

The Hunter Valley Research Foundation

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Survey of Stakeholders in the Nelson Bay Draft Strategy for Port Stephens Council



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Survey of Stakeholders in the Nelson Bay Draft Strategy

Prepared for Port Stephens Council



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Executive summary

The Study

The Nelson Bay Town Centre Strategy (the Strategy) has been in development since 2008, including a number of significant modifications in response to concerns expressed by some sectors of the community. The Strategy is seen by Port Stephens Council (PSC, Council) as key to improving the economic viability and social amenity of Nelson Bay, and meeting projected population growth in the Tomaree Peninsula to 2030. The development of the Strategy has been the subject of some contention within the community.

The study, conducted by Hunter Valley Research Foundation (HVRF) on behalf of PSC, was designed to:

- Identify the most critical factors that need to underpin the proposed Strategy, including economic, environmental and social, and their priorities within the community
- Determine views on issues that should be addressed by the proposed Strategy, including building heights, view corridors, traffic and parking, and open/public spaces.
- Explore the views of the broader community in relation to proposed development controls.

The study aimed to engage the Nelson Bay community, represented by a random sample of renters, resident and non-resident ratepayers and business operators from the Tomaree Peninsula, and to provide them with sufficient fact-based detail about the Strategy to enable them to inform Port Stephens Council of their views.

Critical aspects of the project were:

- Recruitment of a statistically robust sample of community respondents.
- Detailed consultation between HVRF staff and members of Council's Stakeholder Forum, which was constituted to provide stakeholder input into the final form of the Strategy. HVRF staff attended meetings of the Forum and consulted closely with members throughout the course of the study.
- Development by HVRF, in consultation with PSC staff and Forum members, of a clear, concise factual document summarising the underlying principles, aims, and practical applications of the proposed Strategy.

The study design was a cross-sectional survey using a stratified sample to ensure sufficient numbers in each stakeholder group to allow robust statistical analysis. Such a design yields a

point-in-time 'snapshot' of the community's views. Respondent households were selected at random from the electronic White Pages (resident renters and owners), Council's ratepayer database (absentee landlords) or electronic Yellow Pages (business operators). The community survey was administered using the HVRF's in-house Computer Aided Telephone Interviewing (CATI) facility, and involved two stages:

- Recruitment of a stratified sample of 548 renters, resident and non-resident ratepayers and business operators between 11 January and 1 February. The response rate was 84.5 per cent of eligible contacts. An 11 page information pack was mailed or emailed to recruits, who were recontacted about one week later.
- Conduct of a community survey with a final sample of 433 respondents, between 23 January and 20 February, inclusive, achieving a response rate 94.5 per cent of eligible recruits. Some recruits became unavailable (ineligible) during the period. The final sample consisted of 83 renters, 107 resident owners, 128 absentee landlords and 115 businesses. Interview length averaged 20 minutes, covering respondent attitudes to the critical factors needed to underpin the Strategy, the principles and aims proposed for the Strategy, and the specifics of its practical application.

In addition, a short face-to-face survey of tourists and day visitors to Nelson Bay was conducted on the weekend of 11-12 February 2012, between 9.00am and 3.00 pm on both days. The survey was not designed to be a representative sample, but to inform PSC of the range and type of views about Nelson Bay held by tourists and visitors. Interviews were conducted with a randomly selected sample of 106 respondents, with a response rate of approximately 80 per cent of eligible contacts. Respondents were asked questions on aspects of the proposed Strategy pertinent to their appreciation of Nelson Bay as a tourist destination, and on the possibility of whether they may return for further holidays or to settle.

Results

Community Survey

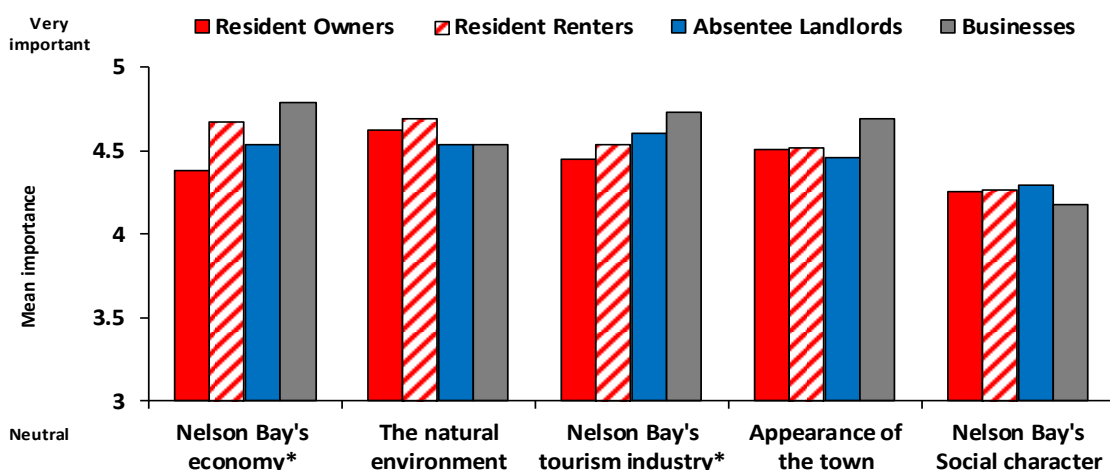
All results were analysed by stakeholder type (renters, resident owners, absentee landlords, business operators), and any statistically significant differences in responses between stakeholder types noted in the detailed report. Business operators and resident owners tended to be at either end of a spectrum of views, with renters close to resident owners and absentee landlords' views more closely aligned with those of business operators.

Nevertheless, there was overall consensus across all stakeholder types about the critical factors or major issues to be addressed by the Strategy, and the explicit principles underlying the proposed Strategy (specific issues to be addressed). While there was also considerable consensus about the specific planning or actions proposed, the range of views increased with the specificity of the issues addressed, and opinions were more divided in relation to some specific issues. The issue of building heights and a major development such as a four/five star hotel, in particular, elicited opposing views both between stakeholder groups and within them. To a lesser extent, this was also true of the issue of population growth and road redevelopment.

In summary:

- The nominated **major issues** to be addressed by the Strategy – the natural environment, Nelson Bay's economy, its tourism industry, the appearance of the town and its social character – were all rated between *important* and *very important* by all stakeholder groups. The natural environment received the highest rating from resident renters and owners,

Mean importance ratings of major issues to be addressed by Strategy

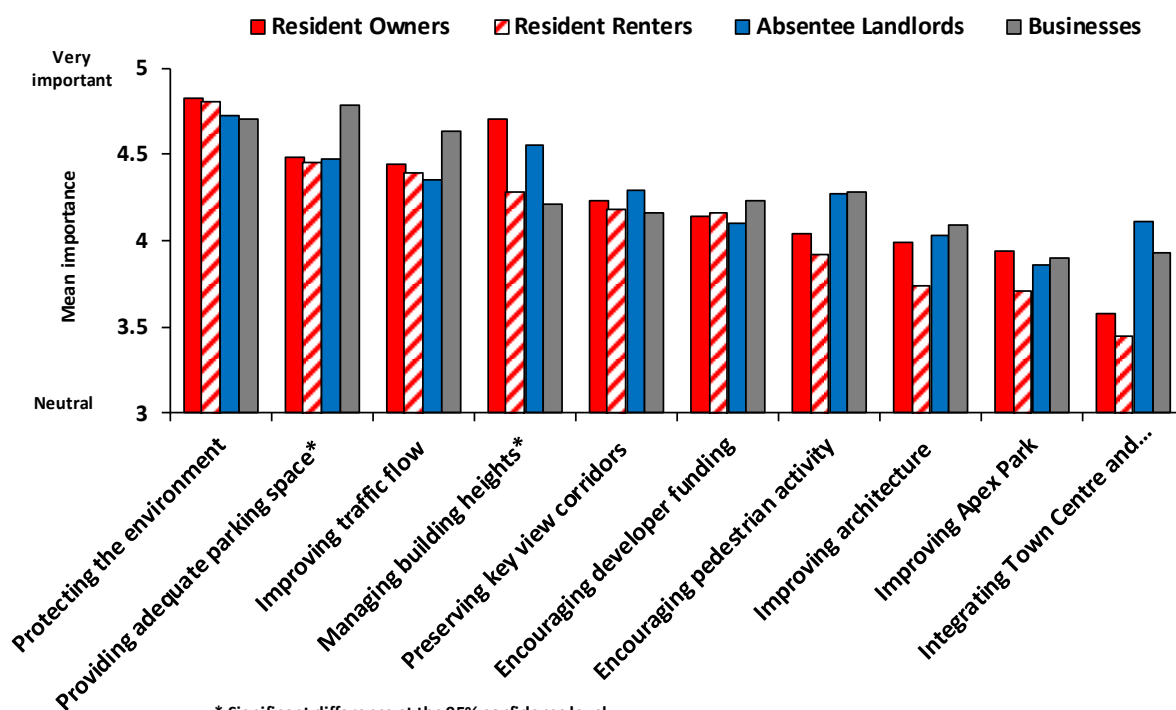


* Significant difference at the 95% confidence level

while absentee landlords placed more emphasis on the tourism industry. Business operators rated the town's economy and tourism industry as significantly more important than did other stakeholder groups, although this was a matter of degree only.

- No additional major issue was identified by respondents. Several more specific issues were nominated, the most frequent being road and traffic issues (about one in eight respondents) and parking (about one in six respondents), which were addressed later in the survey.
- Consistent with the identification of major issues, in relation to the **principles underlying the proposed Strategy**, the most important specific issue to all stakeholder groups was unequivocally *protecting the environment, especially the local waterways*, for which average ratings were very close to the maximum possible. Providing adequate *parking*, and managing *building heights* were also widely rated as important to very important. Most other specific issues received average ratings of important or higher, while *improving Nelson Bay's architecture and urban design*, *improving Apex Park as a community meeting place*, and *integrating Nelson Bay Town Centre with the Foreshore* were ranked as less pressing issues, although still of some importance.

Mean importance ratings of specific issues underpinning Strategy



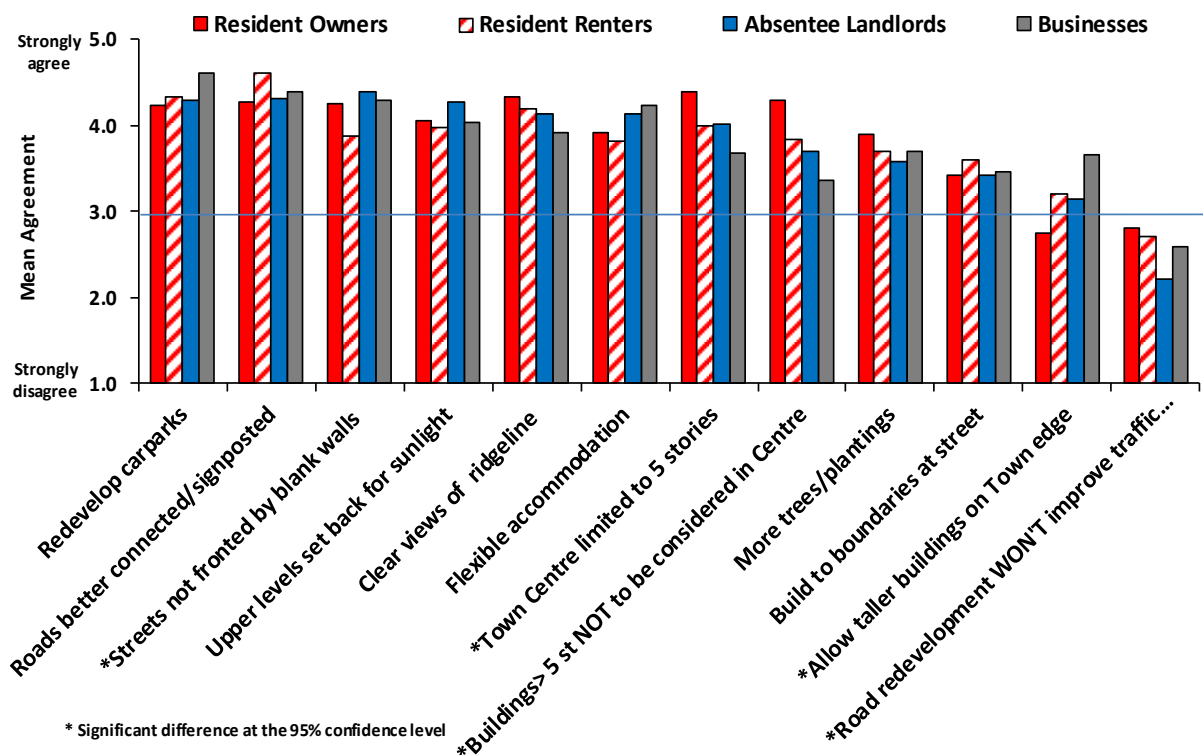
- Ratepayers, particularly resident owners, were significantly more concerned about *management of building heights* than were other stakeholder groups, while business operators overall gave highest priority to *providing adequate parking space* and *improving traffic flow*.

- Over half the respondents took the opportunity provided to nominate 'other' specific issues they thought should be addressed. However, the only issue not already covered in general terms by the Strategy was public toilets, nominated by a small number of respondents.

In view of the large number of specific proposals in the draft Strategy to be canvassed with the community, these were grouped into those broadly related to the Town Centre, those related to the Foreshore, and those that would apply generally:

- There was general agreement across all stakeholder groups with most **proposals for the Town Centre**, particularly *redeveloping Council carparks*, *better connection and signposting of roads*, *upper level setback*, maintenance of *clear views of the ridgeline*, and design of *apartment buildings to be suitable for both tourist and permanent accommodation*. Agreement was less strongly expressed, although still the majority view, about the need for more trees and plantings, and building to the boundaries at street level.

