

RAYMOND TERRACE TOWN CENTRE & HEATHERBRAE GROWTH STRATEGY BACKGROUND PAPER



Raymond Terrace Town Centre and Heatherbrae Growth Strategy 2013

Background Paper

This Background Paper has been produced in March 2013 as one of a suite of documents to assist in the preparation of the Raymond Terrace Town Centre and Heatherbrae Strategy by Port Stephens Council in conjunction with Strategy Hunter consultants.

We want your comments and ideas. You can do this:

Online

Leave your comments on an interactive map to tell us what you think about places in Raymond Terrace and Heatherbrae:

www.collaborativemap.org/raymondheatherbrae

In writing

Send us comments marked 'Raymond Terrace and Heatherbrae Strategy' to:

Email: rthstrategy@portstephens.nsw.gov.au

Mail to:

PO Box 42, RAYMOND TERRACE NSW 2324

Comments will be received until 2nd May 2013.

Questions

If you have any queries please phone Strategic Planning 49800326.

Background Paper

Executive summary

The Raymond Terrace and Heatherbrae Strategy will provide a clear plan for their future over the next 25 years. It aims to encourage economic and community development through actions to be undertaken by a range of stakeholders.

The presentation and function of the designated regional service centre of Raymond Terrace and the adjacent centre of Heatherbrae needs a clear plan to deliver the services and infrastructure expected of a regional centre.

Raymond Terrace and Heatherbrae have many strengths and opportunities to deliver a regional centre level of business, jobs, professional services, and civic functions and facilities, including:

- A growing population catchment;
- Good transport links, including proximity to the proposed F3 extension to Heatherbrae;
- Compact centre with development sites in convenient locations;
- A well established business community;
- The location of many community services and Government agencies;
- Potential build its unique character by capitalising upon its riverfront location and heritage assets, and
- Close to the regional airport.

A Discussion Paper which summarises the major issues contained in the detailed Raymond Terrace Town Centre and Heatherbrae Background Report. The discussion paper is structured around the major characteristics and issues facing Raymond Terrace Town Centre and Heatherbrae and guides discussion from identifying where we are now, where we want to be, and how do we get there?

Private sector investment will be critical to delivering many of the actions to be developed in the Strategy. Council has an important role in providing an environment that stimulates private sector investment, but is not exclusively responsible for delivering the Strategy.

Raymond Terrace Town Centre

The Town Centre serves a catchment population of around 74,000. This will grow further with residential development at Kings Hill and Medowie.

The larger centres of Newcastle, Kotara, Charlestown and Green Hills provide strong competition. As a result, Raymond Terrace Town Centre offers a comprehensive basic range of retail goods but very limited range of higher order retail goods and services due to the leakage of retail and services expenditure to the large centres.

Economic analysis has identified the need for additional retail including another supermarket, discount department store and speciality shops.

The Town Centre has underutilised commercial zoned sites that will enable additional commercial floorspace to be built. There is sufficient commercial zoned land for the foreseeable future.

There is very limited medium density housing within the Town Centre. A larger resident population will improve the size of the "local" market and street activity.

Road access to the Town Centre is relatively uncongested with the exception of north Port Stephens Street at peak times. Parking availability is good. Private buses provide public transport with varying levels of service depending on the destination. The pedestrian and cycle network has potential for further development. There is limited gateway signage to the Town Centre.

There is no town park or public gathering place at the core of the Town Centre. The Library has moved to larger temporary premises and a permanent new location is to be determined.

King Street is highly significant because of the quality of its heritage streetscape and its role in the development of Raymond Terrace as a river town.

An outstanding attribute is the proximity of the Town Centre and main street to the river. William Street extends to the riverfront and intersects with King Street. This provides an opportunity to energise the western end of the main street, fill vacant shopfronts and create a distinct character area that capitalises on river and heritage themes.

Heatherbrae

The demand for industrial floorspace in Heatherbrae is expected to increase by 18,000 sqm by 2031. There is sufficient zoned land to accommodate this demand. The true capacity will depend on whether large parcels can be economically developed. There may be potential to rezone additional land for industrial purposes subject to studies of environmental constraints.

The ease of highway access and the proximity to the airport, Tomago and Newcastle Port makes Heatherbrae an attractive area for light industrial activity. Council has been monitoring land availability in order to ensure adequate supply.

Heatherbrae has evolved as a highway strip development and could do with visual improvement. There is opportunity to improve the approach to Raymond Terrace and there are no clues as to the size and importance of the Town Centre.

The proposal for the Pacific Highway bypass of Heatherbrae is likely to present challenges and opportunities for businesses relying on passing trade. Businesses needing easy access to the Highway may find it improved, such as those that use the intersection at Motto Lane.

The effects of the Heatherbrae bypass need to be managed to maximise the opportunities presented by easy access to an important transport corridor.

Based on modelling, demand will exist for an additional 15,000 sqm of bulky goods retailing at Heatherbrae by 2031 (3.8ha of land). Heatherbrae is a suitable location for bulky goods because it:

- Can complement the Raymond Terrace Town Centre;
- Has excellent access to major transport links;
- Has the ability to capture expenditure before it is lost to bulk goods outlets outside the LGA, and
- Provides high profile sites with development potential along the Pacific Highway.

Flexibility exists in Council's Local Environmental Plan for the market to respond to the relative needs for bulky goods retailing and light industrial land.

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Purpose

The purpose of the Background Paper is to provide summary background material to inform the preparation of the Raymond Terrace Town Centre and Heatherbrae Strategy. The Background Paper reviews a wide range of data, studies and documentation on the Study Area. A number of technical papers are also available and provide further details on such matters as traffic and transport, and economic development.

A more concise summary of this material and related studies can be found in a Discussion Paper, which is available in hard copy from the Council Administration Centre, or for download from Council's website- www.portstephens.nsw.gov.au.

The Strategy

Aim

The aim of the Strategy is to provide a 25 year plan for the economic and community development of the Raymond Terrace Town Centre and Heatherbrae, commensurate with its role as a Regional Centre.

Objectives/scope

- a) To establish a vision and clear strategic direction for the growth of Raymond Terrace and Heatherbrae;
- b) To identify constraints and opportunities for growth, and
- c) To identify strategies and recommendations that assist in promoting Raymond Terrace and Heatherbrae as a competitive Regional Centre of social and economic activity, including appropriate land use zones to facilitate development.

Project Outputs and Process

This paper has been produced in conjunction with a shorter discussion paper to encourage community discussion in the development of the Raymond Terrace Town Centre and Heatherbrae Strategy.

The consultation program includes activities targeting specific groups, such as schools, the business community, seniors and the indigenous community. Council is keen to ensure a wide range of views are considered in developing the Strategy.

Comments received from the community during the consultation period will be considered and used together with other material to provide a draft 25 year Growth Strategy for Raymond Terrace Town Centre and Heatherbrae.

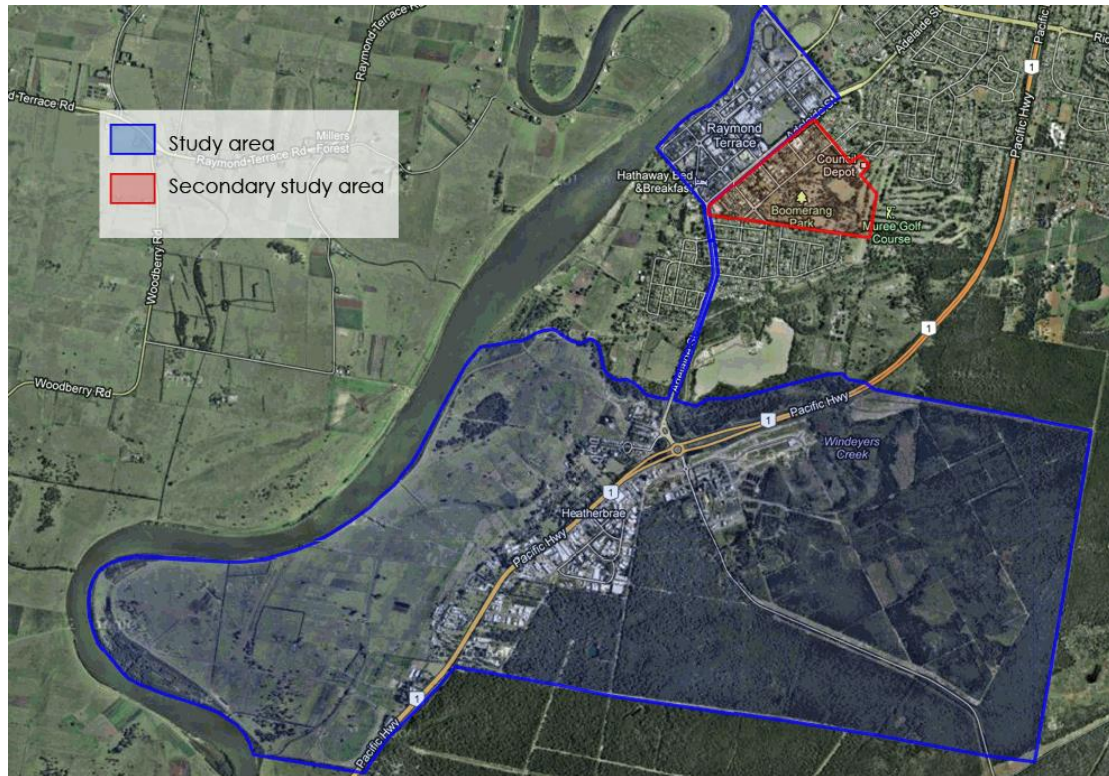
The Strategy will be placed on public exhibition for comment, and then finalised.

The Strategy will include an implementation plan which will detail recommended actions to be undertaken by Council and other stakeholders, timeframes and relative cost.

Study Area

The focus of the Strategy is the commercial and industrial zoned area of Raymond Terrace Town Centre and the Heatherbrae industrial area, and their immediate surroundings, as shown in **Figure 1**. However, the Strategy will be developed in the context of the wider Raymond Terrace and Heatherbrae areas and will examine issues in that wider area that have relevance to the development of the focus area.

Figure 1 Study Area



Background and need for Project.

Raymond Terrace has been identified in the Port Stephens Planning Strategy (PSPS) and Lower Hunter Regional Strategy (LHRS) as a major regional centre. The LHRS projects an additional 1600 jobs and 300 dwellings in Raymond Terrace by 2031.

A range of background studies have been done in the Raymond Terrace centre over the last decade. However, an overall strategy has not been developed to guide the future growth of the Centre, including its relationship with the surrounding area, to meet the challenges of the Port Stephens Planning Strategy. The development of a Strategy will provide greater certainty for the community and the development industry. In addition, it will provide guidance for Council in relation to future capital works and the provision of community facilities.

The development of the Kings Hill urban release area, and the continuing development of Meadowie and Thornton North provide opportunities for Raymond Terrace to increase its catchment population and expand the scope of its offering.

The Pacific Highway will bypass Heatherbrae in the medium term. The draft NSW Infrastructure Strategy recommends constructing the bypass within 5-10 years. Construction of the bypass will relieve Heatherbrae of a large volume of through traffic and allow a refocusing of its role including greater integration with Raymond Terrace. Heatherbrae's transport accessibility will be improved by the construction of the bypass by reducing the need to accommodate "through" traffic.

Existing Policies and Strategies

There has been a considerable amount of research into these localities over the past decade and this work is summarised in **Appendix 3**.

Lower Hunter Regional Strategy

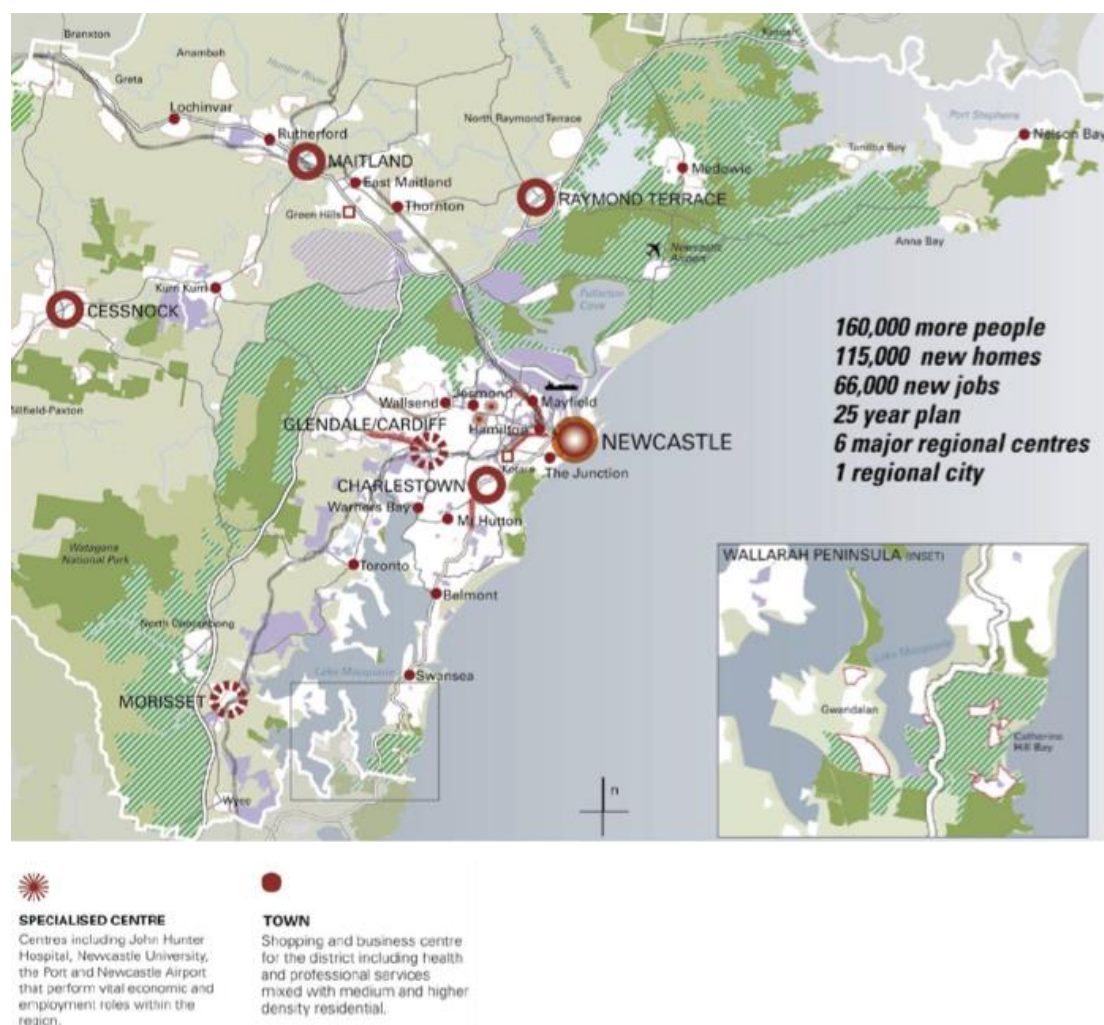
The Lower Hunter Regional Strategy (LHRS) is the State Government's spatial planning policy for the Lower Hunter, of which Port Stephens LGA is part.

The LHRS establishes a hierarchy of centres of which Newcastle City Centre is designated a "regional city", and Raymond Terrace is designated in the second tier as a "major regional centre", along with a number of other centres, such as Maitland and Charlestown, as shown in **Figure 2**.

A regional centre is defined as a "concentration of business, higher order retailing, employment, professional services and generally including civic functions and facilities. A focal point for subregional road and transport networks and may service a number of districts".

The LHRS projects an additional 1600 jobs and 300 dwellings in the Raymond Terrace major regional centre. No specific recommendations are made for Heatherbrae, although the LHRS does state "that there should continue to be improvements to the north-south access through the Region, including planning the linkage of the F3 to the Pacific Highway at Raymond Terrace and planning and construction of upgrades to the Pacific Highway".

Figure 2 Lower Hunter Regional Strategy map



A review of the LHRS is underway and a Discussion Paper was released in March 2013 to facilitate community discussion. The Discussion Paper has a greater focus on implementation

than the LHRS but does not appear to propose any significant changes in regional land use planning policy affecting Raymond Terrace and Heatherbrae.

Lower Hunter Conservation Plan

The Lower Hunter Conservation Plan 2009 aims to direct conservation planning in the Lower Hunter over the next 25 years. Guidelines for managing regional conservation, including offsets for development impact, are provided in the Plan.

The Watagans to Port Stephens Biodiversity Corridor is one of the most important components of the Conservation Plan, and it runs along the eastern edge of the Heatherbrae industrial area. The F3 extension/Heatherbrae bypass and any future expansion of industrial development, particularly in the northeast of Heatherbrae, will need to give this Corridor particular attention. Local corridors connecting with the Watagans to Port Stephens Biodiversity Corridor should also be protected and enhanced where appropriate.

Riparian vegetation and wetlands along the Hunter River are also of significance and unlikely to be adversely affected by the Strategy because of the flood prone nature of the land has low development potential. The Strategy may identify opportunities to conserve and/or rehabilitate important areas of riparian vegetation and wetlands.

State Plan

The State Plan- NSW 2021- provides the overarching "business plan" of the NSW Government. It sets priorities for action and guides NSW Government resource allocation in conjunction with the NSW Budget.

It is focused on:

- Rebuilding the economy;
- Returning quality services;
- Renovating infrastructure;
- Strengthening the local environment and communities, and
- Restoring accountability to Government.

The Plan has 32 goals and a detailed suite of targets and actions. Annual reporting of progress is undertaken as part of the State Budget process.

Most actions are State wide in nature. In relation to the Raymond Terrace and Heatherbrae Town Centre Strategy, strategies directed towards improving infrastructure, improving the efficiency of the approvals process, building liveable centres, and facilitating higher skills levels in the workforce will be supportive of the area's ongoing development.

Hunter Regional Action Plan (HRAP) is the NSW Government's initial response to the priorities raised by communities in the Hunter and aligns with NSW 2021.

The HRAP has a range of broad actions intended to improve infrastructure and services in the Region. The specific actions proposed for the Study Area include:

- Completion of the Heath One/GP Superclinic at Raymond Terrace, and
- Upgrade of Main Road 301 between Raymond Terrace and Dungog.

While the HRAP acknowledges that the State Infrastructure Strategy commits to detailed assessment and planning for the F3 to Raymond Terrace section for Government consideration as a priority, this project is not shown in the HRAP implementation program of priority projects.

State Infrastructure Strategy

The State Infrastructure Strategy (SIS) aims to provide the Government with independent advice on the infrastructure needs of the State. It outlines a forward program of transport, freight, aviation, energy, water, health, education and social infrastructure projects over the next 20 years. The SIS advice to Government, not a list of Government commitments.

The SIS lists the extension of the F3/Heatherbrae bypass as a priority for the next 5-10 years with a notional cost of \$900 million. It states that:

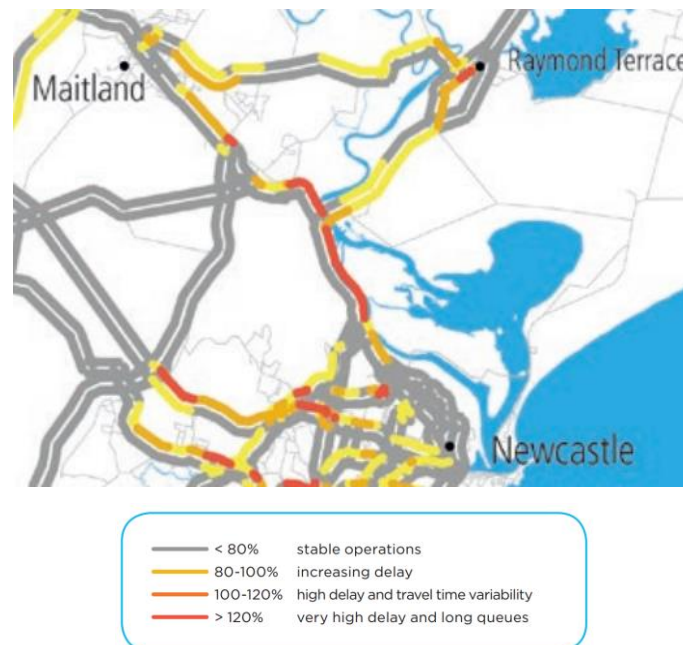
“the proposed investment to upgrade the F3 to Raymond Terrace appears to have a lot of merit. Traffic flows along this section of the Pacific Highway are high and congestion can be an issue at peak hours. By providing an uninterrupted highway and improved connectivity between the F3 and the Pacific Highway, the upgrade scheme would be likely to improve journey times and improve safety”.

NSW Transport Master Plan (TMP)

The TMP aims to guide the NSW Government's transport funding priorities over the next 20 years. It describes a wide range of actions targeted to providing an integrated transport system, improvements to public transport, rail and bus networks, and major road and highway upgrades.

It notes that traffic volumes will increase significantly on the Newcastle arterial road network without improvements. This will impact local movements, affect bus operations and impede efficient road freight travel. **Figure 3** shows the projected performance of the road system by 2031 based on current trends without road improvements. It can be seen that freight movements to Heatherbrae and Raymond Terrace will suffer congestion, which will impede their economic performance unless road improvements are made.

Figure 3 Modelled road performance in 2031



Source: NSW Transport Master Plan 2012

It notes that public transport in the Lower Hunter is affected by:

- Low frequency of bus services with low patronage and demand levels;
- Bus travel times that are not competitive against private vehicle use;
- Readily available, low-cost parking , and
- Dispersed destinations on the bus network, resulting in indirect services.

These points are valid for the Raymond Terrace Town Centre and Heatherbrae.

It describes the extension of the F3 to Raymond Terrace/Heatherbrae bypass as a medium to longer term action (5 to 20 years); actual timing and funding are undetermined.

Port Stephens Community Strategic Plan 2011-2021

The Integrated Planning Framework and its companion documents are produced in response to the NSW Government's requirement for each Council to produce an integrated strategic plan. Within this suite of documents, the Community Plan is Council's highest level planning document and describes Council's strategic directions for the LGA. The Plan underwent community consultation during its development. It is accompanied by an Operational Plan and Delivery Program which describe the actions that Council has programmed.

It contains a range of policy directions and actions relevant to the Raymond Terrace Town Centre and Heatherbrae Strategy including:

- Maintaining community safety, including perceptions of safety and road safety;
- Improving access and equitable provision of services and facilities for seniors and people with disabilities;
- Children and young people have safe places to play, learn and grow;
- Building partnerships to plan, provide for and promote the future wellbeing of our residents services;
- Providing passive and active lifestyle opportunities;
- Maintaining high levels of biodiversity and engage the community in protecting and enriching the environment;
- Providing clarity about the long term development pattern and capacity of Port Stephens for the development industry, investors and the community;
- Attracting new businesses and retain and support existing businesses;
- Facilitating access to education and training relevant to the needs of the community and of business;
- Advocating for optimal infrastructure development to enhance economic growth with emphasis on technology development, utilities and logistics, and
- Providing linkages between transport services, infrastructure, residential and employment service nodes.

Port Stephens Planning Strategy

The Port Stephens Planning Strategy (PSPS) builds on the 2007 Community Settlement and Infrastructure Strategy (CSIS) by providing a comprehensive planning strategy for the LGA. The PSPS responds to the State Government's Lower Hunter Regional Strategy (LHRS) and Lower Hunter Regional Conservation Plan (LHRCP) by providing local level detail.

The PSPS identifies the following:

- Raymond Terrace is the focus of the primary growth corridor of the LGA extends along the Pacific Highway from Tomago in the south to Kings Hill in the north;
- Raymond Terrace will undergo considerable change in order to deliver a broader range of business and community services to a wide catchment;
- The growth of Raymond Terrace will be supported by major urban release areas located at Medowie and Kings Hill; Kings Hill will almost double the population of Raymond Terrace;
- Medium density infill development should be encouraged in and around the Town Centre; with an infill residential potential of 800 dwellings and a green field potential of 480 dwellings (not including Kings Hill);
- There is significant underutilised land in the Raymond Terrace Town Centre which can be put to a more intensive use;
- In addition to considerable retail, office and community use floorspace, Raymond Terrace also hosts a notable amount of manufacturing, construction and wholesale activity compared to most other centres. These industries are generally located to the north of the centre;

- Raymond Terrace hosts 34 % of all retail trade, almost 60 % of financial, insurance, professional, and scientific and technical services; and 80 % of public administration and safety floor space in the Port Stephens Local Government Area;
- Raymond Terrace will continue to develop as an interchange point between local and commuter bus routes in addition to longer distance services;
- Development constraint issues:
 - Markets for economic growth;
 - Repositioning of identity;
 - Flood Prone Land;
 - Heritage Conservation Area, and
 - Aircraft Noise.
- The Heatherbrae enterprise corridor is a specialised centre containing a variety of business activities that perform vital economic and employment roles. It has specific locational characteristics to support strong growth. The forthcoming Heatherbrae bypass provides an opportunity to strengthen the role of Heatherbrae;
- Heatherbrae is the most suitable location for bulky goods retailing from a strategic planning and market perspective. High value manufacturing should continue to be encouraged;
- Heatherbrae has more diverse industry than Tomago. The largest amount of floorspace is occupied by construction industry related manufacturing uses, and
- Efficient freight movement is a prerequisite for maximising the economic benefits of Heatherbrae.

Port Stephens Local Environmental Plan 2000

The Port Stephens Local Environmental Plan 2000 (PSLEP 2000) is the primary legal document for controlling land use in the LGA. It describes what land uses are permissible in each of the land use zones of the LGA and the significant development controls that apply.

Raymond Terrace

The land use zones applying to the Raymond Terrace Town Centre under the PSLEP 2000 are shown in **Figure 4**.

Within the PSLEP 2000, the retail and office core is zoned 3(a) Business and characterised by a mix of commercial, government and community uses. This zone classification is common to the major commercial centres within other areas of Port Stephens. The 3(a) zone permits a wide range of land uses.

The area to the west of the 3(a) zoned land is zoned 5(g) Special Urban - Flood Affected as is the area generally north of Bourke Street, such as the "industrial area". The 5(g) zone is only applied to Raymond Terrace and permits a wide range of urban development compatible with the constraints of the land, particularly flooding. . The 5 (g) Special Urban (Flood Affected) Zone is a relatively flexible zone characterised by a mixture of commercial, light industrial and residential uses.

The land to the south and east of the 3(a) zoned land is generally zoned 2(a) Residential A. The 2(a) zone permits residential land uses, including low scale medium density housing, and a limited range of other land uses compatible with a residential environment. There is no land zoned 2(c) Residential C for higher intensity urban housing at Raymond Terrace, however such housing is permissible in the 3(a) zone.

A heritage conservation area includes area to the south and south east of the core (see map). In addition a number of heritage items are listed in the LEP, as listed in **Appendix 1**.

Figure 4 PSLEP 2000 land use zones- Raymond Terrace



Port Stephens Local Environmental Plan 2000
Zoning Legend

1(a) Rural Agriculture "A"	6(c) Recreation Special "C"
1(c1) Rural Small Holdings (20 hectares)	7(a) Environment Protection "A"
1(c2) Rural Small Holdings (2 hectares)	7(c) Environment Protection "C" (Water Catchment)
1(c3) Rural Small Holdings (1 hectare)	7(f1) Environment Protection "F1" (Coastal Lands)
1(c4) Rural Small Holdings (5000 Square Metres)	7(f3) Environment Protection "F3" (Urban Conservation)
1(c5) Rural Small Holdings (2000 Square Metres)	7(w) Environment Protection "W" (Waterways)
2(a) Residential "A"	SP1 Special Activities
2(c) Residential "C"	Heritage Conservation Area
3(a) Business General "A"	
4(a) Industrial General "A"	
5(a) Special Uses (Defence Purposes)	
5(c) Special Uses (Proposed Local Road)	
5(g) Special Urban (Flood Affected)	
6(a) Recreation General "A"	

Heatherbrae

The land use zones applying to Heatherbrae under the PSLEP 2000 are shown in **Figure 5**. The Heatherbrae industrial area to the east of the Pacific Highway is zoned 4(a) Industrial- General A. There is a small residual area zoned 1(a) Rural to the north of Hank Street, that is comprised of several "rural residential" sized lots occupied by detached houses.

Bulky goods salesrooms and showrooms are permitted in industrial zones if the consent authority is satisfied that:

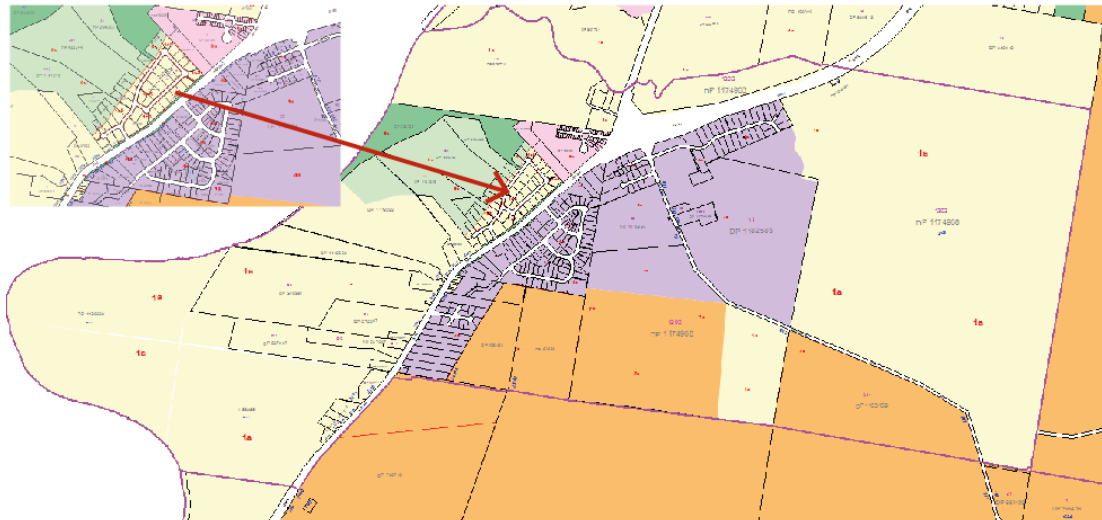
- there is a need for development for that purpose in the zone;
- having regard to the objectives of the zone and the number of retail outlets that exist within (or are proposed for) the zone, the carrying out of the proposed development is appropriate, and
- the carrying out of the proposed development will not have a substantial adverse effect on existing business centres or on adjoining residential properties.

As a result there are a number of bulky goods premises within the Heatherbrae industrial area and predominately located on the Pacific Highway frontage.

A discontinuous narrow strip of land zoned 6(a) is located along the frontage of the Pacific Highway on both sides.

Vegetated land to the southeast and east is generally zoned 7(c) Environmental Protection C (Water Catchment), while land to the northeast is zoned 1(a) Rural Agriculture A. Land west of the Pacific Highway is generally zoned 1(a), with the exception of an area of small rural residential development zoned 1(c) 5 Rural Small Holdings (2000 square metres) and an area zoned 2(a) Residential A.

Figure 5 PSLEP 2000 land use zones- Heatherbrae



Port Stephens Local Environmental Plan 2000

Zoning Legend

1(a) Rural Agriculture "A"	6(c) Recreation Special "C"
1(c1) Rural Small Holdings (20 Hectares)	7(a) Environment Protection "A"
1(c2) Rural Small Holdings (2 Hectares)	7(c) Environment Protection "C" (Water Catchment)
1(c3) Rural Small Holdings (1 Hectare)	7(f1) Environment Protection "F1" (Coastal Lands)
1(c4) Rural Small Holdings (5000 Square Metres)	7(f3) Environment Protection "F3" (Urban Conservation)
1(c5) Rural Small Holdings (2000 Square Metres)	7(w) Environment Protection "W" (Waterways)
2(a) Residential "A"	SP1 Special Activities
2(c) Residential "C"	Heritage Conservation Area
3(a) Business General "A"	
4(a) Industrial General "A"	
5(a) Special Uses (Defence Purposes)	
5(c) Special Uses (Proposed Local Road)	
5(g) Special Urban (Flood Affected)	
6(a) Recreation General "A"	

Draft Port Stephens Local Environmental Plan 2012 (draft PSLEP 2012)

The draft Plan is a conversion of the PSLEP2000 to the State Government mandated standard instrument format. Generally, land use zones have been converted from the PSLEP2000 to the standard instrument on the basis of "best fit", i.e. a "like for like" approach has been pursued. Because of the more rigid nature of the standard instrument some zone attributes and other development requirements contained in the PSLEP 2000 have either not been carried through to the draft LEP 2012 or changed.

The major change between the two LEPs are:

- The 5(g) Special Urban (Flood Affected) Zone that applies generally to land west of Port Stephens Street and the existing 'industrial' area in the north of the Town Centre (as shown in **Figure 4**) is proposed to be rezoned such that the existing "industrial" area would be zoned IN2 Light Industrial, and the west of Port Stephens Street and south of Bourke Street would be zoned B3 and R2 (as shown in **Figure 6**). This will change the flexibility of land use but will create greater certainty amongst land users and ensure greater land use compatibility than the existing zone, and

- The Heatherbrae industrial area is zoned IN1 General Industrial with the exception of Pacific Highway frontage which is proposed to be zoned B5 Business Development and permits a wider range of uses including bulky goods premises and office premises.

The draft LEP includes building heights. Building heights were previously in the DCP. The proposed zoning maps are shown in [Ref350800278](#) **Figure 6** and **Figure 7** and building heights in **Figure 8**.

