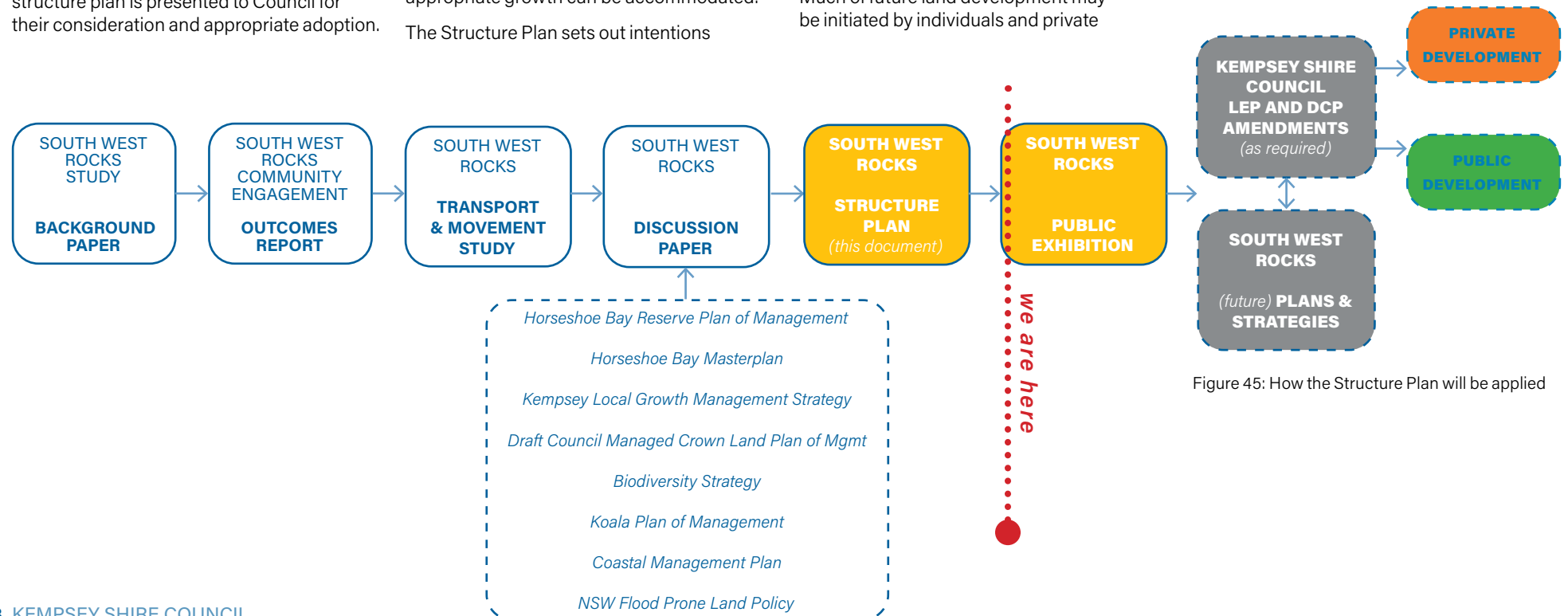


Figure 45: How the Structure Plan will be applied

Structure Plan - key features

The Structure Plan has been developed in response to the research and analysis undertaken for South West Rocks.