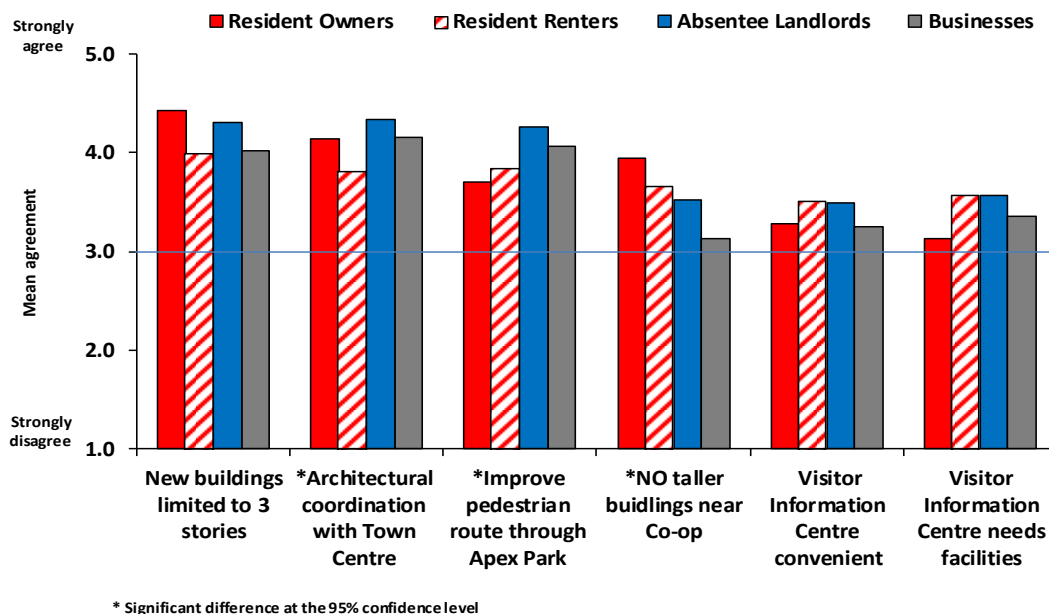
Agreement with statements about proposals for Town Centre – mean ratings



- Consistent with their views about the environment and management of building heights, resident owners were significantly stronger than other stakeholder groups in their views that *building heights should be limited to the current five stories in the Town Centre*, and *taller buildings not considered* there or on the periphery, even if they offered economic benefits. They were also more cynical than other groups about the potential impact of road redevelopment on traffic flows in the Town Centre.

- The issue of *allowing buildings taller than 5 stories on the edge of the Town Centre if the extra height will not block views* was particularly contentious, with views polarised within all stakeholder groups as well as between the groups. On balance, resident owners *disagreed* with this proposal, while business operators were most likely to *agree*. Renters and absentee landlords agreed on balance, by a small margin.
- In this context, an invitation to name **three things respondents like best about Nelson Bay** yielded a wide variety of responses, with references to aspects of the aquatic and natural environment the most frequent (just over one third of responses) followed by aspects of atmosphere and lifestyle the most frequent (just over one quarter of responses).
- In relation to proposals affecting the **Foreshore**, opinions were somewhat less strongly held and more divided within stakeholder groups than was the case for proposals relating to

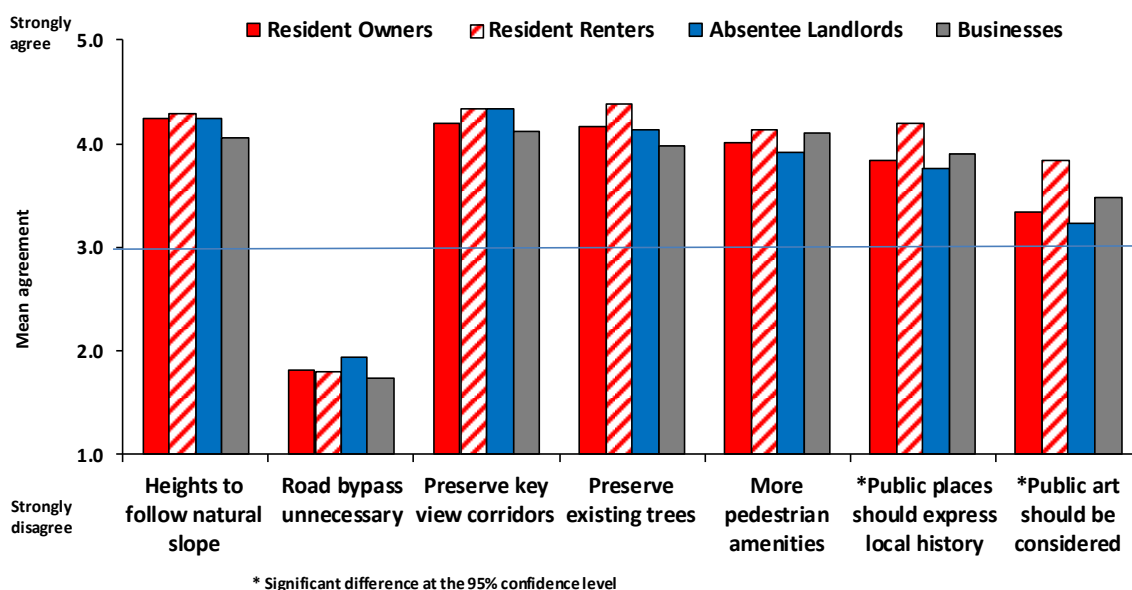
Agreement with statements about Strategy proposals for Foreshore – mean ratings



the Town Centre. There was broad agreement that *new buildings on the Foreshore be limited to three stories*, and with the desirability of *architectural coordination with the Town Centre* (though renters were less vehement in their views). Community views were more divided about whether the *pedestrian route through Apex Park should be improved*, and in relation to the *location and need for additional facilities for the Visitor Information Centre*, particularly within the resident owner group. On balance, all stakeholder groups were inclined towards agreement with all these proposals.

- The issue of building height again resulted in the greatest disparity of views, with most resident owners in strong agreement that *building height should be limited to three stories*, while business operators were significantly closer to lukewarm in their overall support.
- When asked to identify the **most important improvements that should be made to Nelson Bay**, respondents were most likely to refer to Traffic and Roads (one in five) or Parking (one in eight), consistent with their views on the importance of these issues to be addressed in the proposed Strategy.
- The community's reactions to statements about **general proposals** for Nelson Bay in the draft Strategy fell broadly into three groups: those about which there was overall clear consensus, those about which views were less strongly held but still with a degree of consensus, and those on which the community was clearly divided.

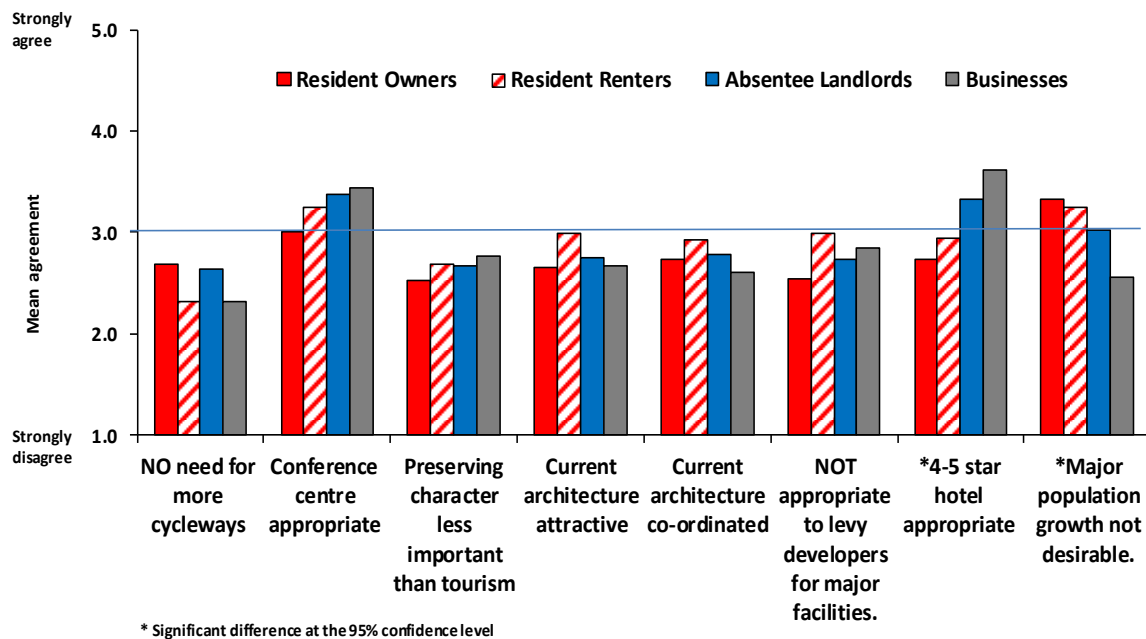
Agreement with statements about general Strategy proposals– mean ratings



- There was clear consensus across all stakeholder groups that *building heights should follow the natural slope of the land*, a *road bypass between Nelson Bay and Fingal Bay is NOT unnecessary* (i.e. they would support such a bypass if it were available), *key view corridors and existing trees should be preserved*, and there should be *more pedestrian amenities* (street furniture, etc.). There was also overall consensus, if less strongly held, that *public places should express local history* (Indigenous and modern) and *public art should be considered in all outdoor public spaces*. Renters were significantly stronger in their support of these latter proposals than were other stakeholder groups.
- Views were more mixed on some other proposals, but on balance all stakeholder groups *disagreed* that with the statements that there is *no need for more cycleways*, *preserving*

Nelson Bay's character is less important than tourism, current architecture in the town is attractive and co-ordinated, and that it would not be appropriate to levy developers for major facilities. These statements were all presented in the negative, and the results indicate that on balance the community support the proposals embodied in the Strategy in relation to these issues.

Agreement with statements about general Strategy proposals – mean ratings



- Three proposals related to the proposed Strategy stood out as **contentious** both between and to some extent within stakeholder groups: On balance, renters, absentee landlords and business operators agreed that a *conference centre would be appropriate in Nelson Bay or the Foreshore*, while resident owners were polarised about this issue. Overall, business operators and absentee landlords were on 'opposite sides of the fence' from renters and resident owners in relation to whether *major population growth is/not desirable* and even more so as to whether *a four to five star hotel would be appropriate somewhere in Nelson Bay or the Foreshore*. Those with business or investment interests tended to favour population growth and development, while residents tended to disagree with these specific proposals.
- In keeping with the importance assigned to the environment, and its nomination as the most frequently 'liked' thing about Nelson Bay, the most frequently nominated **aspects of Nelson Bay that should be preserved** were the Foreshore (by one in four respondents) and the waterways (by one in six respondents).

Overall, it was apparent that stakeholders of all kinds were concerned to maintain and enhance Nelson Bay's natural assets, atmosphere and lifestyle and identified traffic and parking issues as those most urgently needing to be addressed by the Strategy. There was general support for the underlying principles and most of the specific proposals in the draft Strategy, with notable exceptions in relation to building heights and the appropriateness of some types of development, about which views differed widely.

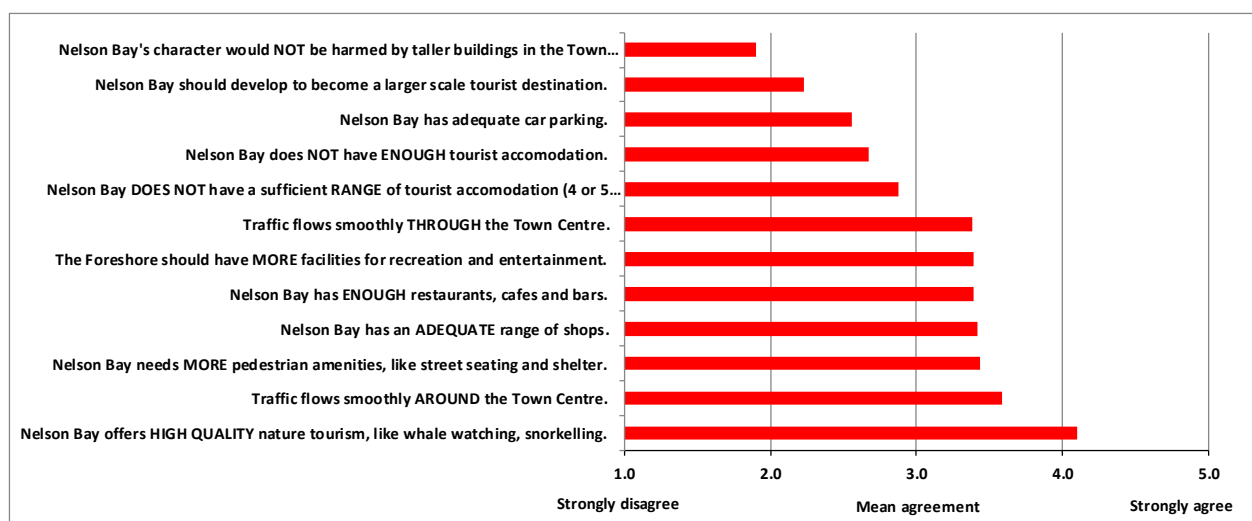
Tourist Survey

Respondents to the tourist survey were predominantly holiday-makers (three-quarters), with a minority of single-day visitors (one-quarter). Almost half were residents of the Hunter Valley or NSW Central Coast, just over one third were from the Sydney area, one in twelve were from other parts of NSW, and about one in twenty came from elsewhere in Australia with a similar number from overseas.

In summary:

- The aspects of Nelson Bay most frequently '**liked**' by respondents were the Marina and the beaches (each nominated by four in ten respondents), followed by Restaurants/Cafes/Bars and the Quiet Relaxed Atmosphere (each nominated by more than one-quarter).
- Similarly, the tourist respondents most frequently nominated the Marina (almost half the respondents) and the natural surrounding (more than four in ten), followed by 'the low townscape' (just over one-third) as the **aspects of Nelson Bay that should be preserved**.
- Consistent with the results of the community survey, the aspects of Nelson Bay most frequently **disliked** by tourist respondents were the cost of parking (one-third) and lack of parking (one-quarter). Three in ten respondents said there was nothing they disliked about

Agreement with Strategy-related statements about Nelson Bay – mean ratings



Nelson Bay. Conversely, three in ten said they *don't know* what were the **most important improvements** that should be made to Nelson Bay, just over one-quarter nominated 'more parking', and one-quarter nominated 'cheaper parking'.