Figure 6 Draft LEP 2012 zoning map- Raymond Terrace

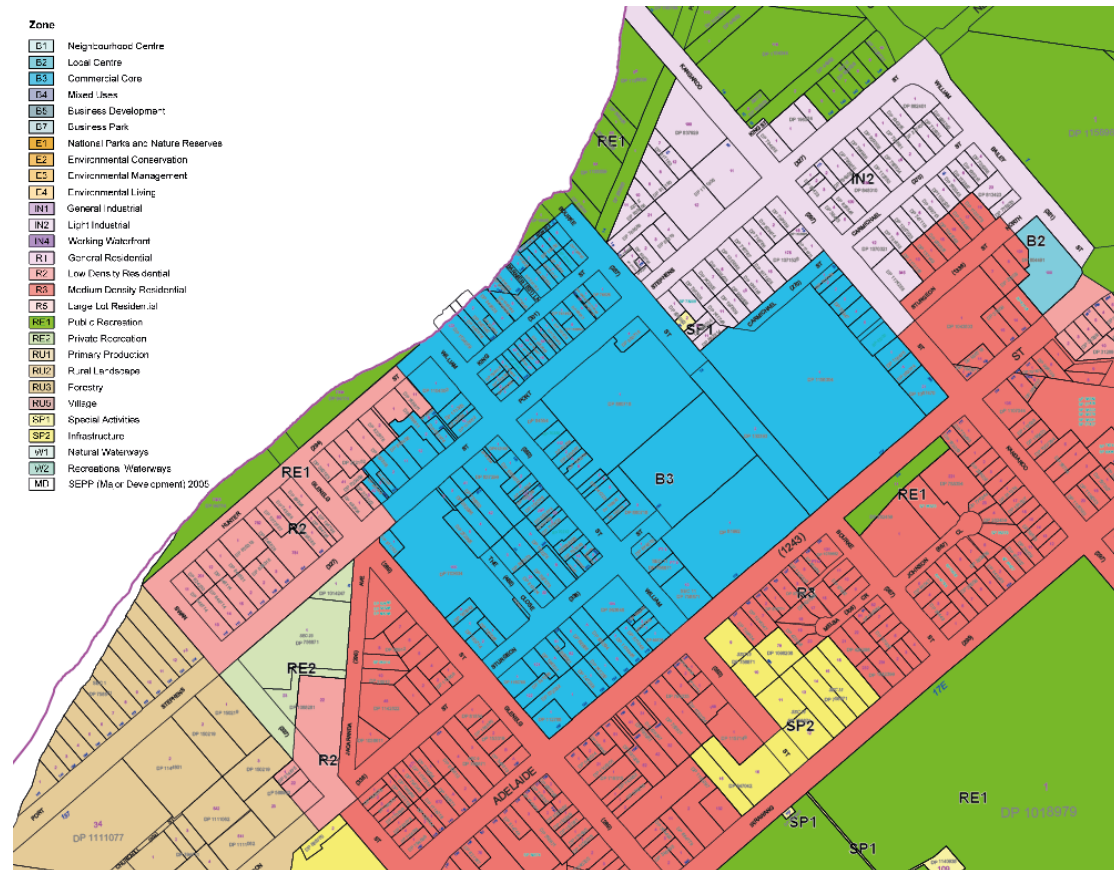


Figure 7 Draft LEP 2012 zoning map- Heatherbrae

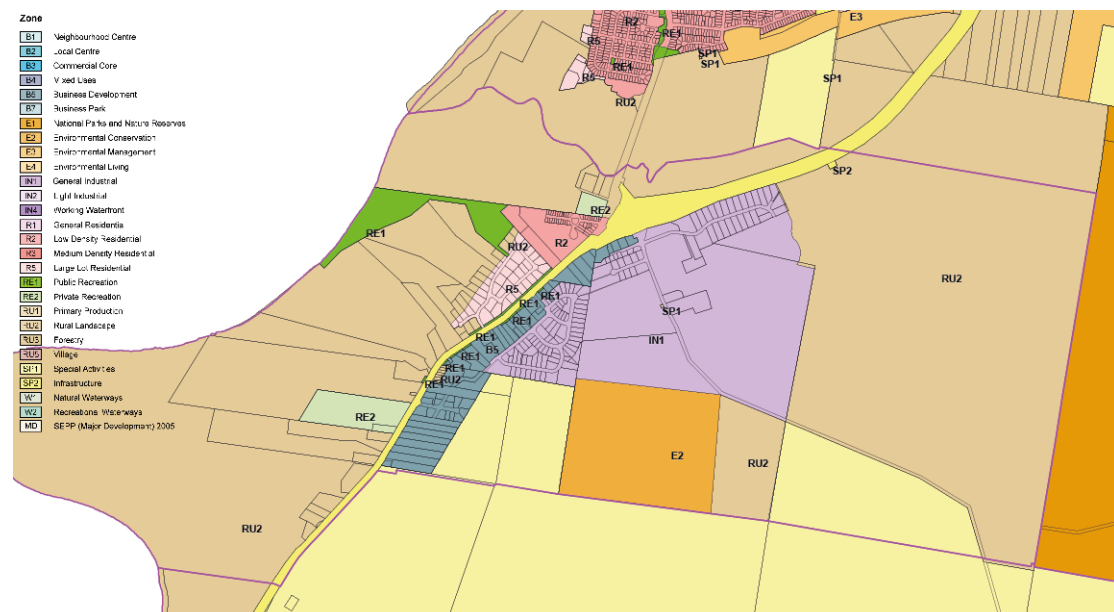
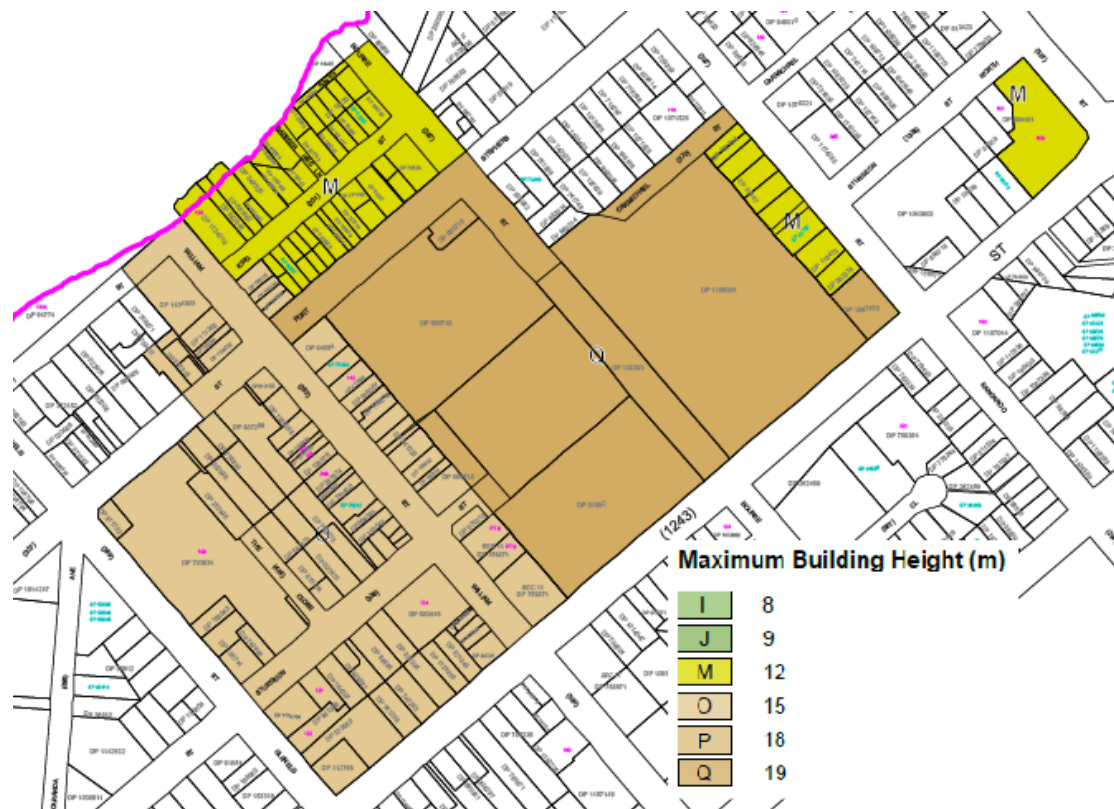


Figure 8 Draft LEP 2012 Height of Buildings map



Port Stephens Development Control Plan 2007

The Port Stephens Development Control Plan 2007 (PSDCP) provides a number of detailed development controls to complement those in the LEP. These include LGA wide controls applying such matters as commercial and mixed use development and industrial development, as well as locality specific controls applying to the Raymond Terrace Town Centre and the southern portion of the Heatherbrae industrial area.

The Raymond Terrace Town Centre chapter of the PSDCP designates a number of precincts based on the desired future function and form of each precinct. Each precinct has specific detailed development controls relating to building height, building form, and streetscape.

The maximum building heights shown in the DCP have been translated in to the draft PSLEP2012 and are shown in **Figure 8**.

Setting

Raymond Terrace Town Centre is surrounded by low density residential development to the east and south. Adelaide Street separates the Town Centre from the residential area to the east. To the west lies the William River and rural lands beyond, and to the north, sportsfields with residential areas beyond.

The Town Centre is focused on William Street. William Street is a traditional low scale mainstreet with relatively slow moving traffic and angle parking along much of its length. The view to the west along William Street terminates in a wide rural vista with mountains in the far distance. These features provide a distinctive relaxed rural feel to the town.

Because William Street is perpendicular to the main arterial through Raymond Terrace (Adelaide Street) and principally services the Town Centre, it does not carry through traffic. As a result traffic flow and speeds can be managed to largely reflect the function of William Street, in contrast to many other centres whose main street is also a thoroughfare.

William Street contains regular consistent street tree planting that improves the attractiveness of the street. Two roundabouts at either end of the shopping strip are attractively landscaped.

Commercial development is located to the north and south of Williams Street. An enclosed shopping mall (Raymond Terrace Marketplace) is located to the south and can be accessed from William Street from a shopfront sized entry. This approach to the Marketplace development has enabled the Town Centre to accommodate an enclosed mall with a supermarket and discount department store while still focussing activity on the William Street (mainstreet) and maintaining the traditional streetscape.

A second enclosed mall (Centro) also contains a supermarket. While this mall is a more conventional freestanding development, it can be accessed from William Street via a walkway that provides an axis between the two enclosed malls. The strong pedestrian flow along this axis reinforces the role of William Street.

Port Stephens Street intersects with William Street at the western end of the retail strip and exhibits a range of characters. To the south of William Street, Port Stephens Street has a planted median of palm trees (Adams Place) and contains a number of two storey heritage buildings including the old Post Office and National Australia Bank. To the north of William Street, it assumes a more open less attractive character due to the long wall of the Marketplace development together with vehicular accesses addressing part of the eastern side of the street, and a mixture of buildings, setbacks and vacant lots on the western side of the street. The recent external refurbishment of Marketplace has improved its appearance.

Further north, Port Stephens Street assumes the character of a "frame" for the more intensively shopping area, and has larger floor plate freestanding developments such as Dan Murphy's liquor, Aldi Supermarket and (DA approved) Officeworks. Further north, sites along Port Stephens Street assume a more light industrial character, with car parts and rural equipment suppliers and the like.

The light industrial area between Port Stephens Street and Adelaide Street is mixed in character with a large number of small scale enterprises, such as repair workshops as well as newer outlets, such as Supercheap Autos and MacDonald's. The diversity of the light industrial area is one of its strengths, no doubt assisted by the wide range of needs of its rural and urban catchment.

The riverfront of Raymond Terrace has developed parkland- Riverside Park- from Swan Street to William Street. The park is comprised of a mown grassed area with scattered shade tree plantings. There are picnic tables, shelters, public toilets, boat ramp and a small children's playground. A shared pedestrian/cycle path extends from Glenelg Street to William Street. Between William Street and Kangaroo Street the riverfront is comprised of mown grass with no improvements. Upstream of Kangaroo Street the shared pathway recommences as far as Seaham Road where there is a boat ramp, car parking, seats and shelters. A Foreshore Master Plan for the progressive upgrading of the area was produced in 2005 but did not include the riverfront between William Street and Barniers Lane pending discussions with the then Department of Lands.

To the south west of William Bailey Drive is a tennis, netball and athletics complex and to the north of William Bailey Drive is the Kings Park sporting complex and Roslyn Park. Beyond these areas is residential development.

To the east of Adelaide Street is largely single storey detached residential development with scattered one and two storey villa and townhouse development. The major exceptions to this residential area are the cinema and retail complex at the intersection of Adelaide and Bourke Streets, and the Presbyterian Church, the Uniting church and St Bridgets Catholic school and church on William Street. Further east lies the extensive informal Boomerang Park.

To the south of Glenelg Street the area progressively transitions into a residential area. In the transitional area are the Raymond Terrace Bowling Club, Anglican Church, Health One facility and a strata office development. The public school is located to the south of Swan Street. Jacaranda Street is particularly notable for its mature Jacaranda trees lining the footpaths.

Heatherbrae

Heatherbrae is located to the south of Raymond Terrace on either side of the Pacific Highway. The Highway consists of dual carriageways featuring a wide verge each way, separated by a grassed median, with an 80 km/hr. speed limit decreasing to 70 km/hr. closer to Raymond Terrace and increasing to 110 km/hr. to the north beyond the Raymond Terrace turnoff.

To the west of the Highway, the land is a mixture of rural, rural residential and tourism accommodation, offering occasional views of the Hunter River floodplain further to the west. Often individual lots have a hedge or similar vegetative screening shielding them from the large traffic volumes of the Highway.

Land to the east of the Highway is generally developed with one storey light industrial style structures. A notable exception is the Hunter Botanic Gardens located on the southern approach to Heatherbrae which is surrounded by relatively undisturbed native woodland.

The light industrial land adjacent to the Highway mainly contains businesses oriented to road exposure, such as petrol stations, fast food outlets, boat and caravan display areas, nursery and landscaping supplies, and bulky goods outlets. A Masters hardware store is to be developed soon. Lots range in size from around 2,000 square metres to over 10,000 square metres, with many around 4,000 square metres. Signage and presentation of these developments tends reflect to their road orientation. There is minimal landscaping of the land.

The streetscape of the Pacific Highway is of a wide highway strip typical of the entry to a larger rural town or city. It is relatively functional and utilitarian in appearance with a low standard of urban design and little landscaping or tree planting to soften the landscape. The streetscape provides little sense of approach to Raymond Terrace township, there are no cues as to the size and importance of the Town Centre

The industrial land without highway exposure tends to be occupied by businesses more typical of a light industrial area. The size of business varies greatly, from small business to large scale enterprises such as Sandvik and Masonite/Weathertex. The road system is discontinuous due to incremental subdivision of the land without an overall guiding master plan, and due to the existence of undeveloped lots. As these lots are developed the continuity of the road system will be greatly improved, and will avoid the need to rejoin the Pacific Highway in order to travel from one part of the industrial area to another.

Population

Demographic Snapshots

The following section provides a brief analysis of 2011 census results for the comparison areas of:

- The Raymond Terrace Town Centre (ABS Census SA1 1112211);
- Raymond Terrace suburb;
- Heatherbrae suburb, and
- Port Stephens Local Government Area.

Care should be taken in interpreting the statistics. The Raymond Terrace Town Centre has a relatively low residential population and results tend to be affected by individual developments, such as the presence of an aged persons complex housing almost a quarter of the Town Centre's population. Heatherbrae's statistics are very heavily influenced by a caravan park/manufactured home estate that comprises around half the suburb's dwellings and houses around half of its residents.

The Section is structured with a series of "snapshots" of each comparison area, followed by more detailed analysis of specific census characteristics.

Raymond Terrace Town Centre

2011 Census QuickStats

All people - usual residents



Australia | New South Wales | Statistical Area Level 1

1112211

Code 1112211 (SA1)



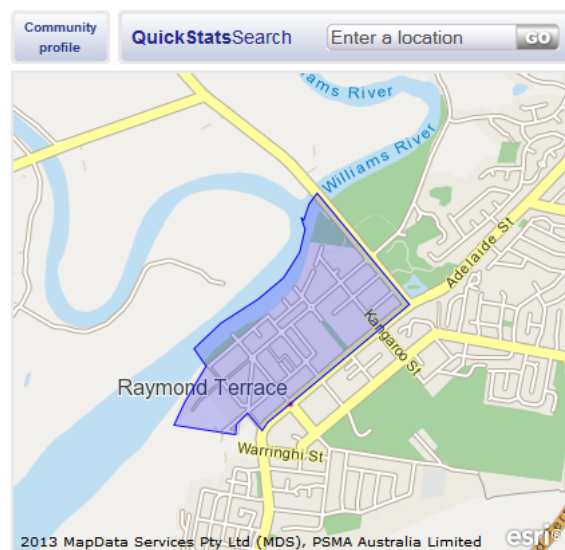
People	342
Male	166
Female	176
Median age	59



Families	64
Average children per family	1.7



All private dwellings	118
Average people per household	2.2
Median weekly household income	\$879
Median monthly mortgage repayments	\$1,647
Median weekly rent	\$220
Average motor vehicles per dwelling	1.3



Raymond Terrace

2011 Census QuickStats

All people - usual residents



Australia | New South Wales | State Suburbs

Raymond Terrace

Code SSC11952 (SSC)



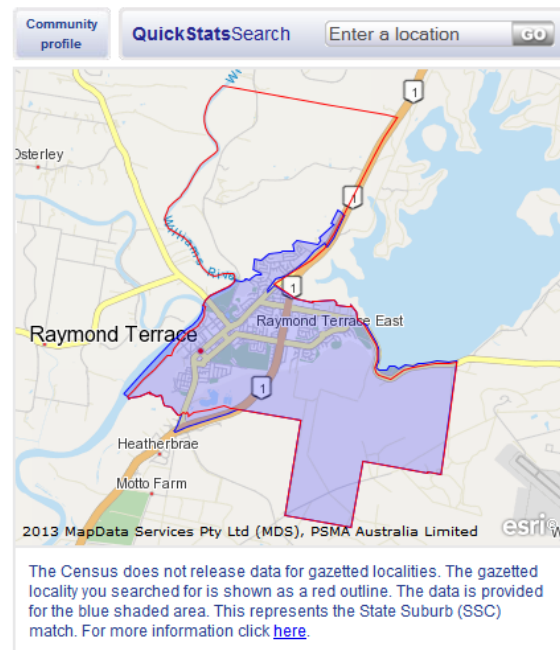
People	12,725
Male	6,162
Female	6,563
Median age	35



Families	3,482
Average children per family	1.9



All private dwellings	5,082
Average people per household	2.6
Median weekly household income	\$1,003
Median monthly mortgage repayments	\$1,517
Median weekly rent	\$220
Average motor vehicles per dwelling	1.6



Heatherbrae

2011 Census QuickStats

All people - usual residents



Australia | New South Wales | State Suburbs

Heatherbrae

Code SSC11093 (SSC)



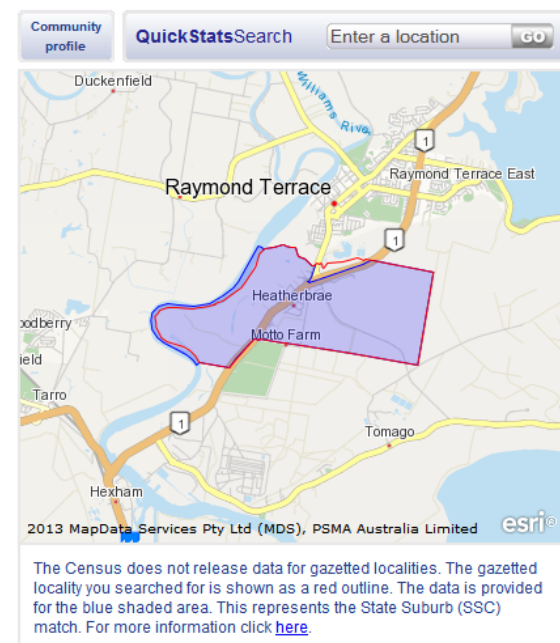
People	492
Male	282
Female	210
Median age	50



Families	129
Average children per family	1.5



All private dwellings	270
Average people per household	2
Median weekly household income	\$747
Median monthly mortgage repayments	\$1,444
Median weekly rent	\$193
Average motor vehicles per dwelling	1.5



Port Stephens LGA

2011 Census QuickStats

All people - usual residents



Australia | New South Wales | Local Government Areas

Port Stephens (A)

Code LGA16400 (LGA)



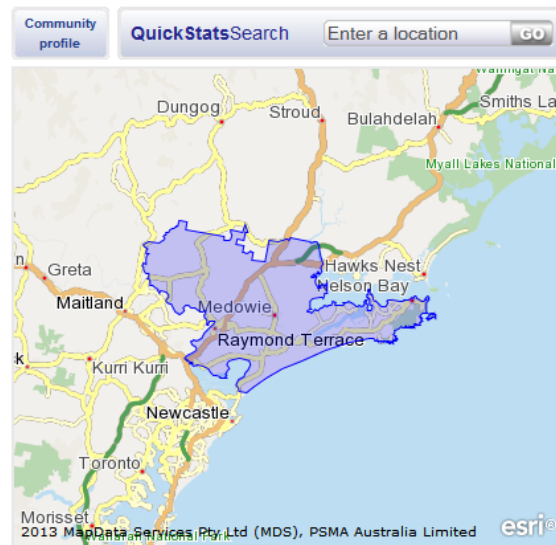
People	64,807
Male	31,907
Female	32,900
Median age	42



Families	17,955
Average children per family	1.9



All private dwellings	30,516
Average people per household	2.5
Median weekly household income	\$999
Median monthly mortgage repayments	\$1,725
Median weekly rent	\$250
Average motor vehicles per dwelling	1.8



Australia

2011 Census QuickStats

All people - usual residents



Australia

Code 0 (AUST)



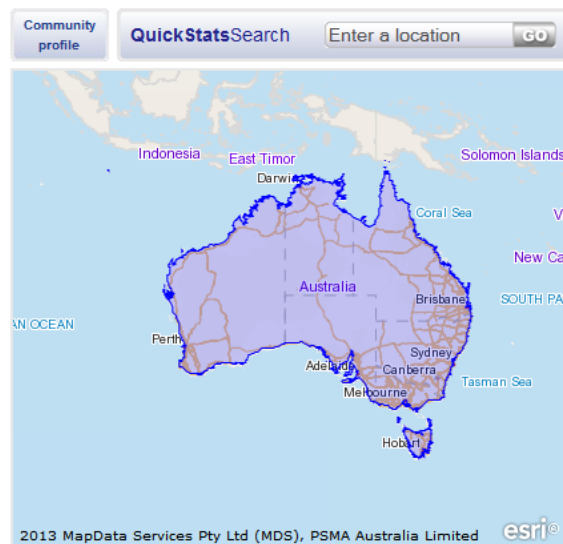
People	21,507,717
Male	10,634,013
Female	10,873,704
Median age	37



Families	5,684,062
Average children per family	1.9



All private dwellings	9,117,033
Average people per household	2.6
Median weekly household income	\$1,234
Median monthly mortgage repayments	\$1,800
Median weekly rent	\$285
Average motor vehicles per dwelling	1.7



Age Profile

Of the comparison areas, Raymond Terrace Town Centre has the oldest population profile, with a median age of 59 years. The age of the population profile is skewed by the presence of an aged persons complex in Kangaroo Street with capacity for approximately 80 people of almost a quarter of the Town Centre's population.

The suburb of Raymond Terrace has the most youthful population profile with a median age of 39 years. Raymond Terrace has a greater proportion of population in all age groups under 25 than any of the comparison areas, leading to a potentially high demand for child and youth oriented services and goods.

Heatherbrae's median age of 50 years is almost as old as the Raymond Terrace Town Centre, but peaks in the 45-59 year old age groups because of permanent caravan and manufactured home residents at Pacific Gardens.

Figure 9 Age profile

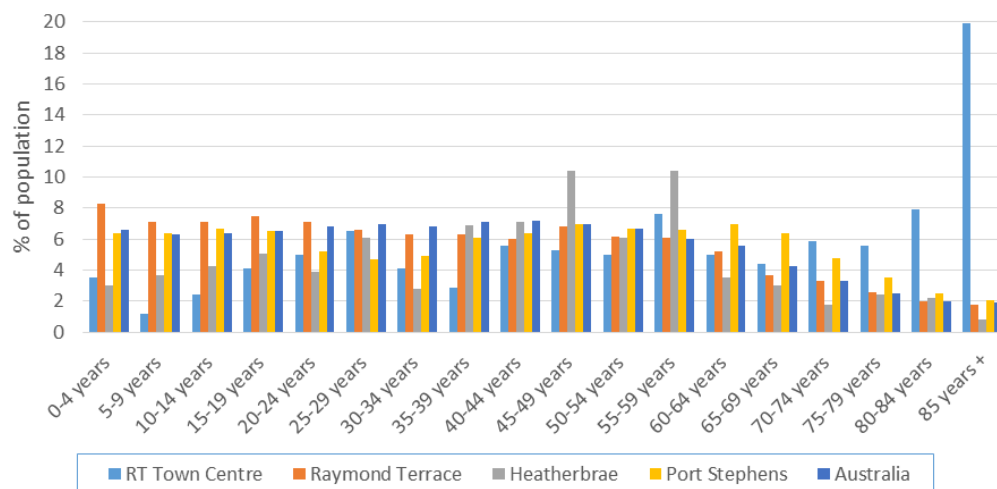


Table 1 Age population profile

	RT Town Centre	Raymond Terrace	Heatherbrae	Port Stephens	Australia	RT Town Centre	Raymond Terrace	Heatherbrae
Age	No.	%	No.	%	No.	%	%	%
0-4 years	12	3.5	1,056	8.3	15	3.0	6.4	6.6
5-9 years	4	1.2	906	7.1	18	3.7	6.4	6.3
10-14 years	8	2.4	899	7.1	21	4.3	6.7	6.4
15-19 years	14	4.1	949	7.5	25	5.1	6.5	6.5
20-24 years	17	5.0	904	7.1	19	3.9	5.2	6.8
25-29 years	22	6.5	837	6.6	25	6.1	4.7	7
30-34 years	14	4.1	802	6.3	30	2.8	4.9	6.8
35-39 years	10	2.9	805	6.3	14	6.9	6.1	7.1
40-44 years	19	5.6	760	6.0	34	7.1	6.4	7.2
45-49 years	18	5.3	866	6.8	35	10.4	7.0	7
50-54 years	17	5.0	788	6.2	51	6.1	6.7	6.7
55-59 years	26	7.6	774	6.1	51	10.4	6.6	6
60-64 years	17	5.0	666	5.2	40	3.5	7.0	5.6
65-69 years	15	4.4	468	3.7	40	3.0	6.4	4.3
70-74 years	20	5.9	420	3.3	25	1.8	4.8	3.3
75-79 years	19	5.6	337	2.6	22	2.4	3.5	2.5
80-84 years	27	7.9	256	2.0	23	2.2	2.5	2
85 years +	61	19.9	231	1.8	4	0.8	2.1	1.9
Total	343		12724		492			

Source: 2011 ABS census

Families

Raymond Terrace Town Centre has a higher proportion of couple families without children and one parent families than the other comparison areas. This is due to the high proportion of older age groups (children have left home) and of the 20-24 and 25-29 year old age group (young couples) than the other comparison areas. Heatherbrae has a high proportion of couple families without children, reflective of the presence of older age groups.

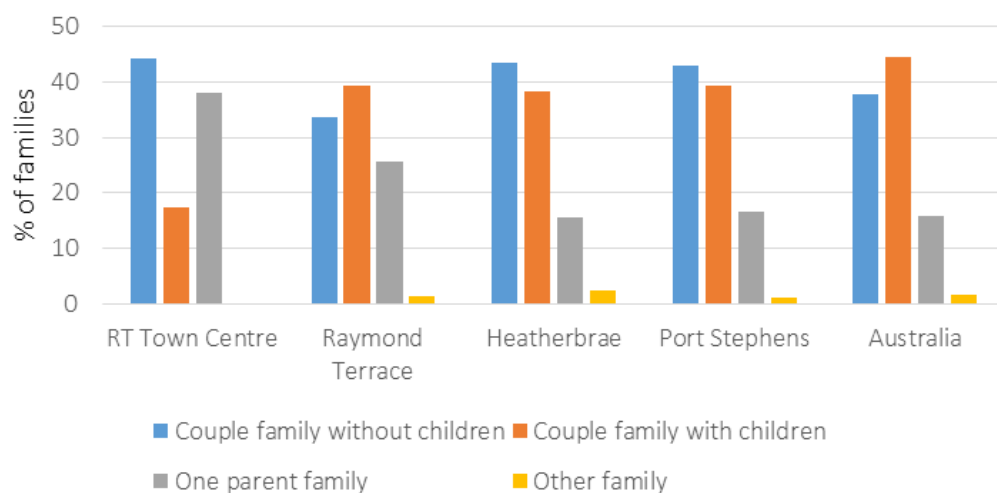
Raymond Terrace has a higher proportion of one parent families than the other comparison areas. This is a reflection of the high proportion of public housing in the suburb. One parent families tend to have a lower household income than other family types, and a greater users of community support services.

Table 2 Family types

	RT Town Centre		Raymond Terrace		Heatherbrae		PSLGA	Australia
Age	No.	%	No.	%	No.	%	%	%
Couple family without children	28	44.4	1174	33.7	70	43.5	43.0	37.8
Couple family with children	11	17.5	1371	39.4	36	38.4	39.4	44.6
One parent family	24	38.1	891	25.6	21	15.6	16.6	15.9
Other family	0	0	47	1.3	3	2.5	1.0	1.7

Source: 2011 ABS census

Figure 10 Family Structure



Dwellings

Raymond Terrace Town Centre and Raymond Terrace have a higher proportion of detached dwellings than the comparison areas. Caravans and manufactured homes comprise almost half of Heatherbrae's dwellings.

Raymond Terrace Town Centre has a low proportion of medium density dwellings despite its regional centre designation, and the benefits of living close to shops and the riverfront. Most medium density housing in Raymond Terrace is public housing, and the proportion of medium density housing would be much lower without this influence.

Australia overall has a higher proportion of medium and higher density housing than any of the other comparison areas. This is surprising given the quantity of medium density development in the tourist oriented parts of the Tomaree Peninsula.

Low residential densities in Raymond Terrace and Port Stephens LGA inhibit the ability of town centres to develop strong activity levels and a concentration of retail and services. Low densities contribute to the high motor vehicle dependence of the area.

The low proportion of medium density dwellings in the Raymond Terrace Town Centre means there is little housing choice for those seeking a low maintenance home closer to services, such as seniors. It also means there is a low supply of smaller dwellings for singles or couples without children, and they are forced to find housing elsewhere.

Figure 11 Dwellings

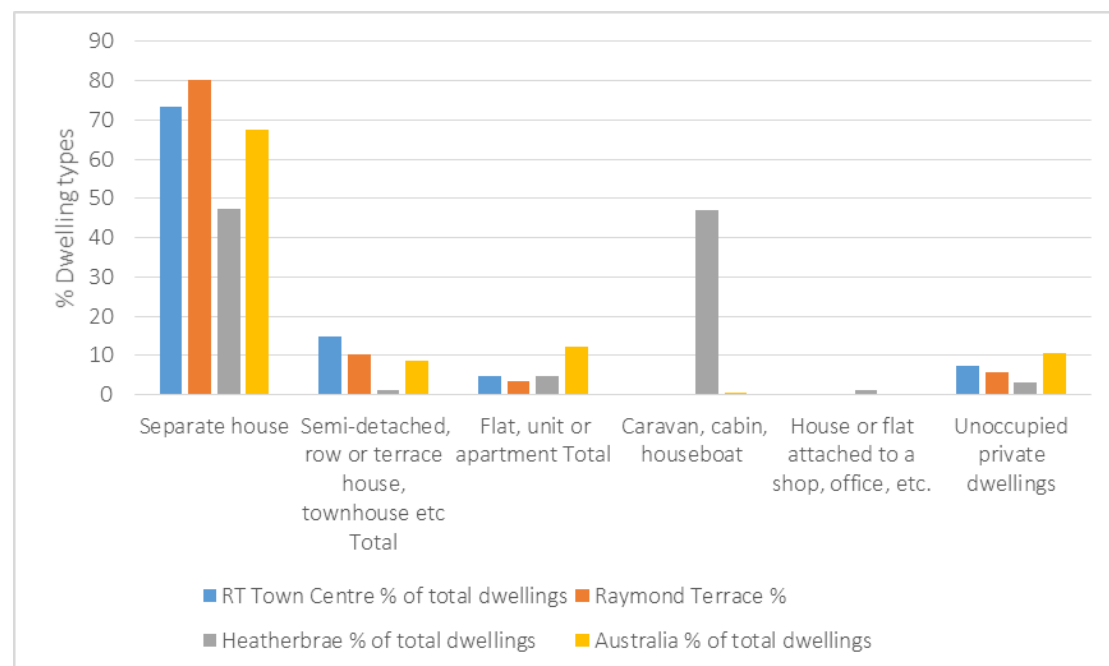


Table 3 Dwellings

	RT Town Centre		Raymond Terrace		Heatherbrae		Port Stephens	Australia
	Dwellings	%	Dwellings	%	Dwellings	%	% of total dwellings	% of total dwellings
Occupied private dwellings:								
Separate house	80	73.4%	3,961	80.3%	117	47.4%	67.5%	67.4%
Semi-detached, row or terrace house, townhouse etc.:								
One storey	5	4.6%	378	7.7%	3	1.2%	5.1%	5.3%
Two or more storeys	11	10.1%	125	2.5%	0	0%	3.7%	3.5%
Total	16	14.7%	503	10.2%	3	1.2%	8.9%	8.8%
Flat, unit or apartment:								
In a one or two storey block	5	4.6%	180	3.6%	0	0%	2.7%	5.9%
In a three storey block	0	0.0%	0	0.0%	0	0.0%	0.5%	2.9%
In a four or more storey block	0	0.0%	0	0.0%	0	0.0%	0.5%	3.2%
Attached to a house	0	0.0%	0	0.0%	0	0.0%	0.1%	0.1%
Total	5	4.6%	180	3.6%	0	4.6%	3.7%	12.1%
Other dwelling:								
Caravan, cabin, houseboat	0	0.0%	3	0.1%	116	47.0%	1.6%	0.5%
Improvised home, tent, sleepers out	0	0.0%	0	0.0%	0	0.0%	0.1%	0.0%
House or flat attached to a shop, office, etc.	0	0.0%	0	0.0%	3	1.2%	0.1%	0.2%
Total	0	0.0%	3	0.1%	119	48.2%	1.8%	0.8%
Dwelling structure not stated	0	0.0%	3	0.1%	0	0.0%	0.1%	0.1%
Total occupied private dwellings	101	92.7%	4,650	94.2%	239	96.8%	81.9%	89.3%
Unoccupied private dwellings	8	7.3%	285	5.8%	8	3.2%	18.1%	10.7%
Total private dwellings	109	100.0%	4,935	100.0%	247	100.0%	100.0%	100.0%

Source: 2011 ABS census

Dwelling Tenure

Port Stephens has a slightly higher proportion of dwellings either fully owned or being paid off by a resident owner than Australia overall (68.9% compared with 67.0%). Raymond Terrace Town Centre, Raymond Terrace and Heatherbrae had lower levels of home ownership at around 59%.

