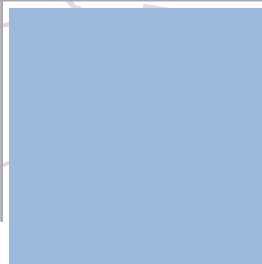
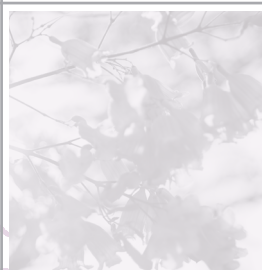




RAYMOND
TERRACE
HEATHERBRAE

DISCUSSION PAPER







Role of the Discussion Paper

The aim of the Discussion Paper is to provide the basis for community discussion in the preparation of the Raymond Terrace and Heatherbrae Strategy including:

- Identifying opportunities for Raymond Terrace and Heatherbrae to grow
- Stimulating discussion and encouraging ideas
- Identifying new issues that are important to the future of the area

The Discussion Paper summarises the major issues contained in the detailed Raymond Terrace and Heatherbrae Background Report that can be found on Council's website: www.portstephens.nsw.gov.au - follow the links to "What's on Exhibition". It is structured around the major characteristics and issues facing Raymond Terrace and Heatherbrae and guides discussion from identifying where we are now, where we want to be, and how do we get there?

We want your comments and ideas.

ONLINE

Leave your comments on an interactive map:

www.collaborativemap.org/raymondheatherbrae

IN WRITING

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

Email: rthstrategy@portstephens.nsw.gov.au

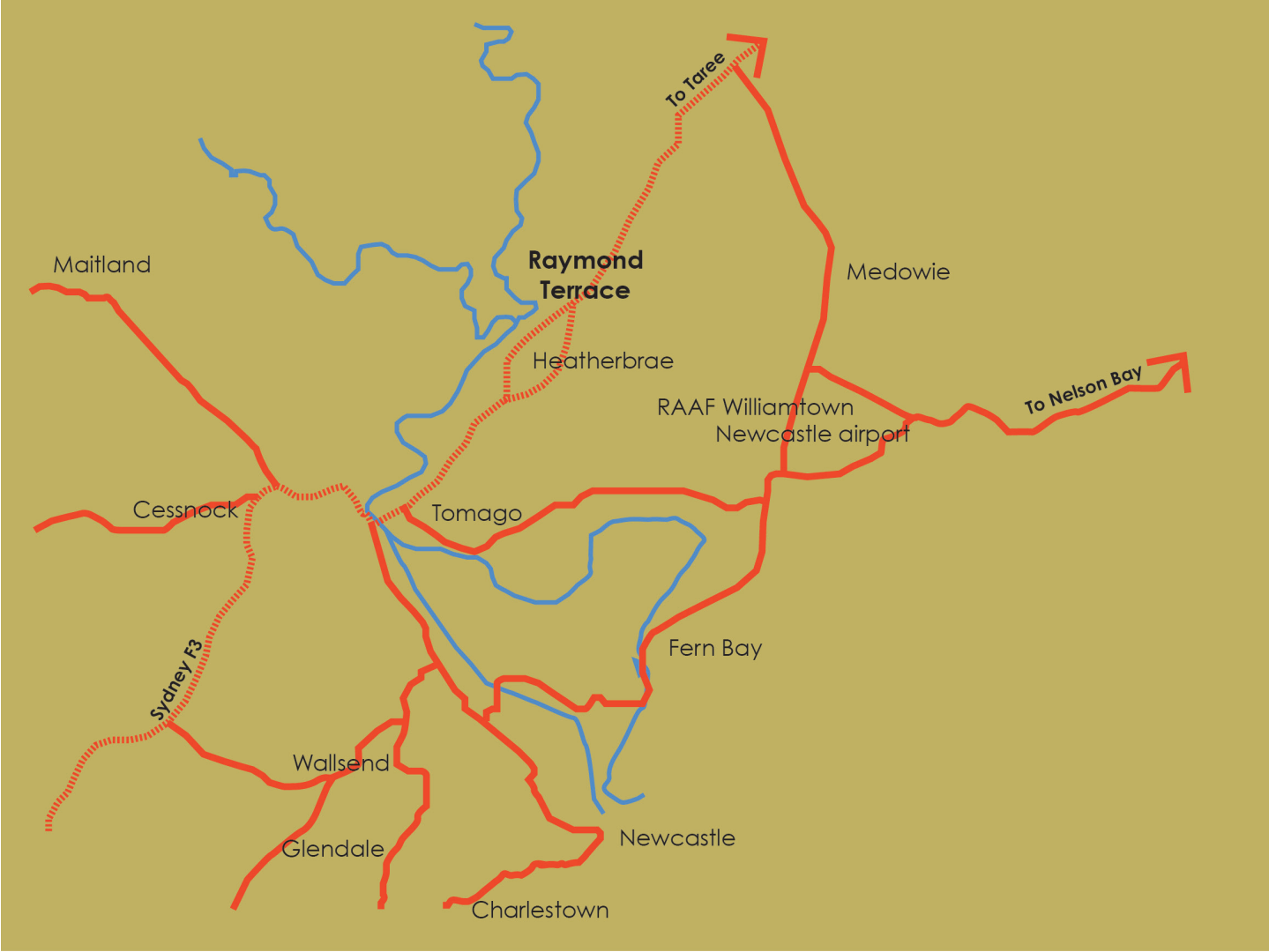
Mail: PO Box 42, RAYMOND TERRACE NSW 2324

You can send us comments until 2 May 2013.

Questions

If you have any queries please phone Strategic Planning 4980 0326.







Towards a regional centre

Raymond Terrace has evolved from a rural service centre to an urban centre. It is now designated by the State Government to develop as a "regional centre" which means that over time it will develop as a concentration of business, higher order retailing, employment, professional services, civic functions and facilities to service a number of districts. As a result Raymond Terrace needs to develop improved public infrastructure and public spaces, more sophisticated retail and commercial offerings and better services, such as medical facilities.