- In relation to a range of statements relevant to the Strategy, the views of tourist respondents largely echoed those of the community. Overall they *agreed* that *Nelson Bay offers a high quality nature tourism* and *disagreed* that *Nelson Bay's character would not be harmed by taller buildings in the Town Centre*, and that *Nelson Bay should develop to become a larger scale tourist destination*. Tourist respondents' views were close to neutral on other items.
- Almost three-quarters of tourist respondents knew the location of the Visitor Information Centre and eight in ten of these said the VIC was located in an appropriately convenient place for tourists.



1 Introduction

This report documents the results of research conducted by the Hunter Valley Research Foundation (HVRF) on behalf of Port Stephens Council (PSC, Council) into community attitudes to the planning and development of Nelson Bay over the next 20 years, with particular reference to principles and specific proposal contained in the *DRAFT Nelson Bay Strategy*.

Section 1 of the report summarises the background and aims of the project. Details of the methodology and research design are presented in Section 2. Discussion and presentation of the results comprises Section 3.

1.1 Background and aims of the project

The Nelson Bay Town Centre Strategy (the Strategy) has been in development since 2008, including a number of significant modifications in response to concerns expressed by some sectors of the community. The Strategy is seen by Council as key to improving the economic viability and social amenity of Nelson Bay, and meeting projected population growth in the Tomaree Peninsula to 2030. The development of the Strategy has been the subject of some contention within the community. Council was therefore concerned to engage with stakeholders in order to obtain valid and reliable evidence of the community's views, and provide an avenue for informed community input into the final form of the Strategy.

The research project was formulated to yield a credible process that carried sufficient integrity for the community to both provide balanced input and subsequently to have sufficient confidence in the resulting evidence, which was expected to be critical in determining a satisfactory path forward for all relevant stakeholders.

The study was designed to:

- Identify the most critical factors that need to underpin the proposed Strategy, including economic, environmental and social, and their priorities within the community
- Determine views on issues that should be addressed by the proposed Strategy, including building heights, view corridors, traffic and parking, and open/public spaces.
- Explore the views of the broader community in relation to proposed development controls.

The study aimed to engage the Nelson Bay community, represented by a random sample of renters, resident and non-resident ratepayers and business owners and operators from the Tomaree Peninsula, and to provide them with sufficient fact-based detail about the Strategy to enable them to inform Port Stephens Council of their views.

Critical aspects of the project were:

- Recruitment of a statistically robust sample of community respondents.
- Detailed consultation between HVRF staff and members of Council's Stakeholder Forum, which was constituted to provide stakeholder input into the final form of the Strategy. HVRF staff attended meetings of the Forum and consulted closely with members throughout the course of the study.
- Development by HVRF, in consultation with PSC staff and Forum members, of a clear, concise factual document summarising the underlying principles, aims, and practical applications of the proposed Strategy.



2 Methods of data collection and analysis

2.1 Study design

The study involved two stages, designed to address the complexity of the issues, and the requirement that Council engage with the community for a final version of the *Nelson Bay Town Centre and Foreshore Strategy*. The first stage was recruitment of a representative sample of resident renters and owners, non-resident owners and business owners and operators ('businesses') in the Tomaree Peninsula, who were sent a package of information that succinctly summarised the issues. The second stage was the main survey of recruits.

The package of information was developed in consultation with the Council staff and members of the Stakeholders Forum, based on the content of the *Nelson Bay Town Centre and Foreshore Strategy* published by Council on its website prior to the start of recruitment for the study.

2.2 Questionnaire development

Three questionnaires were developed, in consultation with Council staff, including input from Stakeholder Forum members:

1. A short recruitment questionnaire, which outlined the task and collected basic demographic information about recruits to the main survey. Recruits were then sent an information sheet in the mail or by email.
2. A detailed survey questionnaire, which sought respondents' attitudes to the *Nelson Bay Town Centre and Foreshore Strategy*.
3. A questionnaire for a separate survey of tourists and visitors to Nelson Bay.

Questionnaires for all three surveys were designed in the following stages:

- Initial drafting by HVRF after review of the most current versions of the Draft Strategy
- Consultation with Port Stephens Council on the consistency of the questions with the Draft Strategy
- Consultation with Nelson Bay Stakeholders

The Community Survey questionnaire was piloted with five Stakeholder Forum members. Substantial changes were made in consultation with Council staff to ensure the most effective question flow for respondents.

The HVRF retained final responsibility for the design of the information package, design of all questionnaires, and sample selection.

2.3 Data collection

The following methods were used to conduct the recruitment and survey of Nelson Bay residents (renters and owners), non-resident owners, and businesses:

Community Survey (including Recruitment)

Technique:	Computer assisted telephone interviews (CATI).
Data collection period:	Recruitment Stage: 11 January to 1 February Community Survey: 23 January to 20 February
Survey area:	The Tomaree Peninsula, defined as the suburbs of Anna Bay, Boat Harbour, Corlette, Fingal Bay, Fishermans Bay, Nelson Bay, One Mile, Salamander Bay, Shoal Bay, Soldiers Point, and Taylors Beach.
Stakeholders	Stakeholder categories were: resident home owners, resident renters, absentee landlords of residential properties and businesses (owners and operators). Note that the final sample included people based in various parts of Australia.
Sample selection:	<p>Random selection of telephone numbers in the survey area from the White Pages directory for resident renters and ratepayers; from the Yellow Pages for businesses (operators/owners). Absentee Landlords were randomly selected from the Port Stephens Council's ratepayer database, where telephone contact details (including mobile phone numbers) were provided. Respondents <i>excluded</i> from the survey population are those without a listed landline telephone connection, those who have changed telephone number recently, and absentee landlords whose contact details were not in the ratepayer database.</p> <p>On contact, each selected respondent was asked to confirm that the property was located in the survey area. If the selected household, property or business was not in any of the suburbs within the survey area the interview did not proceed and a replacement telephone number was randomly selected.</p>
Sample stratification:	The sample was stratified to ensure a sufficient number of respondents in each stakeholder category to allow statistically robust analysis of differences in response patterns.

Respondent selection:

The n^{th} oldest adult permanent resident who contributes to paying rent or Council rates. The person answering the telephone was asked for the number of such people in the household aged 18 or over and the phone answerer's age position within that number. The respondent was then chosen from these eligible adults using a randomly generated number which specified his/her age position in the household.

For businesses, the eligible respondent was the business owner or manager.

If the selected household or business did not answer or the number was engaged, up to five calls back were made at different times and on different days. When the required respondent was not available, an appointment to call back was made via the person answering the telephone and up to five calls back were made to secure a recruitment interview with the required person (i.e. a total of up to 11 contact attempts). Where this procedure did not result in a successful interview a replacement telephone number was randomly selected.

At least five attempts were made, at different times on different days, to recontact each recruit to complete the community survey. Up to 11 calls back were made to ensure that every recruit had opportunity to participate in the community survey, with an average of three calls to each recruit.

Final sample size:

433 completed interviews. When broken down by stakeholder groups the unweighted sample consisted of 83 renters; 107 resident owners; 128 absentee landlords; 115 businesses.

A sample size of 400 population yields a sample variation of 5.0 percentage points at a confidence level of 95 per cent, given a response probability of 50 per cent. In practical terms, this means that if 50 per cent of the randomly selected respondents in the sample answered "yes" in a yes/no question (the result with the highest possible variation in statistical accuracy), the true proportion of the population who would answer "yes" (if all rate payers were surveyed) would lie between 45.0 per cent and 55.0 per cent, for 95 random of every 100 random samples.

Demographic characteristics of the sample of recruits and final survey respondents are provided in Appendix II.

Average interview length: Six minutes for recruitment interview; 22.3 minutes for community survey. These estimates do not include time spent with residents who declined to participate in the survey.

Response rate: Recruitment interviews were completed with representatives from 84.5 per cent of the households contacted who were eligible to participate in the survey.

Community survey interviews were completed with 94.5 of *eligible* recruits who were able to be recontacted after sending them the information packet. In addition, 3.8 per cent appeared to use an answering machine to screen calls and could not be directly contacted; and 4 per cent were found to be *ineligible* on recontact primarily due to ill health or unavailability during the survey period.

Contact rate (recruitment): 22.9 per cent for the recruitment survey. The contact rate is calculated as the ratio of eligible contacts to 'legitimate' contacts (total numbers called less numbers out of the area, as well as disconnected, business and fax/data numbers, and numbers dialled by mistake; and quota filled for that group in the case of a stratified sample).

The contact rate for the recruitment survey in part reflects the focus on recruitment of a sufficient number of renters to support robust statistical analysis. This focus substantially lowered the contact rate by increasing the number of 'illegitimate' numbers called.

Details of all telephone contacts for the Nelson Bay recruitment survey are provided in Table 1.

Table 1 Response and contact rates – Nelson Bay Recruitment Survey

	No.	No. as % of total	No. as % of eligible
Ineligible			
Call back appointment with household	4	0.2%	
No answer	139	5.8%	
Respondent unsuitable	80	3.3%	
Answering machine	284	11.8%	
Not in survey area	263	11.0%	
Business number	21	0.9%	
Disconnected number	566	23.6%	
Engaged/busy signal	22	0.9%	
Fax/data line	25	1.0%	
Language difficulty	6	0.3%	
Unavailable for survey period	75	3.1%	
No eligible person at home	125	5.2%	
Sent Letter	2	0.1%	
Special Code (Just gave demographics)	75	3.1%	
Negative Household Reaction	50	2.1%	
Incomplete interview (call back arranged)	1	0.0%	
Wrong Number/Interviewer Mistake	10	0.4%	
Total ineligible	1748		
Completed interviews	549	22.9%	84.5%
Household refusal	37	1.5%	5.7%
Personal refusal	64	2.7%	9.8%
Terminated	0	0.0%	0.0%
Total eligible	650	27.1%	100.0%
Total (eligible + ineligible)	2398		
Contact rate		22.9%	

* See above for the definition of legitimate contacts and the method of calculating the response and contact rates.

Contact rate (main survey): 82.6 per cent for the community survey, including separately recruited business respondents. The contact rate was impacted by the proportion of recruits who were 'unsuitable' to do the community survey, due primarily to ill health, or work or family commitments; those 'unavailable for survey period' due to travel or time constraints; and those who appeared to screen calls via answering machine who did not respond after multiple messages were left. These groups were then deemed 'ineligible'.

Details of all telephone contacts for the Nelson Bay community survey are provided in Table 2.

Table 2 Response and contact rates – Nelson Bay Main survey

	No.	No. as % of total	No. as % of eligible
Ineligible			
Call back appointment with household	0	0.0%	
No answer	2	0.4%	
Respondent unsuitable	18	3.4%	
Answering machine	20	3.8%	
Not in survey area	0	0.0%	
Business number	2	0.4%	
Disconnected number	1	0.2%	
Engaged/busy signal	2	0.4%	
Fax/data line	0	0.0%	
Language difficulty	0	0.0%	
Unavailable for survey period	21	4.0%	
No eligible person at home	0	0.0%	
Total ineligible	66	12.6%	
Completed interviews	433	82.6%	94.5%
Household refusal	0	0.0%	0.0%
Personal refusal	23	4.4%	5.0%
Terminated	2	0.4%	0.4%
Total eligible	458	87.4%	100.0%
Total (eligible + ineligible)	524		
Contact rate		82.63%	

* See above for the definition of legitimate contacts and the method of calculating the response and contact rates.

Tourist Survey

Data Collection Period	The Tourist survey was conducted 11 February to 12 February, 9am to 3pm.
Technique	Face to face interviews.
Sample Selection	Tourists and day visitors were approached in the Nelson Bay Town Centre and on the Foreshore.
Respondent Selection	Interviewers stood in various places in the Nelson Bay Town Centre and Foreshore and approached every fifth person for prospective participation in the study.
Respondent Selection	People approached by interviewees were screened for eligibility. Those eligible for survey participation resided outside the Tomaree Peninsula, and were in Nelson Bay for a recreational day away from home, as part of a vacation, or for a work related conference or event.
Final Sample Size	106 respondents.
Average Interview Length	Approximately 10 minutes.
Response Rate	Approximately 80 per cent of eligible people consented to participate.

2.4 Data analysis

2.4.1 Data weighting

The survey data presented in this report is partially weighted. The data for residents (renters and owners) has been weighted to match the age and gender to match the 2006 Census data for the suburbs included in the study, and by household size to match the 2006 Census data for proportion of rented households. This ensures that the overall results for resident respondents can be generalised to the resident community as a whole. The weighted numbers were little changed from the unweighted sample: renters were oversampled to ensure a sufficient number for robust statistical analysis, somewhat offset by the larger average size of rental households. The weighted sample consisted of 73 renters and 117 resident owners.

There was no reliable data on which to base weighting of absentee landlords or business operators, and these data are reported unweighted. For this reason, it is not meaningful to add responses from all stakeholders together to produce an overall result as this would over-represent businesses and possible absentee landlords relative to residents. Thus, the results are presented for each stakeholder group separately.

2.4.2 Mean ratings

In different questions in the survey, respondents were asked to indicate:

- The *importance* of general and specific issues to be addressed by the Strategy;
- Their *agreement* with statements based on proposals in the draft Strategy;
- How *favourably* they think Nelson Bay compares with similar bay side towns (tourist survey only);
- Their *likelihood* of returning to Nelson Bay for recreation, holiday or to settle (tourist survey only).