Raymond Terrace has the highest proportion of rented housing of the comparison areas. 17.0% of dwellings in Raymond Terrace are privately rented, and 14.3% are public housing rentals. Raymond Terrace Town Centre has the highest proportion of privately rented housing of the comparison areas (27.7%).

Raymond Terrace has a much higher level of public housing (14.3%) than any of the comparison areas.

Table 4 Dwelling tenure

	RT Town Centre		Raymond Terrace		Heatherbrae		Port Stephens	Australia
	No.	%	No.	%	No.	%	%	%
Owned outright	40	39.6%	1,227	26.4%	115	47.9%	37.6%	32.1%
Owned with a mortgage	19	18.8%	1,509	32.5%	28	11.7%	31.3%	34.9%
All rental categories (subcategories follow)						0.0%		
Real estate agent rental	28	27.7%	792	17.0%	14	5.8%	15.3%	16.1%
State or territory housing authority rental	0	0.0%	666	14.3%	0	0.0%	3.5%	4.1%
Person not in same household rental	6	5.9%	192	4.1%	17	7.1%	4.8%	6.7%
Housing co-operative/community/church group rental	0	0.0%	7	0.2%	0	0.0%	0.6%	0.7%
Other landlord type rental	0	0.0%	99	2.1%	50	20.8%	2.9%	1.4%
Landlord type not stated rental	0	0.0%	14	0.3%	0	0.0%	0.5%	0.6%
Total rented	34	33.7%	1770	38.1%	81	33.8%	27.6%	29.6%
Other tenure type	0	0.0%	18	0.4%	3	0.0%	1.0%	0.0%
Tenure type not stated	8	7.9%	124	2.7%	13	5.4%	2.5%	2.5%
Total	101	100.0%	4648	100.0%	240	100%	100.0%	100.0%

Source: 2011 ABS census

Household Incomes

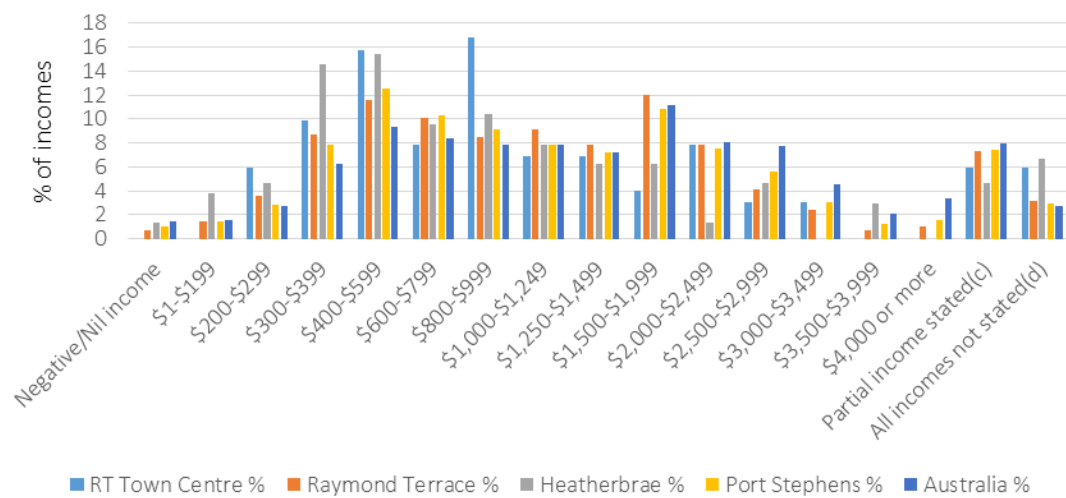
Heatherbrae has the lower income profile of the comparison areas. Australia overall has the highest income profile, and this reflects the older population profile of Port Stephens, the Raymond Terrace Town Centre and Heatherbrae-typically retirees have a lower income than younger adults, as well as the high proportion of public housing tenants in Raymond Terrace.

Table 5 Household incomes

	Raymond Terrace		Raymond Terrace		Heatherbrae		Port Stephens	Australia
	No.	%	No.	%	No.	%	%	%
Negative/Nil income	0	0.0%	31	0.7%	3	1.3%	1.0%	1.4%
\$1-\$199	1	0.0%	67	1.4%	9	3.8%	1.4%	1.5%
\$200-\$299	2	5.9%	166	3.6%	11	4.6%	2.8%	2.7%
\$300-\$399	3	9.9%	406	8.7%	35	14.6%	7.9%	6.3%
\$400-\$599	4	15.8%	540	11.6%	37	15.4%	12.5%	9.3%
\$600-\$799	5	7.9%	470	10.1%	23	9.6%	10.3%	8.4%
\$800-\$999	6	16.8%	394	8.5%	25	10.4%	9.1%	7.8%
\$1,000-\$1,249	7	6.9%	424	9.1%	19	7.9%	7.9%	7.8%
\$1,250-\$1,499	8	6.9%	361	7.8%	15	6.3%	7.2%	7.2%
\$1,500-\$1,999	9	4.0%	556	12.0%	15	6.3%	10.8%	11.2%
\$2,000-\$2,499	10	7.9%	366	7.9%	3	1.3%	7.5%	8.1%
\$2,500-\$2,999	11	3.0%	190	4.1%	11	4.6%	5.6%	7.7%
\$3,000-\$3,499	12	3.0%	110	2.4%	0	0.0%	3.1%	4.5%
\$3,500-\$3,999	13	0.0%	34	0.7%	7	2.9%	1.2%	2.1%
\$4,000 or more	14	0.0%	46	1.0%	0	0.0%	1.6%	3.4%
Partial income stated(c)	15	5.9%	337	7.3%	11	4.6%	7.4%	8.0%
All incomes not stated(d)	6	5.9%	149	3.2%	16	6.7%	2.9%	2.7%

Source: 2011 ABS Census

Figure 12 Household incomes



Country of Birth

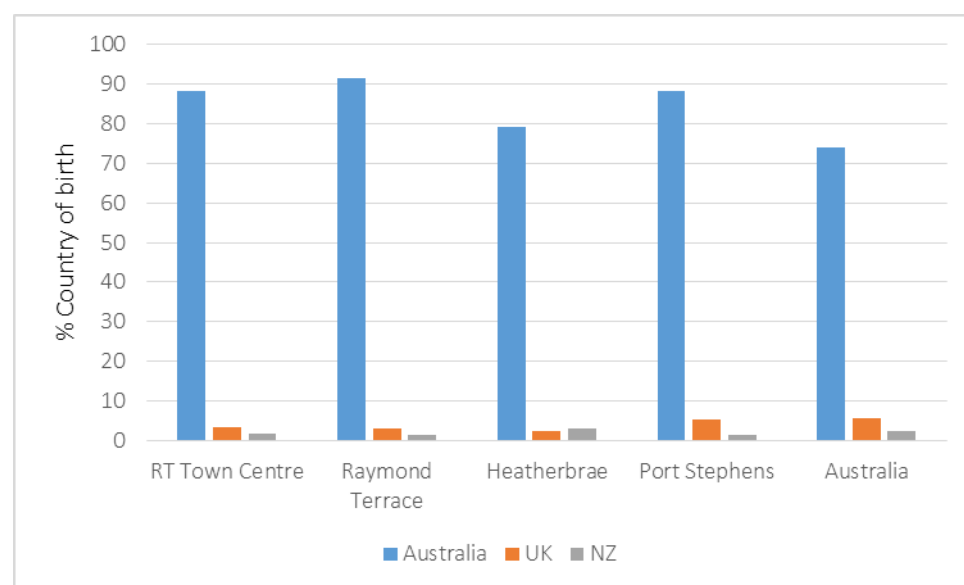
Heatherbrae, Raymond Terrace, the Raymond Terrace Town Centre and Port Stephens LGA have a higher proportion of their population born in Australia than has Australia overall. Furthermore, these areas have a higher proportion of migrants from European countries relative to non European migrants than Australia overall. As a result, non European migrants may feel isolated in the Port Stephens LGA, and services catering for their needs may have difficulty building “critical mass”.

Table 6 Country of Birth

	Raymond Terrace	Raymond Terrace	Heatherbrae	Port Stephens	Australia
Australia	88.4%	91.4%	79.3%	88.3%	73.9%
UK	3.3%	3.1%	2.4%	5.1%	5.4%
NZ	1.7%	1.2%	3.0%	1.3%	2.4%
Malta	1.2%				
Netherlands	1.2%			0.4%	
Philippines	1.2%	0.4%	0.6%		
Germany		0.4%	0.6%	0.5%	
Malaysia		0.4%			
South Africa				0.3%	
China					1.6%
Hong Kong					1.5%
India					1.5%
FYROM			0.8%		

Source: 2011 ABS Census

Figure 13 Country of birth



Indigenous People

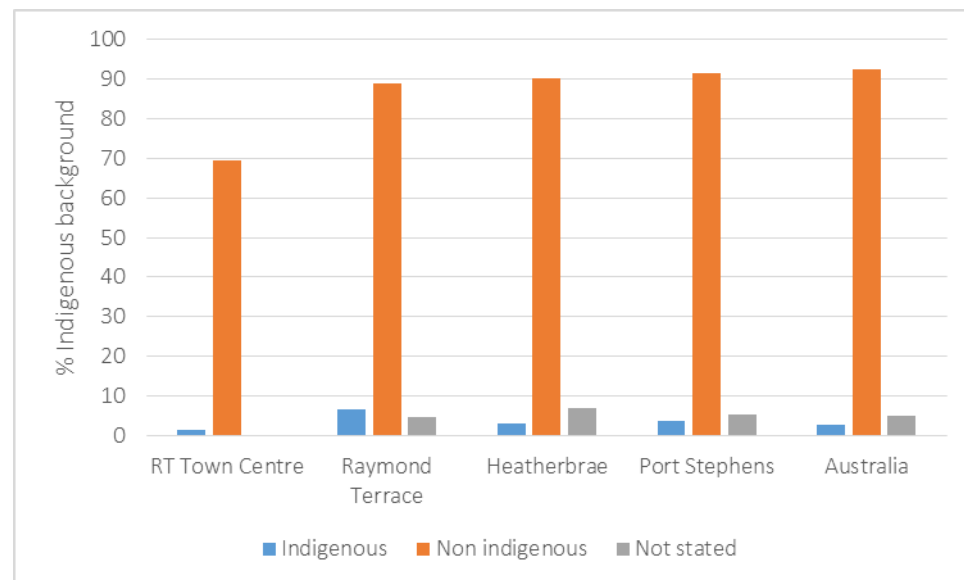
Raymond Terrace has a higher proportion of people of indigenous descent than the other comparison areas. This is due to the higher proportion of public/social housing in the area.

Table 7 Indigenous heritage

	Raymond Terrace		Heatherbrae	Port Stephens	Australia
Indigenous	1.5%	6.4%	2.9%	3.6%	2.5%
Non indigenous	69.4%	88.9%	90.4%	91.4%	92.5%
Not stated	29.1%(mainly 65+ years)	4.6%	6.7%	5.1%	4.9%

Source: 2011 ABS Census

Figure 14 Indigenous heritage



Highest Level of School

A much lower proportion of residents in Heatherbrae, Raymond Terrace, the Raymond Terrace Town Centre and Port Stephens LGA continued their schooling beyond Year 10 than in Australia overall. To some extent this is a reflection of the nature of employment in the area, and negatively affects the incomes received by residents. Some residents would have left school at Year 10 in order to undertake training in a trade.

There is a correlation between lower levels of education and the likelihood of unemployment. In addition, those with low levels of education are less likely to be able to respond to changes in the employment market, and also to take advantage of the increasing number of jobs requiring high skill levels.

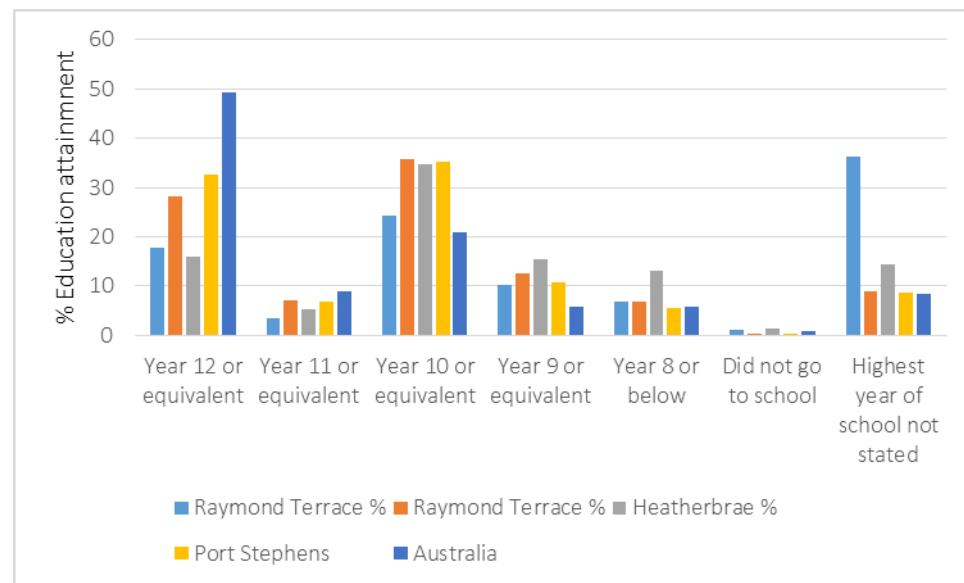
Education levels are lowest in Heatherbrae and the Raymond Terrace Town Centre. This is likely to be due to the older population profile of these areas. In the past, people left school at an earlier time than they do today.

Table 8 Highest level of schooling

	Raymond Terrace		Raymond Terrace		Heatherbrae		Port Stephens	Australia
	Total	%	Total	%	Total	%		
Year 12 or equivalent	54	17.7	2,657	28.2	68	15.9	32.6	49.2
Year 11 or equivalent	11	3.6	679	7.2	22	5.2	6.8	8.9
Year 10 or equivalent	74	24.3	3,370	35.8	148	34.7	35.2	20.9
Year 9 or equivalent	31	10.2	1,192	12.7	66	15.5	10.7	5.7
Year 8 or below	21	6.9	649	6.9	56	13.1	5.6	5.9
Did not go to school	3	1.0	34	0.4	6	1.4	0.3	0.9
Highest year of school not stated	111	36.4	835	8.9	61	14.3	8.8	8.5
Total	305	100	9416	100	427	100	100	100

People aged 15 years not attending a school or equivalent
Source: 2011 ABS Census

Figure 15 Highest level of schooling



Motor Vehicle Ownership

Of the comparison areas, motor vehicle ownership levels are lowest in the Raymond Terrace Town Centre and Heatherbrae. This is likely due to the more aged population profile of these areas, and the ease of access to services, retailing and public transport in the Town Centre. While Raymond Terrace has a motor vehicle ownership rate lower than Australia overall, the Port Stephens LGA has a higher rate. The reason for the high rate in Port Stephens LGA is possibly the distance to higher order services and employment.

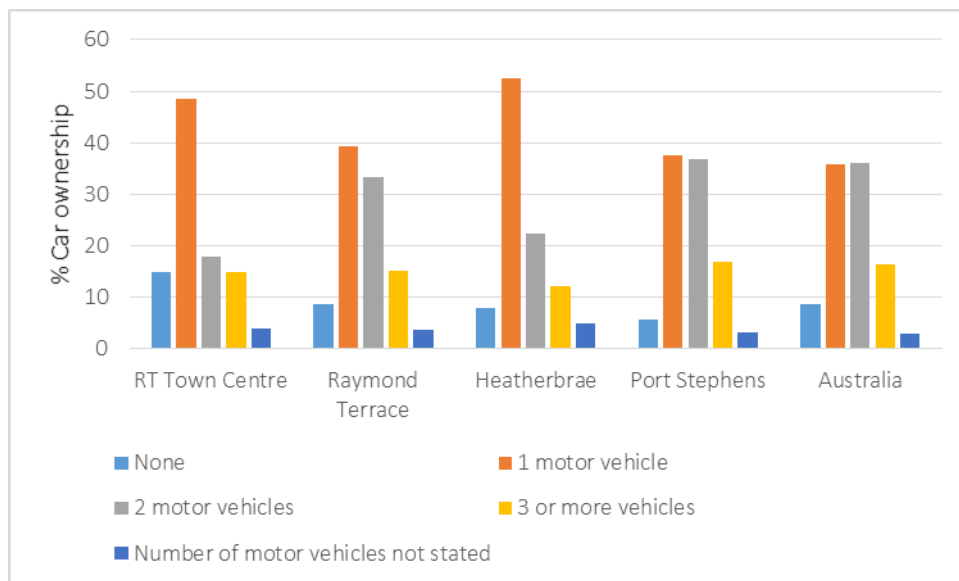
Because of the lower level of motor vehicle ownership in Heatherbrae, Raymond Terrace and the Raymond Terrace Town Centre, there is considerable potential to encourage active transport, i.e. walking and cycling. The flat topography of the area is also conducive to active transport.

Table 9 Vehicle ownership

	RT Town Centre	Raymond Terrace	Heatherbrae	Port Stephens	Australia
None	14.9	8.6	8.0	5.6	8.6
1 motor vehicle	48.5	39.3	52.5	37.6	35.8
2 motor vehicles	17.8	33.3	22.3	36.8	36.1
3 or more vehicles	14.9	15.1	12.2	17.0	16.5
Number of motor vehicles not stated	4.0	3.8	5.0	3.1	3.0

Source: 2011 ABS census

Figure 16 Vehicle ownership



Industry of employment

Residents are predominantly employed in the following industries

- Raymond Terrace Town Centre: Construction, Accommodation and Food services, Manufacturing, Retail;
- Raymond Terrace: Manufacturing, Construction, Public administration and safety Transport, postal and warehousing, Retail;
- Heatherbrae: Manufacturing, Construction, Transport, Postal and warehousing, and
- Port Stephens LGA: Manufacturing, Construction, Public Administration and safety, Transport, postal and warehousing, Retail, Accommodation and food services

A number of these industries generally employ people with trade qualifications or no formal qualifications. The construction industry is subject to significant swings in economic activity driven by the state of the economy and the housing market cycle. Manufacturing has been undergoing decline in overall employment for several decades due to competition from overseas manufacturers, however it has recently received a short term boost due to investment in new mines and related infrastructure in the in the Hunter Region.

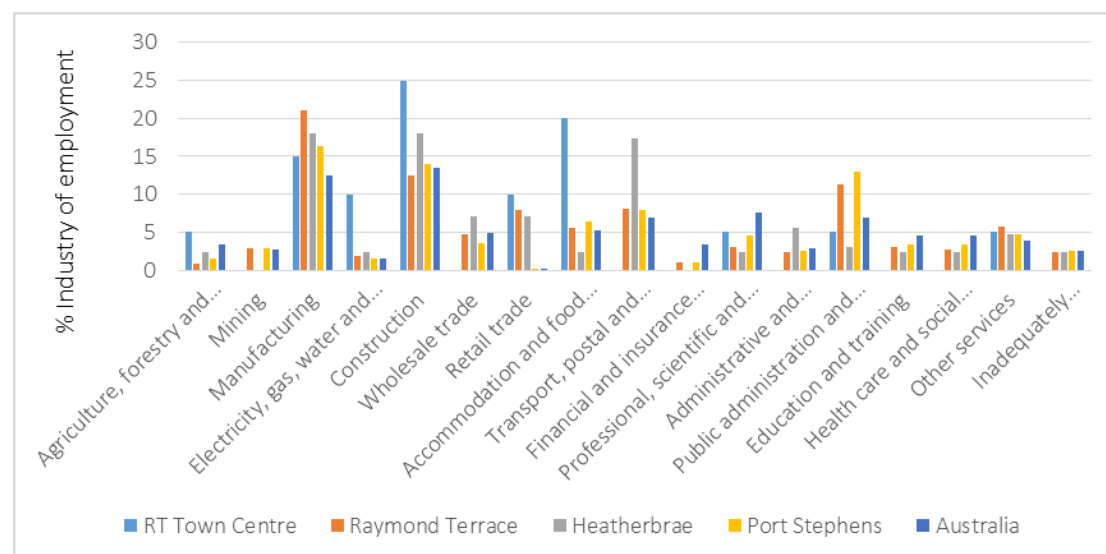
The employment of residents in the Raymond Terrace Town Centre reflects the concentration of retail and accommodation and food services in the Town Centre. These industries tend to employ part time and casual labour with seasonal peaks and troughs.

Table 10 Industry of employment

	RT TC Total	RT Town Centre	Raymond Terrace	Heatherbrae	Port Stephens	Australia
Agriculture, forestry and fishing	3	5.0	0.8	2.4	1.6	3.3
Mining	0	0.0	2.8	0.0	2.9	2.7
Manufacturing	9	15.0	21.1	18.1	16.3	12.4
Electricity, gas, water and waste services	6	10.0	1.9	2.4	1.5	1.6
Construction	15	25.0	12.5	18.1	13.9	13.4
Wholesale trade	0	0.0	4.8	7.1	3.5	4.9
Retail trade	6	10.0	7.9	7.1	7.6%	8.3%
Accommodation and food services	12	20.0	5.5	2.4	6.4	5.3
Transport, postal and warehousing	0	0.0	8.1	17.3	8.0	6.9
Information media and telecommunications	0	0.0	0.9	2.4	0.7	1.9
Financial and insurance services	0	0.0	1.0	0.0	1.0	3.3
Rental, hiring and real estate services	0	0.0	1.6	0.0	1.6	1.5
Professional, scientific and technical services	3	5.0	3.0	2.4	4.5	7.5
Administrative and support services	0	0.0	2.3	5.5	2.5	2.9
Public administration and safety	3	5.0	11.3	3.1	13.0	6.9
Education and training	0	0.0	3.0	2.4	3.3	4.5
Health care and social assistance	0	0.0	2.7	2.4	3.3	4.6
Arts and recreation services	0	0.0	0.7	0.0	1.1	1.5
Other services	3	5.0	5.7	4.7	4.8	3.9
		0.0	0.0	0.0	0.0	0.0
Inadequately described/Not stated	0	0.0	2.4	2.4	2.5	2.6
Total	60	100.0	100.0	100.0	100.0	100.0

Source: 2011 ABS Census

Figure 17 Industry of employment



Occupation Breakdown

The residents of the Raymond Terrace Town Centre tend to be employed at either end of the occupation spectrum with concentrations in the higher skilled higher paid managerial and professional occupations, or the lower skilled lower paid technicians and trades workers, labourers, community services and personal service workers, and labourers' occupational groups. This is a reflection of the range of housing available; larger heritage dwellings, dwellings with river and rural views, as well as smaller more modest dwellings.

Raymond Terrace has a higher proportion of residents employed in the lower skilled lower paid areas of technicians and trades workers, clerical and administration officers, labourers, sales workers and community and personal services workers.

Heatherbrae has high proportions of machinery operators and drivers, clerical and administration workers and labourers.

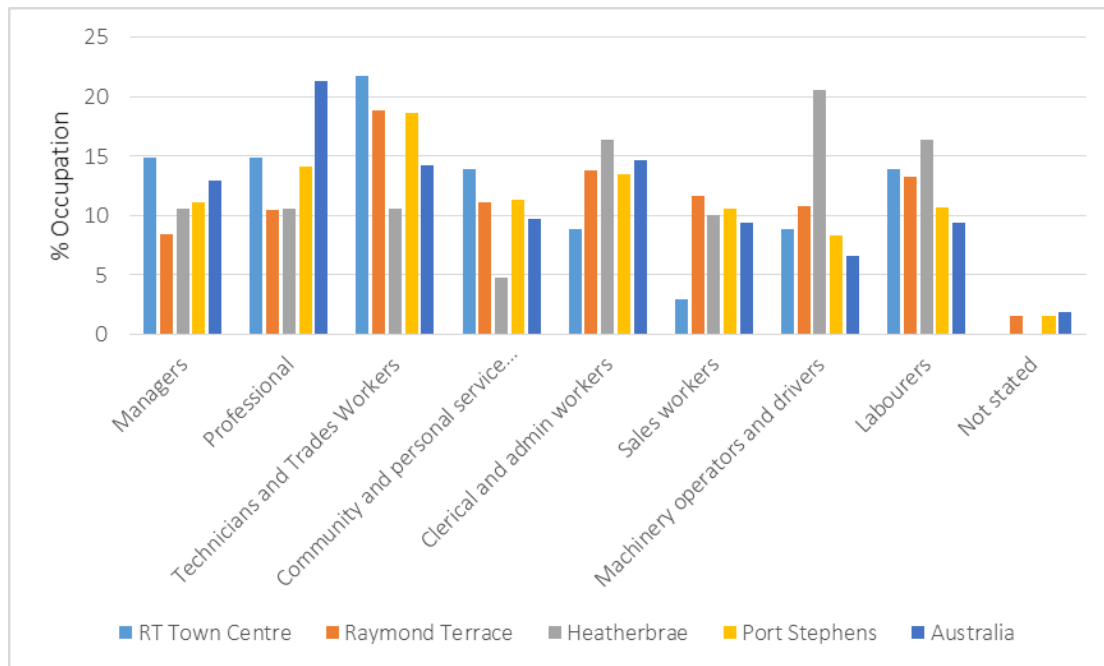
In general, the local comparison areas have lower proportions of managers and professionals than Australia overall.

Table 11 Occupations

	RT Town Centre	Raymond Terrace	Heatherbrae	Port Stephens	Australia
Managers	14.9	8.4	10.6	11.1	12.9
Professional	14.9	10.5	10.6	14.1	21.3
Technicians and Trades Workers	21.8	18.9	10.6	18.7	14.2
Community and personal service workers	13.9	11.1	4.8	11.3	9.7
Clerical and admin workers	8.9	13.8	16.4	13.5	14.7
Sales workers	3.0	11.7	10.1	10.6	9.4
Machinery operators and drivers	8.9	10.8	20.6	8.3	6.6
Labourers	13.9	13.3	16.4	10.7	9.4
Not stated	0.0	1.6	0.0	1.6	1.9
Total	100.0	100.0	100.0	100.0	100.0

Source: 2011 ABS Census

Figure 18 Occupations

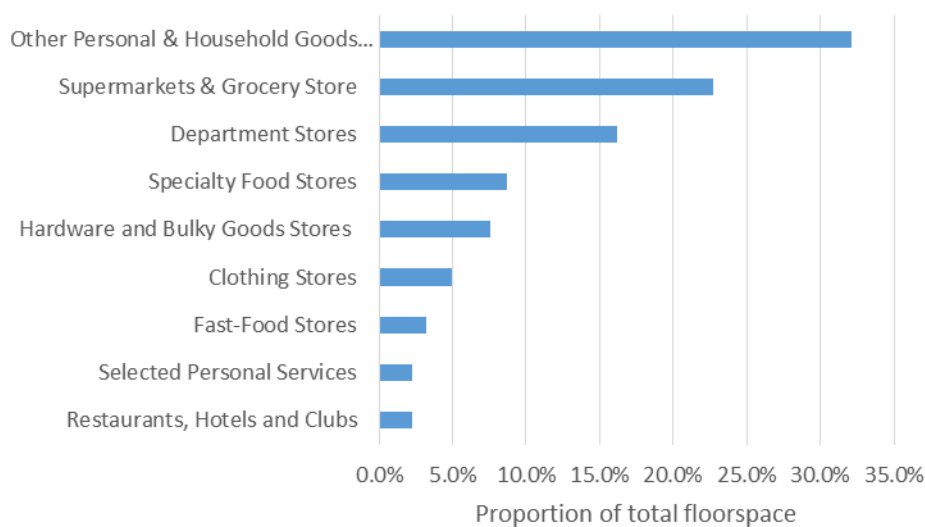


Employment and economic activity

Raymond Terrace had approximately 42,000 sq. metres of retail floorspace in 2012 according to the Raymond Terrace Heatherbrae Economic Land Use Study (Hill PDA 2012). The retail floorspace is categorised as follows:

Type	Area
Supermarkets & Grocery Store	9,507
Specialty Food Stores	3,651
Fast-Food Stores	1,345
Restaurants, Hotels and Clubs	931
Department Stores	6,775
Clothing Stores	2,061
Hardware and Bulky Goods Stores	3,171
Other Personal & Household Goods Retailing	13,419
Selected Personal Services	938
Total	41,798

Figure 19 Floorspace categories Raymond Terrace Town Centre



Source Hill PDA 2012

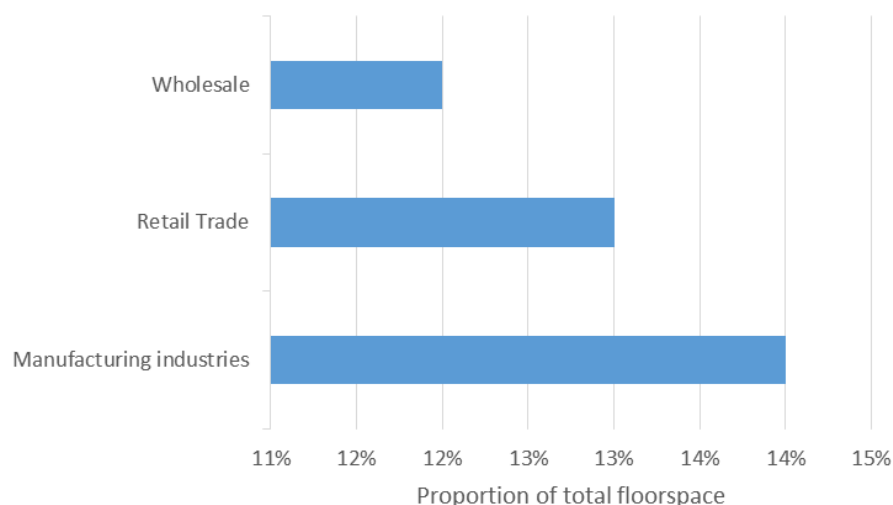
According to the Commercial and Industrial Study of the LGA (SGS 2010) Heatherbrae has a more diverse range of industries and enterprises than Tomago. Heatherbrae has 186 ha of land zoned for industrial purposes, with approximately 99,000 sq. metres of floorspace in 2009. SGS projects that demand would increase by between 13,000 and 18,000 square metres by 2031.

The largest amount of floorspace is occupied by the construction industry. Construction activity is split between local light and heavy manufacturing land uses.

Floorspace in Heatherbrae is used as follows:

Use	% of total floorspace
Manufacturing industries	14%
Wholesale	12%
Retail Trade	13%

Figure 20 Floorspace allocation at Heatherbrae



Both SGS and Hill PDA identified a role for Heatherbrae to expand its current provision of bulky goods floorspace and suggest a differentiation of land use zones to reflect this. It was suggested that an appropriate zoning for land the facing the Highway be B5 Business Development to enable a mix of business and warehouse uses, and specialised retail uses, that require a large floor area and that an IN1 General Industrial zone apply to the balance of the current light industrial area. Hill PDA projected that the demand amount of floorspace on the land proposed for be zoned B5 will increase from the existing 26,735 sq. metres by an additional 20,500 sq. metres.

Business Retention and Expansion Survey

In late 2012 Port Stephens Council undertook A Business Retention and Expansion Survey (BRES) of Raymond Terrace Town Centre and Heatherbrae. The purpose of the BRES was to elicit information directly from business owners to gain an understanding of the business community's view of the local economy, identify the future business plans of companies (i.e. expansion and relocation), identify training and technical assistance needs, and identify specific concerns and problems of local businesses. The BRES report can be obtained at <http://www.businessportstephens.com.au>.

The largest group of respondents (34.9%) were in retailing. Around half of businesses had turnover up to 1 million dollars, with around 90% businesses having a turnover of less than \$5 million, although 10% exceeding 5 million.

Just over two thirds of respondents (68%) had their headquarters in the Study Area.

Almost all businesses supplied local markets, although almost two thirds (62%) also supplied the rest of NSW, around one quarter (26%) elsewhere in Australia and 3% overseas markets.

Almost three quarters (74.4%) of respondents were satisfied with their location. Almost a fifth (19.5%) were dissatisfied. Reasons given by survey respondents who were somewhat unsatisfied varied, however a common reason was more parking and directional signage to Raymond Terrace.

Over three quarters (77%) of respondents businesses are over 10 years old. 13% were less than 5 years old

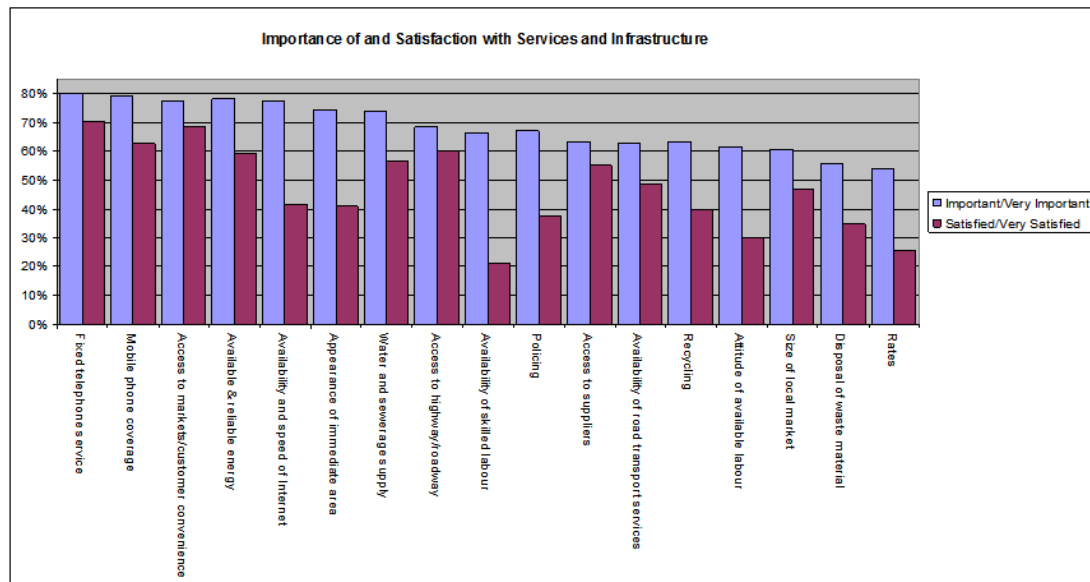
Nearly 70% of respondents currently have a business plan. 16% of businesses were interested in receiving training or support to develop business plans. 60% of businesses had a succession plan.