Raymond Terrace is the largest urban centre in the Port Stephens Local Government Area. Because of its central location on major transport networks it serves a large geographic catchment comprising urban and rural areas. It is the local administrative centre for a range of Government services including Port Stephens Council.

As the population of Port Stephens LGA grows, Raymond Terrace will need to expand the range and scope of services it offers if it is to meet the needs of its community. Raymond Terrace regional centre will evolve to incorporate a greater proportion of mixed use development, including housing.

The future of Raymond Terrace regional centre is of a more intensively developed centre that takes full advantage of its setting by the Williams River. Raymond Terrace will continue its "country town" character in recognition of its setting and its urban and rural catchment. The community role of the Raymond Terrace regional centre will be as important as its commercial function.

Drivers and opportunities

Raymond Terrace has all the key requirements to become a successful regional centre:

- 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 to build on its unique character by capitalising upon its riverfront location and heritage assets.
- Close to the regional airport.



Introduction - Raymond Terrace

STRENGTHS

- Traditional country main street.
- River frontage.
- Heritage.
- Unrealised potential.
- 'one stop shop' convenience of the range of shops and services in Raymond Terrace.
- Easy road access.
- Plenty of parking.
- Urban and rural clientele.
- Strong identity.
- Compact centre.
- Population growth in the catchment.
- Centre for community services and agencies.

WEAKNESSES

- No town park or gathering area for lunch or passive activities.
- Development viability.
- Physical appearance of buildings on William Street needs improving.
- Down-market reputation.
- Lack of entry signage.
- Shops are generally limited to "basics".
- No play areas for families that shop in Raymond terrace.
- Lack of supermarket competition.
- Lack of a competing discount department store, eg. Target.
- Character areas- riverfront/King Street have not been exploited as a attractor to new markets.
- Local skills and jobs mismatch.

OPPORTUNITIES

- Regional centre status.
- Vacant land and redevelopment sites are available.
- Build upon riverfront and heritage opportunities.
- Build on the mainstreet character.
- Strengthen the retail and services offer.
- Existing retail and service "leakage" to other centres can be reduced.
- Public gathering space/town park.
- Improved pedestrian and cycle network.
- Growth of Medowie, Kings Hill and Thornton North with higher income groups.
- Improve the appearance of the Main Street and King Street.

THREATS

- Competition from other centres.
- Loss of specialist small shops (eg. Sunset Books).
- Growing congestion on William Bailey Street.
- Greater financial returns for investment in other centres.
- Slower than expected growth at Kings Hill and Medowie.
- Services and infrastructure investment is below that expected for a regional centre.
- Flood risk impedes rejuvenation of King Street and the riverfront.
- Poorly co-ordinated and untargeted marketing.
- Bulky goods at Heatherbrae may affect retail sales, e.g. Costco style retail.
- Expanded retail at Medowie and a new centre at Kings Hill.



The Town

The Town Centre serves the community of Raymond Terrace and a wider catchment which includes such areas as Medowie, Seaham, Heatherbrae, Fullerton Cove, and Williamstown. The catchment has a population of around 74,000 (2011), and this will grow further with residential development at Kings Hill and Medowie .

As a result of the nature of its 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 services are represented.

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 value retail goods and services due to the leakage of retail and services expenditure to the large centres.

A range of medical services is provided but specialist medical services are limited. Health One will improve the range of services available. There is no public or private hospital.

There is approximately 42,000 sqm of retail floorspace in Raymond Terrace, with one quarter of floorspace devoted to supermarkets and groceries. The Town Centre includes two "internal" malls (Centro and Marketplace) as well as street frontage shops. The adjacent light industrial area complements the retail offer. Economic analysis has identified the need for additional retail including another supermarket, discount department store and speciality shops in order to improve competitiveness and to meet demand.

The Town Centre has underused or undeveloped 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 "local" market and level of street activity.

Road access to the Town Centre is relatively uncongested with the exception

Opportunities for growth

- Attract more office workers to support retail and services, e.g. Government offices.
- Increase range of retail offer, including greater retail choice and competition.
- Expand the scope of services, e.g. food and dining to meet the needs of employers at the nearby industries and airport or services to meet the needs of a growing aged population.
- Use vacant Council and privately owned land for catalytic development.
- Create a public space in the Town Centre core.
- Link the riverfront and heritage area to the Town Centre core with façade and shopfront upgrades and improved signage.
- Gateway signage and streetscape improvements to reinforce a distinct sense of place.
- Encourage more housing and mixed use development in the Town Centre.
- Investigate opportunities to increase building heights in the Town Centre.

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 is incomplete.

There is limited gateway signage to the Town Centre.

A town park or public gathering place at the core of the Town Centre would provide a focus.

The library has moved to larger temporary premises and a permanent new location is to be determined.

The riverfront and the rural areas beyond provide a picturesque setting for the Town Centre. The riverfront is adjacent to a heritage precinct of two storey shopfronts (King St) in need of revitalisation.