The following scales were used, respectively, for these questions:

Importance

Very unimportant	(1)
Unimportant	(2)
Neither	(3)
Important	(4)
Very Important	(5)

Agreement

Strongly Disagree	(1)
Disagree	(2)
Neither Disagree nor Agree	(3)
Agree	(4)
Strongly Agree	(5)

Favourability

Very Unfavourably	(1)
Unfavourably	(2)
Neither favourably or unfavourably	(3)
Favourably	(4)
Very Favourably	(5)

Likelihood

Very Unlikely	(1)
Unlikely	(2)
Neither likely nor unlikely	(3)
Likely	(4)
Very likely	(5)

Note that for these, a *neither* or *same* score of 3 out of 5 suggests a ‘neutral’ opinion: no strong feelings either way.

Table 3 Illustration of a mean rating calculation

Rating	No. points	No. responses	Calculation: no. points x no. responses	Mean rating
Strongly agree	5	30	5 x 30=150	The mean is calculated by dividing 800 by the number of responses using the 1 to 5 scale (in this case 300-40=260): 800/260
Agree	4	100	4 x 100=400	
Neither	3	30	3 x 30 = 90	
Disagree	2	60	2 x 60 =120	
Strongly disagree	1	40	1 x 40 = 40	
Don't know Refused	Not included in calculation	40	Not included in calculation	Mean = 3.1
Total		300	800	

Average (mean) ratings were calculated by assigning the value shown in parentheses next to each of the components within the scale, with all *don't know* and other non-scale responses excluded from the calculation. Tables in the following section which present mean ratings also indicate the number of respondents who provided a rating on the 1 to 5 scale (i.e. excluding “Don’t Know” responses). Table 3 provides an example of the calculation of a mean rating.

In this manner a mean rating of 1 would indicate that all respondents who provided a rating *strongly disagreed* with the specified statement; conversely, a mean of 5 would indicate that they all *strongly agreed* with it. Therefore, a *higher* rating represents a relatively *more* favourable response.

When reviewing the detailed results it is important to consider:

- The *distribution* of ratings, since this may be masked in the mean score: for example, ratings which are evenly spread over the 1 to 5 scale may yield the same mean as those which are relatively polarised at either end of the scale.
- The level of non-response (that is, the number of *don't know* and other non-scale responses).

Mean importance ratings were broadly classified as follows:

- Above 3.5 – *very* important
- 3.0 – 3.5 – *important*
- Below 3.0 – *low* importance

Mean agreement ratings were broadly classified as:

- Above 3.5 – *strong* agreement
- 3.0 – 3.5 – *moderate* agreement
- Below 3.0 – *low* agreement

2.4.3 Statistical analysis

Statistical significance was been measured at the 99 per cent confidence level. Note that a *significant* change refers to a *statistically* significant change.

For the Nelson Bay survey, the following tests were applied to determine statistically significant differences in responses between demographic groups, and between the sample of recruits and final respondents:

- *Analysis of variance (f test)* – a statistically significant result indicates a difference in the **mean ratings** which is considered to be a ‘true’ difference and not a difference attributable to chance.
- *Chi-square analysis* – a statistically significant result indicates a difference in the **frequency of responses** which is considered to be a ‘true’ difference and not a difference attributable to chance.

2.5 Presentation of the results

In the tables in the following section responses are sorted, where relevant, in descending order of either frequency of response or the mean ratings, based on the weighted sample of residents (renters and owners), as the numerically largest stakeholder group. Note that:

- Totals relate to the *number of respondents* who were asked the question, *not* the number of answers provided. Where more than one response to a question was given, the components will not sum to the totals shown.
- A blank cell indicates that no-one responded in the manner indicated.
- *Don’t know* and *refused* responses are necessarily excluded from calculation of mean ratings, but are included in presentation of response frequencies where relevant.
- Statistically significant differences in responses are indicated by grey shading in the relevant cells.



3 Community Survey

The results are presented in this Section in a standard format, showing mean ratings (where appropriate) and frequencies for the stakeholder groups - resident renters, resident owners, non-resident owners, businesses (operators/owners) separately. The order of presentation broadly follows the order of questions in the community survey.

3.1 Demographic characteristics of stakeholder groups

Stakeholder groups were Resident Renters, Resident Owners, Absentee Landlords, and Businesses. Mean age for the entire sample was 54.3 years, in a range between 23 to 88 years. The youngest stakeholder group was Renters (with an average age of 45.6 years) and the oldest was Owner Residents (60.9 years). The mean age of Resident Renters was significantly lower than for Resident Owners and Absentee Landlords. Resident Owners had a significantly higher mean age than Businesses. Absentee Landlords also had a higher mean age than Businesses.

Resident Owners were significantly more likely to be retired (44.8%) than all other stakeholder groups including Absentee Landlords (29.7%) and Resident Renters (14.7%). Conversely, Resident Renters (33.3%) and Absentee Land Lords (33.6%) were significantly more likely to be in full time employment than Resident Owners (16.4%). However, there were no significant differences in percentages of part time employment between Resident Renters (17.3%), Resident Owners (18.1%) and Absentee Landlords (17.2%). About three fifths of Businesses described themselves as 'Self Employed' (61.7%), while approximately one third (33.0%) were 'Full Time Employed', and 5.2 per cent, 'Part Time' employed.

The workforce status frequencies for each stakeholder group are presented in Table 4.

Table 4 Workforce status distribution of stakeholder groups

Workforce status	Resident Renters	Resident Owners	Absentee Landlords	Businesses
	%	%	%	%
Paid full-time employment	21.7	11.2	33.6	27.0
Paid part-time employment	16.9	14.0	14.1	4.3
Self-employed (full or part-time)	13.3	8.4	16.4	61.7
Looking for paid employment	1.2	0.9	0.0	
Student	1.2	0.0	0.0	
Home duties	3.6	3.7	3.1	
On a pension other than the age pension	7.2	2.8	0.0	
Retired (either age pension or self-funded)	33.7	57.9	29.7	
Paid Full-time employment/Self Employed				6.1
Paid Part-time employment/Self Employed			3.1	0.9
REFUSED	1.2	0.9	0.0	0.0
Total (%)	100.0	100.0	100.0	100.0
Total (No.)	83	107	128	115

Among Businesses, business types were as follows: Service (20.9%), Retail Specialist (13.0%), Retail General (12.2%), Bar/café/restaurant (8.7%), Holiday Accommodation/Real Estate (8.7%), Tourism Operator (7.0%), Manufacturing (7.0%). The rest were either 'Other' or 'Don't Know/Refused'.

Just under half of Businesses (40.8%) employed 3 people or less while approximately one in 9 (11.5%) employed 20 people or more. About 8 per cent (7.8%), of Businesses employed just one person.

Absentee landlords (2.3%) were significantly less likely to be in single person households than Resident Renters (12.2%) and Resident Owners (12.8%). Absentee land lords were significantly more likely to have 4 or more people over 18 in their households (14.8%) than Resident Renters (9.5%) and Resident Owners (6.9%).

3.2 General Issues for Nelson Bay Strategy

In order to identify the most critical issues that needed to underpin the Strategy, and assess the relative importance of the issues identified in the project brief, respondents were asked to rate the importance of these issues for the Nelson Bay Strategy. These issues, presented to respondents in random order to minimise order effects, were:

- Business opportunities and jobs
- Nelson Bay's social character (like its sense of community, inclusion of residents in social and civic life)
- The appearance of the town

- The natural environment
- Nelson Bay's tourism industry.

Most respondents rated each of the above five issues as *important* or *very important*. For *the natural environment* respondents choosing the combined categories of *important* and *very important* were (92.1%). The same combined percentages were high for *appearance of the town* (91.2%), *business opportunities and jobs* (90.5%); *Nelson Bay's tourism industry* (90.5%); and *Nelson Bay's social character* (82.0%).

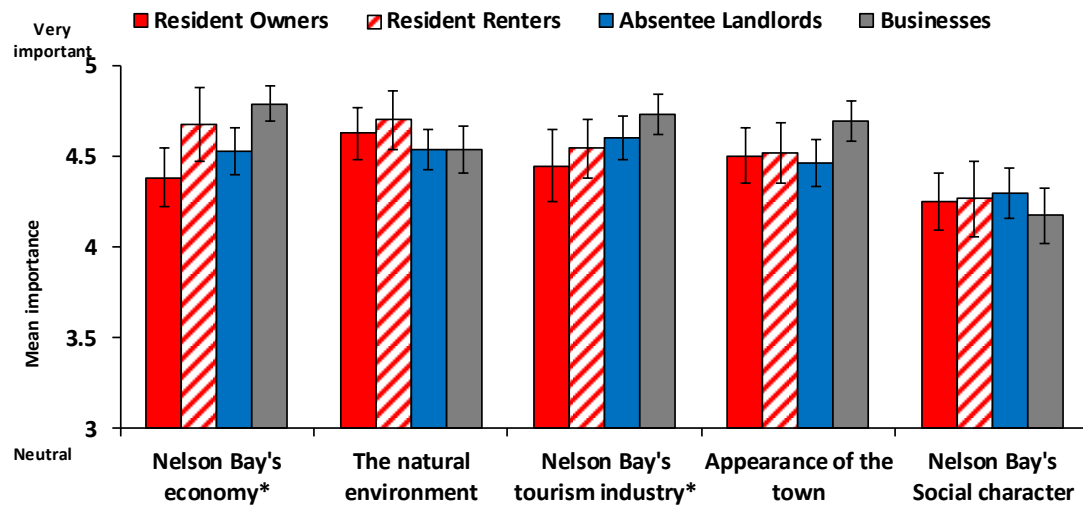
These results are summarised in Table 5 in descending order of mean importance for the weighted sample of residents (renters and owners) as the numerically largest community stakeholder group.

Table 5 Importance of general issues for Strategy – frequencies and mean ratings

	Resi- dent Own- ers	Resi- dent Ren- ters	Absen- tee Land- lords	Busi- nesses	Resi- dent Owners	Resi- dent Renters	Absen- tee Land- lords	Busi- nesses
General issues	% of respondents who said <i>important</i> or <i>very important</i>				Means scores (where 1= <i>Very Unimportant</i> , 5= <i>Very Important</i>)			
The natural environment	92.3	94.6	93.7	90.4	4.6	4.7	4.5	4.5
The appearance of the town	90.6	90.6	91.4	95.6	4.5	4.5	4.5	4.7
Nelson Bay's economy	88.0	93.1	88.3	96.5	4.4	4.6	4.5	4.8
Nelson Bay's Social character	83.5	82.4	82.0	81.7	4.3	4.1	4.2	4.2
Nelson Bay's tourism industry	82.8	91.9	95.3	93.0	4.3	4.5	4.6	4.7
Total no.	116	74	128	115	114 to 116	74	127 to 128	115

Analysis of Variance shows that Businesses had a significantly higher average importance rating than Resident Owners on business opportunities and jobs, and Nelson Bay's tourism industry. There were no significant differences between groups for the issues presented. The similarities and differences between stakeholder groups are demonstrated in Figure 1.

Figure 1 Importance of general issues to stakeholder groups – mean ratings



* Significant difference at the 95% level of confidence

Participants were asked to identify any further issues of general importance, their responses being coded. About three quarters of residents and absentee landlords and about two thirds of business respondents volunteered some other 'general issue', although many of these were more specific matters that would be addressed later in the interview. The most common issues were (figures in brackets indicate percentage of all respondents): Road and Traffic Issues (14.3%), Parking (12.9%), Building Heights (6.4%), Construction of a road by-pass around Nelson Bay (5.3%); the Town Centre (3.7%); Police/Law and Order (3.7%) and the Foreshore (2.3%). There were no significant differences between stakeholder groups on any of these issues. The verbatim responses, grouped by their assigned codes, are presented in Appendix 6.

3.3 Specific Issues for the Nelson Bay Strategy

Respondents were asked to rate the importance to them of specific issues, reflecting the ten principles underpinning the draft Strategy, of further specific issues importance. The issues, presented to respondents in random order, were:

- Improving traffic flow within the Nelson Bay Town Centre
- Making Nelson Bay Town Centre and the Foreshore into one integrated area
- Providing adequate parking space in the Nelson Bay Town Centre and Foreshore at all times
- Encouraging more pedestrian activity in the Nelson Bay Town Centre and Foreshore
- Improving Apex Park as a community meeting place
- Improving Nelson Bay's architecture and urban design
- Managing building heights in the Town Centre and Foreshore
- Preserving key view corridors in the Town Centre and Foreshore
- Encouraging Developers to fund essential facilities like car parking and public spaces
- Protecting the environment, especially the local waterways.

For each of these specific issues, most respondents gave ratings of either *important* or *very important*. The issues receiving the highest proportion of these combined rating were *protecting the environment, especially the waterways, managing building heights in the Town Centre and Foreshore, providing adequate parking space in the Nelson Bay Town Centre and Foreshore at all times, and improving traffic flow within the Nelson Bay Town Centre*. The issue with lowest importance rating was *making Nelson Bay Town Centre and the Foreshore into one integrated area*. The results are summarised in Table 6, in descending order of mean importance ratings for the weighted sample of residents (renters and owners), as the numerically largest stakeholder group in the Tomaree Peninsula community.