Over two thirds (68.5%) of respondents had an up-to-date marketing plan. 16% of survey respondents were interested in receiving training or support to develop marketing plans.

Almost two thirds (63%) of respondents had not conducted a formal training needs analysis.

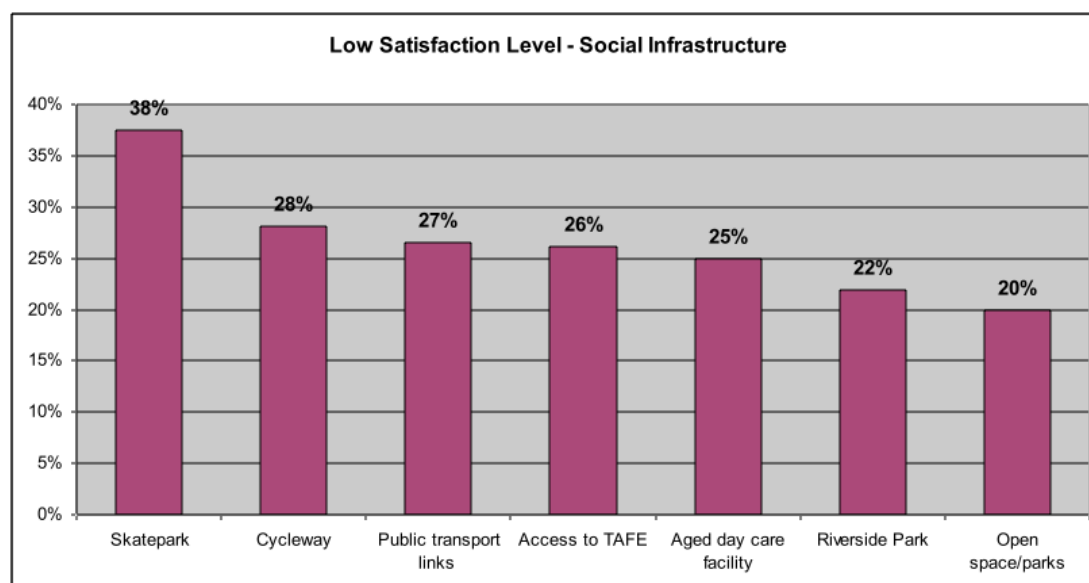
The 5 most important services for respondents were fixed phone service, mobile phone coverage, access to market and customers, energy availability and availability and speed of internet. Others to rank highly were the appearance of the area, and water and sewerage supply. Satisfaction was generally high across the high importance ranking services and infrastructure areas; however significant gaps between importance and satisfaction existed in internet availability and speed, appearance of the immediate area, availability of skilled labour and attitude of available labour, as shown in **Figure 21**.

Figure 21 Importance and satisfaction with business services and infrastructure



Respondents were satisfied with social infrastructure such as banking, postal facilities, cafes, ambulance provision and schools. Businesses also rated a number of social infrastructure areas low or very low in satisfaction level, including the skatepark in Raymond Terrace, public transport links, cycleways, aged day care facilities, and access to TAFE (related to distance and access via public transport), the riverside area in Raymond Terrace and open spaces and parks, as shown in **Figure 22**.

Figure 22 Business satisfaction with social infrastructure



Just over half of survey respondents said they were aware of local business networking organisations such as the Raymond Terrace Business Association.

Almost one third (30%) of respondents stated that in the past three years the growth of their company had been impeded by government regulations and/or administrative policies, including planning laws, WHS, trading hours, Hospitality Award and Health Insurance Commission regulations.

A significant amount of constructive feedback was given on issues and possible improvement/support areas in Raymond Terrace and Heatherbrae. The feedback can be grouped into four common response areas; promotion/profiling, business environment and development, foreshore/riverfront, and council services. Comments included:

□ **Promotion/Profiling:**

- "Need for a sign to make people aware what businesses are in the area."
- "Every website should have a map of the Port Stephens local area on the front page - where are we and then facilities available."
- "Need access off highway or signpost to indicate business access."
- "Road access and sign posts for all local business in this area. Promote outside Heatherbrae area too."
- "A free page focused on 4-6 businesses every week in Newspaper."
- "Promotion of area to potential customers/clients."
- "Increased PR Arm. Have consistent dialogue with all stakeholders. Identify wins in other areas and replicate."
- "Better the area's reputation."
- "Radio/TV advertising promoting the town and what it has to offer."

□ **Business Environment and Development:**

- "Get light businesses here."
- "Important for RTBA to be strong for Council to be communicating with businesses."
- "Streetscape is critical. Street Art."
- "Stop the movement of business to outside of the CBD."
- "Create more industries."
- "Retail is good, hospitality is basic."
- "Lack of dining."
- "It is important to make sure the vitality of William Street is assured."
- "Street lights in town need to stay on longer."
- "Put another shopping centre on old football ground."
- "Listen to the concerns of business in order to grow a great community."
- "Lack of public transport both between areas in Port Stephens itself, and to Maitland and Newcastle. Limits access particularly to Raymond Terrace for both workers and customers."

□ **Foreshore/Riverfront:**

- "I look forward to the King Street foreshore development including proposed boardwalk/cafes."
- "Provide better public areas at the river front of Raymond Terrace."
- "King Street is an eyesore and undeveloped waterfront location."
- "Scope to improve the riverbank."

□ **Council Services:**

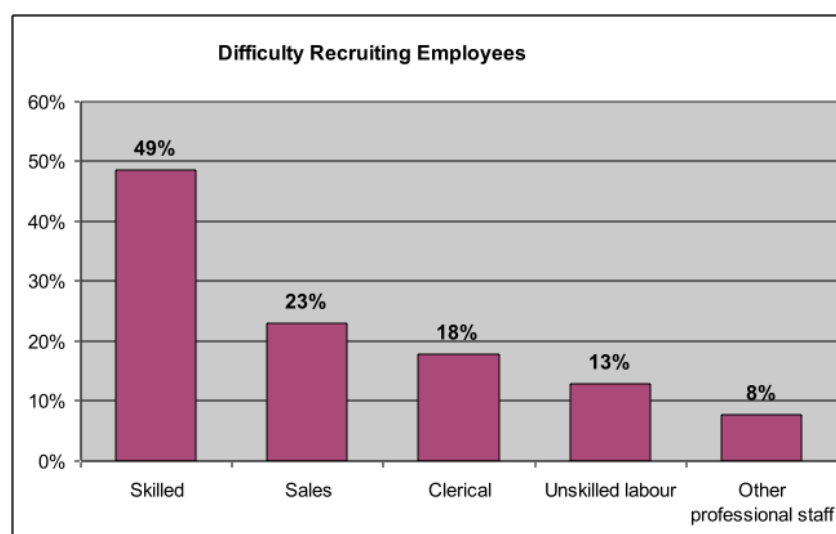
- "Cut the red tape and costs."

- "Speeding up application process and lowering costs."
- "Employ a parking officer."
- "Better the area's reputation."
- "Decrease time it takes to approve DAs."
- "All Government Departments to be more productive and proactive with business."
- "The Council must make RT Business district more desirable."

Over three quarters (80%) respondents had no difficulty retaining employees once secured.

Just over half (52%) of respondents said they were experiencing in finding suitable employees for their business, particularly skilled, sales and clerical staff, as shown in **Figure 23**.

Figure 23 Employee recruitment



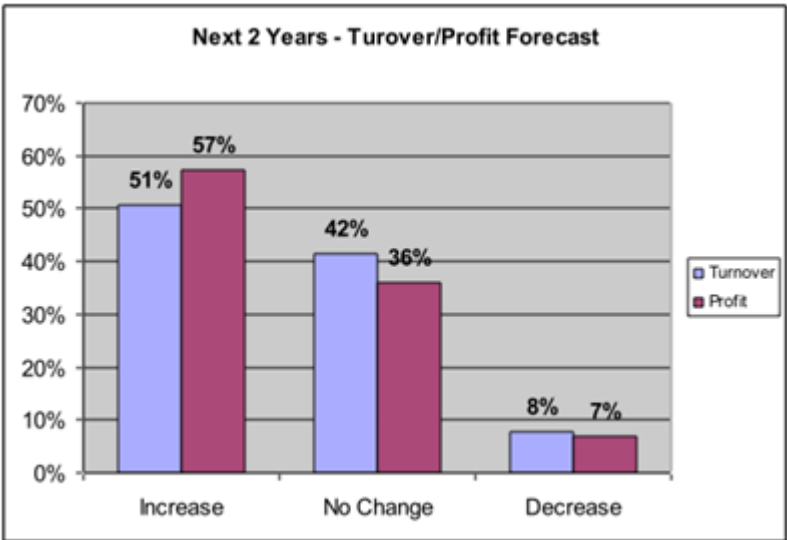
Just under a third of survey respondents employed trainees or apprentices. 37% of survey respondents also indicated a high willingness to participate in partnerships with training providers that supports education and skill development for young people.

Almost a quarter of survey respondents expected employee numbers to increase in the next two years. Almost 60% anticipated no change and only 2.5% expected a drop.

Almost 60% of respondents anticipate increased demand for their products and services in the next two years. A third expect no change in demand and only 10% expect a decrease.

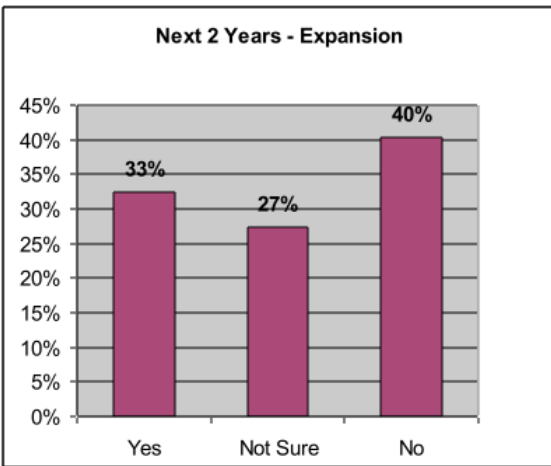
Over 50% of respondents expect to increase turnover and 57% expect to increase profit in the next two years. Less than 10% expect a decrease, as shown in **Figure 24**.

Figure 24 Turnover/profit forecast



One third of Raymond Terrace and Heatherbrae survey respondents are considering expansion in the next two years. 27% are unsure and 40% are not looking to expand, as shown in **Figure 25**.

Figure 25 Expansion plans



Over 50% of survey respondents said expansion is anticipated due to increased demand for current products, 25% due to the launch of new products, and 8% by entry into new markets.

25% of survey respondents said access to finance and capital was the most significant barrier to expansion, 15% said lack of suitable premises and 15% said competition in the local area.

The most important factors affecting growth in the next 3 years were seen to be improved customer service, maintaining a quality of life, market development, improved productivity, and cost of labour, workforce skill development and availability of skilled labour.

Almost all 94% of survey respondents have no plans to relocate their business within the next two years. Of those that are looking to relocate (five businesses) four say it will be within Raymond Terrace and Heatherbrae, and 3 are looking to relocate due to the need for better facilities and more space.

The most important new business services respondents wanted in the local area was generally just more businesses to fill market gaps.

Specific comments included:

- "More competition in the retail market."
- "Generally more businesses driving more demand."
- "Expand shopping to bring people to the area."
- Target was mentioned a number of times as a potential new business as was a new shoe store and a new supermarket.
- More choices in food.
- More medical services with easier access.

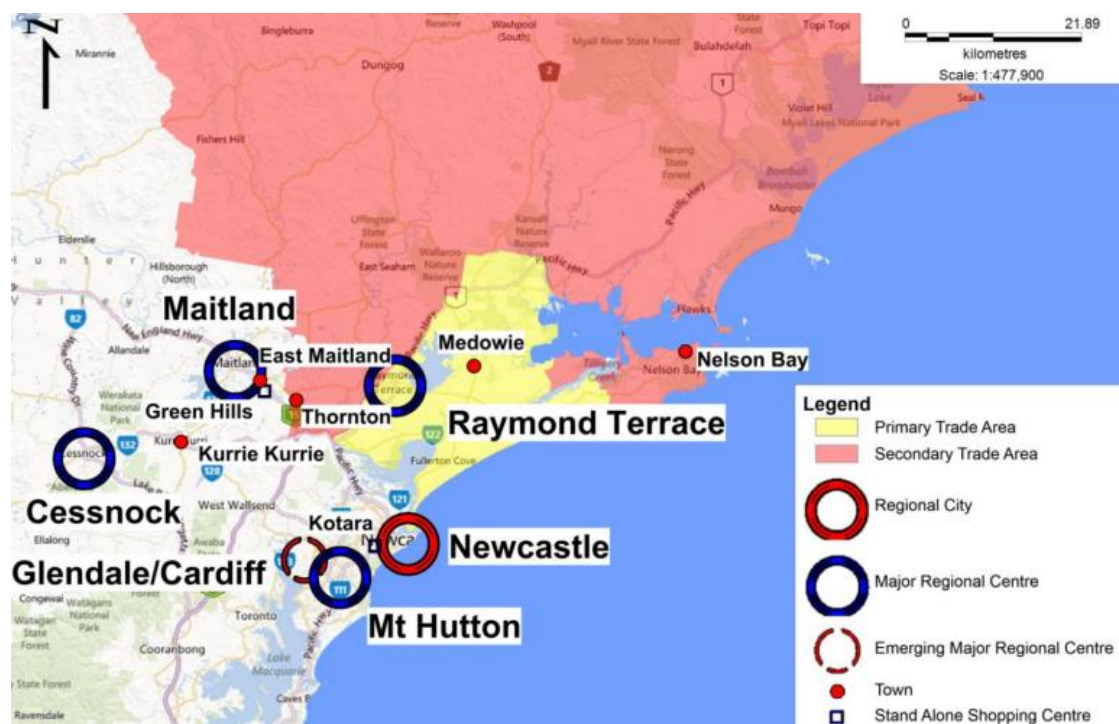
Catchment and Expenditure

Raymond Terrace has a catchment to which is delivers retail, goods and services. The extent and nature of the catchment is important to understanding the ability of the centre to grow and its likely trading levels.

The Raymond Terrace Heatherbrae Economic Land Use Study (Hill PDA 2012) refers to the primary catchment of the Raymond Terrace trade areas as being the land to the north and east, including such areas as Medowie, Heatherbrae, Fullerton Cove, and Williamtown. Competing centres such as Greenhills, Mayfield, Kotara, Charlestown and Newcastle constrain the trade area to the south and west. The Tomaree Peninsula is too spatially removed and "isolated" to be in the primary catchment. There is a larger secondary catchment that includes Seaham, Dungog, and the Tilligerry and Tomaree Peninsulas. These areas are shown in **Figure 26**.

As a result of the nature of its large catchment, the services offered by Raymond Terrace Town Centre are more akin to a rural town rather than an urban Town Centre. A wide range of Government, non Government and private sector provided services are represented.

Figure 26 Raymond Terrace trade catchment area



According to Hill PDA, the population of the primary and secondary catchments is likely to grow substantially over the next 25 years, as shown in **Table 12**. Around one third of this growth being due to the development of Kings Hill.

Table 12 Raymond Terrace trade area catchment projected population growth

	2011	2016	2021	2026	2031	Growth 2011- 2031	
						No.	%
Primary Trade Area	35,023	37,891	39,897	41,632	43,110	8,087	23.1%
Secondary Trade Area	73,691	79,767	86,575	92,544	99,027	25,336	34.4%
Total Main Trade Area	108,714	117,658	126,472	134,176	142,137	33,423	30.7%

Based on ABS household expenditure figures, Hill PDA determined that the trade area of Raymond Terrace (primary and secondary trade areas combined) generated \$1.4 billion of expenditure in 2011, rising to a projected \$2.3 billion in 2031. Considerably less than this amount is captured by Raymond Terrace because of competition from other centres, due to proximity to employment, better ranges and prices and so on. As a result Raymond Terrace is considered to have captured \$246 million of expenditure in 2011, rising to a projected \$393 million in 2031.

Based on these figures and existing rates of capture, Raymond Terrace has a theoretical "undersupply" of around 2,700 sq. metres of floorspace in 2011, rising to an undersupply of 21,500 sq. metres in 2031.

Under an optimistic scenario, Raymond Terrace may be able to increase the capture rate to an average of 30% of all expenditure in the trade area. This scenario would lead to expenditure of \$412 million in 2016, rising to a projected \$577 million in 2031. This would lead to a theoretical undersupply of around 33,000 sq. metres of floorspace in 2011, rising to 54,000 sq. metres on 2031. Given the level of competition from other centres it is unlikely that this scenario would be achieved, and it provides a useful upper limit for planning purposes.

In any case, it is clear that Raymond Terrace will need to expand the quantity of available floorspace. In addition, it will need to expand the scope of the retail offering in order to retain and improve its competitiveness.

Tourist accommodation

Raymond Terrace

Raymond Terrace has a number of motels and a caravan park that were originally established to serve travellers on the Pacific Highway prior to the bypass of the town. Recently bed and breakfast establishments have been established to cater for this growing market.

Accommodation providers include:

- Belhaven Caravan Park Onsite cabins and caravan/camping sites 206 Adelaide Street;
- Colonial Terrace Motel 30 rooms 130 Adelaide Street;
- Hathaway Bed and Breakfast 50 Sturgeon Street;
- Junction Inn 2 William Street;
- Peaceful Palms Bed and Breakfast 114 Port Stephens Street;
- Sleepy Inn Motel 30 rooms 92 Adelaide Street;
- The Junction Inn Hotel 2 William Street, and
- The Spinning Wheel Hotel 11 rooms 82 Port Stephens Street.

Generally accommodation is in the budget to moderate category. Most establishments are relatively small in size and accordingly do not offer "resort" or convention level facilities.

Heatherbrae

The accommodation sector in Heatherbrae continues to benefit from travellers on the Pacific Highway until it is bypassed.

Heatherbrae's accommodation establishments are generally newer than those in Raymond Terrace. They are also larger in size and in the case of the Francis Drake and Motto Farm Motel offer a better facilities for meetings and small conferences. Generally accommodation is in the budget to moderate category, with the Sir Francis Drake offering a higher level.

Accommodation providers include:

- Kings Motel 12 rooms 51 Kingston Parade
- Motto Farm Motel 80 rooms Conference Facilities for 120 people 2285 Pacific Highway Heatherbrae
- Pacific Gardens Van Village (mainly permanents)
- Sir Francis Drake Motor Inn 40 rooms Conference facilities

Food and Beverage

Raymond Terrace

Food and beverage establishments in Raymond Terrace are oriented towards serving the local community and highway travellers.

Most restaurants in Raymond Terrace are associated with hotels, such as the Junction Inn, or accommodation, such as the Terrace Brasserie (Colonial Terrace Motel). Biondi's is the only standalone restaurant. Other restaurants are café style, such as Cravings or the Terrace Bake and Break, or fast food such as MacDonald's. The largest food outlet is the food court at the Raymond Terrace Marketplace.

As a result the food offering is limited. There are no "destination" food outlets and only one- the Junction Inn- takes advantage of the scenic views over the river and rural hinterland. There are few outlets that would attract tourists or day trippers other than those "needing a bite" on their way to another place. Evening eating opportunities are very limited within almost all William Street outlets. This is a major contributor to the "dead" appearance of William Street after normal retail hours.

Footpath dining/cafes is growing in popularity with several establishments offering this option. Alfresco cafes add visual interest and activity to the street and are perceived as an attractive eating alternative. There is scope to encourage more footpath eating within Raymond Terrace, in particular along the wider southern side of the street, and within heritage King Street.

Three hotels offer alcoholic beverages and have entertainment on certain nights of the week, particularly Friday and Saturday nights. The Junction Inn offers a pleasant verandah setting overlooking the river. The Spinning Wheel is internally focussed and the Clare Castle has seating overlooking Williams Street. The Bowling Club offers bar facilities as well as meals. The Bowling Club also has meeting room facilities.

Heatherbrae

Heatherbrae's food and beverage offerings are more limited than Raymond Terrace. Eating offerings are restricted to fast food outlets with the exception of:

- Moto Farm Bar and Café at the Motto Farm Motel;
- The Golden Hind restaurant at the Sir Francis Drake Motel, and
- Golden Terrace Chinese Restaurant at the Pacific Gardens Van Village.

There is a seafood retailer and café located on the southern outskirts of Heatherbrae, and this is likely to be displaced by the proposed F3 extension Heatherbrae bypass.

Heatherbrae's food outlets are oriented to highway travellers, servicing the industrial area, and those staying in local accommodation.

Retail in Raymond Terrace

Retail in Raymond Terrace is oriented towards daily and weekly needs. There are three supermarkets, although two of these are Woolworths. There is no Coles Supermarket. Retailing tends to be oriented towards basic goods and services for which there is a relatively good range. There is a discount department store (Big W) and a mini major (Best and Less).

Nearby larger centres such as Newcastle Kotara, Charlestown and Green Hills provide strong competition. As a result Raymond Terrace Town Centre offers a comprehensive basic range of retail goods but very limited sophisticated retail goods and services due to the leakage of retail and services expenditure to the large centres.

A range of medical services is provided although specialist medical services are limited, and the Health One/GP Superclinic will improve the range of services available. There is no public or private hospital.

The Marketplace development provides the largest anchor development, followed by the Centro development. These are enclosed shopping malls consisting of a major supermarket (Woolworths in both cases) and a range of speciality shops. The two enclosed malls are linked by a pedestrian pathway which crosses the retail strip midway along William Street, and helps reinforce William Street as the focus of the Town Centre. Marketplace is accessed from a shopfront sized entry off William Street or its covered car park under the development, while Centro is accessed from car parking areas located on three sides of the building.

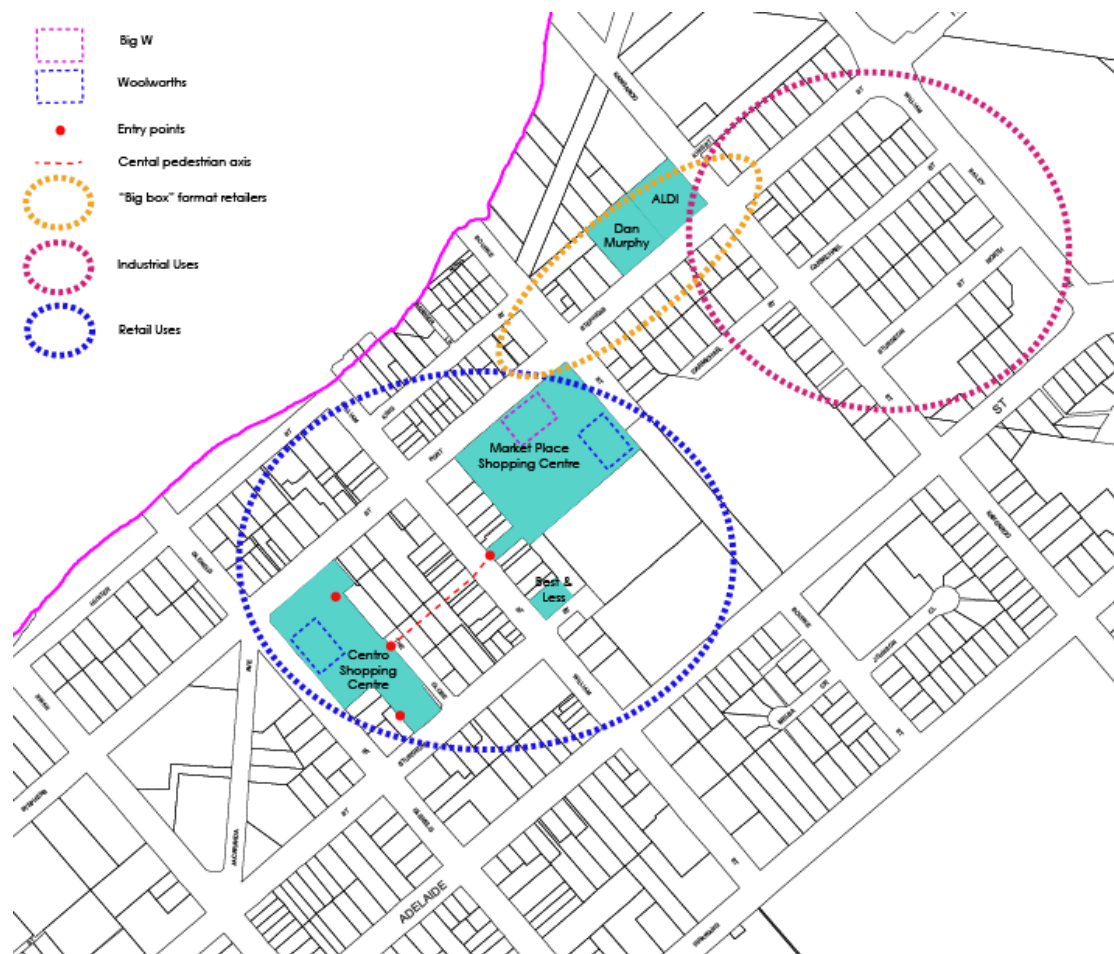
The relationship of the enclosed malls to William Street is of critical importance to retaining the energy and viability of William Street. If it were not for the pedestrian link between the two centres, and the shopfront entry to Marketplace, William Street would experience a significant negative impact from the two centres. It is very important that this positive relationship is maintained and enhanced with future retail developments.

Because there is a relatively basic range of goods on display there is limited opportunity for browsing of shops. There is no furniture, or whitegoods retailer. The lack of browsing opportunities limits the opportunity to make additional sales from people visiting the retail area, and also makes people less likely to visit the retail area for recreational shopping, and limits sales.

In contrast, the adjacent industrial area to the north of the retail area provides a wide range of generally larger goods and services, possibly because it serves both rural and urban areas. It is oriented to vehicle related, rural, outside equipment etc. retailing, often found in this type of area.

Along Port Stephens Street between the industrial area and the retail area focused on William Street are a number of standalone "big box" format retailers, such as Dan Murphy and Aldi. These businesses provide their own car parks and do not generate as much pedestrian traffic to other shops than those within the retail core around William Street. They provide a transition between the intensive retailing on William Street and the lower intensity light industrial area to the north.

Figure 27 Map of major retail areas



The Main Street

The original main street of Raymond Terrace was King Street. This was because it was close to the riverfront which was the transport hub at the time. Unfortunately the frequent floods of the Williams River affected King Street and meant that William Street eventually replaced King Street as a mainstreet of Raymond Terrace after the 1955 floods.

William Street is a traditional low scale mainstreet with relatively slow moving traffic and angle parking along much of its length. The view to the west along William Street terminates in a wide rural vista with mountains beyond. These features provide a distinctive relaxed rural feel to the town.

William Street is lined with traditional shopfronts for much of its length. The small shopfronts provide interest and a sense of variety and activity. There are only a few wide glassed shopfronts or full width opaque window graphics.

Commercial development is also located to the north and south of Williams Street. An enclosed shopping mall (Raymond Terrace Marketplace) is located to the south and can be accessed from William Street from a shopfront sized entry. This approach to the Marketplace development has enabled the Town Centre to accommodate an enclosed mall while still focussing activity on the William Street (mainstreet) and maintaining the traditional streetscape.

The second enclosed mall (Centro) can be accessed from William Street via a walkway that provides an axis between the two enclosed malls. The strong pedestrian flow along this axis reinforces the role of William Street. This creates a core of pedestrian activity midway along the main street.

Because William Street does not carry through traffic, vehicle speeds can be managed to reflect its main street function of William Street, in contrast to many other centres whose main street is also a thoroughfare.

Regular consistent street tree planting improves the attractiveness of the street, even though the growth of the street trees has been variable. The two roundabouts at either end of the shopping strip are attractively landscaped and define the area of the most intense pedestrian activity.

Figure 28 William Street



Port Stephens Street intersects with William Street at the western end of the retail strip. To the south of William Street, Port Stephens Street has an attractive planted median of palm trees (Adams Place) and contains a number of two storey heritage buildings including the old Post Office and National Australia Bank. To the north of William Street, it assumes a less attractive character with a long wall of the Marketplace development with vehicular accesses on the eastern side of the street, and a mixture of buildings, setbacks and vacant lots on the western side.

There are opportunities for footpath dining, particularly on extended footpath on the southern side of the street. Several cafes, such as Red Eye, have taken advantage of this, however more advantage could be taken of these opportunities. There is limited diversity in eating and dining outlets, providing opportunities for a greater scope in food offerings.

Despite the pedestrian activity in William Street and along the pedestrian axis between the two malls there is no public gathering or meeting space, such as a town park or square, which would enhance its community function.

Most shopfronts in William Street are occupied, with vacancies generally being evident either end of the main street.

Beyond Port Stephens Street, William Street extends to the riverfront and intersects with King Street. This provides a largely unrealised opportunity to energise the western end of the main street, fill vacant shopfronts and create a distinct character area that capitalises on river and heritage themes.

The main vehicular entry to William Street is from Adelaide Street. Signage that signifies the importance of this entry is largely absent as is a gateway treatment that sets the scene for the mainstreet and its retail offerings.

The existing scale of the retail strip on William Street is well suited to pedestrians, and the combination of angle car parking, roundabouts and the pedestrian crossing appears to keep vehicle speeds low. The landscaping and flower beds on the roundabouts greater increase the appeal of the area and help provide a suitable gateway to the retail strip.

The appearance of the area would be improved by better co-ordinated architectural design of buildings, co-ordinated signage, colours and in particular avoidance of large format opaque window signage that is evident on an increasing number of premises, as shown below in **Figure 29** .

Figure 29 Opaque window treatments



Most importantly, the basic physical structure of the William Street retail strip is very good for retailing and the rural outlook to the west is outstanding.

Heatherbrae

Heatherbrae is located just south of Raymond Terrace. Heatherbrae straddles the Pacific Highway and as a result is highly accessible.

The east of the Highway it is generally developed with one storey light industrial style structures. The light industrial land adjacent to the Highway mainly contains businesses oriented to road exposure, such as petrol stations, fast food outlets, boat and caravan display areas, nursery and landscaping supplies, and bulky goods outlets. A Masters hardware store is to be developed soon. A notable exception to these developments is the Hunter Botanic Gardens located on the southern approach to Heatherbrae and is surrounded by relatively undisturbed native woodland.

The ease of highway access and the proximity to the Airport, Tomago and Newcastle Port makes Heatherbrae an attractive area for light industrial activity. Council has been monitoring land availability in order to ensure adequate supply.

To the west of the Highway is a mixture of rural, rural residential and tourism accommodation, with views of the Hunter River floodplain further to the west. Often individual lots have a hedge or similar vegetative screening shielding them from the heavy traffic of the Highway.

Heatherbrae has evolved over a number of years as a highway strip development and lacks visual appeal. There is an opportunity to improve its appearance and identity, including upgrading directional signage and rethinking the deep building line setbacks originally

reserved for future widening options for the highway. Further, the streetscape on the northern side of Heatherbrae provides little sense of approach to the Raymond Terrace township and there are no clues as to the size and importance of the Town Centre.

Heatherbrae offers bulky goods retail for the homemaker (furniture, carpets, hardware etc.) recreational (caravans and boats) automotive and rural markets (irrigation suppliers and rural shed manufacturers). The homemakers' retail choice is limited, but will be expanded with the development of a "Masters" hardware warehouse in the near future. When the Heatherbrae bypass is completed in the next 5-10 years, some highway dependent establishments may move elsewhere but it is likely that most will stay. The reduced impact of through traffic will enable the area to develop a local character and focus more on serving a local and district catchment without the constraining effect of needing to accommodate large volumes of through traffic.

The Department of Roads and Maritime Services (RMS) is in the planning the F3 extension/Pacific Highway bypass of Heatherbrae. The NSW State Infrastructure Strategy 2012-2032 envisages it being completed within the next 5 to 10 years, however this is subject to a funding commitment to the project. The current concept plan shows interchanges at the Botanic Gardens and north of the existing Heatherbrae roundabout.

The proposal to bypass Heatherbrae is likely to present challenges and opportunities for developments relying on passing trade. Businesses needing easy access to the Highway may find it improved, such as those that use the intersection at Motto Lane which seems delays for vehicles turning onto the Pacific Highway due to heavy traffic.

The effects of the Heatherbrae F3 bypass proposal needs to be strategically managed in order to maximise on the opportunities presented by being adjacent to an off ramp on such an important transport corridor and the access flexibility provided by greatly reduced through traffic on the existing Pacific Highway.

Tourism

Despite the rich heritage of Raymond Terrace, the beauty of its river setting and its rural ambience, there are few tourist attractions in Raymond Terrace. Its setting is a major advantage but requires the complementary development of tourist infrastructure if more tourists and daytrippers are to be attracted to the area.

There is a tourism information satellite centre located in the Port Stephens Telecentre in William Street. This centre is open at office hours. Unfortunately it is not open at weekends or public holidays when tourists are likely to be more numerous.

The Port Stephens Tourism website lists the tourism attractions of Raymond Terrace as:

- Heritage buildings (map available from the Raymond Terrace Historical Society);
- The Riverside Park;
- Botanic Gardens, and
- Lakeside Leisure Centre

The Raymond Terrace Historical Society operate Sketchley Cottage, a museum in an 1850's dwelling of the local area. It is open one Sunday of each month except by arrangement, and is closed during the peak tourism season of January.

There are posts throughout the town designating the route of a heritage walk but no interpretive information. It is difficult to determine the overall route of the heritage walk, which appears to have been installed by the then Department of Lands in the late 1980's.

A unique tourist venture has been developed around a "heritage concept" and King Street. Titled The Raymond Terrace Ghost and History Tour is run weekly on two nights of the week.