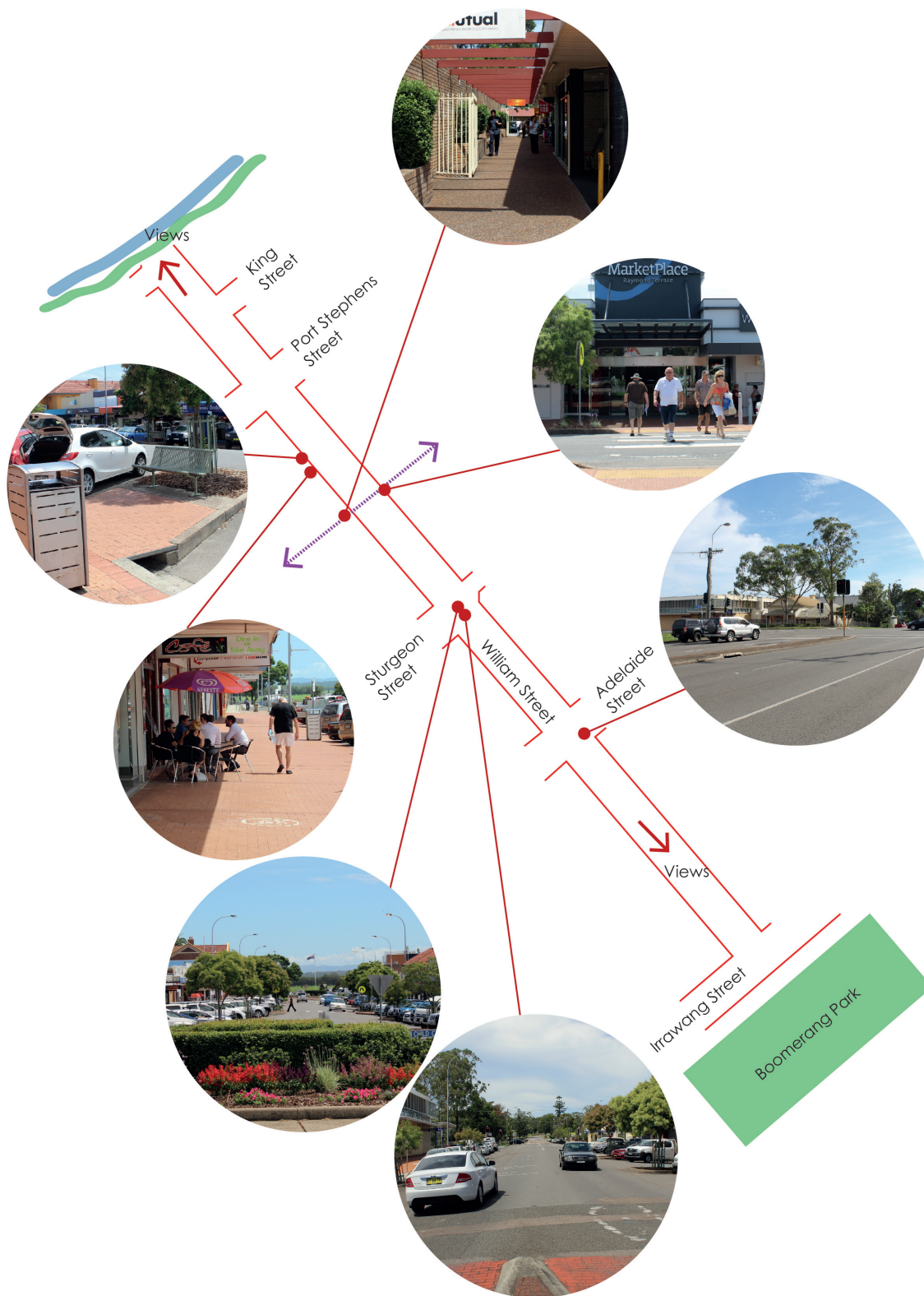
Questions

Where do you think the new library should be located?

Could the new library offer a wider array of community facilities and spaces?

Are there any opportunities that should be added, removed or changed?

Do you agree that these are the opportunities that should be prioritised?





The Main Street

William Street is a traditional country main street. 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 mostly lined with traditional shopfronts which provide interest, variety and activity. There are only a few wide glassed shopfronts or full width opaque window graphics that detract from this effect. Most shopfronts are occupied, with vacancies mainly at either end of the main street.

An enclosed shopping mall (Raymond Terrace Marketplace) is accessed off William Street from a shopfront sized entry. This has enabled the Town Centre to accommodate an enclosed mall while still focussing activity on William Street (main street) 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 and creates a core of 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, in contrast to many other centres.

The two roundabouts at either end of the shopping strip are attractively landscaped and define the area of the most intense pedestrian activity.

There are opportunities for footpath dining, and several cafes have taken advantage of this, although there is limited diversity in eating and dining outlets.

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.

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.

Opportunities for growth

- Capitalise on the visual interest provided by traditional shop fronts.
- Create a small town square/outdoor public meeting space.
- Reinforce the pedestrian spine between the two enclosed shopping centres.
- Encourage outdoor dining along William Street and in the proposed town square.
- Maximise opportunities to create pleasant public spaces and encourage low vehicle speeds.
- More activity towards the riverfront and King Street.
- Improve signage to the Town Centre.

Questions

What shops are missing?

What services are missing?

What do you like most about the Raymond Terrace Town Centre?