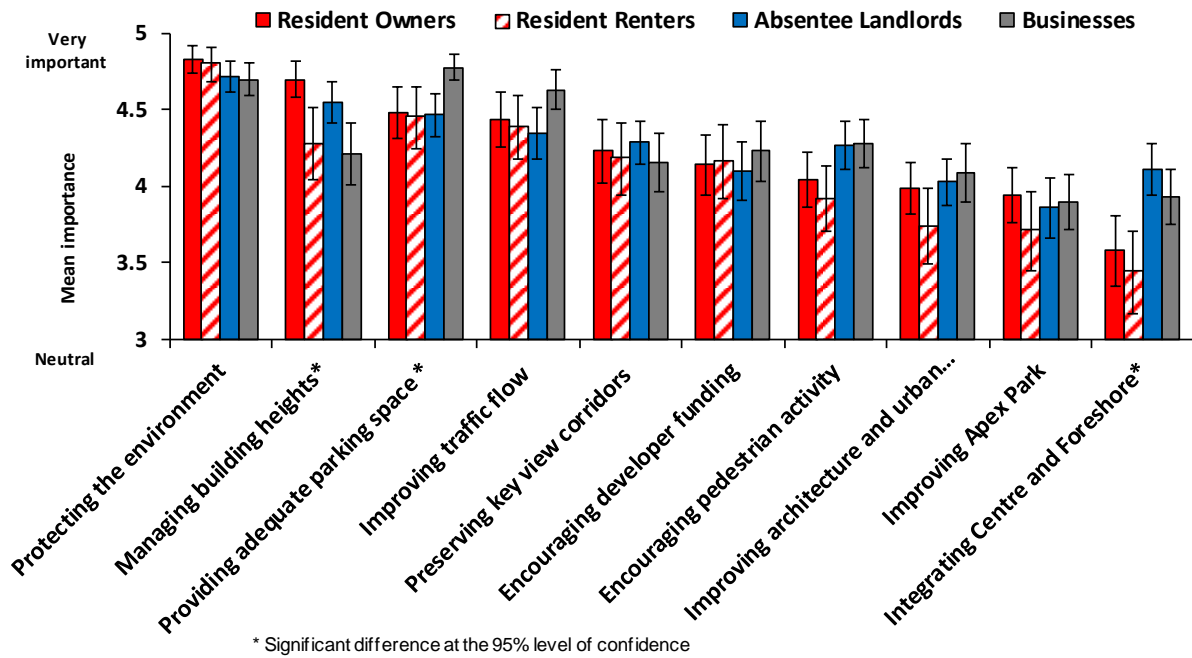
Table 6 Importance of specific issues for the Strategy – frequencies and mean ratings

	Resident Owners	Resident Renters	Absentee Landlords	Businesses	Resident Owners	Resident Renters	Absentee Landlords	Businesses
Specific issues (underpinning principles)	% of respondents who said <i>important</i> or <i>very important</i>				Means scores (where 1= <i>Very Unimportant</i> , 5= <i>Very Important</i>)			
Protecting the environment	97.4	97.3	95.4	93.9	4.8	4.8	4.7	4.7
Managing building heights (Town Centre and Foreshore)	95.7	82.5	89.9	76.5	4.7	4.3	4.6	4.2
Providing adequate parking space at all times	85.4	86.5	88.2	97.4	4.5	4.5	4.5	4.8
Improving traffic flow within Town Centre	85.3	80.2	85.2	91.3	4.4	4.4	4.4	4.6
Preserving key view corridors	80.2	85.1	82.8	79.2	4.2	4.2	4.3	4.2
Encouraging developers to fund essential facilities	76.1	73.0	74.2	80.0	4.1	4.2	4.1	4.2
Encouraging more pedestrian activity	73.3	68.5	84.4	84.4	4.0	3.9	4.3	4.3
Improving Nelson Bay's architecture and urban design	66.9	60.8	71.9	68.7	4.0	3.7	4.0	4.1
Improving Apex Park as a community meeting place	70.7	62.2	66.4	70.5	3.9	3.7	3.9	3.9
Making Nelson Bay Town Centre and the Foreshore into one integrated area	50.9	53.3	76.6	69.5	3.6	3.4	4.1	3.9
Total no.	116	74	128	115	113 to 116	74	125 to 128	114 to 115

For the importance of *managing building heights in the Town Centre and Foreshore*, Resident Owners had a significantly higher mean than Resident Renters and Businesses. Similarly, for *providing adequate parking space in the Nelson Bay Town Centre and Foreshore at all times*, Business Owners and Operators had a significantly higher mean importance than Absentee Landlords. There were no other significant mean importance differences between stakeholder groups on any of the above specific issues. The mean importance ratings for each specific issue are presented in Figure 2, showing the similarities and differences between stakeholder groups.

Respondents were also given the opportunity to identify three other important specific issues. About two thirds of residential ratepayers (both resident and non-resident) and just over half the renters and ratepayers provided responses. The most common responses were issues already identified in the list (parking issues, traffic and roads issues, building heights). A small number of respondents identified a bypass, the Foreshore, or public toilets. Verbatim responses, grouped in allocated codes, are presented in Appendix 7.

Figure 2 Importance of specific Strategy issues by stakeholder groups



3.4 Community attitudes to specific proposals

The community's views were sought in relation to 33 proposals in the draft Strategy. Each was presented as a statement, in some cases reflecting the content of the proposal stated positively and in other cases stated negatively, to assist the neutrality of the questionnaire overall. Respondents were asked the extent to which they agreed or disagreed with each statement. To minimise respondent fatigue and automatic responses, the 33 questions were administered in three groups, separated by open-ended questions. The draft proposals were loosely grouped into those that related to the Town Centre (12 statements), those that related to the Foreshore (6 statements), and the remainder that had general application (15 statements). Within each group, the statements were presented to respondents in random order to minimise order bias in the results.

3.4.1 Proposals for the Town Centre

The 12 statements related to draft Strategy proposals affecting the Town Centre were:

- Streets in the Town Centre should not be fronted by blank walls
- Existing Council car parks and Council land around the Town Centre should be redeveloped to increase parking space
- To attract more permanent residents to the Town Centre, apartment buildings should be suitable for both tourist and permanent accommodation
- All buildings in the Town Centre should be built to their property boundaries at street level (to the footpath)
- Views of the ridgeline from the water or view corridors should not be interrupted by buildings in or around the Town Centre (top of the escarpment/hill behind the town)
- Upper levels of town buildings should be set back to ensure street sunlight
- Maximum building heights in Town Centre should not be taller than 5 stories
- Buildings taller than 5 stories should be allowed on the edge of the Town Centre if their extra height will not block views
- Buildings taller than 5 stories should NOT be considered for the town centre even if they have special economic benefit to Nelson Bay
- Traffic flows into and out of the Town Centre will not be improved by redevelopment of the road plan
- To manage through traffic, roads around the Town Centre should be better connected and signposted
- The Town Centre should have more trees and plantings

The results for these items are summarised in Table 7, in descending order of mean agreement rating for the weighted sample of residents (renters and owners), who are numerically the largest stakeholder group within the community. Table 7 shows the percentage of respondents in each stakeholder group who agreed or strongly agreed with each statement, together with the mean agreement score for that stakeholder group.

Table 7 Level of agreement with statements about Strategy proposals for Town Centre – frequencies and mean ratings

	Resi- dent Own- ers	Resi- dent Ren- ters	Absen- tee Land- lords	Busi- nesses	Resi- dent Own- ers	Resi- dent Ren- ters	Absen- tee Land- lords	Busi- nesses
Statements about Town Centre	% of respondents who agreed or strongly agreed				Means scores (where 1=Strongly Disagree; 5=Strongly Agree)			
Roads around Centre should be better connected and signposted	87.8	96.0	85.9	90.4	4.3	4.6	4.3	4.4
Existing Council car parks should be redeveloped to increase parking space	80.9	89.2	82.0	94.8	4.2	4.3	4.3	4.6
Views of the ridgeline should not be interrupted	86.9	85.1	81.2	71.3	4.3	4.2	4.1	3.9
Maximum building heights in Town Centre should not be taller than 5 stories	82.1	76.0	77.3	65.2	4.4	4.0	4.0	3.7
Streets in Town Centre should not be fronted by blank walls	84.5	77.0	86.7	82.6	4.3	3.9	4.4	4.3
Buildings taller than 5 stories should NOT be considered for Town Centre even if they have special economic benefit	81.2	71.6	64.8	54.8	4.3	3.9	3.7	3.4
Upper levels of town buildings should be set back to ensure street sunlight	81.0	78.3	89.1	79.1	4.1	4.0	4.3	4.0
Apartment buildings should be suitable for both tourist and permanent accommodation	69.6	73.3	84.4	87.0	3.9	3.8	4.1	4.2
The Town Centre should have more trees and plantings	69.8	62.7	58.6	58.3	3.9	3.7	3.6	3.7
All buildings in Centre should be built to their property boundaries at street level	50.0	62.6	54.7	51.3	3.4	3.6	3.4	3.5
Buildings taller than 5 stories should be allowed on the edge of the Town Centre if height will not block views	39.7	55.4	55.5	69.5	2.8	3.2	3.1	3.7
Traffic flows into and out of the Town Centre will not be improved by redevelopment of the road plan	30.4	29.8	11.8	27.9	2.8	2.7	2.2	2.6
Total no.	116	74	128	115	106 to 116	71 to 74	116 to 128	112 to 115

The agreement and mean ratings were strongest for: *to manage through traffic, roads around the Town Centre should be better connected and signposted, existing Council car parks and Council land around the Town Centre should be redeveloped to increase parking space, and views of the ridgeline from the water or view corridors should not be interrupted by buildings in or around the Town Centre.* Respondents generally agreed or disagreed on most other given specific issues.

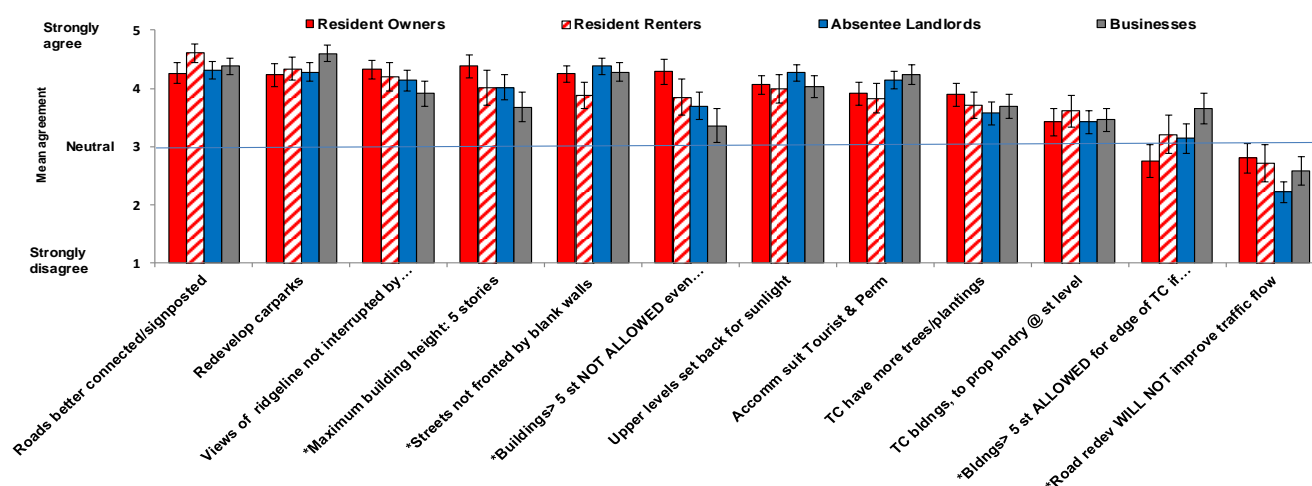
There was much less consensus both within and between stakeholder groups that: *traffic flows into and out of the Town Centre will not be improved by redevelopment of the road plan, all buildings in the Town Centre should be built to their property boundaries at street level, and buildings taller than 5 stories should be allowed on the edge of the Town Centre if their extra height will not block views.*

There were significant differences in the level of agreement between stakeholder groups in relation to some of the statements, reflecting the issues on which controversy about the Strategy has centred:

- Absentee Landlords and Businesses had significantly higher mean agreement ratings than Resident Renters for *streets in the Town Centre should not be fronted by blank walls.*
- Businesses had significantly lower mean agreement than Resident Owners for *maximum building heights in Town Centre should not be taller than 5 stories;* and significantly higher mean agreement for *buildings taller than 5 stories should be allowed on the edge of the Town Centre if their extra height will not block views,* on which Resident Owners, on balance, *disagreed.*
- Resident Owners had significantly higher mean agreement than Absentee Landlords and Businesses on *buildings taller than 5 stories should NOT be considered for the town centre even if they have special economic benefit to Nelson Bay.*
- Absentee Landlords had the lowest overall level of agreement with *traffic flows into and out of the Town Centre will not be improved by redevelopment of the road plan.*

The mean agreement ratings are presented in Figure 3, showing the similarities and differences between stakeholder groups in relation to the statements reflecting draft Strategy proposals for the Town Centre.

Figure 3 Mean agreement ratings with statements reflecting proposals for the Town Centre



3.4.2 Proposals for the Foreshore

The six statements related to draft Strategy proposals affecting the Foreshore, presented to respondents in random order, were:

- The pedestrian route from Stockton Street through Apex Park should be improved.
- Future planning should aim for architectural coordination between the Town Centre and the Foreshore (appearance of buildings is compatible).
- The Apex Park Visitor Information Centre is located conveniently for visitors.
- The Apex Park Visitor Information Centre BUILDING should have facilities like an outdoor cafe to attract more people to the park.
- New buildings on the Foreshore should be limited to 3 stories.
- Taller buildings should NOT be allowed at the Western end of the Foreshore near Fisherman's Co-op, even if they don't obstruct views (up to 10 stories).

These results for draft Strategy proposals related to the Foreshore are presented in Table 8, in descending order of mean agreement rating for the weighted sample of all residents (renters and owners), who are numerically the largest stakeholder group within the community.

Table 8 shows the percentage of respondents in each stakeholder group who *agreed* or *strongly agreed* with each statement, together with the mean agreement score for that stakeholder group.

The level of agreement, and mean agreement rating, was strongest across stakeholder groups for: *new buildings on the Foreshore should be limited to 3 stories* and *future planning should aim for architectural coordination between the Town Centre and the Foreshore*.