Heritage, combined with a revitalised King Street and the associated waterfront is a major potential attraction for Raymond Terrace.

The Riverside Park is pleasant, relatively well maintained and contains a boat ramp, a wharf, picnic facilities and a playground. A riverfront pathway has been commenced but is not yet complete north of Williams Street. The Junction Inn is the only "tourist" facility that overlooks the river.

The Hunter Region Botanic Gardens south of Heatherbrae is well located on the Pacific Highway and is a tourist destination. Unfortunately, few tourists would venture from the Gardens to Raymond Terrace because of the lack of tourist infrastructure in Raymond Terrace.

Tourism is a useful supplement to the main business of the Raymond Terrace Town Centre and Heatherbrae, i.e. delivering retail and services to a local and district catchment. The areas have restricted tourism appeal relative to areas such as Nelson Bay and other competitors such as the Hunter Vineyards. Nonetheless, there is potential to develop infrastructure, food outlets and attractions in such a way as to attract tourists, particularly at the weekend, in the same manner as Morpeth.

Events

Raymond Terrace has several major events to promote the area and attract business. These events focus on the attractiveness of the riverfront, and include:

- Raymond Terrace Aquatic Club Annual Powerboat Trophy Day, and
- Raymond Terrace Community Market on the third Saturday of the month in the Riverside Park.

The Raymond Terrace Marketing Plan nominates the development of events as an action area. The tourist and visitor infrastructure in the town needs to be enhanced in order to maximise the benefits that may accrue from events such as these.

There is limited overnight accommodation capacity in Raymond Terrace and Heatherbrae. As a result, the benefits that would flow from overnight stays associated with events are likely to be restricted. Overnight stays have significantly greater economic benefits than day trippers because they often can often spend little, particularly if they bring food with them.

Figure 30 Annual Aquatic Festival 2010



Heritage

Unfortunately there is little documentation of the indigenous heritage of Raymond Terrace and Heatherbrae. The 1995 Raymond Terrace Conservation Area Heritage Study (EJE Group and Cynthia Hunter) noted that Aborigines commonly held corroborees at Raymond Terrace. Sickness and loss of land reduced the Indigenous population rapidly and, combined with the removal of most of those left to Tea Gardens and Karuah, a census in the 1800's identified no Aboriginals in Raymond Terrace. The area has an indigenous population again, and several Indigenous organisations, such as Ba-ra Boolarng Dance & Culture, are actively promoting Indigenous culture.

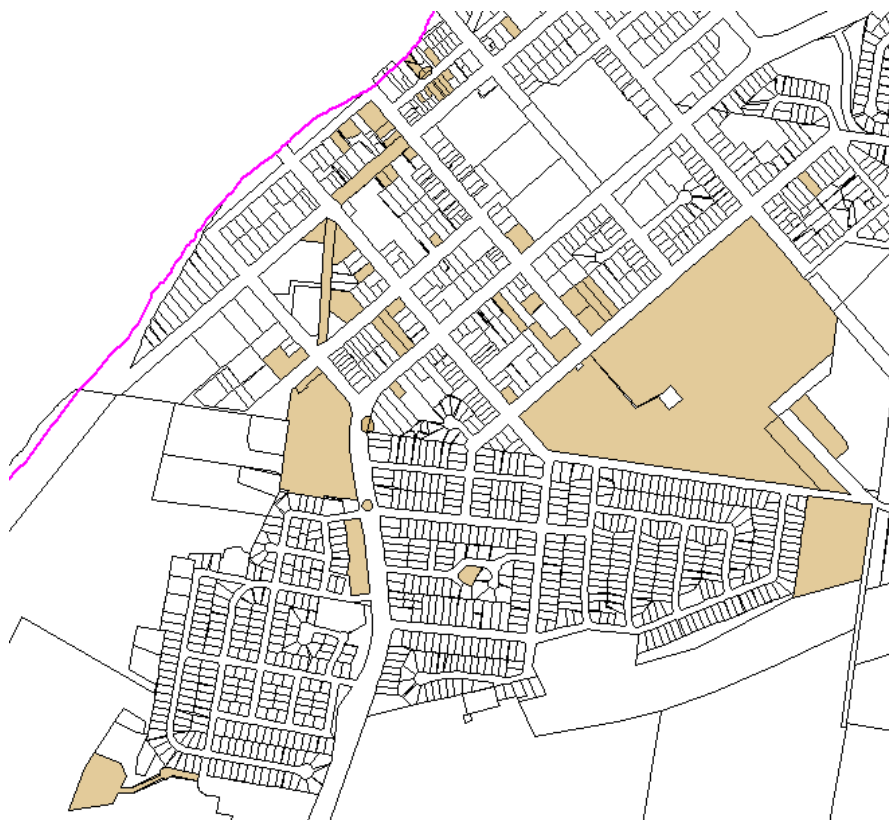
Raymond Terrace has a rich European heritage. River transport was very important in the early days of European settlement and the location of Raymond terrace at the junction of two rivers with land suitable for settlement was very attractive. A settlement began before the town was surveyed in the 1830's, and the grid street layout reflects these plans.

A surprising number of older civic, public and private buildings remain within the town, particularly with the King Street area and the extensive conservation area shown in **Figure 31**.

These buildings and the layout of relatively wide streets give Raymond Terrace the distinctive feel of an important rural settlement.

Adam Place and Jacaranda Avenue are two of the things that make the Town Centre of Raymond Terrace unique. Contributing to their success is their extensive landscaping and tree selection, in addition to the heritage buildings fronting both streets. This heritage spine presents an opportunity to draw visitors from the southern entrance of Raymond Terrace, down to King Street and the riverfront. This could be an alternative entrance and feature when entering the town from the south, to that which services the commercial area. That being Adelaide Street and William Street.

Figure 31 Map of Raymond Terrace heritage items



As road transportation replaced the rivers as the main transportation method, the focus of new development in Raymond Terrace moved to the Pacific Highway. In response highway motels, food outlets and the Heatherbrae industrial area grew to take advantage of the growing highway trade.

The growth of Williamstown airbase and industries such as Courtalds at Tomago also influenced the residential growth of the town. Courtalds purpose built housing for its immigrant workers in the south of the town, and much of the defence housing is now used as public housing.

As a result, Raymond Terrace has visible layers of history which provide a rich background for the development of the local community, and a unique and legible platform upon which to celebrate its past and plan its future.

Heritage (King Street)

King Street is highly significant because of the quality of its heritage streetscape and its role in the development of Raymond Terrace as a river town.

King Street was the commercial heart of the town, and the adjacent riverfront was an important transport corridor for passengers and freight. It was only after the 1955 flood that the focus of commercial and community activity in the town relocated to higher ground on Williams Street.

Figure 32 King Street streetscape



A number of studies have been done on King Street and have consistently confirmed the heritage value of the area and the importance of retaining and building on this value. 10 heritage items on King Street are listed in the Port Stephens Local Environmental Plan 2000. While the individual buildings and items such as the "Marriage trees" are important, their collective presence as a grouping of heritage items in a precinct considerably magnifies its importance and increases the ability to capitalise on a heritage theme for the area.

The flood prone nature of the area has contributed to its decline as a commercial area, however at the same time it has meant that little redevelopment has occurred, thus preserving the heritage qualities of the area. The viability of commercial investment is reduced by the likelihood of flooding and has led to a decline in building condition and discouragement of new building uses.

Notwithstanding this, the heritage streetscape and its strong relationship to the river provide considerable potential for revitalisation based around recreational shopping, restaurants and local tourism. Unlike Morpeth, King Street has a very strong relationship with the river that can be reinforced by strategic public works such as a continuous riverfront walkway. Incentives will be required to encourage revitalisation.

The King Street Urban Design Study contains a number of development concepts, such as that shown in **Figure 33** which seek to manage the flood risk by placing critical uses at higher levels, and at the same time take advantage of the sweeping rural vistas and river views available along the river frontage.

Figure 33 Design concept for King Street site

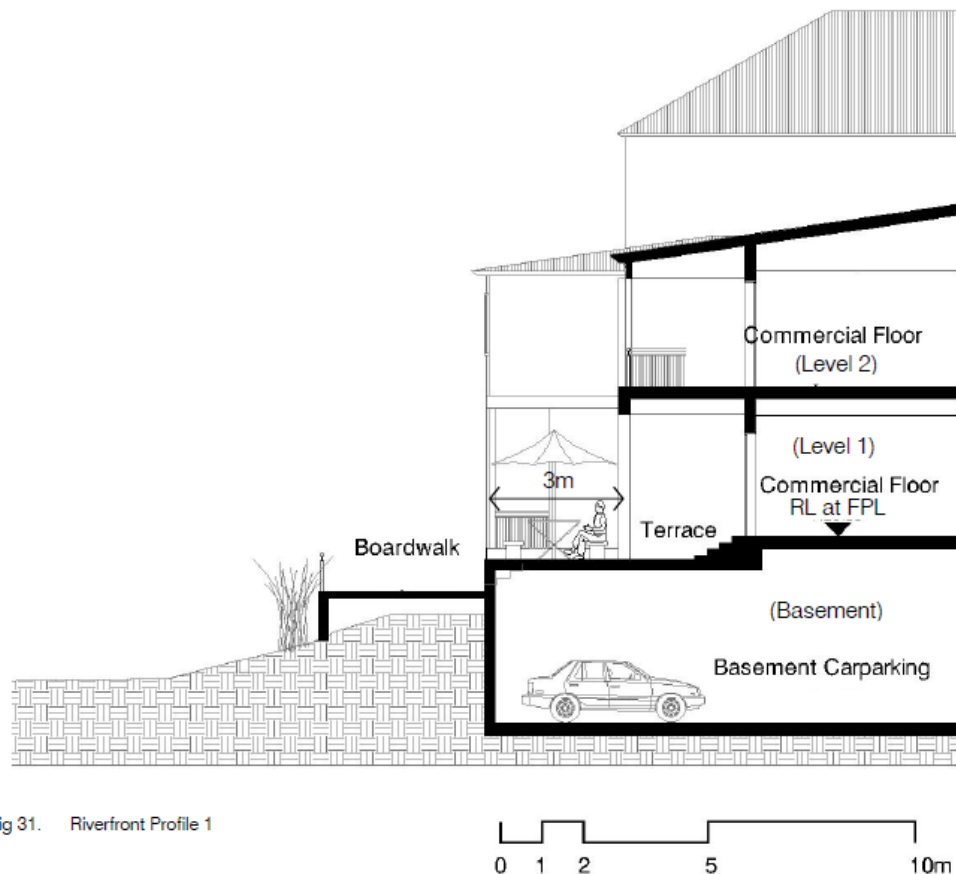


Fig 31. Riverfront Profile 1

Figure 34 Entry to King Street (Corner of Port Stephens and William Street)



The entry to King Street contains a number of contributory elements which set the stage for the heritage precinct, as shown in the photograph at **Figure 34**. These include the general streetscape of Port Stephens Street south of William Street, the 1840's Junction Inn, the 1880 Mayo's Building (now part of the Library), and the 1920's National Bank Building. Streetscape improvements within the entry route and restoration of heritage buildings such as the 1855 Ralston's Building in William Street.

The area contains a number of non contributory elements such as open car parks associated with buildings fronting Port Stephens Street, vacant lots and the A frame scouts building. These shortcomings as well as some non sympathetic alterations to the appearance of the heritage buildings can be addressed.

The revitalisation of King Street has the potential to complement the contemporary commercial nature of the majority of the Raymond Terrace Town Centre by providing a quality area for recreational shopping and leisure that celebrates the history and heritage of the town.

An important aspect of the revitalisation of King Street is landscape improvements along the riverfront and the completion of a continuous pathway along the riverfront from Riverside Park to the Fitzgerald Bridge.

Public Transport

Hunter Valley buses operate serve Raymond Terrace with a variety of routes. These routes provide access to Green Hills, Heatherbrae, Medowie, Newcastle airport, Tomago, and the Tilligerry Peninsula. There is also a local service of Raymond Terrace. The routes are shown in **Figure 35**. Service frequencies differ between routes, with one service offering a half hour frequency during weekday peak time (Route 140 to Newcastle), and others offering much less frequent services. Most services do not operate past 5 or 6 pm, with the exception of the Newcastle service which operates to 9 pm every weekday except Friday when services from Newcastle leave as late as 11 pm. Weekend services have restricted hours and service frequencies of one to two hours.

A number of the services to destinations outside Raymond Terrace also offer a service within the town because they travel via Mount Hall Road and the Lakeside shops. As a result there is

Sturgeon Street and Adelaide Street are the main bus interchange locations and they will require significant investment to improve facilities to an acceptable standard commensurate with the regional centre status of Raymond Terrace.

Pedestrian and Cycling Network

A characteristic of the Raymond Terrace Town Centre is the relatively high connectivity of the pedestrian network.

The grid layout of the street system and the relatively flat topography makes navigation of the street footpath system relatively easy for pedestrians.

The main "shopping" block of William Street between Sturgeon and Port Stephens Streets has an almost continuous coverage of awnings over the footpath in this area, permitting comfortable use of the space in the range of weather conditions. The widened footpath along the southern side of this block provides improved pedestrian amenity and an opportunity for footpath dining. The northern side has limited opportunity for footpath dining because it retains its original width.

The main "shopping" block of William Street between Glenelg and Port Stephens Streets has midblock punctuations in the form of the entry to the Marketplace Centre on one side and two private laneways on the other, providing access to the Centro Centre, via an open Council open car park. The two laneways are activated by small shops along their length, and are subject to considerable pedestrian traffic.

Together the laneways provide a central pedestrian "spine" within the Town Centre, and their importance should not be underrated.

The open Council car park provides the ability for pedestrians to walk directly from the laneways to a range of destinations including shops in the "hub" development on Glenelg Street.

Access through the Marketplace development to the ground level car park below permits pedestrians to directly travel to locations further north on Port Stephens Street, such as the fruit shop, paint outlet and Dan Murphy's.

William Street also provides an on street pedestrian spine connecting Boomerang Park with the riverfront. William Street has panoramic rural views to the west although no views of the river until west of its intersection with Port Stephens Street. The riverfront is a very positive attribute of the Town Centre, but there is no signage directing pedestrians to the riverfront despite it being within easy walking distance. The riverfront shared pathway to the Williams River bridge is not yet complete.

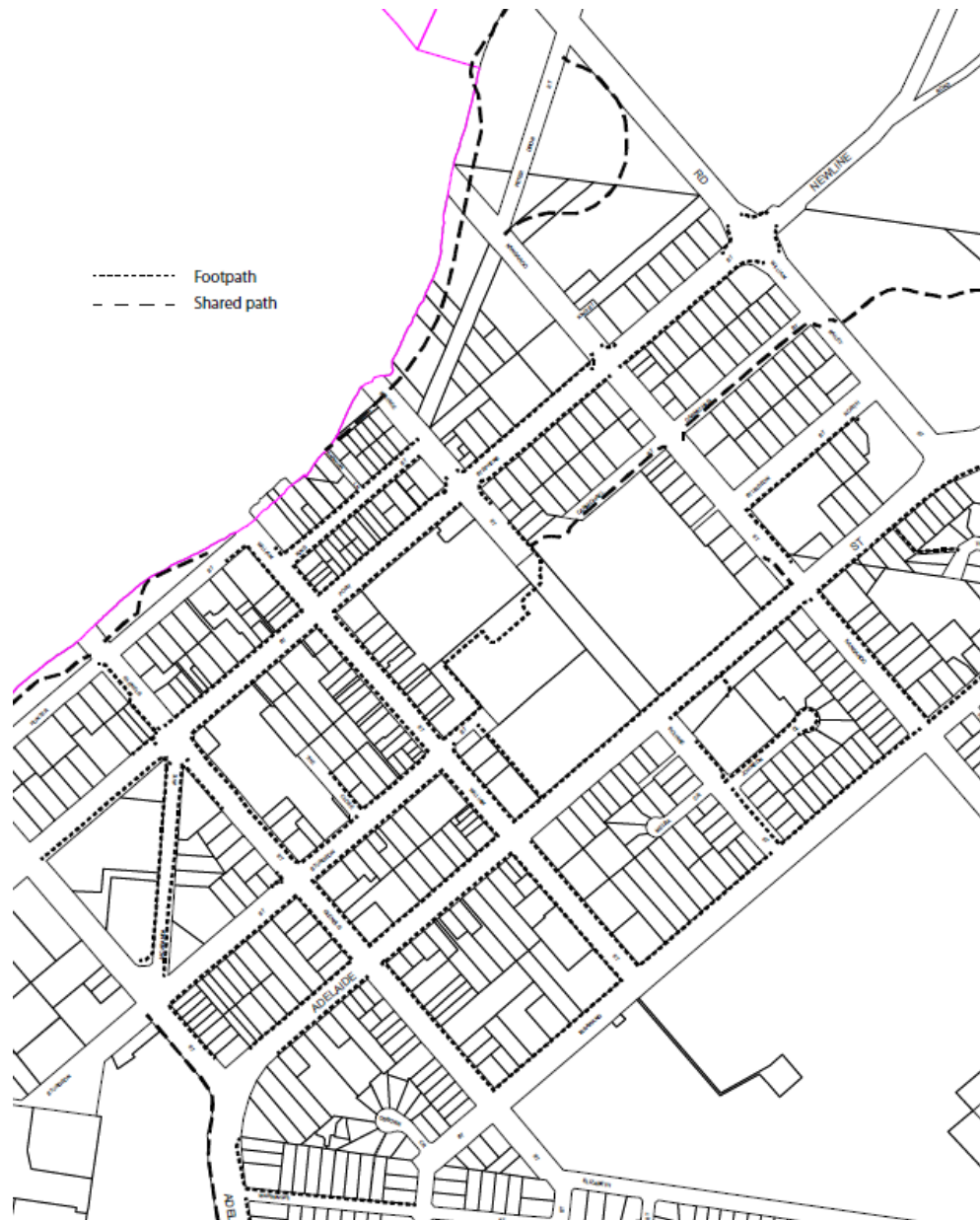
Pedestrian activity east of Adelaide Street is low, with the exception those walking to the school on Boomerang Street. There is no signage directing pedestrians to Boomerang Park.

The nature of the pedestrian network provides no indication of the relative importance of pathways and there is little directional signage to community facilities such as the library, recreational facilities such as the Bowling Club, or other destinations such as the King Street heritage precinct.

William Street has a pedestrian crossing along the main street retail strip. There are pedestrian refuges and kerb ramps located at the roundabouts at the intersections of William Street with Port Stephens Street and Sturgeon Street. Because vehicle speeds are low in William Street considerable informal mid block crossings occur.

Limited seating is provided in a number of locations in the Town Centre,. There is no meeting or gathering place for pedestrians in the core of the Town Centre, such as a Town Park.

Figure 36 Pedestrian network



The supporting infrastructure for walking and cycling in the Town Centre requires upgrading and better connectivity to services and to the surrounding residential areas. Substantial progress has been made developing an off road cycleway system to the Town Centre, although a number of "missing links" exist. Use is made of shared pathways which also has the benefit of providing a high grade pedestrian facility. Off road cycle routes along Adelaide Street and the Riverfront have considerable potential for further development.

William Bailey Street and Adelaide Street act as a barrier to connectivity to residential areas for walking and cycling. Despite motor vehicle speeds being low, on road cycling is relatively hazardous because of the number of motor vehicle manoeuvres taking place, particularly parking related. Angle parking within the Town Centre has benefits for vehicle users however can be a barrier to encouraging cycling. Cycling data and observations by Council transport engineers noted a lack of on road cycling during a study of road traffic volumes during November and early December 2012.

Road Transport

Most people come to the Town Centre by car. Vehicle speeds are generally low due to parking movement and the general level of activity. There is little through traffic west of Adelaide Street.

The road system in Raymond Terrace Town Centre and its surrounds is based around a modified grid. A grid system permits traffic to use a number of alternate routes and as a result traffic is distributed more evenly across road network than a more hierarchically based network. Traffic enters the Town Centre from the north and south via Adelaide Street, which is a high capacity two lane in each direction road as far north as William Bailey Street. Adelaide Street has spare capacity south of William Bailey Street, however north of its intersection with William Bailey Street, where it becomes a single lane in each direction, it is reaching capacity in the afternoon peak.

William Bailey Street provides access to the Town Centre from the north west via Port Stephens Street. It provides a connection to the rural areas in the west as well as to the growing urban areas of Thornton North and Kings Hill. Traffic modelling projects that the intersection of William Bailey Street and Port Stephens Street will reach capacity in 2026, even before development in Kings Hill is considered. If Kings Hill development is included, it will reach capacity during afternoon peaks in 2016. Corrective actions include replacement of the roundabout by traffic lights. This connection is very important because it provides access to important growth markets for the Town Centre.

William Street is the retail "main street" of the Raymond Terrace. It is a relatively low speed environment. The nature of the grid system is such as Williams Street could be closed between Sturgeon and Port Stephens Streets for special events and the like and traffic could still be readily able to access car parks and loading areas. William Street has a steep camber on its northern side which makes parking and footpath extensions difficult because of the change in level. The steep camber is particularly marked west of the pedestrian crossing.

Port Stephens Street performs an important traffic circulation role. Access to the Centro and Marketplace car parks are from Port Stephens Street. The treatment of Port Stephens is different north and south of its intersection with Williams street. While Port Stephens Street is one travel and one kerbside lane in each direction for its entire length, to the south of its intersection with William Street it has a landscaped median, whereas to the north of the intersection it has either a narrow concrete paved median or a central turning median. This results in a harsh streetscape.

The grid system to the north of William Street is interrupted by sportsfields. Development proposals for the sportsfield have included concepts to complete the grid by extending Sturgeon Street to Kangaroo Street, and extending Bourke Street east to Bourke street west. There is also potential to extend Carmichael Street to Bourke Street. These works may be carried out in the future, although the connection of Sturgeon Street to Kangaroo Street may be prevented by the cost of acquiring a development that has been recently constructed in its path.

Glenelg and Sturgeon Streets perform important secondary roles by assisting with traffic circulation, providing access to a number of car parks, as well as being the location for the bus "interchange" and taxi rank (Sturgeon Street).

2012 Traffic Data Collection

The data collection locations were selected for entry and exit from those roads to the Town Centre – Port Stephens Street, William Street, Glenelg Street and Swan Street and circulation within the main retail area. Traffic data surveys were carried out in November / December 2012. These studies were carried out by Port Stephens Council staff prior to end of school and holiday period. The data in **Figure 37** shows locations and average daily volume over the seven day count period.

Figure 37 Location of traffic counts and results



The data shows Raymond Terrace as having significant traffic within the Town Centre conducive with the existing street hierarchy and connectivity. Peak volumes for morning and afternoon are consistently closer to midday than is the case in many areas.

Level of Service describes the performance of the road system at a defined location. The letters A-F are assigned to signify a decreasing level of service, as shown in **Table 13**. Levels of service A, B and C are generally satisfactory, with Level of Service D being satisfactory in some circumstances. Levels of service D, E and F indicate a progressively increasing need to upgrade the road infrastructure.

Table 13 Urban roads level of service

Level of Service		One Lane (vehicles per hour)	Two Lanes (vehicles per hour)
A	Free, restricted flow	200	900
B	Mostly free flow, few disruptions	380	1400
C	Stable flow	600	1800
D	Mostly stable flow, some delays	900	2200
E	Congested flow, delays common	1400	2800
F	Forced flow		

Source: RTA Guide to Traffic Generating Developments, v2.2, 2002

A review of the existing midblock Level of Service has been undertaken for the worst case direction (highest flow) during the weekday AM and PM peaks based on traffic counts undertaken in late 2012. **Table 14** summarises the worst midblock flows during each peak. The table shows Port Stephens St having high volume in the afternoon period with the current level of development, with a Level of Service D. All other roads within the Town Centre are operating at levels of service A and B, which means that traffic experiences few delays and that these roads have spare capacity.

Table 14 Peak road traffic and level of service

		AM			PM		
Road	Capacity	No. of vehicles	VCR	LoS	No. of vehicles	VCR	LoS
Port Stephens St (south of Kangaroo St)	900	763	0.85	D	962	1.1	F
Port Stephens St (south of William St)	900	399	0.44	B	442	0.49	B
Glenelg St (east of Port Stephens St)	900	336	0.37	B	431	0.48	B
Glenelg St (west of Adelaide St)	900	254	0.28	A	287	0.32	A
William St (west of Adelaide St)	900	341	0.38	B	311	0.35	B
William St (east of Port Stephens St)	900	211	0.23	A	209	0.23	A
Sturgeon St	900	272	0.24	A	222	0.24	A
Swan St	900	88	0.12	A	108	0.12	A

Source: PSC traffic counts 2012

The data shows patterns of traffic are in line with a traditional town/service centre with Thursday night and Saturday morning trading influencing traffic flows accessing Marketplace and Centro shopping centres.

Heatherbrae

Heatherbrae has excellent access to the arterial road system, including the Pacific Highway. Access to Tomago and the Airport is direct, via Masonite Road or to the west of the Tomago Industrial Area via the Pacific highway and Tomago Road.

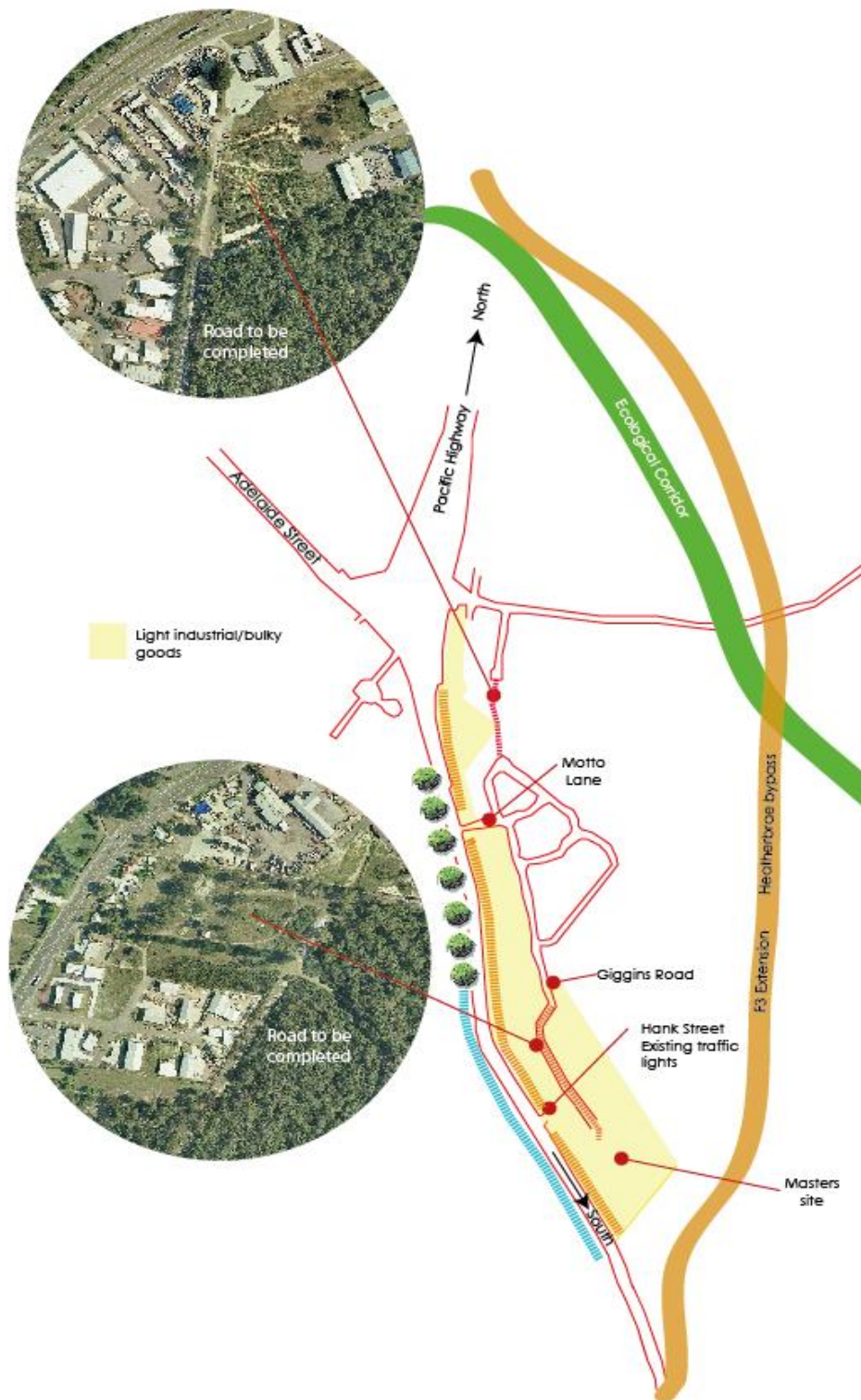
Direct vehicular access to the Pacific highway is restricted by the RMS because of the arterial function of the Pacific Highway. However, most premises fronting the Pacific Highway appear to have direct access, either for historical reasons (earlier approvals), or existence of a non approved access. A number of premises appear to be accessing the Pacific Highway and/or displaying goods on a strip of Council owned community land between their property and the Highway; this is not an approved use and cannot be approved over community land. In addition, the Port Stephens DCP explicitly prohibits direct access to the Pacific Highway for certain properties in a recent subdivision along part of the Highway frontage.

Access to the Pacific Highway from the industrial area is possible via the roundabout at Masonite Road and traffic signals at Hank Street. The third access at Motto Lane is in the form of a seagull style intersection, and there is anecdotal evidence of delays experienced as a result of heavy vehicle volumes on the Pacific highway. Higher connectivity within the industrial area would reduce this issue significantly.

Road connectivity within the industrial area can be improved. Currently, vehicles need to enter the Pacific Highway to travel between parts of the industrial estate. Two missing links are required to provide a high level of internal road connectivity, as shown in **Figure 38**.

Road widths are generally suitable for industrial traffic, generally with adequate turning circles or loop roads to enable truck movements.

Figure 38 Road access Heatherbrae



Car parking

Car parking is well distributed within Raymond Terrace, as shown in **Figure 39**.

There are two large open Council owned car parks accessible from Sturgeon Street, and a mainly covered car park under the Council administration building, accessible from Sturgeon Street and Adelaide Avenue. In addition, the two enclosed shopping centres, Marketplace and Centro have large covered and uncovered car parks for their customers. Kerbside car parking is available along almost the entire frontage of most roads.

There is a total of 967 Council on street and off street car parking spaces. Marketplace has 592 undercover car parking spaces, and Centro has 430 open and undercover car parking spaces. Aldi have 74 spaces and Dan Murphy has 61 spaces. There are also numerous smaller car parks associated with small businesses located within the Town Centre. These car parks tend to be only for the use of an associated business, rather than the general public.

The Bowling Club also has a large open car park of 59 spaces for the use of its members.

On street and limited off street car parking is provided along Hunter Street at the riverfront.

The duration of car parking is generally time limited. The Council, Marketplace and Centro car parks are generally restricted to 3 hours and on street kerbside car parking surrounding the retail core on William Street is limited to 1 hour duration. Away from the retail core most car parking have no time restriction.

2 places for disabled car parking are located on William Street either side of the central pedestrian access opposite the Market Place entrance, as well as 21 disabled spaces at Marketplace, 7 at Centro, 3 at Aldi and 2 at Dan Murphys.

The primary access to major car parks is not via William Street, allowing traffic to be directed to the less pedestrian oriented surrounding streets, and improving the ambience of the William Street main street.

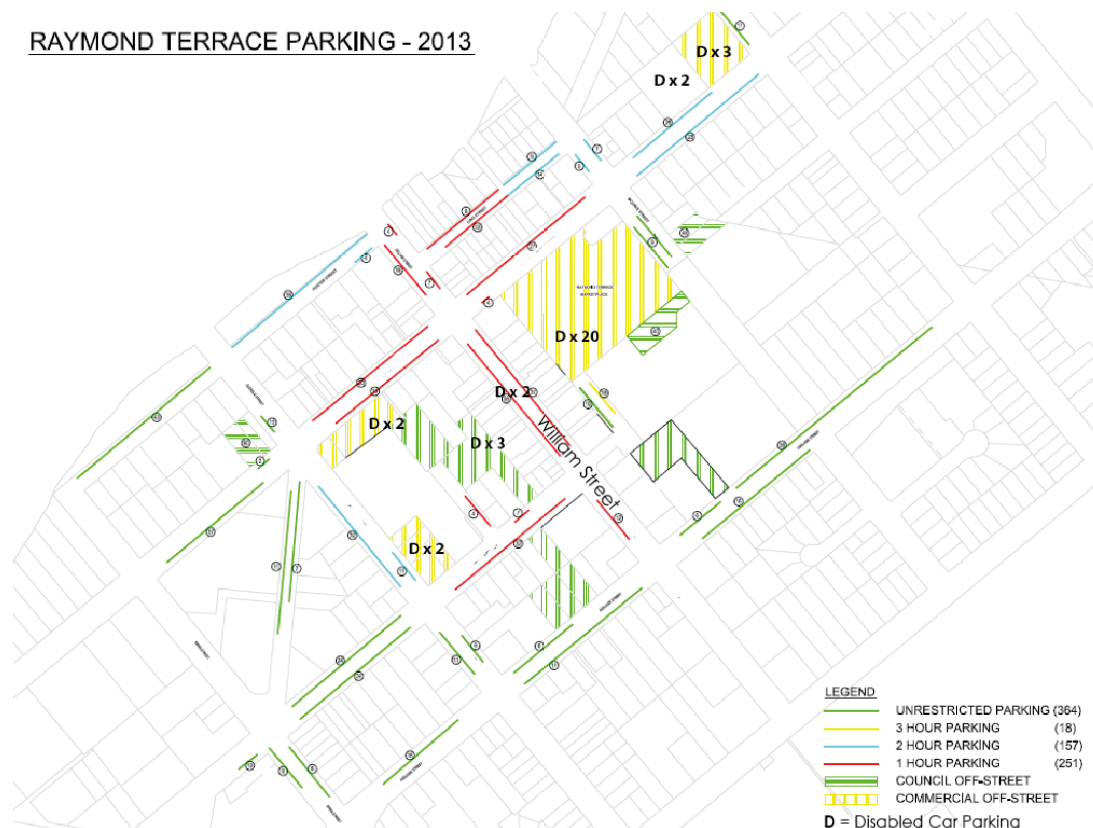
The blend of on and off street car parking provides a range of choice for the Town Centre and a level of "country town" convenience. The on street car parking movements also assist in reducing vehicle speeds in the Town Centre.