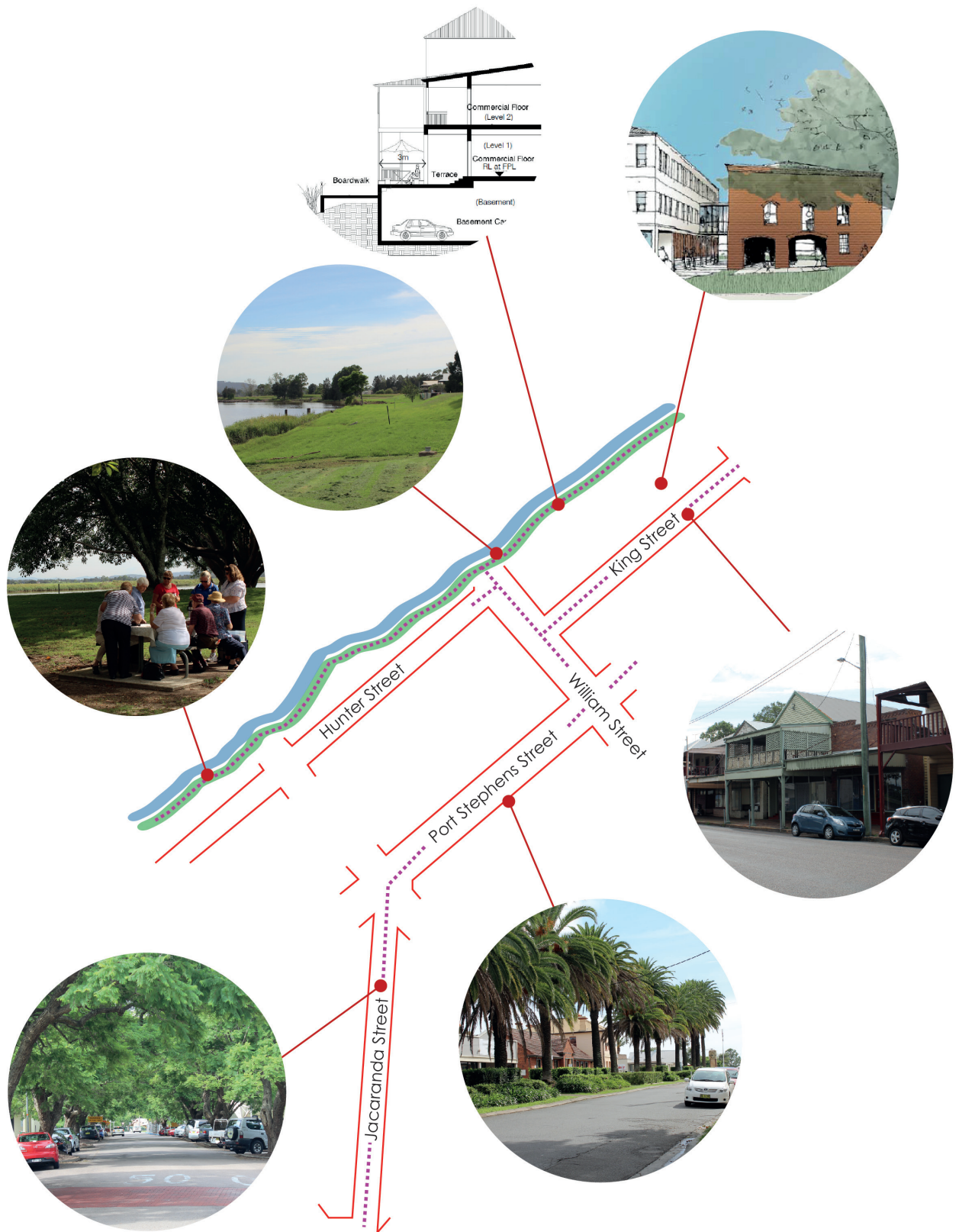
Where would you like to see the town park located?

What would encourage you to visit the Town Centre more often?

Are there any opportunities that should be added, removed or changed?

Do you agree that these are the opportunities that should be prioritised?







Special Places

King Street Heritage Precinct

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.

A number of studies have confirmed its heritage value and commercial potential.

The collective presence of a grouping of heritage items in a precinct increases the ability to capitalise on a heritage theme.

Opportunities for growth

- The flood prone nature of the precinct has led to its decline, but has meant that little redevelopment has occurred, preserving the heritage qualities of the area. The precinct has considerable potential for revitalisation based around recreational shopping, restaurants and local tourism to complement the day to day commerce of the majority of the Town Centre.
- King Street has a relationship with the river that can be reinforced by strategic public works such as a continuous riverfront walkway.
- A possibility is a function centre or a new town library. Library services could be provided on the upper levels of development, away from impact of floods, with views across the river and further assist in activating this area of town.

The Riverfront

An outstanding attribute feature is the proximity of the Town Centre and main street to the river. The rural views across the Williams River provides a unique setting for visitors, workers at lunchtime and community activities

Opportunities for growth

- Revitalise the riverfront from Riverside Park to Fitzgerald Bridge.
- Attract visitors and investment with a string of recreational facilities for all ages, commensurate with a Regional Centre.
- Improve the connections between the riverfront, adjacent sports fields, King Street and William Street.

Heritage Avenue – Adam Place and Jacaranda Avenue

Adam Avenue and Jacaranda Avenue help make the Town Centre unique. Their extensive landscaping and tree selection and the heritage buildings fronting both streets are outstanding. They form part of a heritage route to draw visitors to King Street and the riverfront.

Opportunities for growth

- Protect and strengthen the heritage route of Jacaranda Avenue, Adam Place, King Street and the river. There is an opportunity to encourage pedestrian and cycle routes in this location and improve signage and interpretive features.
- Redvelopment of the Centro shopping centre should make a positive contribution to Port Stephens Street and Glenelg Street.
- Extend the Adam Place landscaping along Port Stephens Street to Bourke Street.