Table 8 Level of agreement with statements about Strategy proposals for the Foreshore – frequencies and mean ratings

	Resident Owners	Resident Renters	Absentee Landlords	Businesses	Resident Owners	Resident Renters	Absentee Landlords	Businesses
Statements about the Foreshore	% of respondents who agreed or strongly agreed				Means scores (where 1=Strongly Disagree; 5=Strongly Agree)			
New buildings on the Foreshore should be limited to 3 stories	88.8	75.7	83.6	77.4	4.4	4.0	4.3	4.0
Future planning should aim for architectural coordination between Town Centre and Foreshore	77.4	72.0	90.7	83.4	4.1	3.8	4.3	4.2
Taller buildings should NOT be allowed at the Western end of the Foreshore, even if they don't obstruct views	74.2	64.8	57.0	44.3	3.9	3.7	3.5	3.1
Pedestrian route from Stockton St. through Apex Park should be improved	62.6	73.3	84.4	75.7	3.7	3.8	4.3	4.1
Apex Park VIC is located conveniently for visitors	54.3	62.2	60.2	54.8	3.3	3.5	3.5	3.3
Apex Park VIC BUILDING should have facilities like an outdoor cafe to attract more people to the park	46.1	68.0	64.1	52.2	3.1	3.6	3.6	3.4
Total no.	116	74	128	115	114 to 116	73 to 74	123 to 128	113 to 115

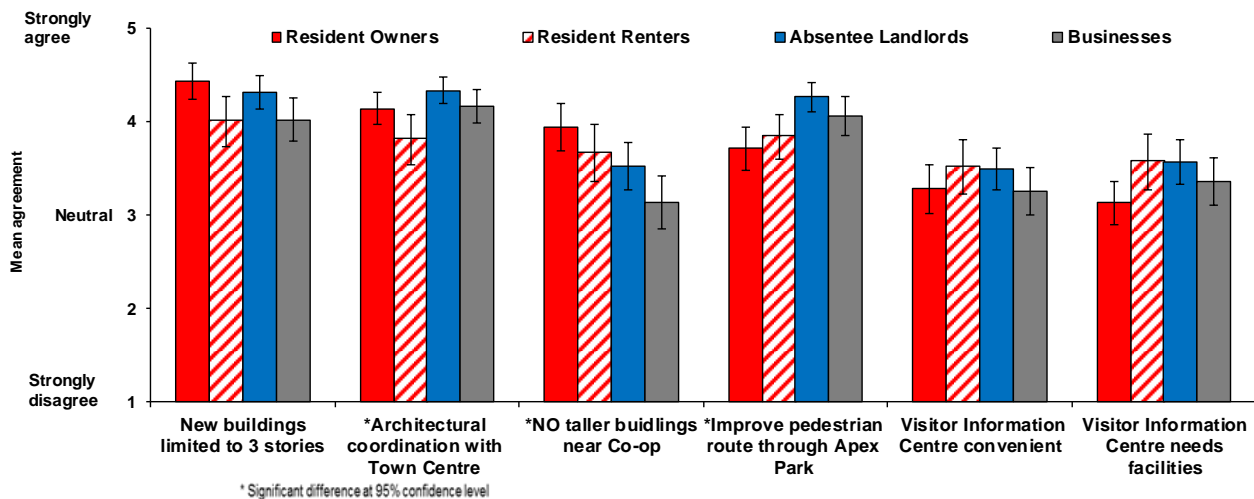
The views of stakeholder groups were more divided as to *whether the Apex Park Visitor Information Centre is located conveniently for visitors and the Apex Park Visitor Information Centre BUILDING should have facilities like an outdoor cafe to attract more people to the park*, reflected in the lower percentage who *agreed or strongly agreed* and the mean ratings close to neutral (indicating a balance who *disagreed*).

There were significant differences between stakeholder groups, demonstrated in Figure 4, in relation to three of the draft proposals for the Foreshore:

- Absentee Landlords had a significantly higher mean agreement rating than Resident Owners on *the pedestrian route from Stockton St. through Apex Park should be improved*; and a significantly higher mean agreement than Resident Renters for *future planning should aim for architectural coordination between the Town Centre and the Foreshore*.
- Resident Owners had a significantly higher mean agreement than Businesses for *taller buildings should NOT be allowed at the Western end of the Foreshore near*

Fisherman's Co-op, even if they don't obstruct views, reflecting divided opinion among Businesses about this proposal.

Figure 4 Mean agreement ratings with statements reflecting proposals for the Foreshore



3.4.3 Draft Strategy with general application

The 15 statements related to draft Strategy proposals that had general application to Nelson Bay, presented to respondents in random order, were:

- Nelson Bay's urban design should reflect the natural terrain, with building heights following the slope of the land.
- Current architecture in Nelson Bay Town Centre and Foreshore is generally attractive.
- Current architecture in the Town Centre and Foreshore generally supports a co-ordinated appearance for Nelson Bay.
- Developments in Nelson Bay should make best efforts to preserve existing trees and significant plantings.
- Building development in Nelson Bay should preserve key view corridors to natural features.
- A conference centre would be appropriate somewhere in the Nelson Bay Town Centre or Foreshore.
- A four or five star hotel would be appropriate in the Nelson Bay Town Centre or on the Foreshore.

- Preserving Nelson Bay's present character is less important than attracting more tourists
- A major increase in Nelson Bay's population is not desirable.
- Nelson Bay should have more pedestrian amenities including street furniture, shade and shelter.
- Public art should be considered in all future plans for Nelson Bay's outdoor public spaces.
- Nelson Bay's public places should express local history, both Indigenous & modern.
- It is NOT appropriate to levy developers for the cost of Nelson Bay's roads, parks or other major facilities.
- A road bypass between Nelson Bay and Fingal Bay is unnecessary.
- There is NO need for more cycle ways and bike facilities in Nelson Bay.

There was a high level of consensus across all stakeholders groups in relation to six of the statements (i.e. a substantial majority *agreed* or *strongly agreed* with positively stated proposals; a substantial majority *disagreed* or *strongly disagreed* with negatively stated proposals). The results for these statements are shown in Table 9, in descending order of mean agreement rating for the weighted sample of all residents (renters and owners), who are numerically the largest stakeholder group within the community. Note that one item is negatively stated, with very low percentages of all stakeholder groups who agreed, and low mean agreement ratings reflecting the high percentages who disagreed.

These 'consensus' issues were:

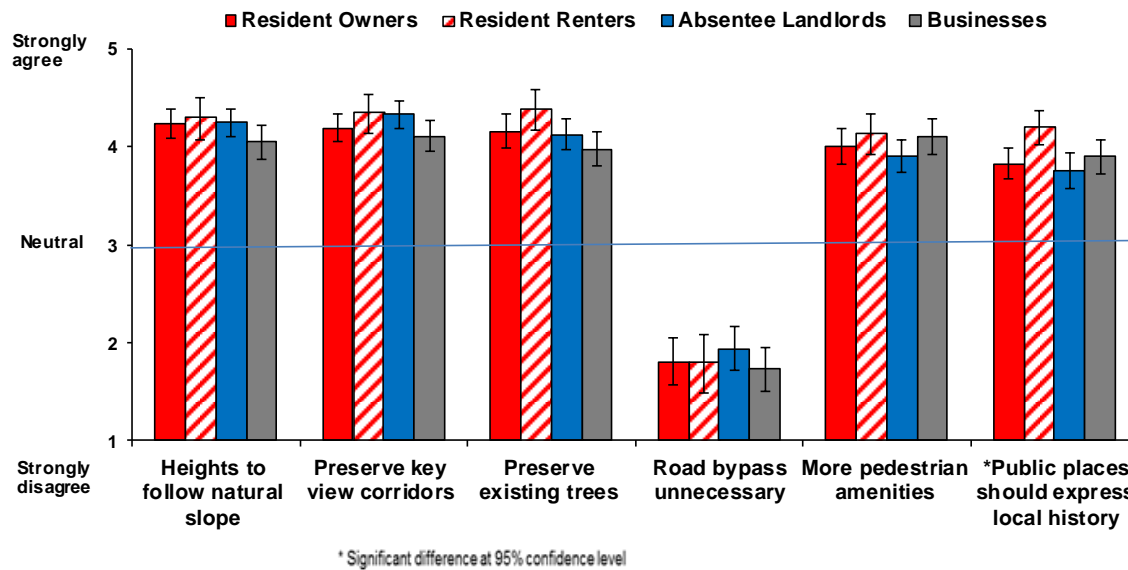
- *Nelson Bay's urban design should reflect the natural terrain, with building heights following the slope of the land*
- *Building development in Nelson Bay should preserve key view corridors to natural features*
- *Developments in Nelson Bay should make best efforts to preserve existing trees and significant plantings*
- *A road bypass between Nelson Bay and Fingal Bay is unnecessary*
- *Nelson Bay should have more pedestrian amenities including street furniture, shade and shelter*
- *Nelson Bay's public places should express local history, both Indigenous and modern*

Table 9 Level of agreement with statements about Strategy proposals with general application to Nelson Bay – community consensus – frequencies and mean ratings

	Resident Owners	Resident Renters	Absen-tee Land-lords	Busi-nesses	Resident Owners	Resident Renters	Absen-tee Land-lords	Busi-nesses
Statements about proposals with general application I	% of respondents who <i>agreed or strongly agreed</i>				Means scores (where 1= <i>Strongly Disagree</i> ; 5= <i>Strongly Agree</i>)			
Nelson Bay's building heights should follow natural slope of the land	86.9	91.9	86.7	85.2	4.2	4.3	4.3	4.1
Building development should preserve key view corridors to natural features	89.6	85.2	89.0	82.6	4.2	4.3	4.3	4.1
Developments should make best efforts to preserve existing trees and significant plantings	82.8	92.0	84.3	75.6	4.2	4.4	4.1	4.0
A road bypass between Nelson Bay and Fingal Bay is NOT necessary	16.4	17.3	17.2	12.2	1.8	1.8	1.9	1.7
Nelson Bay should have more pedestrian amenities (e.g. street furniture, shade, shelter)	80.8	82.7	75.7	81.8	4.0	4.1	3.9	4.1
Nelson Bay's public places should express local history, both Indigenous and modern	69.2	84.0	72.7	72.2	3.8	4.2	3.8	3.9
Total no.	116	74	128	115	114 to 116	74	126 to 128	115

There was consensus with respect to these statements both within stakeholder groups, reflected in the mean ratings, and between stakeholder groups. The only significant difference between stakeholder groups was that Resident Renters had a significantly higher mean agreement rating that public places should reflect local history. The similarities and differences between stakeholder groups are demonstrated in Figure 5.

Figure 5 Mean agreement ratings with statements reflecting general proposals – consensus items



By contrast, there was greater diversity of opinion, and opinions were less strongly expressed overall, in relation to the other nine statements based on draft Strategy proposals with general application. This is reflected in the percentages of stakeholders who *agreed* or *strongly agreed* with each, and mean agreement ratings closer to neutral, shown in Table 10 for each stakeholder group. The statements are presented in Table 10 in descending order of consensus (increasing diversity of responses). Items where there was overall consensus between stakeholder groups, but with greater diversity within groups, were:

- *Public art should be considered in all future plans for Nelson Bay's outdoor public spaces*
- *There is NO need for more cycle ways and bike facilities in Nelson Bay*
- *Preserving Nelson Bay's present character is less important than attracting more tourists*
- *It is NOT appropriate to levy developers for the cost of Nelson Bay's roads, parks or other major facilities*
- *Current architecture in Nelson Bay Town Centre and Foreshore is generally attractive*
- *Current architecture in the Town Centre & Foreshore generally supports a co-ordinated appearance for Nelson Bay*
- *A conference centre would be appropriate somewhere in the Nelson Bay Town Centre or Foreshore*

Resident Renters had a significantly higher mean agreement rating than other stakeholder groups that *public art should be considered in all future plans for Nelson Bay's outdoor public spaces*. Differences between stakeholder groups on the other statements above were not significant.

Table 10 Level of agreement with statements about Strategy proposals with general application to Nelson Bay – community diversity – frequencies and mean ratings

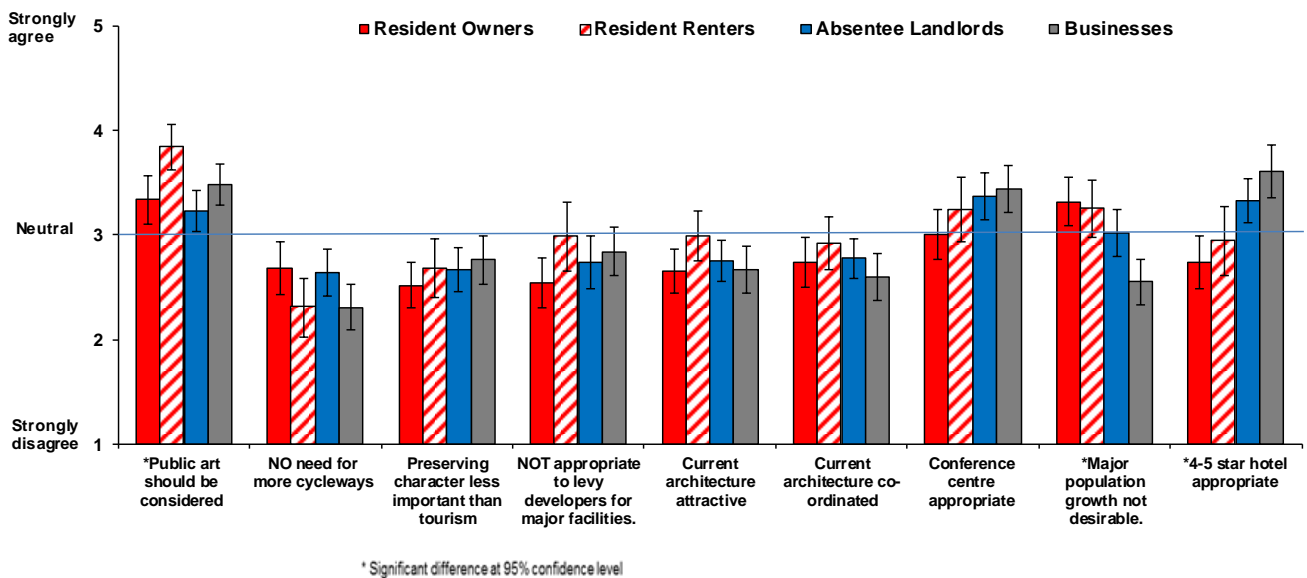
	Resident Owners	Resident Renters	Absen-tee Land-lords	Busi-nesses	Resident Owners	Resident Renters	Absen-tee Land-lords	Busi-nesses
Statements about proposals with general application II	% of respondents who agreed or strongly agreed				Means scores (where 1= <i>Strongly Disagree</i> ; 5= <i>Strongly Agree</i>)			
Public art should be considered in all future plans for outdoor public spaces	54.8	73.4	46.8	50.5	3.3	3.8	3.2	3.5
NO need for more cycleways and bike facilities in Nelson Bay	34.8	20.3	31.3	21.7	2.7	2.3	2.6	2.3
Preserving Nelson Bay's present character is less important than attracting more tourists	26.7	24.0	27.3	29.6	2.5	2.7	2.7	2.8
NOT appropriate to levy developers for the cost of roads, parks, etc.	26.5	42.6	32.0	32.2	2.5	3.0	2.7	2.8
Current architecture in Town Centre and Foreshore is generally attractive	29.1	31.1	29.7	29.5	2.7	3.0	2.8	2.7
Current architecture in the Town Centre and Foreshore generally supports a co-ordinated appearance	34.2	25.7	31.2	31.3	2.7	2.9	2.8	2.6
A conference centre would be appropriate somewhere in the Town Centre or Foreshore.	38.0	52.7	57.0	54.7	3.0	3.2	3.4	3.4
A major increase in Nelson Bay's population is not desirable	49.2	43.2	37.5	22.6	3.3	3.3	3.0	2.6
A 4 or 5 star hotel would be appropriate in the Nelson Bay Town Centre or on the Foreshore	33.7	42.7	56.2	62.6	2.7	2.9	3.3	3.6
Total no.	116	74	128	115	112 to 116	72 to 74	123 to 128	114 to 115