The Council's car parking requirements for new development are provided in the Port Stephens Development Control Plan 2007 (Chapter B3). These requirements apply across the LGA, and are generally comparable to those of other Councils.

Site inspections undertaken during the development of the Background Paper indicate that Raymond Terrace is well supplied with car parking and no shortages were evident. This observation has been confirmed by discussions with Council transport engineers.

Additional undercover car parking to meet future demand could be made available on the ground level of new development adjacent to Marketplace and the Council administration building, which would have its occupied floorspace elevated above the flood level. An increased emphasis on active transport (walking and cycling) as well as public transport should be used to reduce car parking demand over time.

Figure 39 Location of major car parking areas



Gateways, Wayfinding and Signage

There is no signage identifying the Heatherbrae light industrial/bulk goods area other than a suburb identification sign on the Pacific highway. There is no gateway treatment or consistent streetscape landscaping to help build a specific identity for the area.

There is limited signage identifying the Raymond Terrace Town Centre, as shown in **Figure 40**.

There is:

- A standard high identification sign accompanied by a "stop revive survive" sign 2 km south of the Pacific Highway Adelaide Street turnoff;
- A sign indicating with a schematic map that travellers can visit Raymond Terrace and rejoin the highway further north, is located 1.5 km south of the turnoff;
- Another sign at includes the name "Raymond Terrace" and symbols indicating fuel, accommodation and food is located 1 km from the turnoff;
- A sign indicating the route to the Barrington Tops National Park is via the Raymond Terrace turnoff is 500m from the turnoff;
- A roundabout sign at the turnoff that indicates that Raymond Terrace can be access from its western leg;
- A sign indicating the turnoff to Raymond Terrace and Nelson Bay at the Richardson Road ramp from the Highway;
- Similar signage to the above on the Highway from the north;
- Signage from the east and west along William Bailey Street located at the intersection with Port Stephens Street in the form of a runabout directional sign with "Raymond Terrace" and a highlight "Shopping Centre" shown on the southern leg;

- At the intersection of Adelaide Street and William Bailey Street there is no signage indicating the Raymond Terrace Town Centre. There is a privately erected sign advertising the Junction Inn near the north eastern corner of the intersection;
- On Adelaide Street 400m north of the intersection with William Street there is a sign indicating the Shopping Centre and a tourist information "I", and
- No signage, gateway treatment or public art at the intersection of Adelaide Street and William Street to indicate the primary entry to the Town Centre mainstreet, from the north and south approaches on Adelaide Street.

All of the above signs are standard RMS highway signage.

There is no distinct gateway, landscaping, public art or signage, including heritage signage indicating that Raymond Terrace Town Centre is nearby. There is very little way finding/locational signage with the Town Centre.

Figure 40 Basic gateway signage



Figure 41 Entry to Town Centre



Figure 42 Entry to Heatherbrae



Access to Open Space

Raymond Terrace Town Centre has access to an extensive open space network. The Riverside Park is adjacent to the Town Centre and provides a relaxed setting with high scenic quality. An open space corridor continues north along the River to the series of sporting grounds that comprise Kings Park. This connection is not yet fully complete with a “missing link” of pathway adjacent to King Street. Kings Park contains a range of sporting facilities including netball courts, tennis courts and ovals. In common with Riverside Park it contains picnic facilities and a boat ramp.

One block to the east of the Town Centre William Street terminated in the extensive informal parklands of Boomerang Park, which contains the Senior Citizens Centre.

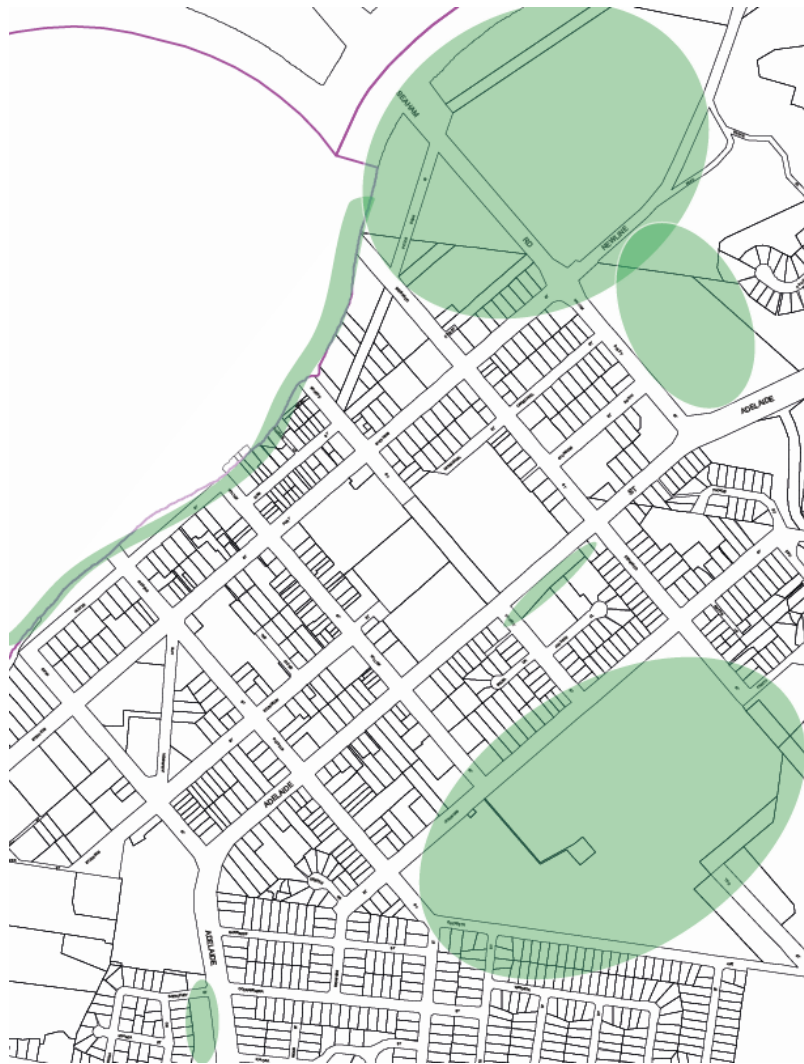
A large area of open space is located between the retail area and the light industrial area. This open space is partially occupied by a detention basin. It has been zoned to permit a staged expansion of the Town Centre over the area, although this has been delayed due to the current economic climate.

City Park, which contains a number of War Memorials, is located at the intersection of Port Stephens and Glenelg Streets. Combined with the adjacent street trees of Jacaranda Street and Adams Place as well as a heavily landscaped roundabout, it provides a lush, almost subtropical southern edge to the Town Centre.

There is no “town park” as such in the Town Centre. City Park and Riverside Park perform similar civic and ceremonial functions to a town park from time to time but are located on the periphery of the Town Centre. There is a need for a town park in a central location to provide a focus for the Town Centre.

A possible location for such a town park would be on the southern side of Williams Street near the pedestrian crossing. Such a town park could provide a focus of activity along the pedestrian spine between the Marketplace and Centro shopping centres, in the same way as the town park on Harbour Drive in Coffs Harbour, for example.

Figure 43 Location of open space



Riverfront

The riverfront at the western end of William Street is one of the Town Centre's main assets. It offers a relaxing contrast to the busy retail core by providing parkland with river and rural views. It contains the building blocks for further improvement to a regional level facility.

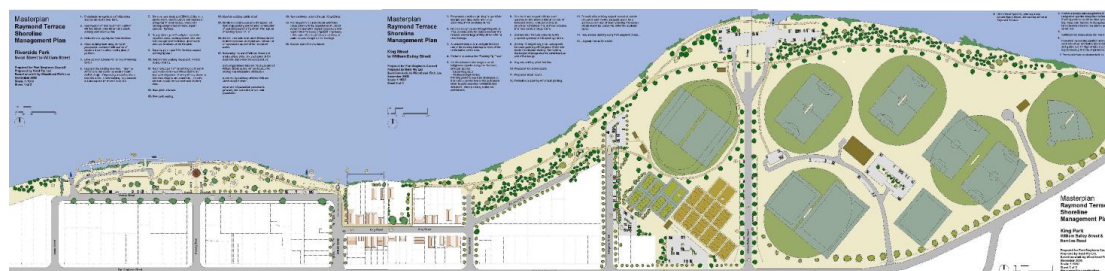
The riverfront is part of a linear park that extends from Swan Street to the Kings Park sporting complex just north of the Williams River bridge. The linear park provides a range of recreational and leisure facilities that can be built upon to create an outstanding destination for local and visitors.

Council has been progressively implementing a Masterplan for the park (see **Figure 44**) as funds and land becomes available. A critical part of the linear park to the north of Hunter Street (and adjoining of the Kings Street heritage precinct) is not yet available for park development. Accordingly, the Masterplan does not address this section, and it is very important that planning for this is done soon, and in conjunction with the extensive Council owned lands on King Street.

The existing Masterplan does not sufficiently address the relationship of the William Street axis and the core of the Town Centre to the riverfront. This aspect should be revisited in conjunction with planning to "missing section" mentioned earlier with a view to this area being a catalyst for the economic revitalisation of the western end of William Street and the King Street heritage precinct. This part of the Town Centre has great potential for "out of normal shopping hours" and leisure oriented retailing and service delivery.

The Hunter Street section of the park also needs to be progressively upgraded to provide a regional level facility commensurate with Raymond Terrace Town Centre's regional centre status and role. It is important that this be done to maximise both the recreational and economic benefits to the Town Centre and wider community.

Figure 44 Riverfront Masterplan



Boomerang Park

Boomerang Park is located at the eastern end of William Street. There are excellent views along the axis of William Street to the higher ground of the Park, and this contributes to the unique setting and charm of the Town Centre.

Boomerang Park is approximately 22 hectares in size. Most of the park is informal parkland with woodland style tree plantings of native and some exotic species. Planting has been done over the life of the park. Some of the plantings may have social significance, such as the Bunya, Hoop and Norfolk Island pines, but this has not been recorded and will probably remain unknown.

The Park was gazetted in 1837 as a public reserve. It was given the name "Boomerang Park" in 1914. A quarry operated in the area near the existing water tower in the 1800's, and the excavated sandstone used to construct many of the older buildings in Raymond Terrace.

Over time the Park has been used for a wide variety of activities including a racecourse, tennis courts, football field, soldier training, and community celebrations and commemorations. As such it provides an opportunity to interpret the changing nature of the Town and the events that affected it.

An historic cemetery is located in the southeastern corner of the Park (see **figure 45**), and a playing field in the eastern portion. A new building occupied by the Senior Citizens and Community Centre is located off Irawang Street on the western edge of the Park, with a before and after school hours child care centre adjacent. There is a children's playground, however this was out of service at the time of inspection. Limited picnic facilities are located in the park include shelters and a toilet block at a high point adjacent to a decommissioned above ground water reservoir built in 1928. There was a proposal in the late 1990s to develop a viewing platform on the tower, but this has not yet proceeded.

The sportsfields are used a weekends by the Dog Club, and irregularly for school sports. They are no longer used for regular competition sports, such as football. The Sportsfields have an amenities building and limited night lighting.

Vehicular access to the heritage cemetery is from Elizabeth Avenue. Interpretive signage is provided at the entry to the cemetery, although this will need renewal soon. The cemetery was established in around 1840 and the inscriptions on the headstones provide a unique insight into early life in the town.

The park has biodiversity value. Parts of the park are koala habitat and should be protected.

A recently constructed detention basin is located in the northwestern corner of the Park, adjacent to Irawang Street. The basin reduces stormwater flows affecting the residential area and Town Centre to the west.

The Park is Council owned and is classified as community land. Accordingly, a Plan of Management was adopted by Council in 2000. The Plan provides a description of the park and the main activities occurring within it. It describes future directions for the Park and contains a detailed implementation plan. Many of the actions have been implemented and others are ongoing processes.

Figure 45 Pioneer Hill Cemetery located within Boomerang Park



The Plan of Management has reached a point when it requires review. A review would provide an opportunity to revisit the community's aspirations for the Park, and to develop a Masterplan for its development.

The Plan of Management describes the park as catering for:

- Active and passive recreation;
- Conservation of fauna and flora;
- Conservation of cultural heritage;
- Provision of community services, and
- Major event participation.

While the Park is large and has varying topography, this wide range of uses with the space will require skilled management to achieve a balance of uses and site impacts.

Unlike the riverfront park, improvements to Boomerang Park will provide only limited benefits to the Town Centre, because it is further away from the core of the Town Centre. However, Boomerang Park is a very important place, which if well managed and developed will complement the role of the Town Centre and provide a rich resource for the Raymond Terrace community. In addition, an upgraded Boomerang Park will assist in attracting residents to infill housing in the area, which in turn will increase the number of people living within walking distance of the Town Centre, and improve business viability.

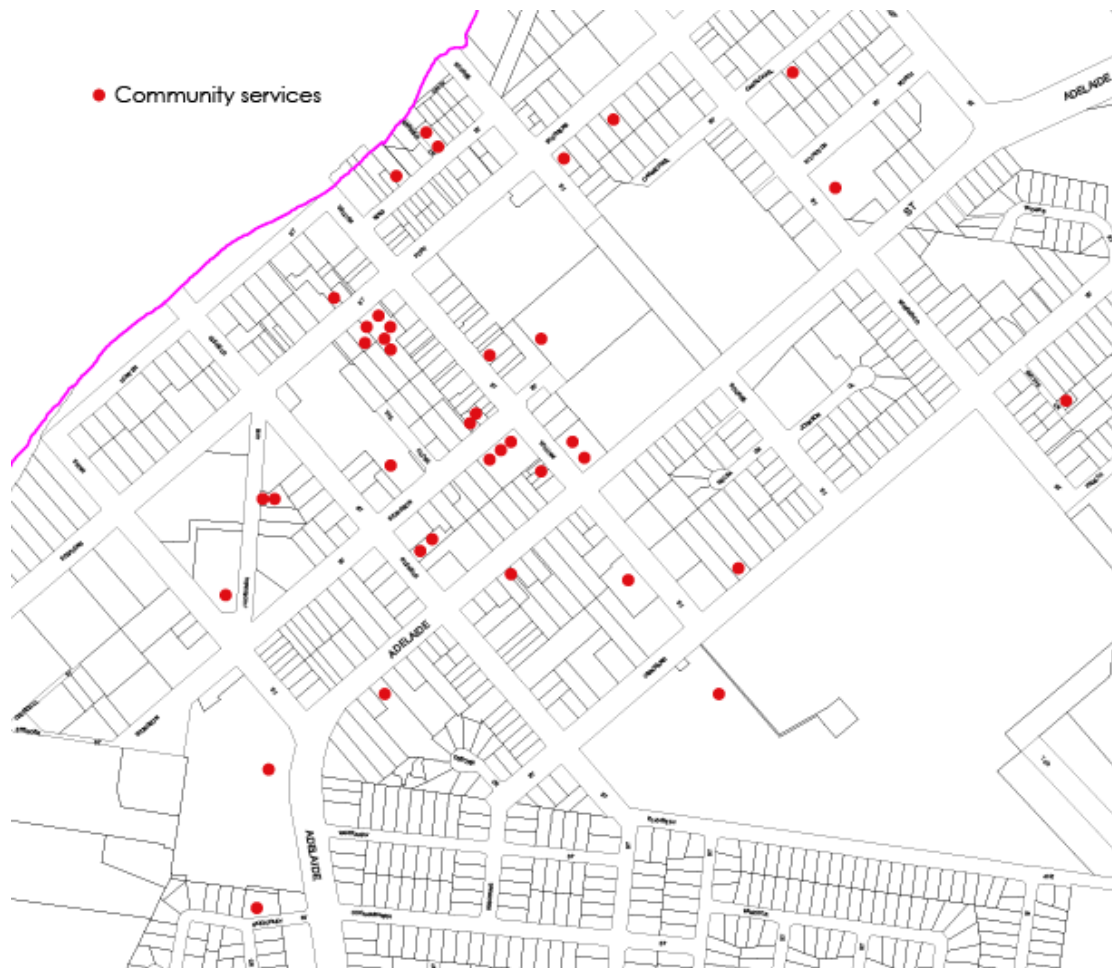
Community Services

Raymond Terrace has a wide range of community services organisations that have offices in the Town Centre, whose location is shown in **Figure 46** below. These include:

- Medicare 39 Sturgeon Street Raymond Terrace;
- Centalink 39 Sturgeon Street Raymond Terrace;
- Department of Family and Community Services 29 Port Stephens St RT;
- Raymond Terrace Senior Citizens Centre 17E Irrawang Street Raymond Terrace Council;
- Port Stephens Neighbourhood centre 3 Jacaranda Ave Raymond Terrace drop-in centre, financial assistance, financial counsellor, youth counsellor, advocacy and referral, advice on crisis accommodation;
- Lakeside Sports Complex;
- Port Stephens Youth Support Project 3 Jacaranda Ave Raymond Terrace;
- Raymond Terrace Before and After School Care Children Services Building Cnr William and Irrawang Streets;
- Family Day Care (admin) Port Stephens Street;
- Raymond Terrace Community Garden 14 King St RT The Youthie 14 King St Raymond Terrace;
- Raymond Terrace Occasional Care 18A Sturgeon St RT;
- Community Transport (operates from base at Salamander Bay) but services Raymond terrace;
- Port Stephens Family Support services (indigenous) 3-5 Phillip Rd RT;
- Raymond Terrace YMCA Including a fitness centre, gymnastics arena, health suites and multipurpose program room the Centre is a multi-purpose facility Sturgeon Street RT;
- Smith Family/Communities for children/ Learning for Life 46 William Street RT;
- Raymond Terrace Gardens 30 high care beds, 50 low care beds 15 Sturgeon Street RT;
- Relationships Australia 59 Port Stephens St RT;
- Raymond Terrace Police Station William St RT;
- Raymond Terrace Court House William St RT;
- Raymond Terrace Community Welfare Centre (salvation Army) Cnr Adelaide St and Burke St, RT;
- Salvation Army Employment Plus 2/82 Port Stephens St RT;
- Raymond Terrace Public School Adelaide Street RT;
- St Vincent de Paul Society 37 Port Stephens St RT;
- Home and Community Care Program Port Stephens St RT;
- RT Community Preschool 3 Sketchley St RT;
- Newcastle Community Access 57 Port Stephens St RT;
- Bright horizons Child Care 89 Benjamin Dr RT;
- TLC Early Learning Centre (LDC) 81 Richardson Rd RT;
- Heatherbrae Early Learning Centre 6 Archibald St Heatherbrae 2324;
- The Spastic Centre 183 Adelaide St RT;
- Wesley Uniting Employment 31b Sturgeon St RT;
- Port Stephens Take Control Program 14 King St RT;

- Fire Brigade 51 William St RT;
- Raymond Terrace Community Health 59 Port Stephens St RT;
- Raymond Terrace Senior Citizens Club 22 King St RT;
- Home Care Service 57 Port Stephens St RT;
- Port Stephens Community Centre 14/25 Sturgeon St RT;
- Raymond Terrace Health One- under construction;
- Baptist Community Services Shop 5 22 Sturgeon St RT;
- Joblink Plus 5/26 Sturgeon St RT;
- Port Stephens Respite Care Service 57-59 Port Stephens St RT;
- St Brigid's Primary School 52 Irrawang St RT;
- BCS Food for Life 5/22 Sturgeon St RT, and
- Magnolia gardens aged 26 ILU 58 William St RT.

Figure 46 Location of community services organisations



Cultural Facilities

There are limited formal cultural facilities in the Town Centre.

There are twin cinemas located on Adelaide Street. While these cinemas perform a very worthwhile entertainment function, they are separated from the Town Centre by Adelaide Avenue, which is dual carriageway at that location. As a result they do little to engender life and activity into the Town Centre, particularly in the evenings when increased street activity is needed.

The Council library is located on Port Stephens Street/Adams Place and will soon relocate to the former Child Care Centre at the northern end of Sturgeon Street. The existing premises are too small, and the change in location is an interim move pending the identification of a site for larger premises that meet contemporary library standards for size and facilities. Libraries such as the new libraries at Wallsend and Muswellbrook provide examples of contemporary design, with innovative displays, greater informal spaces, technology rich facilities and flexible meeting spaces. A new library could provide an adjunct to a new town park, or alternatively might be located to capitalise on the setting and historical context of the riverfront and King Street.

Council maintains a small gallery on the mezzanine level of its administration building. This gallery has changing exhibitions which range from local art work through to Council promotions.

There is no commercial gallery in the Town Centre.

A number of community organisations undertake cultural activities in the town Centre, such as at the "Youthie".

Crime and CCTV

Crime statistics are not available specifically for Raymond Terrace and Heatherbrae, although local maps showing the distribution of reported crime are available. Alcohol related assault is often a problem in town centres, and in Raymond Terrace it appears to have a relatively low incidence, despite two hotels, and several bottleshops close to each other in the Town Centre.

The following statistics show the current incidence and trends of selected crimes in Port Stephens LGA compared to NSW overall, as well as maps of Raymond Terrace and Heatherbrae the incidence of these reported crimes. The trend is downwards for most crimes.

The Raymond Terrace Business Association has installed closed circuit television (CCTV) in William Street. It is understood that this is not monitored continuously in real time, although it is taped. Taped footage has been used by police to secure arrests. A formal evaluation of cost effectiveness the CCTV system has not been undertaken yet.