1. Planning Amendments to Kempsey Local Environmental Plan (2013)
2. Proposed Plans and Strategies
3. Specific Projects

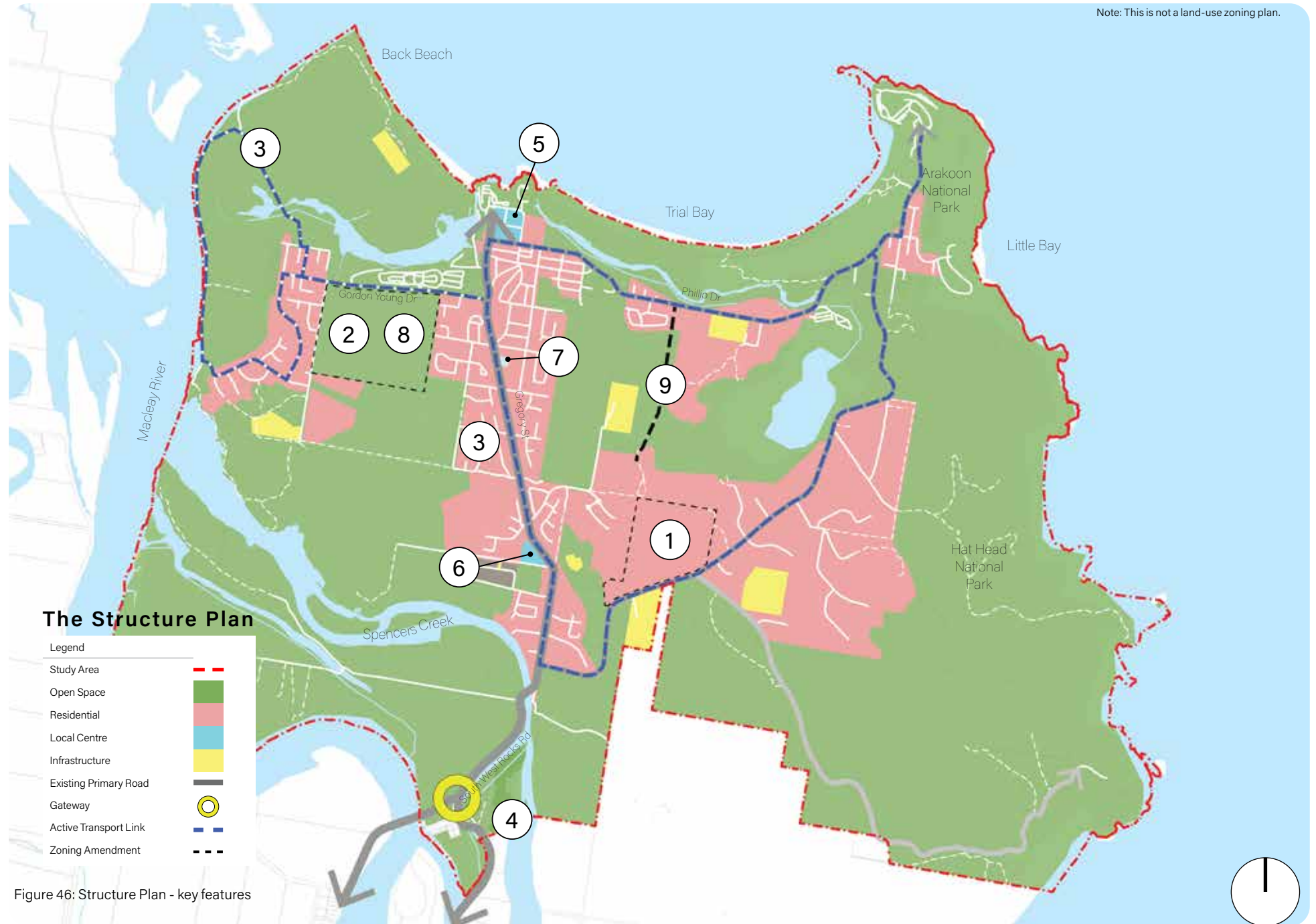
These are outlined in the adjacent table (Table 2) and numbered on the following drawing (Figure 46).

Table 2: Structure Plan Key Features

1. KLEP Proposed Planning Amendments							
Map ref	Location (Focus Area)	Precinct	Zone		Height		Benefit
			2013 LEP	Proposed	2013 LEP	Proposed	
1	Arakoon Road	Spencer-ville	R5	R1	-	8.5m	Will allow a greater variety of dwelling types
2	Gordon Young Dr	Gordon Young Dr	R3, C2, RU2	C2	-	-	Minimises impact to untouched bushland and biodiversity
N/A	Various	Various				*Refer to Appendix A	Maintain and enhance existing character

2. Proposed Plans and Strategies			
Map ref	Name	Precinct	Benefit
3	Active Transport Strategy	Whole Study Area	Promotes a healthy lifestyle, reduce car dependency and provides connection between key attractors of South West Rocks
4	Gateway and Wayfinding Strategy	Whole Study Area	Provides connection to all key attractors, interfaces with the Active Transport Strategy
5	Town Centre Public Domain Strategy	Town Centre Precinct	Optimises key streets and public spaces. Interfaces with the DCP and Horseshoe Bay Beach Master Plan

3. Projects and Opportunity Sites			
Map ref	Name	Precinct	Benefit
6	Rocks Centre	Spencerville	Optimises housing numbers, create a truly integrated mixed use area
7	Gregory St Neighbourhood Site	Gregory Street	Optimises housing numbers, create a truly integrated mixed use area
8	Potential Educational Facility	Gordon Young Drive	A possible new purpose built educational facility if increased youth population reach state provision levels
9	New Link Road	Phillip Drive to Spencerville	Improved connections and active mobility link for locals
	Library and Community Hub	Town Centre, Gregory Street and Spencerville	A new library and associated community facilities for locals
	Movement and transport	Town Centre, Gregory Street, Spencerville Gordon Young and New Entrance	Improved road, parking, streetscape, public domain and safety treatments