Questions

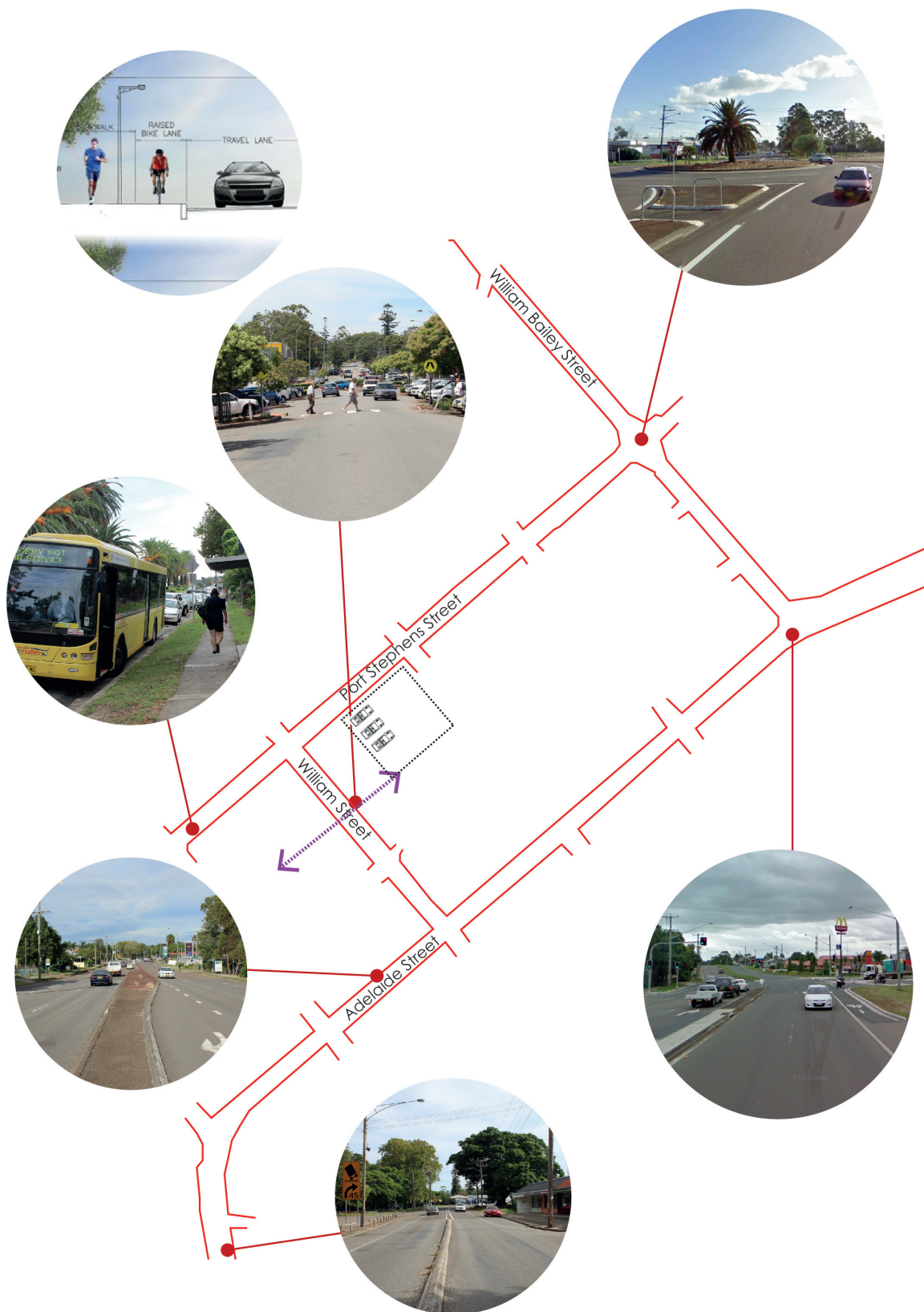
What facilities and/or activities would you like to see in Riverside Park and King Street?

What would energise these areas?

Are there any opportunities that should be added, removed or changed?

Do you have any suggestions for a suitable location for the new town library?

Do you agree that these are the opportunities that should be prioritised?





Getting to and from town

Raymond Terrace is highly accessible by motor vehicle. Adelaide Street is the main entry and has considerable capacity. The alternative entry from the west and northwest is via Port Stephens Street. The intersection of Port Stephens Street and William Bailey Drive experiences congestion at peak times, and will need to be upgraded in the future to accommodate growth.

Entries to the Town Centre from Adelaide Street are via Swan Street/Adelaide Avenue, Glenelg Street, William Street and Kangaroo Street.

Signage to the Town Centre from the arterial road system is basic “standard” road signage. Gateway treatments, landscaping or traffic management devices are needed to signify the Town Centre’s importance, or to change driver behaviour to town centre conditions.

Most people come to the Town Centre by car. The modified grid layout of the road system means that traffic is relatively well distributed. Vehicle speeds are generally low and there is little through traffic.

Parking is well distributed. Council and property owners provide car parking facilities at no charge.

Public transport access to the Town Centre varies by location, route and time of day. The bus timetable to a number of locations does not permit commuting to work or leaving after 5 or 6 pm.

The network of paved pedestrian paths serving the Town Centre from the surrounding suburbs is affected by the absence of any hierarchy of pathways, and an absence of destination signage, such as the King Street heritage precinct. The width of Adelaide Street and the limited controlled crossing points separates the Town Centre and the adjacent residential areas.

The most intense pedestrian activity within the Town Centre is on William Street (the “main street”), and the pedestrian spine that connects the Centro and Marketplace shopping centres midway along the William Street retail strip. 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.

Substantial progress has been made on an off road cycleway system to the Town Centre, although a number of “missing links” exist. Use is made of shared pathways which also provides a high grade pedestrian facility. Off road cycle routes

along Adelaide Street and the Riverfront have potential.

There are no dedicated or shared cycle paths within the Town Centre. Cyclists must dismount or ride on the road. Despite motor vehicle speeds being low, on road cycling is relatively hazardous because of parking related vehicle manoeuvres. There are few bike racks and other cyclist facilities.

Opportunities for growth

- Improve the capacity of the intersection of William Bailey Street and Port Stephens Street.
- Improve signage and gateway treatments from the arterial road system to the Town Centre.
- Review bus timetables to allow more flexible worker commuting to the Town Centre.
- Address pedestrian and cycle missing links and improve signage.
- Reorganise car parking so that some at grade parking areas can be redeveloped.
- Reinforce pedestrian routes between the two enclosed shopping centres and that along William Street to the riverfront and Boomerang Park.
- Improve directional signage with a particular emphasis on the riverfront and the King Street heritage precinct.
- Increase seating.
- Make William Street traffic free i.e. pedestrian only on special occasions by temporary road closures between the two roundabouts.
- Improve cyclist facilities particularly bike racks.

Questions

How could the public transport experience be improved?

What would encourage you to come to the Town Centre by bicycle or by walking?