Figure 47 Break and enter rate Port Stephens

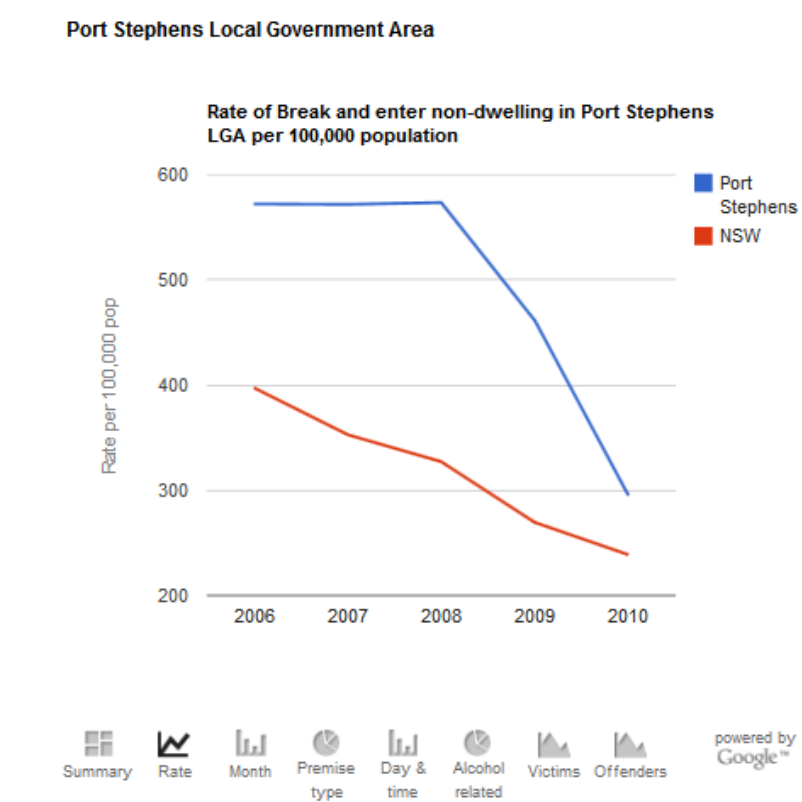


Figure 48 Break and enter map- Raymond Terrace and Heatherbrae

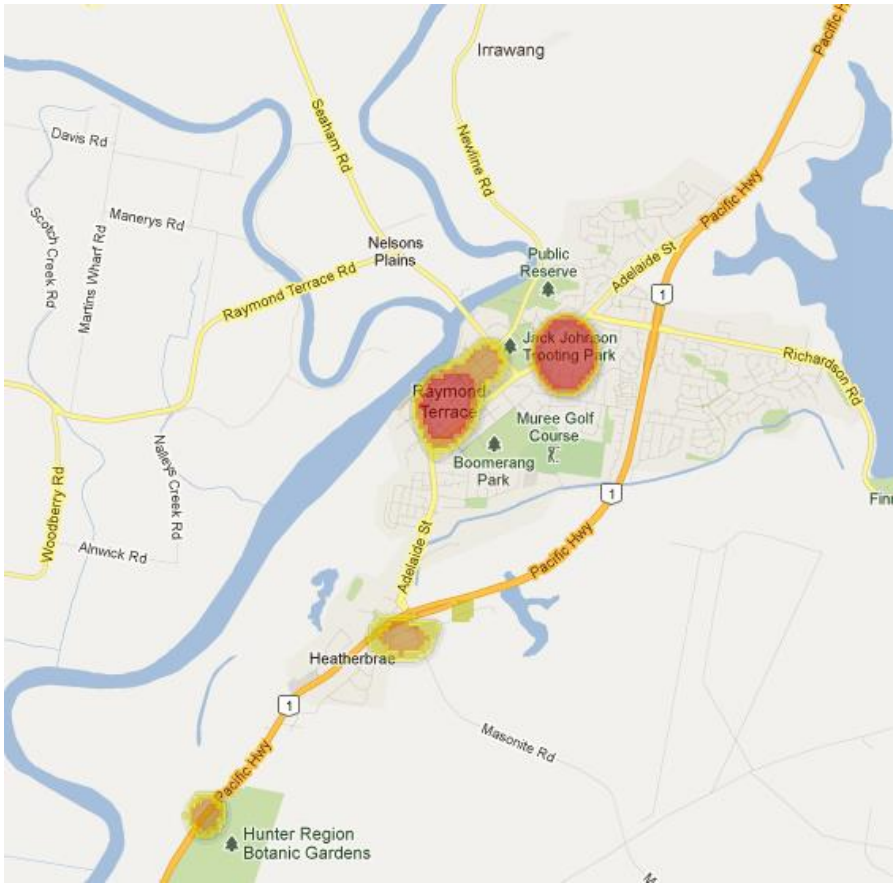


Figure 49 Graffiti rate Port Stephens

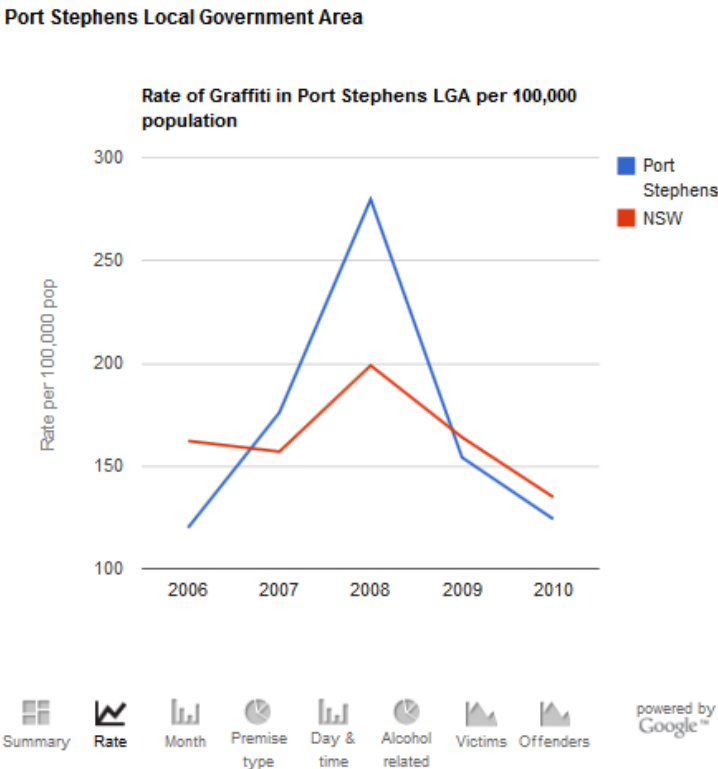


Figure 50 Graffiti map Raymond Terrace and Heatherbrae

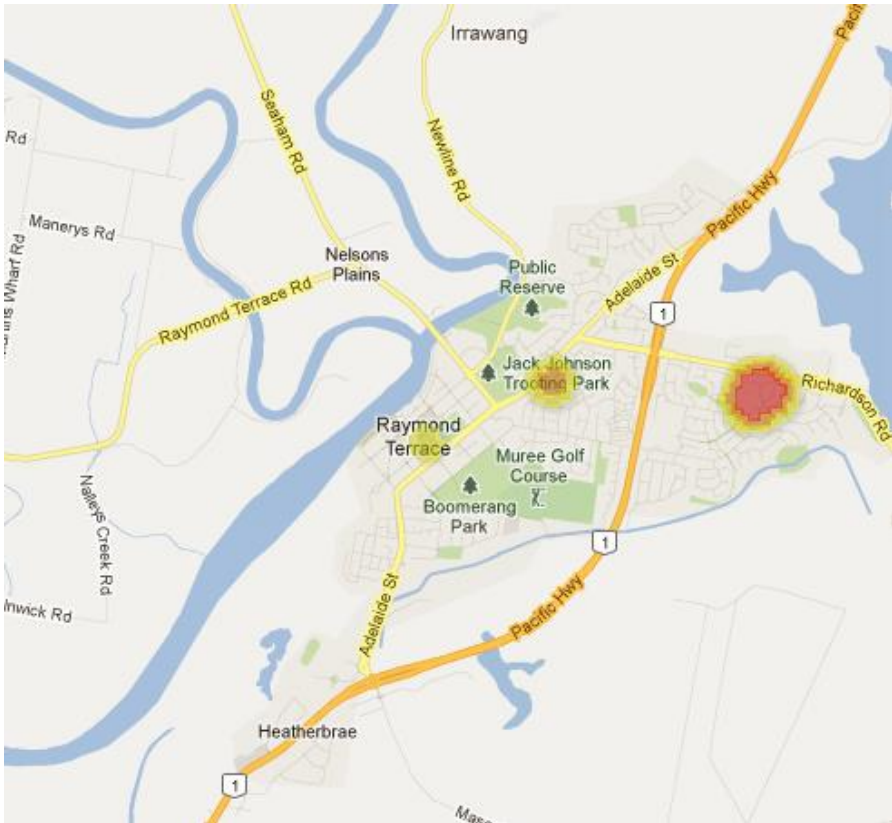


Figure 51 Motor Vehicle theft rate Port Stephens

Port Stephens Local Government Area

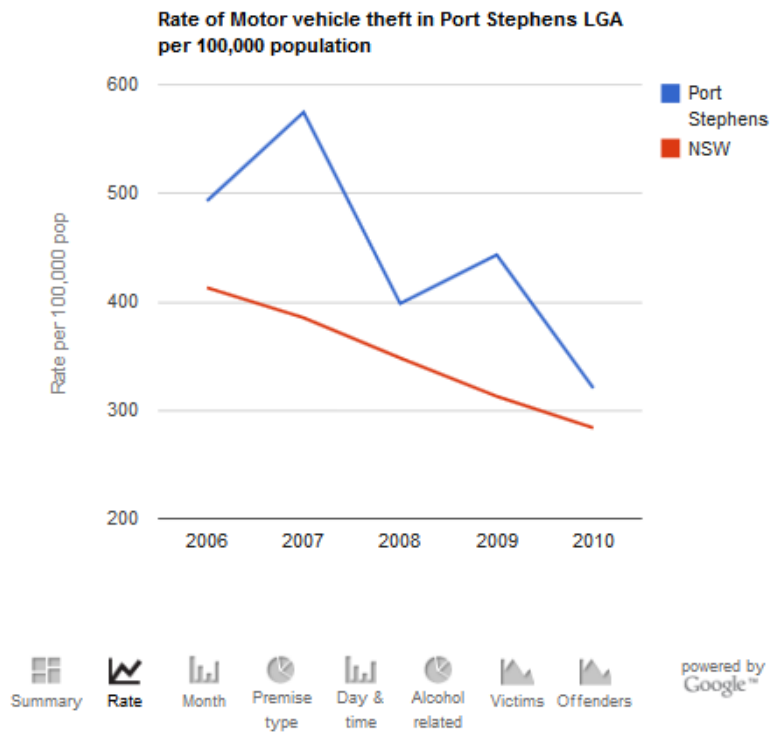


Figure 52 Motor vehicle theft map Raymond Terrace and Heatherbrae

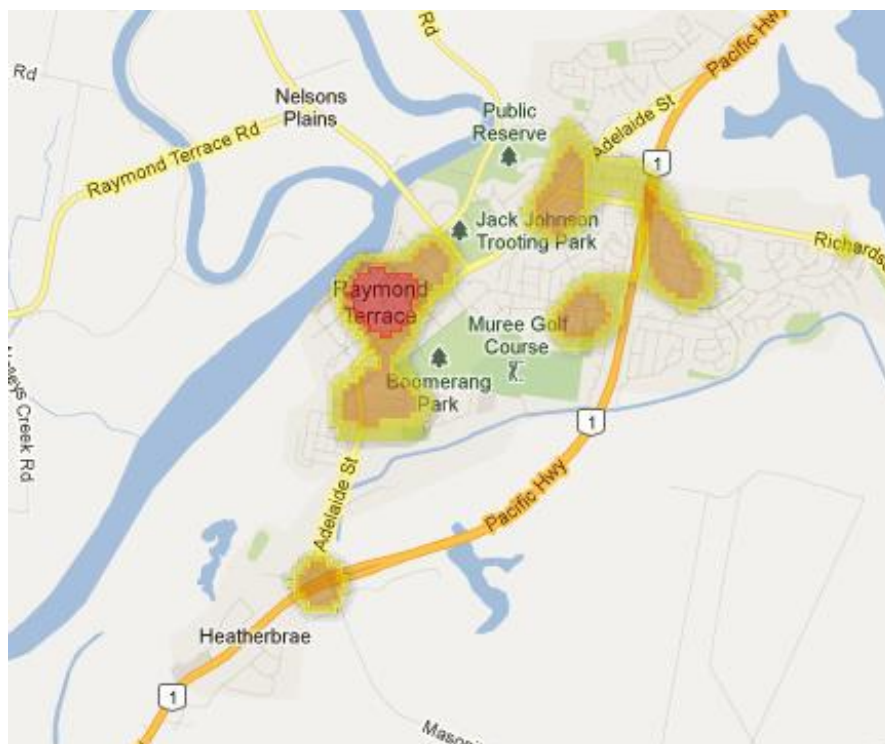


Figure 53 Retail theft rate Port Stephens

Port Stephens Local Government Area

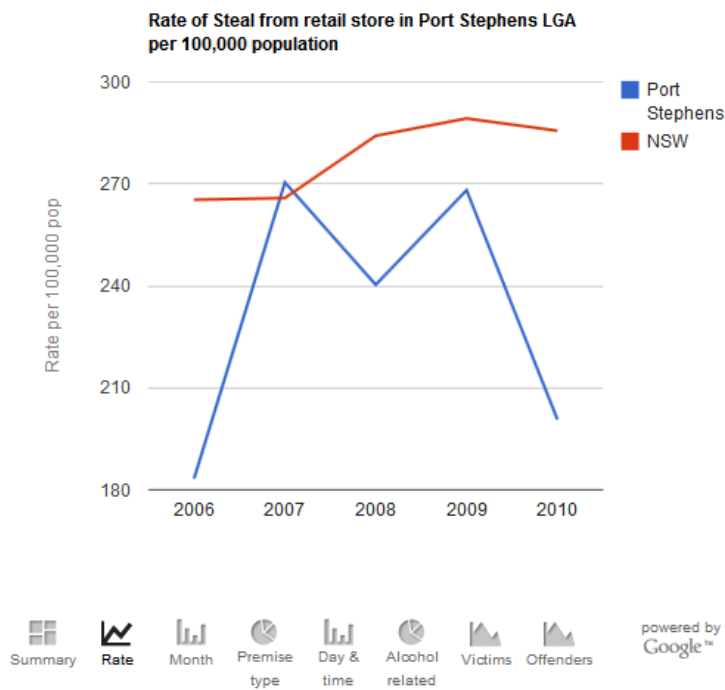


Figure 54 Retail theft map Raymond Terrace and Heatherbrae

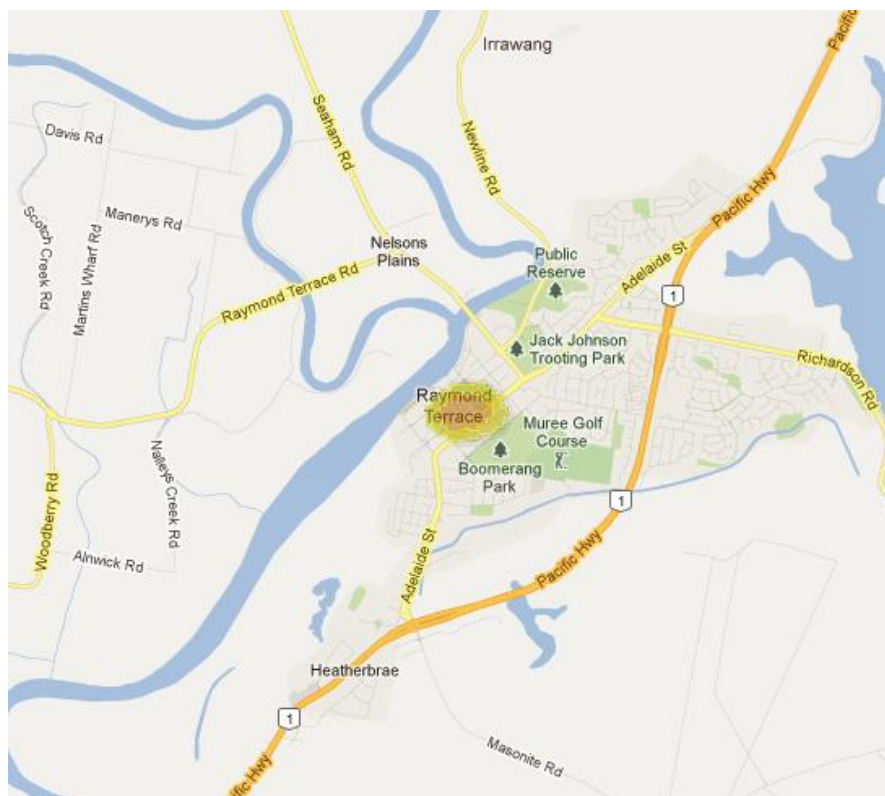


Figure 55 Alcohol related assault rate Port Stephens

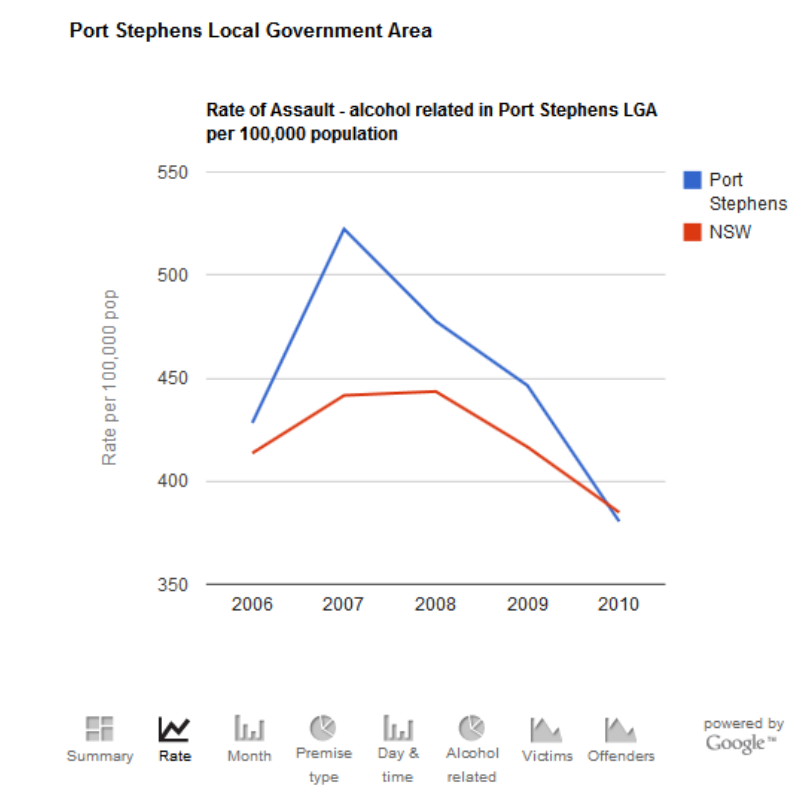
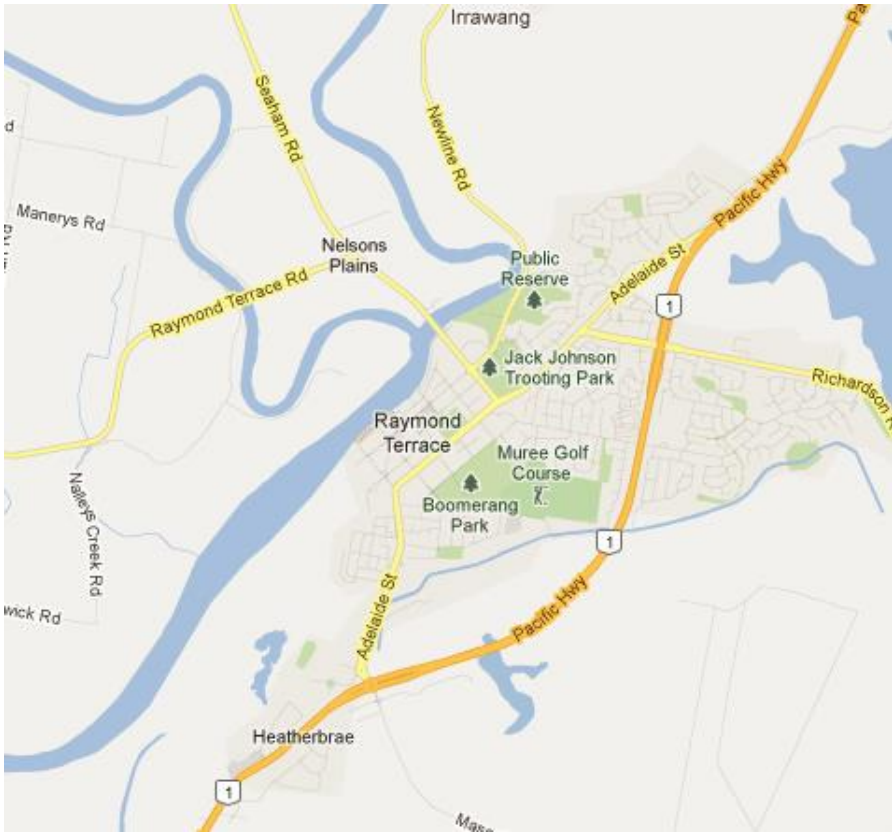


Figure 56 Alcohol related assault map Raymond Terrace and Heatherbrae

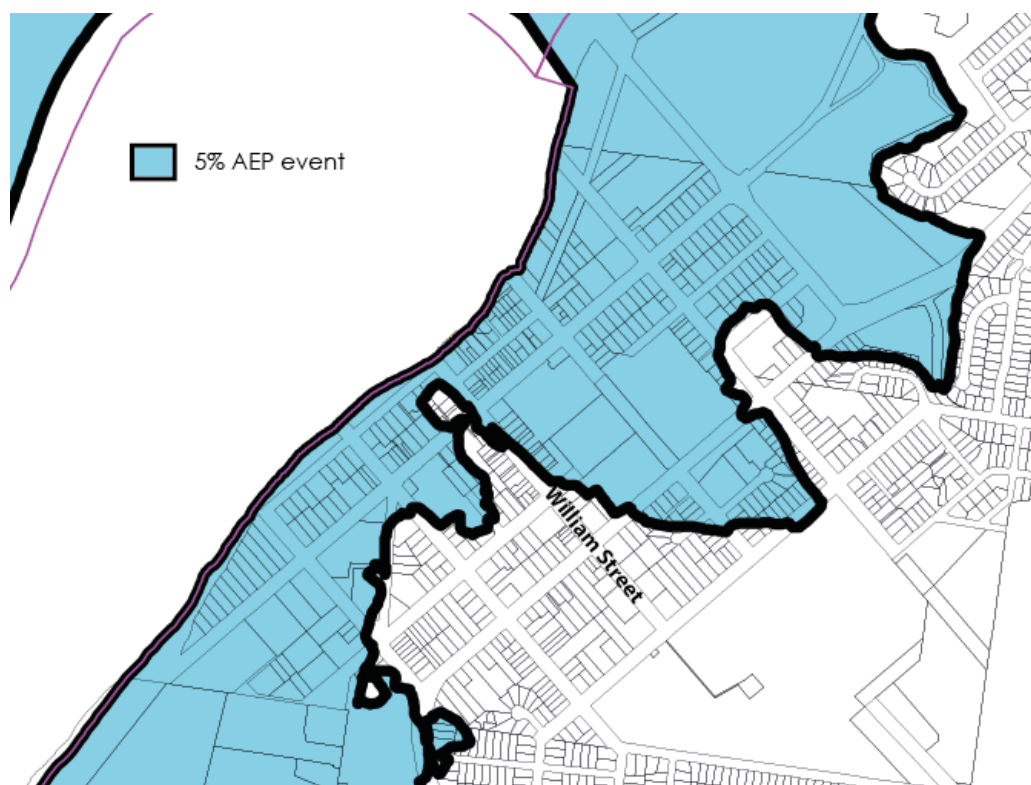


Flooding

Raymond Terrace was established because it provided an ideal location for a river port settlement. Unfortunately, this location brought the hazard of regular flooding which resulted in the progressive relocation of the Town Centre to higher land that is less prone to flooding.

According to the Williams River Flood Study (BMT WBM 2009) the level of flood risk for smaller flooding events (such as the 10% and 20% AEP) was reduced by the construction of the levee. The levee is overtopped by the 5% AEP and rarer events, leading to flooding of parts of the Town Centre. **Figure 57** shows the extent of flooding for the 0.5% event, which is Council's adopted flood standard. This standard will be superseded with the adoption of the standard Local Environmental Plan which adopts a standard of the 1% AEP plus 0.5 m freeboard, which affects a similar area.

Figure 57 0.5% flooding AEP Raymond Terrace and Heatherbrae



The Town Centre is relatively unaffected by a 10% AEP event, however a 5% AEP event inundates large areas. The major areas affected are Hunter Street, King Street, Port Stephens Street, Carmichael Street, Newline Road, and William Bailey Street/Seaham Road, with a similar area of inundation to that shown in **Figure 52**, although not quite as extensive.

New development in the flood prone areas of the Raymond Terrace Town Centre will need to be of a type and physical form compatible with the level of flood hazard. This poses particular challenges for the revitalisation of areas close to the river, such as King Street, but is not unsurmountable.

Water levels are higher for Hunter River events than for equivalent Williams River events.

In relation to Heatherbrae, the industrial area is relatively unaffected by direct flooding caused by a 0.5% AEP event, although the rural land to the west is inundated. However, the Pacific Highway to the north appears to be inundated by events less frequent than 5% AEP, and to the south is inundated by a 5% AEP event. It is understood that the proposed Heatherbrae bypass will be constructed to a higher flood standard.

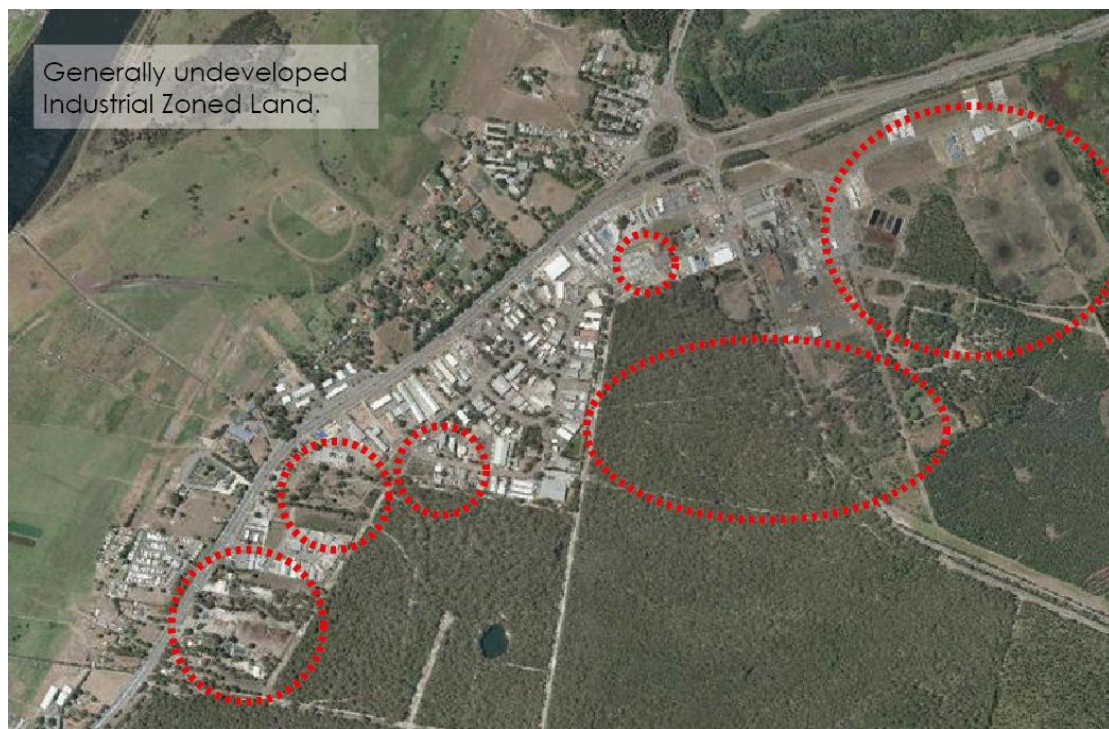
As a result development in Heatherbrae is relatively unaffected by flood hazard, other than potential loss of transport access to the locality during larger, and less frequent, flood events.

Heatherbrae Development Options

Expansion of the Heatherbrae industrial area is heavily constrained due to flood prone land, biodiversity significant land, water catchments and the proposed F3 extension/Heatherbrae bypass.

Within the existing industrial zoned area there is undeveloped land, as shown in **Figure 58**. This land will provide for short term demand, and as it is developed will have the additional benefit of filling a missing vehicle connection between a number of parts of the industrial area without having to travel on the Pacific Highway.

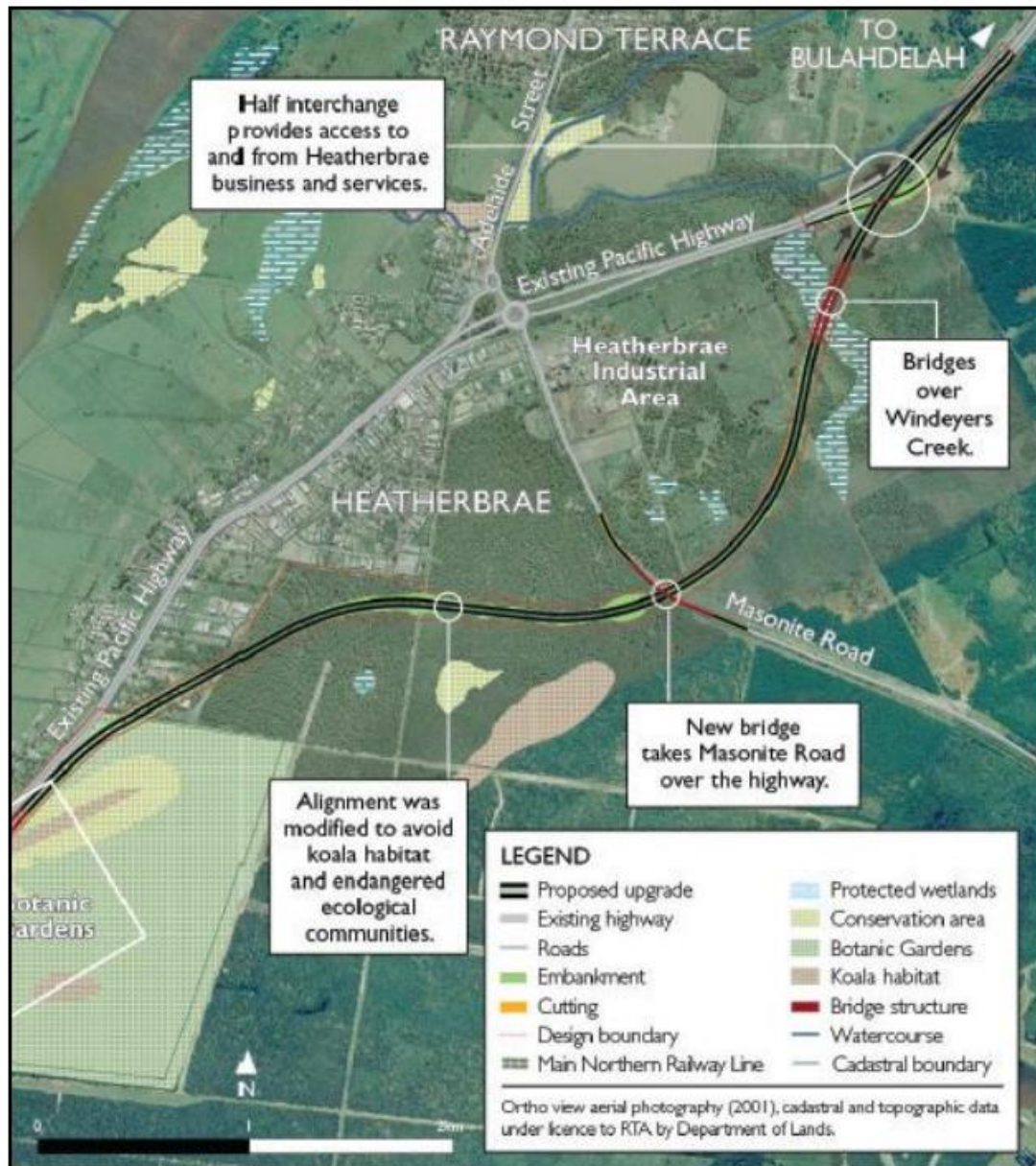
Figure 58 Undeveloped industrial zoned land at Heatherbrae



The land to the west of the Pacific Highway is generally zoned for rural purposes and occupied by rural and tourism uses. It consists of a narrow strip of developable land in the east adjacent to the Highway and a wider area of flood prone land at a lower level in the west, towards the Hunter River. It is considered that this land should remain in its current use for the foreseeable future, but may provide the potential for the expansion of industrial/bulky goods uses in the future.

Land to the north and northwest of the existing industrial zoned land to the east of the Pacific Highway, as shown in **Figure 59**, is worthy of further investigation for rezoning for industrial purposes over the medium to long term. This land is generally adjacent to the Masonite/WeatherTex factory and the Kinross Industrial Park. The land has good access to the arterial road system via Masonite Road and the roundabout on the Pacific Highway. It is also located on the direct link road between Raymond Terrace, the airport and the west of the Tomago industrial area. As a result it could develop a close economic relationship with these employment areas.

Figure 59 Industrial expansion investigation area at Heatherbrae



This potential expansion land is constrained by flooding and by biodiversity matters, in particular a riparian related wildlife corridor that traverses the site. The proposed F3 extension/Heatherbrae bypass also traverses the site, as shown. These constraints and considerations are worthy of additional investigation to determine how they might be resolved in the context of the use of part of the land for industrial purposes. This land appears to be very important for the maintenance of a medium to long term supply of industrial land in Heatherbrae.

Figure 60 Major constraints industrial investigation area at Heatherbrae



Land ownership and lot sizes

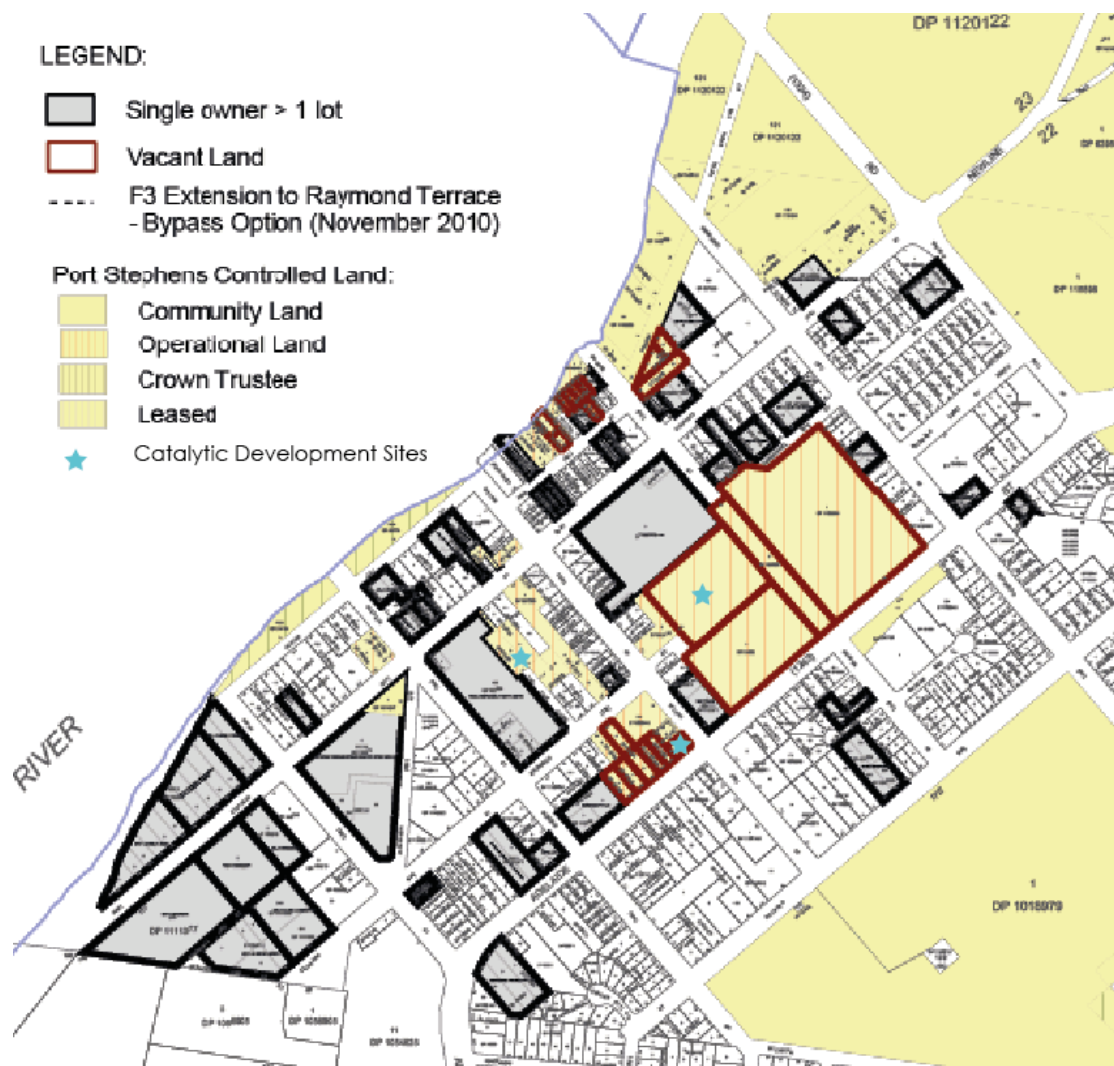
The pattern of land subdivision (lot sizes) and land ownership has a major bearing on the ease of redevelopment. Lot sizes and multiple lots in single ownership are shown in **Figure 61**. It can be seen that the Raymond Terrace Town Centre and Heatherbrae present a number of opportunities for comprehensive development because of large lot sizes and/or adjacent lots being in single ownership.

William Street has a pattern of lot sizes that reflect the single shopfronts that comprise most of the retail strip. These lots are generally in separate ownership with the notable exception of the Police Station and Court House that are owned by the State Government, and land opposite on William Street that is owned by Council.

The Town Centre has a number of large areas of land in single ownership. Council is the largest land owner, with parcels to the north of the Council Chambers, land between William, Adelaide and Sturgeon Streets, land between Sturgeon and Port Stephens Street, and land on the western side of King Street. Council's large land holdings provide the opportunity to become an influential participant in the development industry and to undertake catalytic developments. In particular, three sites are considered important catalytic sites due to being; underutilised, centrally located, and larger in size. These sites are identified in **Figure 62**.

Other large holdings include the land occupied by the Marketplace and Centro shopping centres, and the Raymond Terrace Bowling Club.

Figure 61 Lot sizes and ownership- Raymond Terrace Town Centre



Under the draft PSLEP 2012 Raymond Terrace Town Centre the proposed B3 Commercial Core zoned area and the IN2 Light Industrial areas have no minimum lot size, and the surrounding R2 and R3 residential areas have a minimum lot size of 500 square metres, as shown in **Figure 63**.

In Heatherbrae, it is proposed that the IN1 General Industrial area have non minimum lot size, R5 Large Lot Residential 2000 sqm, and RU2 Rural Landscape rural areas 20 ha, as shown in **Figure 64**.

Figure 63 Minimum Lot Sizes Raymond Terrace

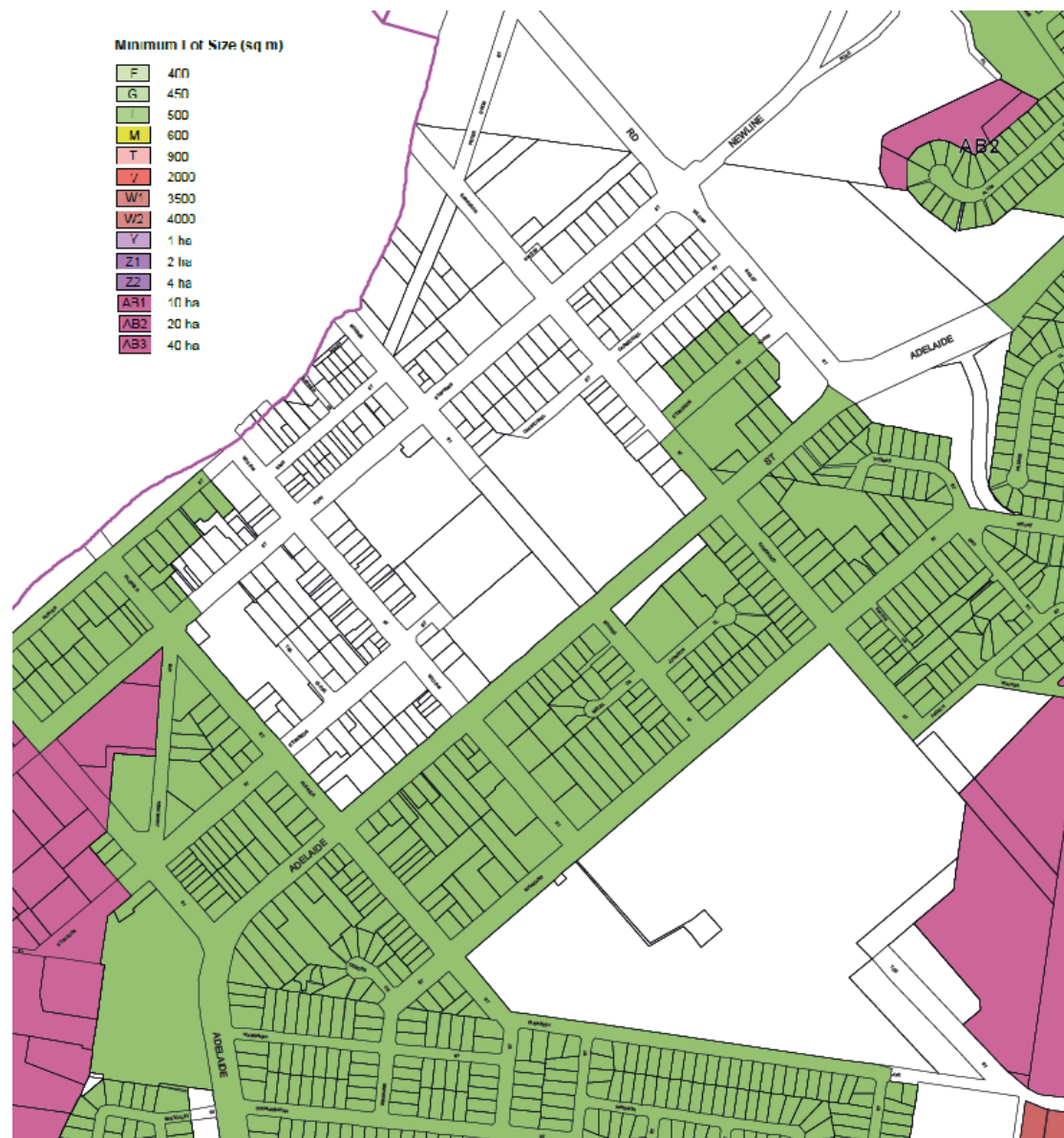
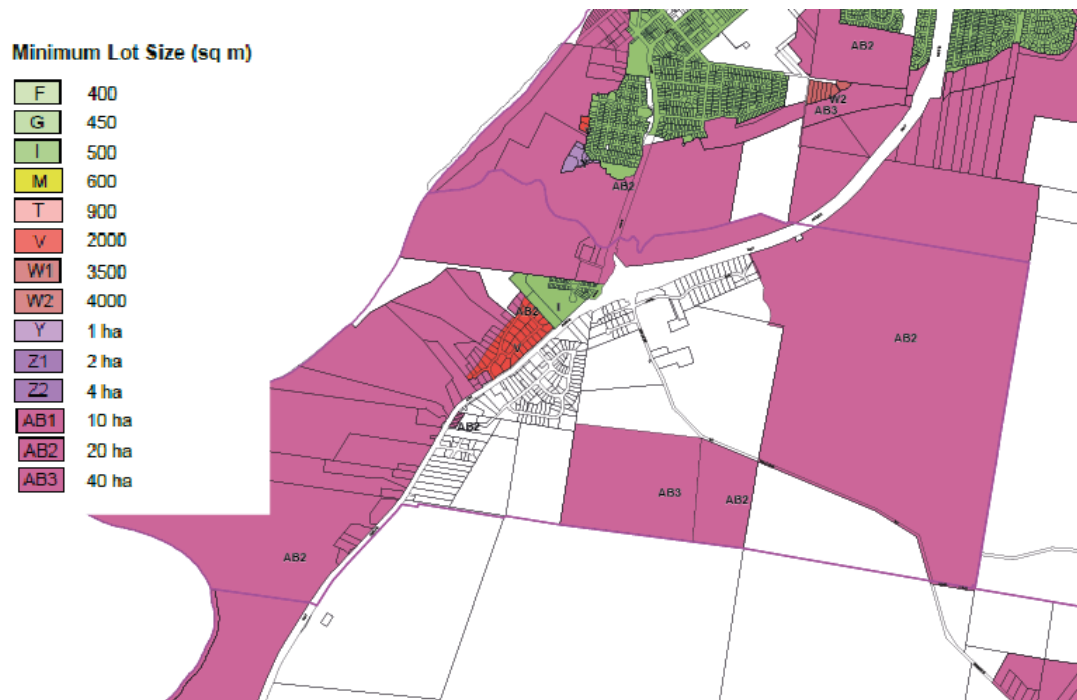


Figure 64 Minimum lot sizes Heatherbrae



Implementation

Funding Options

Many of the matters considered in this Background Paper identify the need for a range of public infrastructure improvements, including car parking, public domain and streetscape improvements, signage, and road and pedestrian network works.

An important issue for Council to consider is how this infrastructure is to be provided.

Local infrastructure can be resourced from a number of sources, including:

- General revenue;
- Borrowings/loans;
- Special rate levies;
- User fees and charges;
- Contributions, Grants and subsidies from other governments;
- Development contributions, and
- Conditions of development consent (certain circumstances where the infrastructure is entirely attributable to development).

General Revenue

Council could fund an infrastructure improvement program over a number of years from its general revenue. The availability of funds from this avenue is likely to be very limited given other priorities Council may have elsewhere in the LGA, and the low level of "discretionary" funds available in the Council budget.