Implementation programme

Table 3: Implementation plan and actions

Projects	Time frame	Description	Outcome	Current Status	Initiator / Ownership	Responsibility	Inter-dependencies	Actions
Planning Amendments including housekeeping amendments	Short term	Amendments to the LEP planning controls – land use zones and building heights	Adjust planning controls to respond to the vision and design principles of the South West Rocks Structure Plan	Kempsey LEP 2013 and DCP provisions	Kempsey Shire Council	Kempsey Shire Council	Town Centre Opportunity sites including the Rocks Centre, commercial and residential zones	Further detailed testing of the potential for FSR and building heights in different precincts
Transport and Movement Strategy - Road network improvements	Short term	Develop strategies that link key destinations within South West Rocks for greater active transport and all modes of transport	Active transport links to support healthy community outcomes	Your Future Places and Spaces Strategy 2020	Kempsey Shire Council	Kempsey Shire Council	Way finding strategy Existing KSC Bike Plan/ PAMP	Progress strategies Develop specific / site plans Source active movement and place funding
Gateway and Wayfinding Strategy	Short term	Opportunity to improve wayfinding in the South West Rocks area. Identification of gateway(s) and wayfinding elements to help navigate residents and tourists to key destinations	A strategy which improves connectivity, in turn improving economic opportunity and visitation of key places within South West Rocks	Macleay Valley Coast – Destination Management Plan 2019-2029	Kempsey Shire Council	Kempsey Shire Council	Active transport strategy	Commission a study Source tourism funding
Sports fields	Short term	Development of new sports fields	New sports facilities to cater for a growing population	Macleay Valley Sports Strategy 2017	Kempsey Shire Council	Private owner/ Club/ Kempsey Shire Council	Club/ Sports club(s)	Develop a set of criteria from which to choose the most suitable location Consider in conjunction with the broad objectives and principles of South West Rocks Structure Plan
Sports and recreation precinct	Medium term	Master plan to improve the precinct	Improved connectivity between the range of buildings and functions within the precinct Improved economic return on investment	Macleay Valley Sports Strategy 2017	Kempsey Shire Council	Private owner/ Kempsey Shire Council	Commercial opportunities/Sports facilities	Commission a concept master plan Source sport and recreation funding
Library and Community Hub	Medium term	Development of a new public library and community hub	New, improved library for the community, co-located with other uses to create a 'hub'	Location to be determined	Subject to investigations – public or private land Potential to co-locate library and other complementary uses	Kempsey Shire Council	Previously identified opportunity sites	Develop a set of criteria from which to choose the most suitable location Must be considered in conjunction with the broad objectives and principles of South West Rocks Structure Plan
Town Centre Public Domain Strategy and Plan	Medium term	Opportunity to develop a strategy to enhance and optimise the public domain within the town centre	A public domain strategy which will improve economic activity, walkability, streetscape and character	Kempsey DCP 2013	Kempsey Shire Council	Kempsey Shire Council	Wayfinding strategy Active transport strategy	Commission a strategy
Street Tree Planting	Medium term	Develop a street tree planting process for road reserves and public domain	Reduce the exposure to heat within urban environment Protect biodiversity values within the public domain Enhance wildlife movement corridors	KSC Biodiversity and Sustainability and Resilience Strategies	Kempsey Shire Council	Kempsey Shire Council/ Private Developer	Biodiversity Strategy Sustainability and Resilience Strategy	Develop a street tree planting policy Develop planting guidelines Develop a street planting programme