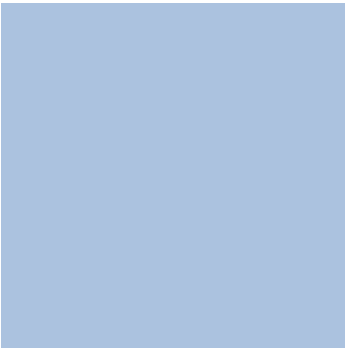
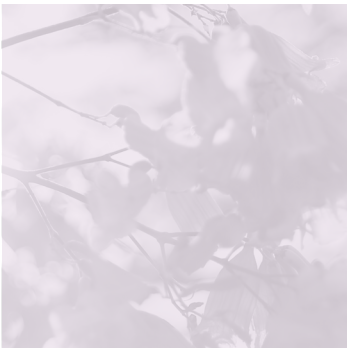
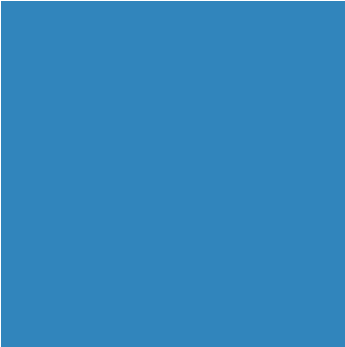
Do you find it easy to get to the Town Centre?

Do you find it easy to get around the Town Centre?

What would improve your experience of the Town Centre as a pedestrian?

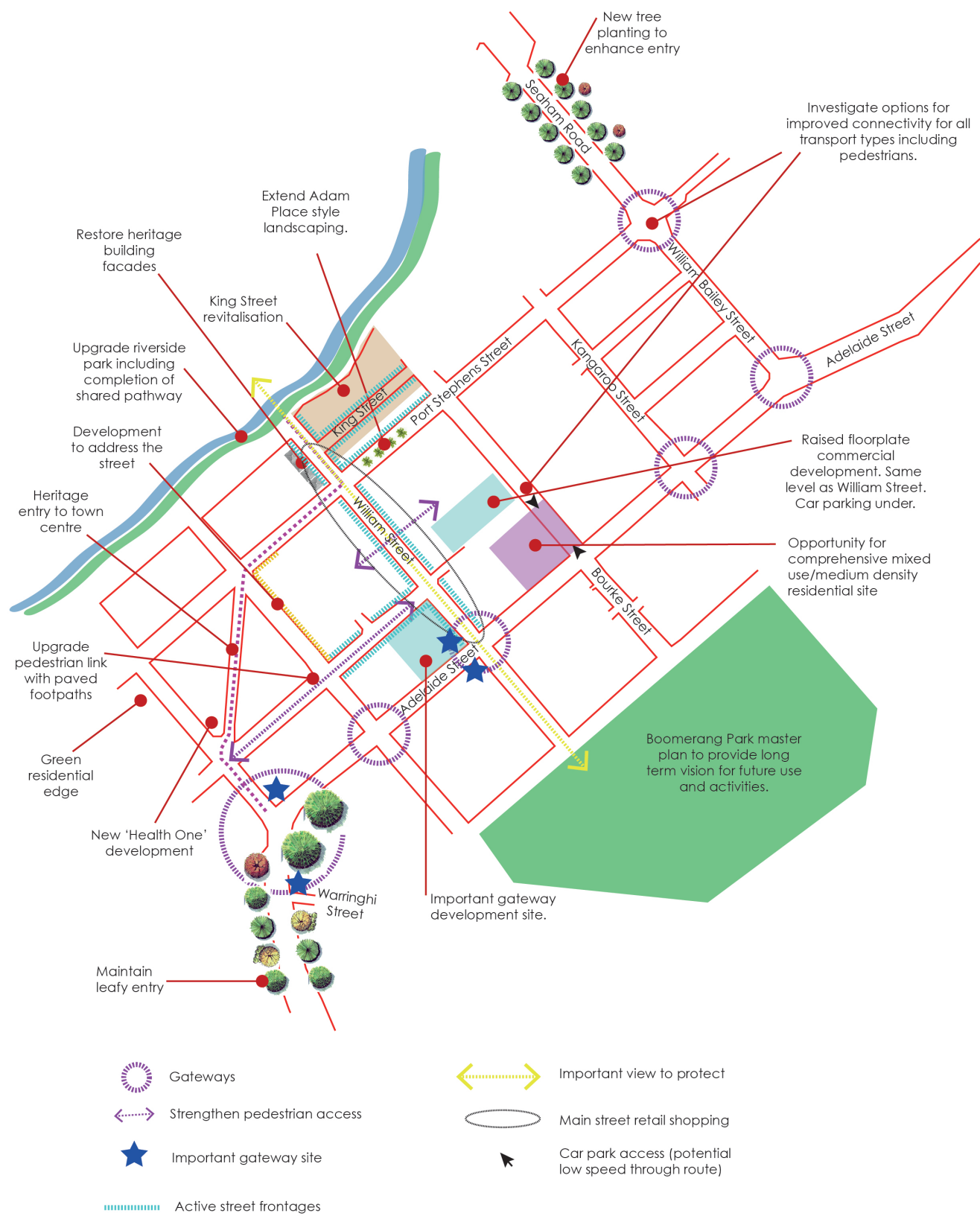
Are there unsafe places on the pedestrian network?

Is there a need for more disabled car parks? Where?





Possibilities



Introduction - Heatherbrae

STRENGTHS

- Close to major transport links.
- Good visibility and passing trade.
- Established industrial area with a range of lot sizes.
- Located on the fringe of a regional centre (Raymond Terrace).
- Diverse range of businesses.
- Urban and rural markets.
- The entry to Raymond Terrace.

WEAKNESSES

- Unattractive physical appearance of the Pacific Highway.
- Poor access from Motto Lane to the Pacific Highway.
- Chaotic signage.
- Distance from main Newcastle urban areas population centres.
- Poor connectivity within the industrial area.
- Lack of identity.
- No "gateway" signage/landscaping/public art.
- Lack of a Heatherbrae focused business association.

OPPORTUNITIES

- Underdeveloped land provides opportunities for large floor plates (bulky goods).
- Provides a gateway to Raymond Terrace.
- Zoned and undeveloped industrial land available.
- Potential land for further development along Masonite Road.
- Close to the Airport and Tomago.
- The bypass will reduce traffic on the Pacific Highway, improving access and transport flexibility.
- The bypass may lead to refocusing of some developments, eg. the fast food/service station complex near Masonite Road.
- Kings Hill, Medowie and Thornton North provide growing homemaker markets for bulky goods, services, and light manufacturing, such as kitchens.