Notably, there were two statements where the results indicated not only a wide diversity of views within stakeholder groups, resulting in mean agreement ratings close to neutral, but also significant differences indicating opposing points of view between stakeholder groups. The results for these statements are presented at the end of Table 10, and indicate that:

- Resident Owners and Resident Renters on balance *agreed* that a *major increase in Nelson Bay's population is not desirable*, while the views of Absentee Landlords were polarised (resulting in a neutral mean rating), and Businesses on balance *disagreed* with that statement.
- Businesses and, to a lesser extent, Absentee Landlords on balance *agreed* that a *four or five star hotel would be appropriate in the Nelson bay Town Centre or on the Foreshore*, whereas residents, particularly owners, on balance *disagreed*.

The similarities and differences between stakeholder groups in relation to these statements are demonstrated in Figure 6 in terms of mean agreement ratings.

Figure 6 Mean agreement ratings with statements reflecting general proposals – diverse response items



3.4.4 Additional issues of significance to stakeholders

As one outcome of consultations with members of the Stakeholder Forum, six additional statements were included in the questionnaire that were not directly addressed by proposals in the draft Strategy, but were perceived as relevant and were of significance to stakeholders. Some of the issues were presented as positive statements and others as negative versions. The statements, presented to respondents in random order, were:

- *Developments on the foreshore should be formally monitored to ensure no harm to the natural environment*
- *Nelson Bay should attract tourists all year, not just in summer*
- *It is NOT important to have a cinema in Nelson Bay*
- *Major public events in Nelson Bay like the Blue Water Country Music Festival are important*
- *Nelson Bay does NOT need a larger supermarket*
- *It is important to keep services like post office, bank branches and Centrelink in Nelson Bay*

The results for these questions are presented in Table 11 for each stakeholder group, in descending order of mean agreement rating (in terms of positive or negative difference from neutral) for the weighted sample of residents (renters and owners), as the numerically largest stakeholder group within the community. The results indicate substantial consensus across all stakeholder groups in relation to these additional issues, particularly that *developments on the foreshore should be formally monitored to ensure no harm to the natural environment*, and that it is *important to keep services like post office, bank branches and Centrelink in Nelson Bay*.

Within the overall consensus on these issues, there were some significant differences between stakeholder groups in the strength of their views:

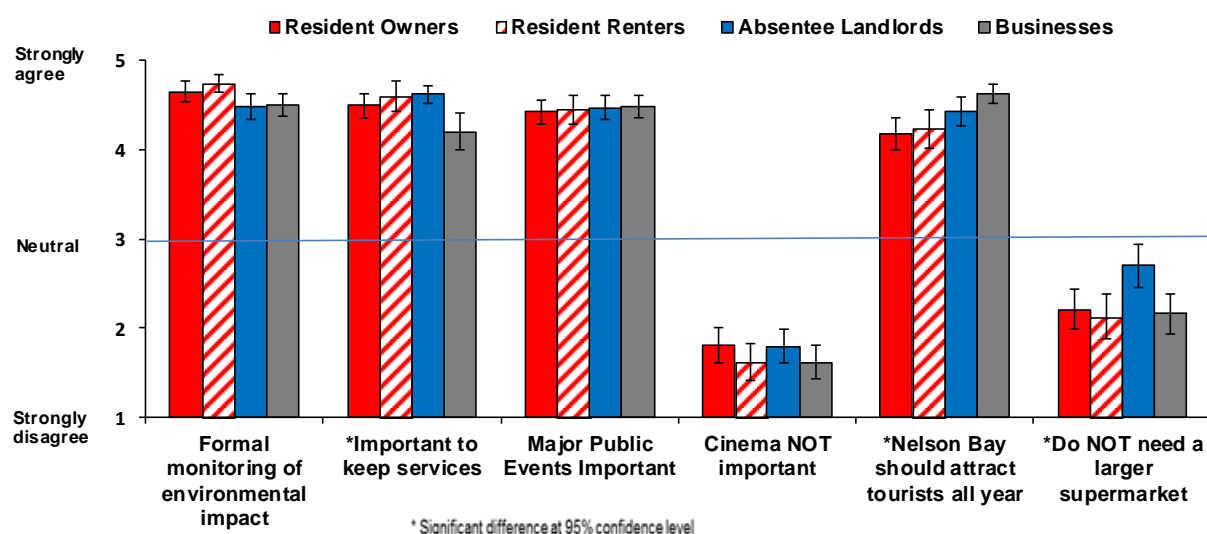
- Businesses had a significantly higher mean agreement than Resident Owners that *Nelson Bay should attract tourists all year, not just in summer*.
- Absentee Landlords had a significantly higher mean score of agreement compared to Businesses that *Nelson Bay does NOT need a larger supermarket*; and both Absentee Landlords and Resident Renters had a significantly higher means than Businesses for *It is important to keep services like post office, bank branches and Centrelink in Nelson Bay*.

**Table 11 Level of agreement with statements about additional issues of significance to stakeholders
– frequencies and mean ratings**

Statements about additional issues of significance to key stakeholders	Resident Owners	Resident Renters	Absentee Landlords	Businesses	Resident Owners	Resident Renters	Absentee Landlords	Businesses
	% of respondents who agreed or strongly agreed				Means scores (where 1=Strongly Disagree; 5=Strongly Agree)			
Developments on the Foreshore should be formally monitored to ensure no harm to the natural environment.	94.0	100.0	95.3	93.9	4.7	4.7	4.5	4.5
It is important to keep services like post office, bank branches and Centrelink in Nelson Bay	87.0	93.2	96.9	81.8	4.5	4.6	4.6	4.2
Major public events in Nelson Bay like the Blue Water Country Music Festival are important	92.1	96.0	92.2	92.2	4.4	4.5	4.5	4.5
It is NOT important to have a cinema in Nelson Bay	21.6	5.4	14.8	10.4	1.8	1.6	1.8	1.6
Nelson Bay should attract tourists all year, not just in summer.	86.1	85.3	91.4	96.5	4.2	4.2	4.4	4.6
Nelson Bay does NOT need a larger supermarket.	21.6	14.9	33.6	20.0	2.2	2.1	2.7	2.2
Total no.	116	74	128	115	115	74	126 to 128	115

The similarities and differences between stakeholder groups in relation to the additional issues are demonstrated in Figure 7

Figure 7 Mean agreement ratings with statements about additional issues



3.5 Community identification of Nelson Bay's attributes

Interspersed at intervals between statements related to proposals in the draft Strategy, respondents were invited to:

- Nominate three things they liked about Nelson Bay
- The most important improvement they thought should be made to Nelson Bay
- What aspects of Nelson Bay they thought should be preserved in the future
- What would attract them to come into Nelson Bay Town Centre more often

The verbatim responses were recorded by the interviewers and thematically analysed by the researcher. The questions produced a wide array of responses, with the most frequent themes that emerged being coded to facilitate

3.5.1 What respondents like about Nelson Bay

Respondents were asked *what do you like most about Nelson Bay?* They were allowed to express themselves freely (no prompts were used), with capacity to nominate up to three different aspects of Nelson Bay. Answers were coded and are listed in Appendix 8. All respondents identified at least one thing they like about Nelson Bay, almost two-thirds nominated two aspects, and about one-third nominated three. The natural features of the area were clearly the major drawcard for all stakeholder groups. Combining all responses, the aspects of Nelson Bay nominated most frequently were:

- Place/Atmosphere/Lifestyle (28.4.3%)
- The Water/Waterways (11.8%)
- The Foreshore (7.6%), Nature/the Environment (6.9%)
- Restaurants/Dining/Café/Bars (6.5%)
- The Marina (6.2%)
- Bay/Beaches (6.0%)
- Shopping (6.0%)
- People/Friendliness (5.5%)
- Convenience to Services and Recreation (5.3%)
- Beauty and Attractiveness of Nelson Bay (5.3%)
- Lack of Building Development (5.0%).

Resident owners (33.0%) and Absentee Landlords (38.3%) were significantly more likely than Resident Renters (13.3%) and Businesses (20.9%) to make reference to 'Place/Atmosphere/Lifestyle'. (Other categories were so small that dis-aggregations were not useful).

3.5.2 Most Important Improvements for Nelson Bay

Respondents were also asked their view of the single *most important improvement that should be made to Nelson Bay*. Over the entire sample the most common improvements identified were Traffic and Roads (20.6%) and Parking (12.0%), consistent with the high importance ratings for these issues earlier in the interview. There were no significant differences between stakeholder groups in the prevalence of these issues. Respondents' comments are presented in Appendix 9.

Smaller numbers of the overall sample identified the following areas as priorities for improvement:

- Pedestrian Traffic Facilities (6.0%)
- A by-pass around Nelson Bay (4.6%) and the Foreshore (3.5%)
- Joining the Town Centre and Foreshore (4.2%)
- Shopping (3.2%)
- Facilities and Services (3.0%)
- Attention to Building Heights (2.5%)
- The Town Centre (2.5%)

3.5.3 Most Important Aspects of Nelson Bay that Should be Preserved

Lastly, respondents were asked *in the future, what aspects of Nelson Bay should be preserved?* Again, respondents were allowed to express themselves freely, and invited to identify up to three different aspects. All but a handful of respondents identified at least one aspect of Nelson Bay to be preserved, just over half nominated two aspects, and one-quarter nominated three. Responses were combined and, consistent with their views expressed elsewhere in the interview, the most commonly identified aspects for preservation related to the natural features. These were:

- The Foreshore (25.6%)
- The Water/Waterways (16.6%)
- Parks and Open Spaces (10.9%)
- The Bay and Beaches (9.7%)
- Apex Park (7.6%)

- The Environment (7.9%)
- Lifestyle and Atmosphere (7.6%)
- The Marina (6.5%)
- Views and Scenery (5.5%)
- Trees and Greenery (5.5%)
- Aspects of Nelson Bay's History (4.2%)

Only the two most frequently nominated aspects (the Foreshore and Water/Waterways) yielded sufficient data to support statistical analysis, and there were no significant differences stakeholder groups in their frequency of nominating these. Respondents' comments are presented in Appendix 10.



4 Tourist Survey

4.1 Respondents

Total respondents for the Tourist survey numbered 106. Among these were 50 (47.2%) Males and 54 Females (50.9%) (gender was not stated for two respondents). Almost half the respondents (47.2%) were residents of the Hunter Valley (outside the Tomaree Peninsula), just over one-third were from the NSW Central Coast (35.8%), a similar proportion resided in the wider Sydney area (34.9%), and the remaining small proportions were from other parts of NSW (7.5%), other Australian states (5.7%), or from outside Australia (4.7%).

Most respondents (71.6%) were in Nelson Bay for a vacation (either staying somewhere close by, or travelling through). Here a 'vacation' includes any trip away from home for one or more nights. One-quarter of respondents (25.5%) were on a recreational day away from home, and a small number were in Nelson Bay for a work related event like a conference.

The great majority of respondents on a recreational day away from home (96.3%) were residents of the Hunter Valley or NSW Central Coast. Of respondents on a vacation (76), just under half (46.1%) lived in Sydney, about one in ten (10.5%) were from other parts of NSW, one in twenty (6.6%) from other parts of Australia and the remainder (5.3%) from Overseas. Of the three respondents in Nelson Bay for a conference or other work related events, one resided in Sydney, one was from interstate, and the other was from overseas.

4.2 Rates of Visiting

Just over one fifth (24 or 22.6%) of respondents, were in Nelson Bay for the first time. Of this group, 6 were from other parts of the Hunter Valley or the NSW Central Coast, 11 from Sydney, 1 from interstate, 3 from other parts of Australia, while 3 were from overseas.

Among the 82 (27.4%) returning visitors, 44 (53.7%) were from the Hunter Valley and 26 (31.7%) were from the Sydney area, 7 were from other parts of NSW, 3 from other parts of Australia and 2 from Overseas.

Among those who were not first time visitors, about one-quarter estimated that they visit Nelson Bay 'less than once a year', one-fifth visited 'about once a year' and almost half visit 'more than once per year'. Of the last group, 28 were from the Hunter Valley and the Central Coast, while 5 were residents of Sydney, 2 were from other parts of NSW and 3 were from other parts of Australia. These results are presented in Table 12.