Projects	Time frame	Description	Outcome	Current Status	Initiator / Ownership	Responsibility	Inter-dependencies	Actions
Matty's Flat Public Domain Strategy	Long term	The area known as Matty's Flat is a key opportunity site to support additional leisure activities	Enhanced public realm to the area of Matty's Flat to cater for a wider audience - linked to boating activities, small café kiosk, and other river activities	Horizon 2030-Macleay Valley Economic Development and Tourism Strategy	Kempsey Shire Council / Crown land	Kempsey Shire Council	Active Transport Strategy	Commission strategy Review tenancy arrangement of commercial premises
The Rocks Centre	Long term	The existing Rocks Shopping Centre	A well-designed new mixed use development which incorporates existing anchor supermarket, commercial, community (library and other services) and a range of residential types (private/affordable/seniors independent living)	Kempsey LEP 2013 and DCP Horizon 2030-Macleay Valley Economic Development and Tourism Strategy	Private developer	Joint venture - Kempsey Shire Council and private developer	New employment zones	Amend planning provisions to increase height and footprint of existing commercial area
Gregory Street Neighbourhood Local Centre	Long term	Existing neighbourhood centre site incorporating local supermarket and adjacent vacant land facing Mitchell Street	A well-designed new mixed use development which incorporates existing anchor supermarket, commercial, and a range of residential types (private/affordable)	Kempsey LEP 2013 and DCP	Private developer	Joint venture - Kempsey Shire Council and private developer	New employment zones	Investigate rezoning of adjacent land to Neighbourhood centre to increase commercial footprint
Transport and Movement Strategy	Long term	Develop and progress the transport and movement strategies	Promote more place activities within appropriate road width and locations. Plan for future requirements for all modes of transport	Transport and Movement Report 2022	Kempsey Shire Council	Kempsey Shire Council	Existing KSC Bike Plan/ PAMP Future development Commercial opportunities	Identify as part of planning for future development suitable existing roads and new road corridors to ensure suitable accessibility and connectivity for all modes of transport and movement



Conclusions

South West Rocks is a place with significant natural and environmental qualities, attracting people to both live and visit the area. It is crucial that any future development is undertaken in a way which protects these qualities.

The South West Rock Structure Plan identifies priority areas of focus to achieve the resilient outcomes which have emerged from community engagement. This is to ensure that South West Rocks both preserves its character and positive qualities and allows appropriate growth in suitable areas in a sensitive manner.

Setting priorities

The South West Rocks Structure Plan illustrates both preservation strategies and key potential areas that recognise demand and long term growth and related development that may occur into the future.

The engagement outcomes and study proposals are structured into three (3) categories:

1. those requiring changes to the statutory framework
2. new strategies and/or plans, and
3. specific projects.

Ongoing commitment

A programme which sets out possible projects forms the last section of the South West Rocks Structure Plan. This prescribes a range of actions that can be undertaken to achieve the plan's objectives. These actions can be monitored and reviewed to continue adapting and managing the changing state of our community.