THREATS

- Competition from other bulky goods centres such as Rutherford.
- Loss of highway exposure when the bypass is constructed.
- Environmental constraints impact on potential expansion areas.
- Impact of the bypass on fast food outlets.
- Insufficient numbers of large lot sizes in new industrial subdivisions.
- Growth of new industrial areas in a more central location at Thornton and Black Hill.
- Potential growth of light industry and support services surrounding the airport.
- Short term economic impact on some businesses as a result of the bypass.



Heatherbrae

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

The east of the Highway 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, with other light industry development further east. To the west of the Highway is a mixture of rural, rural residential and tourist accommodation.

Industrial land

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.

Presentation of the Pacific Highway

Heatherbrae has evolved over a number of years as a highway strip development and would benefit from visual improvement. The improvements to the streetscape on the southern side of Heatherbrae could provide a better approach to the Raymond Terrace commensurate with the size and importance of the Town Centre.

Proposed F3 bypass

The NSW State Infrastructure Strategy 2012-2032 advocates the Pacific Highway bypass of Heatherbrae being completed within the next 5 to 10 years, however this is subject to funding commitment. Interchanges are planned at the Botanic Gardens and north of the existing Heatherbrae roundabout.

The proposal to bypass Heatherbrae is likely to present challenges and opportunities

Opportunities for Growth

- Upgrade directional signage and business signage.
- Create attractive gateways at either end of Heatherbrae.
- Additional development and aesthetic improvements in the existing deep building line setbacks originally reserved for future widening options for the highway.
- The proposed F3 extension/Heatherbrae bypass presents opportunities and challenges for local businesses that can be addressed through:
 - Council and local businesses working together to identify issues and opportunities as the proposal develops further.
 - Good directional signage for Heatherbrae from the new highway route.
 - Dialogue with Roads and Maritimes Services to maximize access to Heatherbrae including adequate on and off ramps.
- Demand for bulky goods retailing at Heatherbrae could increase, underpinned by Masters.
- Closer relationship between Heatherbrae and airport related industries.
- Greater vehicular connections for local traffic within Heatherbrae.
- There is potential for additional zoned industrial land to the north and north-east of the existing zoned area subject to further studies.

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.

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

Bulky goods

Heatherbrae is a suitable location for bulky goods as a result of:

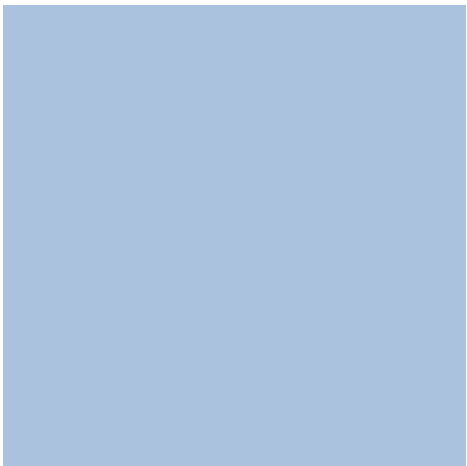
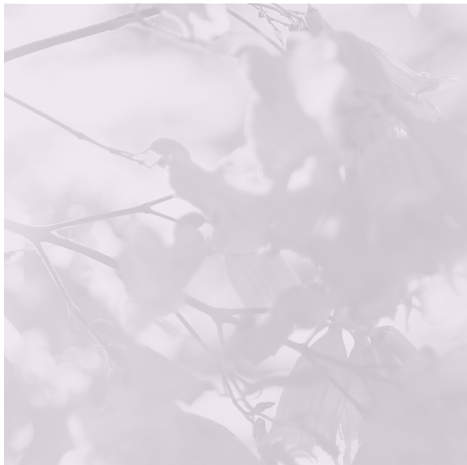
- A complementary role to Raymond Terrace Town Centre.

- Excellent access to major transport links.
- The ability to capture expenditure before it is lost to bulk goods outlets outside the LGA.
- High profile sites with development potential along the Pacific Highway.

Based on modelling, demand will exist for an additional 15,000 sqm of bulky goods retailing by 2031 (3.8ha of land). 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.