Ward Funds

Council has made provision for "Ward Funds" to provide a discretionary funding source, on a Ward basis, for projects which may have not received priority funding within Council's adopted budget. Across the LGA, these funds amount to \$60,000 per annum from general revenue and 30% of land development profits. The availability of these funds is dependent on the priorities of Councillors, and varies from year to year in response to the level of land development profits.

Loans

Council could borrow funds for the required infrastructure. It would require a source of repayments which would likely be Council general funds (however, see also "special rate", below). The ability to use this approach would be very dependent on Council's ability to repay the loans from its general revenue, Council's borrowing capacity, and the other priorities that Council may have for these funds.

Council's Financial Plan 2011-2012 regards the option of loan funding as a viable and equitable mechanism for:

- Funding new/significantly upgraded major assets that provide a broad community benefit; or
- Funding capital projects that provide an anticipated future revenue stream sufficient to fund debt redemption payments subject to:
- Council remaining within the upper limits of its debt Key Performance Indicators
- Council remaining on target to achieve future operating result targets.

Special rate

The use of a new locationally targeted special rate could be used to either undertake the development of new infrastructure as funds are received, or to repay borrowings for the needed infrastructure if Council wished to "advance" funds to the area on the basis of the funds being paid back from the rate revenue over a specific number of years, as has been

previously used in Nelson Bay. This mechanism has the advantage of enabling the highest priority town improvements to be undertaken rapidly and would meet Council's borrowing criteria of having a revenue stream sufficient to fund debt redemption payments. If a special rate was considered Council would need to ensure that it was well justified and that an equitable approach was being taken. Council would need to obtain Ministerial approval for the special rate.

Council currently has no special rates levied on business.

User Fees and Charges

In relation to user fees and charges, most of the required infrastructure is not of a type which readily lends itself to the imposition and/or efficient administration of user fees or charges. The availability of user pays revenue sources is likely to be limited.

Car Parking

There is a limit to the extent to which car parking charges can be applied at Raymond Terrace because of the potential impact on the competitiveness of the Raymond Terrace relative to its competitors where parking is free.

Council could consider parking meters in specific areas to improve time limit compliance and generate revenue. A reserve that receives the profits from the parking meters could be used to assist in the future development of on and off street car parking operation and associated assets. These funds may be available to assist in the development of additional car parking spaces at Raymond Terrace. Future car parking spaces are likely to be located within a multideck car park. Multideck car parks are expensive.

Grants and Government Assistance

Government funding opportunities in the form of grants become available from time to time. These grants may be applicable to projects in the Improvement Program suggested in the Discussion Paper. An advantage of the Improvement Program is that it will provide Council with a prioritised suite of projects to be drawn upon if grant funding opportunities arise.

An example is local infrastructure project support through the NSW Government's Regional Industries Investment Fund (note: funding is very limited under this fund and business linkages must be clearly demonstrated). Another possibility is the Hunter Infrastructure and Investment Fund. The guidelines for this fund indicate that such projects may be eligible.

Another example is the NSW Local Infrastructure Fund which provides an interest free loan scheme to bring forward infrastructure projects. This fund is directed towards projects that will facilitate the supply of land for housing or employment, and is currently closed.

The Regional Development Australia Fund may have another round of funding. Funding is directed towards projects that accord with the RDA Regional Plan.

Adelaide Street and William Bailey Street are the responsibility of the NSW Government Road and Maritime Services (RMS, formerly RTA). As a result RMS may be willing to undertake or fund works associated with these roads. Other roads are the responsibility of Council.

Major land holders – Crown Land

Riverside Park is Crown Land and relevant agencies may contribute towards improvements.

Public Private Partnerships

This term describes a variety of arrangements whereby a private sector body provides infrastructure and/or services that are traditionally provided directly by the public sector. These are usually arrangements where a cash flow is involved, such as user charges or some other revenue stream including payments from government. Often the infrastructure is handed over to public ownership after a specified period. Public private partnerships can involve very complex financial and institutional arrangements, and NSW Treasury has produced guidelines to assist in their use.

S94 Contributions and Voluntary Planning Agreements

Two frequently used mechanisms of resourcing infrastructure for new urban development arise from provisions of the Environmental Planning and Assessment Act. These mechanisms are:

- Development contributions pursuant to Section 94 or Section 94A (fixed percentage levy) of the Environmental Planning and Assessment Act. Section 94B of the Act states that Council can only levy contributions in accordance with a Contributions Plan.
- Development contributions made as a result of a planning agreement (PA) pursuant to Section 93F of the Environmental Planning and Assessment Act. A VPA is a legally binding agreement, entered into on a voluntary basis between a developer and a planning authority (or authorities). A wide range of matters can be addressed through a planning agreement; however they must be for a public purpose.

The Department of Planning and Infrastructure provides a range of Directions, Circulars, and Practice Notes which define the manner in which Section 94 and 94A Plans and planning agreements (PA) are to be structured, applied and managed.

Council's existing Section 94A Development Contributions Plan is very unlikely to raise the amount of revenue required to resource new and upgraded infrastructure identified in the Improvement Program arising from the Raymond Terrace and Heatherbrae Strategy.

A Development Contributions Plan could be developed to levy new development for infrastructure. The benefits of such a levy are very dependent on the quantum and rate of new development. The revenue available for expenditure will be very limited if development proceeds at a slow pace or only a small amount of development occurs.

A Development Contributions Plan has some limitations. Firstly, a Contributions Plan can only address infrastructure needs arising from new development, not backlogs or refurbishment. Secondly, Contributions Plans place a high reliance on Council to provide infrastructure even if contributions are insufficient to cover the cost. Thirdly, a Contributions Plan is reliant on the accuracy of costing estimates. If the costing estimates are incorrect or costs of infrastructure delivery escalate faster than the CPI, Council will have to make up any shortfall in funds. A clearly stated nexus between the required infrastructure and new development, as well as regular and frequent reviews of the Contributions Plans and its underlying assumptions are effective ways of reducing these risks.

A PA could potentially address a range of matters. PAs have the advantage of being relatively flexible in the matters they can address. For example under the provisions of a VPA a developer may choose to fully fund priority infrastructure or may offer a cash contribution to Council for provision of infrastructure. A PA can expedite the delivery of infrastructure and possibly include ongoing maintenance provisions for infrastructure, or it may contain a combination of these provisions. PAs have a number of limitations. Firstly, a PA must be proposed by a developer, not by Council. Secondly, the contents of a PA are often the subject of a lengthy negotiation process and the outcomes of these negotiations may not result in resourcing of the entire required infrastructure. Thirdly, a PA is not spatially comprehensive; it is usually negotiated with a specific developer with reference to development on their land. Reliance on PAs can lead to a patchwork approach to infrastructure resourcing and provision unless there is some way of co-ordinating their content.

The Raymond Terrace and Heatherbrae Strategy Improvement Program and an accompanying Development Contributions Plan would provide the opportunity to prepare a comprehensive list of required infrastructure and an estimated cost of provision. An Improvement Program and Development Contributions Plan also can provide a list of priority infrastructure that could potentially be delivered under the provisions of a PA and a checklist to ensure that priority infrastructure is considered.

Conditions of Development Consent

Consent to undertake a specific development may incorporate conditions requiring certain improvements to public infrastructure to be undertaken as part of the development where there is a relationship between that development and that infrastructure.

Other revenue

Council has the care control of management of considerable areas of Crown and Community land. In some cases activities are carried out which yield revenue, such as kiosk/café leases. In the land is Crown Land revenue from these activities must be reinvested in the surrounding Crown Lands.

Considerations

Implementing an Improvement Program in Raymond Terrace and Heatherbrae Strategy presents a number of challenges. There are a number of ways in which the Program can be resourced. Each of these mechanisms has advantages and disadvantages.

It is likely that a combination of resourcing mechanisms will be used over time.

The Raymond Terrace and Heatherbrae Strategy Improvement Program in conjunction with a Section 94 Plan should provide Council with a "checklist" against which to ensure that priorities are being addressed and provide a mechanism to levy developers for some of the costs of needed infrastructure.

It is essential that the Section 94 Plan is reviewed regularly and frequently in order to reduce costing, timing and cash flow risks.

Appendix 1

Heritage items listed in the Port Stephens Local Environmental Plan 2000

Item	Address	Lot/DP	Significance
Former school hall, Raymond Terrace Public School (including WWI school honour board)	14 and 16 Adelaide Street	Lot 2, DP 868750; Local Lot 11, DP 1034823	
The Free Presbyterian Church of Eastern Australia	155 Adelaide Street	Lot 2, DP 758871	Local
"Woodlands" (timber cottage)	183 Adelaide Street	Lot 76, DP 621767	Local
Fig tree (<i>Ficus obliqua</i>)	193 Adelaide Street	Lot 28, DP 753161	Local
"Roslyn" (including house, outbuildings, mature trees and landscape setting)	12 Binns Street	Lot 4, DP 811055	Local
Raymond Terrace Cemetery and Pioneer Hill Cemetery	1A, 2 and 4 Elizabeth Avenue	Pt Lot 20, DP 753161; Lots 7008 and 7009, DP 1051708	Local
Part of St John's Anglican Church Group (former school and rectory and former parish hall)	6 Glenelg Street; 1 Jacaranda Avenue	Lot 5, DP 38912; SP 52685; SP 54546; SP 60246	Local
Former Ingleburn Private Hospital	12 Glenelg Street	Lot 1, DP 81854	Local
Sandstone block timber clad house	3 Hunter Street	Lot 1, DP 739811	Local
"Cadell Cottage" (former doctor's house)	7 Hunter Street	Lot 2, DP 522978	Local
Timber cottage (former mounted police barracks)	11 Irawang Street	Lot 6, DP 38088	Local
"Boomerang Park" (including former stone quarry and mature tree planting)	17E Irawang Street	Lot 1, DP 1018979	Local

Part of St Brigid's Catholic Church Group—St Brigid's Convent	52 and 54 Irrawang Street	Lots 13 and 14, Sec 15, DP 758871	Local
Part of St Brigid's Catholic Church Group—St Brigid's Church Hall	58 Irrawang Street	Lot 16, DP 547042	Local
"Bailiwick"—cottage	70 Irrawang Street	Lot 2, DP 346695	Local
Raymond Terrace War Memorial	2A Jacaranda Avenue	Lot 1, DP 1014247	Local
Jacaranda trees (<i>Jacaranda mimosifolia</i>)	Road Reserve, Jacaranda Avenue (between Glenelg and Swan Streets)		Local
"Kia-ora" (including mulberry tree beside driveway)	13 Kia-ora Street	Lot 13, DP 24939	Local
Part of King Street Group (residence and former hotel)	7 King Street	Lot 1, DP 741492	Local
Part of King Street Group (shop and former boot and shoe emporium)	9 King Street	Lot 1, DP 737678	Local
Part of King Street Group (residence and former hardware store)	11 King Street	Lot 1, DP 783549	Local
Part of King Street Group (shop and former grocery store)	13 King Street	Lot 5, DP 707022	Local
Part of King Street Group (hall, former shop and residence)	14 King Street	Lot 1, DP 301752	Local
Part of King Street Group (former Princess Café, including leaded glass highlights over front door and windows)	15 King Street	Lot 54, DP 1063888	Local
Moreton Bay Fig trees (<i>Ficus macrophylla</i>)—"The Marriage Trees"	16 and 18 King Street	Lot 1, DP 79440; Lot 5, DP 1063568	Local
Part of King Street Group (former drapery shop)	17 King Street	Lot 14, DP 748967	Local
Part of King Street Group (brick warehouse and former bond store)	18 and 18A King Street	Lot 5, DP 1063568; Lot A, DP 960760	Local

Part of King Street Group (former shop and residence)	21 King Street	Lot 10, DP 712299	Local
Canary Islands Date Palm (<i>Phoenix canariensis</i>)	Road Reserve, Port Stephens Street (Adam Place)		Local
Timber cottage	34 Port Stephens Street	Lot 4, DP 56219	Local
Former Post Office	61 Port Stephens Street	Lot 41, DP 776800	Local
Former Schoolhouse	63 Port Stephens Street	Lot 3, DP 252996	Local
Library (former "Mayo's Building")	72 Port Stephens Street	Pt Lot 10, DP 1128722	Local
Fitzgerald Bridge	Seaham Road, Hunter River		Local
Sabre Jet fighter aircraft	Bettles Park, 1 Sketchley Street	Lot 1, DP 1093118	Local
Port Jackson Fig tree (<i>Ficus rubiginosa</i>)	1 Sketchley Street	Pt Lot 138, DP 24655	Local
"Euripides" (stone cottage)	28 Sturgeon Street	Lot 22, DP 613174	Local
Part of St John's Anglican Church Group (church)	45 and 45A Sturgeon Street	Lots 3 and 4, Sec 9, DP 758871	Local
Part of St John's Anglican Church Group (rectory and Norfolk Island Pine trees (<i>Araucaria heterophylla</i>))	48 Sturgeon Street	Lot 48, DP 1142622	Local
"Roeth House" (2-storey timber house)	12 Swan Street	Lot 23, DP 588932	Local
"Kinross" (including stone shed and landscape setting)	68 Wahroonga Street	Lot 721, DP 805426	Local
Junction Inn	2 William Street	Lot 1, DP 1104303	Local
Ralston's Building (commercial building)	4 William Street	Lot 1, DP 111303	Local
National Australia Bank	14 William Street	Lot 1, DP 912155	Local
Uniting Church (including bell tower and WWI honour board)	54 William Street	Lot 190, DP 1132724	Local
Courthouse	59 William Street	Lot 10, Sec 11, DP 758871	Local

Part of St Brigid's Catholic Church Group (St Brigid's Presbytery)	67 William Street	Lot 11, Sec 15, DP 758871	Local
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Part of St Brigid's Catholic Church Group (St Brigid's Church)	69 William Street		
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Appendix 2 List of resource documents

Commercial and Industrial Land Study 2010 SGS
Conservation Management and Management Plan for King Street Raymond Terrace 1986
Port Stephens Council
Economic Demand and Impact Assessment Raymond Terrace 2011 ADW Johnson
King Street Raymond Terrace conservation Study 1988 Suters Busteed Corner Clode
King Street Urban Design Study 2007 Dickson Rothschild
Lower Hunter Regional Strategy 2005 NSW Department of Planning
Port Stephens Liveable Communities Assessment Report 2011 Hunter and New England Health Service
Port Stephens Planning Strategy 2011 Port Stephens Council
Raymond Terrace Conservation Area Heritage Study 1995 EJE Group and Cynthia Hunter
Raymond Terrace Beyond 2008 Business Port Stephens
Raymond Terrace Heatherbrae Economic Land Use Study 2012 Hill PDA
Raymond Terrace Local Area Plan 2002 Port Stephens Council
Raymond Terrace Pedestrian Access Plan (PAMP) Mobility Plan 2004
Raymond Terrace Transport and Parking Review 2011 GHD
Raymond Terrace Urban Design Guidelines 2001 Diecke Richards
Review of Bulky Goods Floorspace Demand 2011 Leyshon
NSW Premier's & Cabinets Raymond Terrace Service Mapping
Housing NSW housing strategy, Raymond Terrace
Port Stephens Skate Park Strategy
Boomerang Park Plan of Management
Riverside Park Plan of Management
Port Stephens Economic Development Strategy
Raymond Terrace Plan for Young People, 2004
Port Stephens Standards Guiding the Provision of Community & Recreational Facilities
Raymond Terrace Pedestrian Access Mobility Plan, (PAMP)
Raymond Terrace Seating Audit for Seniors, 2010
Raymond Terrace Hub Concept Plan for Seniors
HealthOne Scoping Paper, PSC and precinct plan
Communities for Children, Raymond Terrace and Karuah Plan

Appendix 3

Summary of Major Resource Documents

Existing Policies, Strategies and Research

This Section reviews the major planning related documents that either have an impact on Raymond Terrace and/or Heatherbrae or are focused on these localities. There has been a considerable amount of research into these localities over the past decade and this work provides an excellent basis upon which to develop a Strategy that responds to current needs.

Port Stephens Liveable Communities Assessment

This report was undertaken by the Hunter and New England Health Service as one of a number of similar projects in the Hunter Region. The purpose of the report was to inform future development in the Raymond Terrace area. The report undertook analysis of census and related data as well as a telephone survey of residents. The analysis was focused on a series of "liveability indicators".

The report identified the relatively aged population profile of Raymond Terrace relative to the Port Stephens LGA and NSW. The provision of more aged housing was seen as important.

Access to health services was identified as an ongoing issue, and one requiring ongoing consultation with health providers and the provision of improved services as the area grows.

The report emphasised the need to increase employment opportunities in the area in order to reduce commuting and to address higher unemployment rates in some areas of Raymond Terrace. It noted that while the majority of people undertake their food shopping at Raymond Terrace, a sizable minority shop elsewhere.

The level of active transport (cycling and walking) was found to be low, and reduced further away from schools and commercial areas. Access to primary schools was found to be good, and it was recommended that a high level of access is maintained as the area grows, through the comprehensive provision of walkways and cycleways. Few people used public transport to get to the commercial area.

Connection to the internet was lower than NSW in general, and because of the presence of lower income areas at Raymond Terrace, the continued provision of free internet access at locations such as the public library was regarded as important.

Residents generally had strong connections to the community, which was seen to provide the basis for community participation and the development of multipurpose community spaces.

Residents felt that community safety, health and employment would be the top issues over the next 10 years.

Commercial and Industrial Land Study 2010 SGS

The Commercial and Industrial Land Study identified three main drivers of economic growth in Port Stephens- population growth, freight oriented industry and tourism. Raymond Terrace and Heatherbrae are beneficiaries of the first two drivers, with a considerably lower dependence on tourism than such centres as Nelson Bay).

Raymond Terrace

According to the Study, Raymond Terrace is well positioned to take advantage of the anticipated growth of Kings Hill and Medowie, as well as infill development in Raymond Terrace itself. Raymond Terrace already provides a wide range of retail and services and can deepen this offering. At least half its floorspace is devoted to non retail offerings, such as government and business services. Demand for an additional 80,000 sq. metres of floorspace is projected for 2031.

In relation to the industrial areas to the south (e.g. Tomago), the Study suggested that Raymond Terrace can provide a location for the offices and services required by these industries and their employees. The Study suggests that Council should have readily available information on the services available in the centre that can be provided to such business operators, and that Council should investigate opportunities to rejuvenate some of the sites in the south western sector for office development which might accommodate professional services. This part of the Raymond Terrace centre has a higher vacancy rate.

The Study stressed that quality development and high amenity will be needed to attract service industry employers.

The ageing population of Raymond Terrace and surrounds provides an opportunity to develop services and retail to meet the needs of this demographic.

The river outlook was identified as an utilised asset of the town.

Heatherbrae

Freight, logistics and heavy manufacturing were seen to be suited to Heatherbrae where there is a good buffer between conflicting land uses, access for heavy vehicles, proximity to intermodal transport and large lot sizes.

Manufacturing industries account for 14 per cent of floorspace, while wholesale and retail trade account for 12 per cent and 13 per cent of floorspace respectively. There is a total of 186 ha of zoned land across the precinct. There is a demand for an additional demand of approximately 13,000-18,000 square metres of floorspace at Heatherbrae by 2031.

The Report found that from a market perspective, there is no apparent need for the further development of bulky goods premises in the LGA in the short to medium term. However, it recommended that Heatherbrae should be zoned to permit the development of bulky goods outlets to develop if market demand is apparent. Heatherbrae has good access to main roads and is close to the population growth areas of Kings Hill and Medowie

The Study recommended that a B5 Business Development zone be adopted along the highway fronting lots and an IN1 General Industrial zone be adopted for the remainder of the Heatherbrae.

Raymond Terrace Transport and Parking Review 2011 GHD

The Raymond Terrace Transport and Parking Review provides a comprehensive study of the road hierarchy of Raymond Terrace, car parking, the pedestrian network and public transport.

The Review suggested/noted:

- The road network of Raymond Terrace is based on a grid pattern which can achieve a balanced distribution of traffic, and easy wayfinding.
- Developments such as Kings Hill, Medowie, and Wallalong will create additional travel demand to and from Raymond Terrace.
- Adelaide Street provides good regional and arterial road connections
- Traffic should be slowed to match land use, such as the Town Centre.
- Maintain Adelaide Street as the principal vehicular access and reduce the road width by removing the turning lanes at Swan and William Street in order to slow traffic and reduce pedestrian crossing distances.
- Provide gateway markers to the Raymond Terrace Town Centre
- A number of options are described with the aim of configuring the streetscape of William Street to improve its amenity and safety.
- The roundabouts on William Street at Sturgeon and Port Stephens Street should be replaced by signals in order to improve pedestrian crossing safety.
- Port Stephens Street is used as a short cut to bypass the traffic signals on Adelaide Street.

- Port Stephens Street is the primary access to key off street car parks, such as Centro and Marketplace
- Minimise through traffic on Port Stephens Street by reconfiguring the intersection of Swan/Jacaranda/Sturgeon Street, and strengthening the Swan Street/Port Stephens Street Corridor.
- Traffic calm Port Stephens Street between Glenelg and William Streets.
- Reconfigure Port Stephens Street between William and Bourke Streets to replicate that between William and Glenelg Streets
- Convert the central turning lane on Port Stephens Street between Bourke Street and Kangaroo Street into a planted central median, and convert kerbside angle parking to parallel parking to accommodate this change.
- Missing links in the grid network that should be addressed include the extension of Sturgeon Street, Carmichael and Bourke Streets.
- Overall car parking supply appears sufficient to meet existing demand.
- Unrestrained car parking demand will not be able to be met in some parts of the centre in the future, and travel demand management will be required (reduced cars, more active transport and public transport).
- Provide car parking information signs at entries to the Town Centre.
- Consider a satellite car park in the north, such as near the intersection of William Bailey and Port Stephens Street, and potentially one in the south via Swan Street.
- Consider revising car parking requirements for certain land uses which may require less parking in Raymond terrace than elsewhere, including shared parking.
- Consolidate car parking and remove "redundant" on street car parking to make room for streetscape improvements, etc.
- The main pedestrian desire line between Marketplace and Centro passes through private property- it is not clear whether conditions of consent can ensure this is open all day
- The above pedestrian route is not sufficiently wide in parts to cater for peak pedestrian traffic.
- Review the car parking layout in the Centro development to improve pedestrian movements.
- There are no cycleways or shared paths that link to areas north and south of the Town Centre.
- The shared pedestrian/cycle crossing of William Bailey Street represents a safety issue for cyclists/pedestrians, and could be moved to align with Sturgeon Street.
- A number of additional shared cycle/pedestrian paths are suggested, including along Bourke Street extended to the Hunter River, along the Hunter River, and as an interim measure as a shared roadway along Kings Street.
- The low speed high pedestrian activity area (40 km/hr) should be extended to King Street and Bourke Street.
- The existing bus interchange on Sturgeon Street should be moved closer to William Street.
- A fare free zone should operate within the Town Centre
- A bus layover with driver amenities is required at Raymond Terrace.

King Street Urban Design Study 2007 Dickson Rothschild

This Study contains a detailed historical perspective on the development of King Street. King Street was the early commercial centre of Raymond Terrace. Considerable activity was focused on the river because of its role in local transport. Lots in the western side of King Street back onto the Williams River. Following several major floods the commercial centre of Raymond Terrace moved to higher ground on Williams Street in the mid 20th Century. According to the Study, King Street is an important intact example of a 19th century river port town consisting of single two storey commercial buildings with posted verandahs and single storey weatherboard residences. Several of these buildings are State and local listed heritage items, as are the two fig "marriage trees".

Important future design elements identified by the Study include:

- Retention and reinstatement of heritage and character items
- A cohesive riverfront edge which reflects the river port origin of Raymond Terrace
- An urban riverfront park fronting Barnier Lane And King Street incorporating the marriage trees and edged by the Bond Store and Masonic Lodge
- A riverside boardwalk
- Adaptive reuse of the Bond Store
- Use of key development sites to revitalise the precinct, including a site to the north of Barniers Lane with a riverside deck
- Minimisation of vehicle entries onto King Street
- Reinforcing existing views and introduce new view corridors to the river, accompanied by pedestrian connections.

The Study proposes placing specific uses at certain levels within a building to reduce flood risk and to maximise the unique character of the precinct.

Suggested design guidelines and building envelopes as well as a public domain plan are provided.

Conservation Management and Management Plan for King Street Raymond Terrace 1986

Economic Demand and Impact Assessment Raymond Terrace 2011 ADW Johnson

The purpose of this Study was to assess from an economic perspective the development potential of the 6.8 ha "Sportsfield" site to the north of the Council Administration Building in Raymond Terrace.

The Study found that the trade area of the Raymond Terrace centre is anticipated to show steady to strong growth to 2031. In addition the growth of employment at Heatherbrae, Tomago and Williamstown will also support the Raymond Terrace centre. Raymond Terrace also has a relatively high proportion of non retail and commercial floorspace that complements the growth of retail. However inquiries associated with the Study failed to identify a significant depth in the current level of enquiry or the market for commercial office uses, and use of the Sportfields site for non retail uses would need to be linked to precommitment of this space.

The large competitor centres to Raymond Terrace lie to the south of the township in Newcastle, Lake Macquarie and Maitland. Other centres with the localised primary trade area of Raymond Terrace are small convenience centres, such as Medowie, Lakeside and Karuah. Salamander is in the secondary trade area, is not a major competitor due to its relative

isolation on the Tilligerry Peninsula but does contain retail expenditure on the Peninsula from greater leakage to other centres, such as Raymond Terrace.

A range of national retailers are not present in Raymond Terrace, and the lack of a significant presence of higher order comparative goods and bulky goods provide an opportunity for retail expansion. There is a lack of retail diversification in Raymond Terrace.

The Study determined that Raymond Terrace only captures approximately only 20% of total trade across its trade area, because of leakage to other centres. The high mobility of residents, particularly those employed in other LGA's tends to increase escape expenditure. If 20% of the escape expenditure could be captured by Raymond Terrace it would support an additional 15,000 square metres of floorspace.

A staged development of the Sportsfield site is proposed, comprising an initial 13,000 square metres (supermarket, discount department store, specialities), followed by 7,500 square metres of additional retail.

The Study anticipated that some impact of the development of the area would be experienced by some local traders but the nature and extent of the impact could not be determined until the actual make up of the proposed floorspace is known. It noted that the physical constraints of the site (e.g. flooding) is likely to have an impact on development costs relative to other sites/areas.

Port Stephens Heritage – Historical Context Report 2001 Cynthia Hunter

This Study provides a detailed account of the history of Port Stephens since European settlement and discusses Raymond Terrace in that context. The importance of the river to the founding and early settlement of Raymond Terrace is a strong theme. It also details the range of industries and other themes that have influenced the town to the present day.

King Street Raymond Terrace Conservation Study 1988 Suters Busted Corner Clode

This Study includes a description of the historical context of King Street, a detailed building by building exterior conservation assessment. There is a selection of historical photographs as well as 1989 photographs of each building. It outlines conservation strategies and opportunities that could be pursued, including individual building external restoration details.

Raymond Terrace Conservation Area Heritage Study 1995 EJE Group and Cynthia Hunter

This Study provides a comprehensive coverage of the history of the Raymond Terrace area, including a review of Indigenous heritage and the impact of contact with the first white settlers. The documentation of indigenous heritage by early settlers is relatively general although it was noted that Aborigines commonly held corroborees at Raymond Terrace. Sickness and loss of land reduced the Indigenous population rapidly and, combined with the removal of most of those left to Tea Gardens and Karuah, a census identified no Aborigines in Raymond Terrace.

The Study describes the rich laying of European settlement based around river trade and rural production, followed by the impact of improvement in the road system with such developments as the growth of industrial production at Courtalds (Tomago) and the Masonite factory in the mid twentieth century. A description of the time sequence of settlement and themes that influenced the nature of development is provided.

Raymond Terrace's role as an important centre in the early days of European settlement is reflected in the nature and quality of the heritage buildings remaining in the town.

The Study also provides recommendation for the Conservation Area and development controls to retain the integrity of key heritage structures and places.

Raymond Terrace Beyond 2008 Business Port Stephens

Beyond 2008 is a Strategic Plan for the economic development of Raymond Terrace and Heatherbrae. It was developed through workshops held by Port Stephens Council's Economic Development Unit with business and community members. It updated the 2002 Strategic Plan. Beyond 2008 contains a SWOT analysis of the area, and a resultant recommended actions in the areas of:

- Marketing and promotion
- Youth and education
- Community and culture
- Business development.

The top priorities identified were:

- A drawcard event focused on the Hunter and Williams Rivers.
- Small business assistance and support through workshops and seminars to empower and inform small business in the areas of marketing, financial management, human resources, OH&S, business planning and ecommerce.
- Regional promotion by identifying an identity for the area and developing promotional activities and materials.
- New business encouragement by identifying and facilitating business development and investment opportunities.
- Employment opportunities for young people through partnerships between schools, business and training providers.

Raymond Terrace Marketing Plan 2011 Raymond Terrace Business Association

The Marketing Plan provides a profile of Raymond Terrace businesses and of the local community. It appears to build on *Raymond Terrace Beyond 2008*. It proposes a brand positioning of the centre of "a major regional centre with city ambience and country feel that is vibrant and active by day and night". An action plan provides for 5 priority areas:

- Creating an identity and profile for the Raymond Terrace business district;
- Attracting and retaining new customers and increasing spending of existing customers;
- Attracting and retaining new businesses;
- Enhancing the existing business and marketing skills of business owners to maximise business opportunities, and
- Business and Community development of local ownership.

Actions include collaborative marketing, events strategy, wifi, a business and investment prospectus, business marketing workshops, customer service awards, community projects and interaction.

Raymond Terrace Heatherbrae Economic Land Use Study 2012 Hill PDA

This Study details the nature of the economy of Raymond Terrace and Heatherbrae, the nature of employment, projects future floorspace demand and recommends strategies to increase economic growth.

The Study found that Raymond Terrace's population is generally younger, less well educated and received a lower income than residents of NSW. Households are a similar size to those of NSW. Housing prices and mortgages are lower than NSW generally. A higher proportion of the population rent to NSW generally because of the concentration of public housing.

Heatherbrae's demographics are less straightforward to analyse because of influence of the caravan park that comprises around half of the suburb's residents. The population profile is expected to age significantly in the future.

Residents are mainly employed in manufacturing, retail, health care and social assistance, public administration and safety, and accommodation and food services. The top 5 occupation categories are technicians and trades, labourers, clerical and administration, sales and community/personal services. Part time employment and 27% work in Newcastle. 35% of those employed in Raymond Terrace live locally, with 34% from other LGAs. Only 13% of Heatherbrae/Tomago employees live locally.

There are substantially more jobs in most industries in the local area than local residents working in those sectors.

Expenditure modelling and Bureau of Transport Statistics modelling was used to identify likely floorspace demand. The Study assessed three scenarios for floorspace in Raymond Terrace and identified that it is likely that by 2031 there will be demand for an additional 45,633 square metres of commercial floorspace and 6,155 square metres of industrial floorspace. Demand for industrial floorspace in Tomago/Heatherbrae is likely to increase by 184,603 square metres and commercial floorspace by 20,497 square metres (mostly bulky goods at Heatherbrae).

Ten strategies are suggested in the Study:

- Strengthen Raymond Terrace's retail offering
- Make Heatherbrae a location for bulky goods retailing
- Protect and enhance industrial areas
- Increase the attractiveness and convenience of Raymond Terrace
- Create an environment that allows businesses to flourish
- Create a culture of co-operation between Businesses and Council
- Build businesses capacity
- Improve the skills of the local workforce
- Attract more shoppers and visitors to Raymond Terrace
- Raymond Terrace becomes a major provider of aged care accommodation

Raymond Terrace Local Area Plan 2002 Port Stephens Council

This Plan sought to provide local detail to complete the then Urban Settlement Strategy for the LGA (a predecessor of the CSIS and PSPS). It describes the nature and planning issues of Raymond Terrace, and recommends a vision and statement of preferred future character. The vision refers to a continuation of Raymond Terrace's role as a regional centre, the development of a sense of place, more housing choice and improved public transport.

The major identified opportunities are:

- Infill development in existing neighbourhoods
- Increased employment at Heatherbrae, mixed use and home workplaces
- Development of Kings Hill around mixed use neighbourhoods with regular public transport to Raymond Terrace
- Landscaping and improvement of entry points to the town and neighbourhoods
- Development of a civic precinct- new court house, police stations and so on.
- Improved regular public transport
- A range of implementation actions are proposed to realise the above opportunities.

Raymond Terrace Pedestrian Access Plan (PAMP) Mobility Plan 2004

The PAMP involved an audit of the Raymond Terrace centre and describes a range of physical improvements, such as kerb ramps and new footpaths, to improve mobility accessibility.

Raymond Terrace Urban Design Guidelines 2001 Diecke Richards

The Guidelines note that Raymond Terrace has a number of landmark and key sites, particularly along William Street. Many landmark buildings are located on corner sites, such as the Court House, National Australia Bank and Junction Inn, increasing their prominence. Landmark buildings are proposed for all corners of William Street not occupied by heritage buildings. The King Street area and riverfront are proposed for adaptive reuse and revitalisation, with commercial development to capitalise on the heritage ambience of King Street, and a riverfront walk. A new town park is proposed on the western portion of the sportsfields edged by active development frontages and an extension of Bourke Street. A recurring theme in the Guidelines is the creation of inviting public spaces and ensuring a strong positive relationship between buildings and the adjacent public spaces. The 5 Precincts that comprise the Raymond Terrace centre, based on a set of urban design principles:

- Heritage Town Centre
- Commercial/Mixed Use
- Residential/Mixed Use
- Residential
- Industrial

Guidelines are provided for each of the Precincts including streetscape and building design.

Review of Bulky Goods Floorspace Demand 2011 Leyshon

The Review examines supply of and demand for bulky goods floorspace in the Port Stephens Local Government Area, with particular reference to Heatherbrae and Williamtown. Previous analysis undertaken in the SGS Commercial and Industrial Land Study is reviewed.

The Review concludes there is a small undersupply of bulky goods floorspace for residents and that by 2031 there will be demand for an additional 15,000- 20,000 square metres of floorspace. The Review also concludes that that Heatherbrae is the most desirable location for the development of additional bulky goods floorspace in Port Stephens.