Image: Between water and hills - South West Rocks

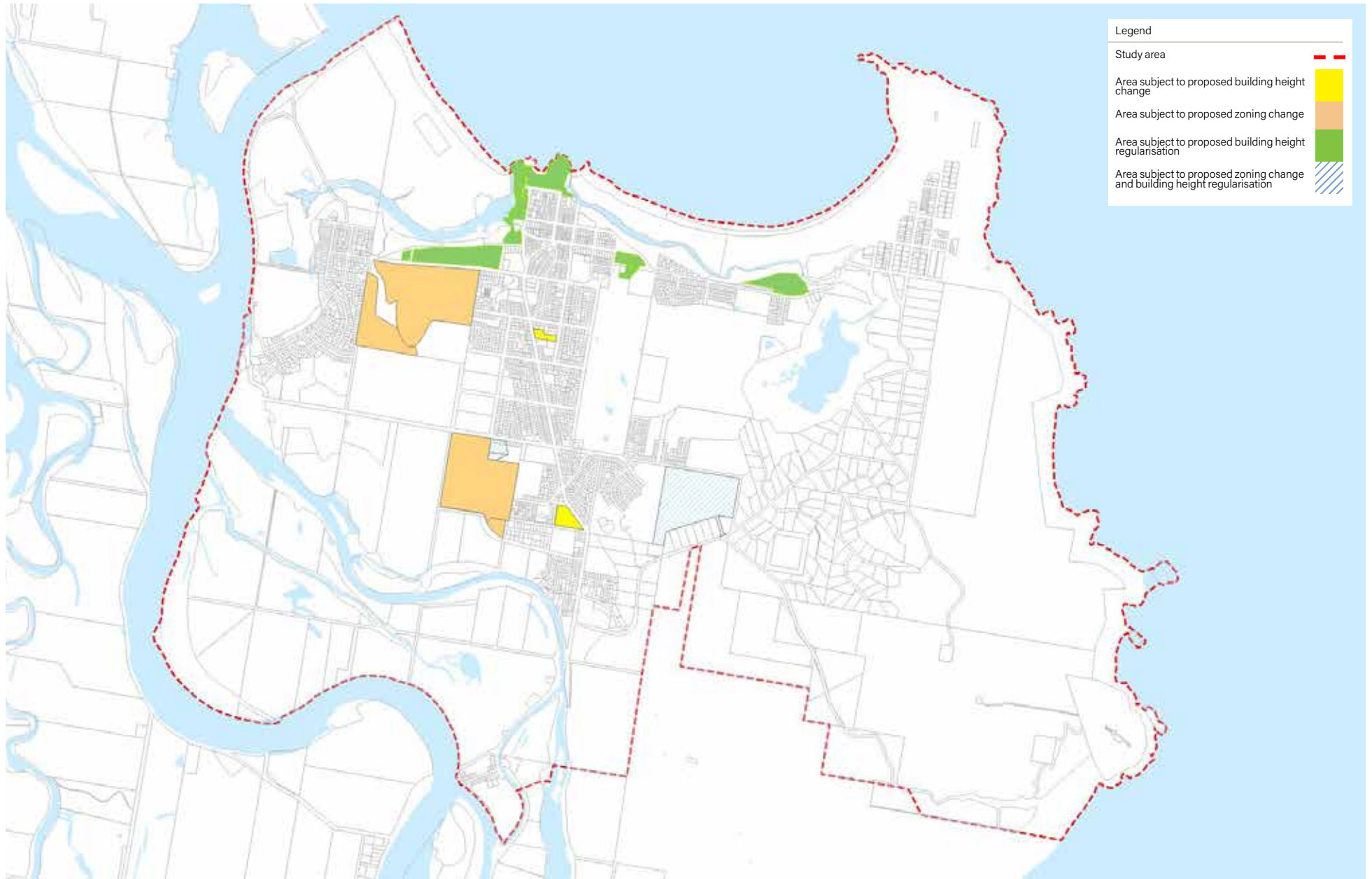


Appendices

Appendix A: Proposed KLEP Amendments

Proposed KLEP 2013 Amendments						
No.	Lot and DP	Street Address	Zoning Change		Building Height Change	
			Current	Proposed	Current	Proposed
A	Lot 9 DP1219664	157 Arakoon Road	R5	R1	-	8.5m
B	Lot 7009 DP1058863	Gordon Young Drive	R3, C2, RU2	C2	Part 8.5m	-
C	Lot 2 DP1091323	Phillip Drive			-	8.5m
D	Lot 364 DP754396	Sportsmans Way			-	8.5m
	Lot 367 DP754396				-	8.5m
	Lot 4 DP1032643				-	8.5m
	Lot 5 DP1032643				-	8.5m
	Lot 6 DP1032643				-	8.5m
	Lot 7 DP1032643				-	8.5m
	Lot 7001 DP1073214	Horseshoe Bay Reserve			-	8.5m
	Lot 7002 DP1073215				-	8.5m
	Lot 7041 DP1120754				-	8.5m
	Lot 7042 DP1120754				-	8.5m
	Lot 7308 DP1138202				-	8.5m
	Lot 372 DP704869				-	8.5m
	Lot 1 DP778105				-	8.5m
	Lot 337 DP754396				-	8.5m
Lot 7305 DP1127502				-	8.5m	
E	SP62275	Ocean Drive			-	8.5m
	Lot 375 DP822657	Ocean Drive			-	8.5m
	Lot 374 DP822657	Ocean Drive			-	8.5m
	Lot 373 DP822657	Ocean Drive			-	8.5m
	Lot 286 DP754396				-	8.5m
	Lot 235 DP754396	1 Gregory Street			-	8.5m
	Lot 269 DP754396				-	8.5m
	Lot 341 DP754396				-	8.5m
	Lot 2331 DP1196964	19A Gregory Street			-	8.5m
	SP100324	19 Gregory Street			-	8.5m
	Lot 377 DP823789	Gordon Young Drive			-	8.5m
F	Lot 376 DP823789	39-89 Gordon Young Dr			-	8.5m
	Lot 379 DP823785	91 Gordon Young Drive			-	8.5m

G	Lot 3 DP20188	98 Gregory Street			-	11m
	Lot 2031 DP579067	102 Gregory Street			-	11m
H	Lot 231 DP754396	255-279 Gregory Street			-	11m
I	Part of Lot 68 DP1276442	Keith Andrews Avenue	RU2	C2, R1	-	8.5m (R1)
	Lot 5 DP1261555	34 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 70 DP1257013	36 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 71 DP1257013	38 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 72 DP1257013	40 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 4 DP1261555	42 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 3 DP1261555	44 Keith Andrews Avenue	RU2	R1	-	8.5m
J	Lot 73 DP1257013	46 Keith Andrews Avenue	RU2	R1	-	8.5m
	Lot 96 DP1009907	55 Spencers Creek Road	E4	C2	-	-



Appendix A: Proposed KLEP Amendments