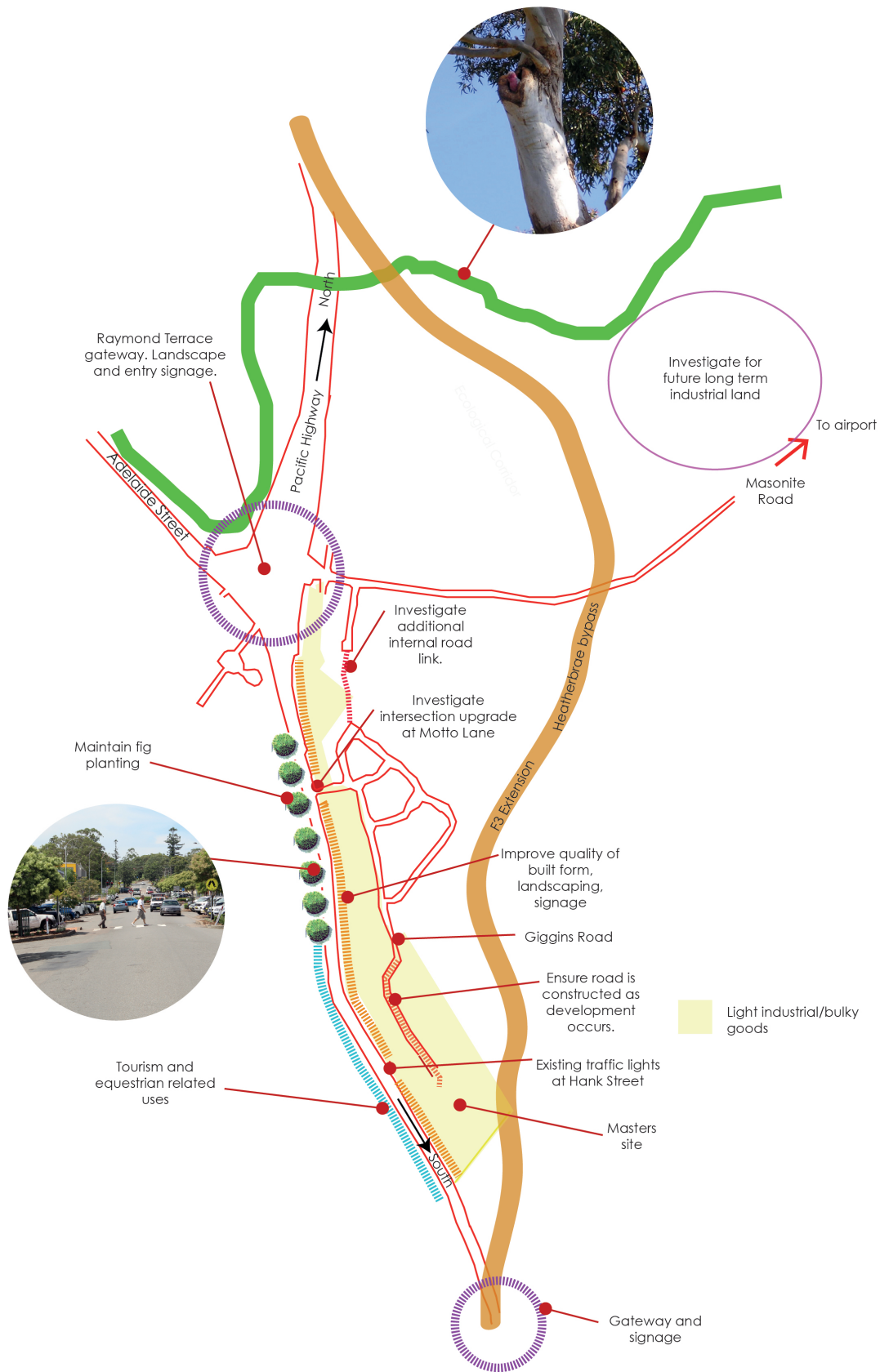
Questions

- Are there any opportunities that should be added, removed or changed?
- Do you agree that these are the opportunities that should be prioritised?
- Would you shop for bulky goods at Heatherbrae?
- What opportunities will the Highway bypass bring? How can these be maximised?

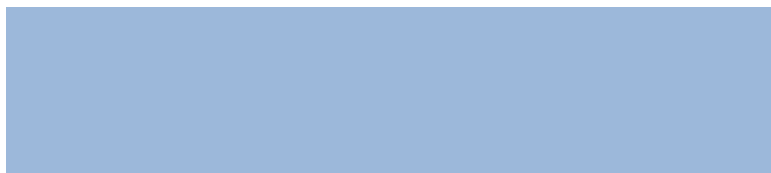




Possibilities







Supporting local businesses

Attracting and facilitating new investment

Council can enhance economic development by developing investment attraction strategies to encourage new businesses that meet a particular market need or where a gap exists. This role is particularly relevant for Raymond Terrace where there is a need to attract additional retail, such as another full-line supermarket. Council's large land holdings provide the opportunity to become an influential participant in the development industry and to undertake catalytic developments.

Council further can assist by promoting the area to visitors and tourists and attract new business and investment, by ensuring an efficient development approval process and clear planning guidelines, quality public spaces and adequate infrastructure.

However, much of the responsibility of implementing the Raymond Terrace and Heatherbrae Strategy lies with stakeholders other than Council, and will particularly occur through private sector investment.

Local businesses and what they want

The Raymond Terrace and Heatherbrae Business Retention and Expansion Survey found that businesses regarded the following as important:

- Support for local businesses in developing business and marketing plans.
- Services, in particular internet availability and speed.
- Appearance of the immediate area.
- Availability of skilled labour and attitude of available labour.
- Government policies and regulations that impede local businesses.
- Awareness of business networking opportunities.
- Promotion and profiling of local businesses.
- Business environment and development.
- Foreshore/riverfront development and enhancement in Raymond Terrace.

Opportunities for growth

- Preserve and enhance the current layout of land uses within Raymond Terrace.
- The business community, and education and training providers to address the skills imbalance in the local community.
- Investigate the need for special case managers to coordinate development applications for certain development types within Raymond Terrace and Heatherbrae.
- Explore Town Centre management models and funding mechanisms to support the Raymond Terrace and Heatherbrae business environment.
- Council and the Raymond Terrace Business Association to build business capacity by:
 - Providing information on the local economy and broader retail trends.
 - Providing best practice examples of retail offerings from other comparative centres.
 - Introducing tailored retail training programs.
 - Maintaining an accurate business directory that is readily available online.
 - Local business mentoring programs.
 - Start up business incubator/rental premises.
 - Business planning, and promotions.
- Continue to develop partnerships between major employers, and education and training providers to implement programs matching school leavers with available positions in traineeships, apprenticeships or entry level employment.
- Implement the Raymond Terrace Community and Economic Development Strategic Plan "Beyond 2008".
- Council to identify strategies to encourage additional retail to the Town Centre.
- Council to conduct several case studies of development viability to identify what may be impeding new business investment.
- Council to look at opportunities for increased residential development through planning controls and promotion of "town living".

Questions

Do you have any other ideas to support local businesses?

What do you think the biggest barrier is in attracting new developments to Raymond Terrace and Heatherbrae?

Do you think more people should live in the Town Centre to support local business?

Are there any opportunities that should be added, removed or changed?

Do you agree that these are the opportunities that should be prioritised?



Where to from here?

This paper has been produced to encourage community discussion in the development of the Raymond Terrace and Heatherbrae Strategy.

It has been produced in conjunction with a detailed background paper and a number of technical papers dealing with issues, such as transport and economic development.

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 and Heatherbrae.

This 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.