Table 12 Rates of visiting Nelson Bay

Usual place of residence	Type of Visit			First Visit?		Regularity of Visits				
	Recreational day away from home	Part of a vacation	Conference / work related event	First visit	Not first visit	Less than once a year	About once a year	More than once a year	First Visit	Total
	% of respondents									
Hunter Valley and Central Coast	96.3	31.6	0.0	25.0	53.7	42.9	34.8	73.0	25.0	47.2
Sydney	3.7	46.1	33.3	45.8	31.7	38.1	52.2	13.5	45.8	34.9
Other NSW	0.0	10.5	0.0	4.2	8.5	9.5	13.0	5.4	4.2	7.5
Other Australia	0.0	6.6	33.3	12.5	3.7	0.0	0.0	8.1	12.5	5.7
Overseas	0.0	5.3	33.3	12.5	2.4	9.5	0.0	0.0	12.5	4.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The great majority of those on their first visits to Nelson Bay were on a vacation. For those not on their first visits two-thirds were on vacation, almost one-third were visiting for a recreational day away from home, and a small number (3.7%) were attending a conference or work event.

Among respondents on vacation just over one-quarter were staying away from home for a single night and almost half were away for two nights. About 10 per cent of this group expected to stay for three nights. In total, 80 per cent of those staying away from home for at least one night, were staying or had stayed in their current accommodation for no more than three nights.

4.3 Likes and Dislikes of Nelson Bay

Respondents were asked to *name three things you like about Nelson Bay*. The most likely responses were identified in consultation with Council staff and members of the Stakeholders Forum. Any other responses were noted by the interviewer and coded by the researcher for analysis. The results are presented in in Table 13, which shows that the most common response was ‘the Marina’ and/or ‘Beaches’. The next most frequently cited aspects of Nelson Bay that tourists *liked* were: ‘Beaches’; ‘Restaurants, Cafes and Bars; ‘Quiet Relaxed Atmosphere’; ‘The Foreshore’; and ‘the Weather’.

Table 13 Aspects of Nelson Bay that appeal to tourists

Name three things you LIKE about Nelson Bay		
	n	%
Marina	45	42.5
Beaches	44	41.5
Restaurants/Cafes/Bars	31	29.2
Quiet Relaxed Atmosphere	30	28.3
Foreshore	25	23.6
Shops	17	16.0
Views over Port Stephens	15	14.2
Weather	13	12.3
Natural Environment	8	7.5
Town Centre	3	2.8

Similarly, respondents were asked to *name three things you dislike about Nelson Bay*, and the combined responses are presented in Table 14. The most common response to this question was ‘none’ (29.2%) and a small number (4.0%) gave a ‘Don’t Know’ response. The most frequently identified attributes of Nelson Bay that tourists *disliked* were ‘Cost of Parking’, and ‘Lack of Parking’, followed by Traffic Congestion and Time limits on Parking.

Table 14 Aspects of Nelson Bay disliked by tourists

Name three things you Dislike about Nelson Bay		
	n	%
None / don't know	35	33.2
Cost of Parking	32	32.1
Lack of Parking	28	26.4
Traffic congestion	13	12.3
Time Limits on Parking	9	8.5
Hospitality Services	8	7.5
Crowds	5	4.7
Accommodation	2	1.9

4.4 Improvements to Nelson Bay and aspects to preserve

Respondents were further asked *what are the three most important improvements that should be made to Nelson Bay?* Again, responses were pre-coded but unprompted. The combined responses are presented in Table 15, which shows that the most common response to this question was *don't know* (30.2%). Among respondents who were able to identify desired improvements, the most common were 'More Parking', 'Cheaper Parking, and Better Traffic Management, reflecting the attributes most frequently nominated as disliked by tourists.

Table 15 Three most important improvements that should be made to Nelson Bay

	N	%
Don't Know	32	30.5
More Parking	29	27.4
Cheaper Parking	27	25.5
Better Traffic Management	11	10.4
Traffic by-pass for Town Centre	7	6.6
Entertainment	7	6.6
Hospitality Service/Prices	6	5.7
Roads	5	4.7
More restaurants/cafes/bars	5	4.7
Youth Activities	4	3.8
A large supermarket/shopping centre	3	2.8
Better Quality Accommodation	2	1.9

Tourists were also asked *what aspects of Nelson Bay should future developments should preserve?* The most common responses, presented in Table 16, reflect the things that respondents most liked about Nelson Bay: 'The Marina', 'Natural Surroundings and 'the low townscape'.

Table 16 What Aspects of Nelson Bay Should Development Preserve?

	No.	%
The Marina	49	46.2
Natural Surroundings	44	41.5
The low townscape	37	34.9
Restaurants, shops and amenities on the Foreshore	15	14.2
Views of Port Stephens	14	13.2
Aquatic Themes*	13	12.3
Views of Surrounding Hills	12	11.3
Don't Know	8	7.5

*Included various references to water related issues like 'Access to the water', 'Beaches', 'Coastline'.

4.5 Attitudes to draft Strategy proposals

Respondents were asked to indicate how strongly they *agreed* or *disagreed* with a series of twelve statements related to proposals in the draft Strategy. These statements were adapted from the community survey, and selected for potential relevance to tourists and holiday-makers in consultation with Council staff and members of the Stakeholders Forum.

- Nelson Bay's character would NOT be harmed by taller buildings in the Town Centre
- Nelson Bay needs MORE pedestrian amenities, like street seating and shelter
- Nelson Bay has ENOUGH restaurants, cafes and bars
- The Foreshore should have MORE facilities for recreation and entertainment
- Traffic flows smoothly THROUGH the Town Centre
- Traffic flows smoothly AROUND the Town Centre
- Nelson Bay has adequate car parking
- Nelson Bay has an ADEQUATE range of shops
- Nelson Bay does NOT have ENOUGH tourist accommodation
- Nelson Bay DOES NOT have a sufficient RANGE of tourist accommodation (4 or 5 star hotels, budget accommodation)
- Nelson Bay offers HIGH QUALITY nature tourism, like whale watching, snorkelling
- Nelson Bay should develop to become a larger scale tourist destination

Majorities of respondents *disagreed* ('strongly disagree' or 'disagree') with the following statements: 'Nelson Bay's Character would not be harmed by taller buildings in the Town Centre' (80.2%), 'Nelson Bay has adequate car parking' (56.6%), 'Nelson Bay should develop to become a larger scale tourist destination' (69.8%).

The majority of respondents *agreed* ('strongly agree' or 'agree') with: 'Nelson Bay offers high quality nature tourism, like whale watching, snorkelling' (88.7%), 'Traffic flows smoothly around the Town Centre' (67.9%), 'Nelson Bay has an adequate range of shops' (66.0%), 'Nelson Bay needs more pedestrian amenities, like street seating and shelter' (62.2%), 'Nelson Bay has enough restaurants, cafes and bars' (62.2%) and 'Traffic flows smoothly through the Town Centre' (57.6%).

For statements on tourist accommodation, respondents were highly likely to be unable to answer (*don't know* or *refused*). For 'Nelson Bay does not have enough tourist accommodation', 40 respondents (37.7%) were unable to answer. Similarly for the statement, 'Nelson Bay does not have a sufficient range of tourist accommodation', Don't Know/Refused numbered 50 (47.2%). In both cases, over half the respondents answering 'Don't know/Refused' were either on their first visits, on day trips, or attending conferences or work related events.

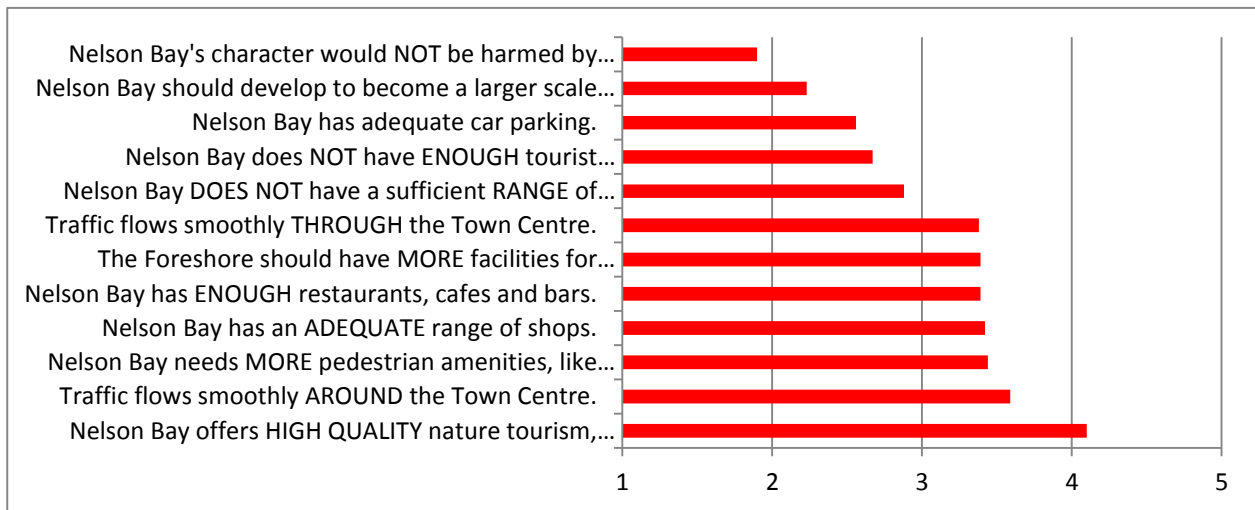
Further, Don't Know/Refused were 14.2 per cent on both traffic questions, 'Traffic flows smoothly around the Town Centre' and 'Traffic flows smoothly through the Town Centre'. About half of these respondents were on their first visits to Nelson Bay.

Table 17 Tourists' attitudes to statements based on proposals in draft Strategy

	Strong-ly Dis-agree	Dis-agree	Neither Agree or Disagree	Agree	Strongly Agree	Don't Know/Refused	Total
Statement based on Strategy	% of respondents						
Nelson Bay's character would NOT be harmed by taller buildings in the Town Centre	46.2	34.0	3.8	16.0			100.0
Nelson Bay needs MORE pedestrian amenities, like street seating and shelter.	0.9	24.5	4.7	57.5	4.7	7.5	100.0
Nelson Bay has ENOUGH restaurants, cafes and bars.	2.8	22.6	2.8	61.3	0.9	9.4	100.0
The Foreshore should have MORE facilities for recreation and entertainment.	1.9	29.2	50.9		8.5	9.4	100.0
Traffic flows smoothly THROUGH the Town Centre.	4.7	17.9	3.8	55.7	1.9	16.1	100.0
Traffic flows smoothly AROUND the Town Centre.	2.8	12.3	2.8	67.0	0.9	14.2	100.0
Nelson Bay has adequate car parking.	16.0	40.6	3.8	32.1		7.5	100.0
Nelson Bay has an ADEQUATE range of shops.	1.9	23.6		66.0		8.4	100.0
Nelson Bay does NOT have ENOUGH tourist accommodation.	2.8	37.7		20.8	0.9	37.7	100.0
Nelson Bay DOES NOT have a sufficient RANGE of tourist accommodation (4 or 5 star hotels, budget accommodation).	2.8	25.5	0.9	22.6	0.9	47.2	100.0
Nelson Bay offers HIGH QUALITY nature tourism, like whale watching, snorkelling.	0.9	0.9	0.9	73.6	15.1	8.5	100.0
Nelson Bay should develop to become a larger scale tourist destination.	34.9	34.9	3.8	19.8	4.7	1.9	100.0

Mean scores agreement scores, illustrated in Figure 8, show a similar pattern with highest average agreement on 'Nelson Bay offers HIGH QUALITY nature tourism, like whale watching, snorkelling' and highest *disagreement*, for 'Nelson Bay should develop to become a larger scale tourist destination' and 'Nelson Bay's character would NOT be harmed by taller buildings in the Town Centre'.

Figure 8 Mean agreement scores on statements based on proposals in draft Strategy



More ambivalence scores (between 2.5 and 3.5) occurred on:

- Nelson Bay needs MORE pedestrian amenities, like street seating and shelter.
- Nelson Bay has an ADEQUATE range of shops.
- Nelson Bay has ENOUGH restaurants, cafes and bars.
- The Foreshore should have MORE facilities for recreation and entertainment.
- Traffic flows smoothly THROUGH the Town Centre.
- Nelson Bay DOES NOT have a sufficient RANGE of tourist accommodation (4 or 5 star hotels, budget accommodation).
- Nelson Bay does NOT have ENOUGH tourist accommodation.
- Nelson Bay has adequate car parking.

4.4 How Nelson Bay compares as a Tourist destination with other Australian Bay side Towns

When asked how favourably Nelson Bay compared with 'similar bay side towns' they had 'visited in Australia', 90 (87.4%) respondents nominated ('favourably' or 'very favourably').

Table 18 Nelson Bay compared with similar bay side towns

How favourably do you think Nelson Bay compares with similar bay side towns you have visited in Australia?		
	n	%
Unfavourably	3	2.9
Neither Favourable or Unfavourably	6	5.8
Favourably	53	51.5
Very Favourably	37	35.9
Don't Know	4	3.9
Total	103	100
Missing	3	
Total	106	

When asked what aspects of Nelson Bay made it more appealing than other similar bay side towns in Australia, 24 (22.6%) described the 'Atmosphere of the town', 21 (19.8%) referred to Nelson Bay's 'Small Size' and 13 (12.3%) cited 'The Marina'. When asked what aspects made Nelson Bay less appealing to visit than similar bay side towns in Australia, 54 (50.9%) gave a 'Don't Know' answer. The next most cited aspect was 'cost of parking' (13, 12.3%), and lack of parking (11, 10.4%). Almost all respondents (101, 95.3%) were 'likely' or 'very likely' to return for another visit.

4.4 Visitor Information Centre

Almost three quarters of respondents, or 77 (72.6%) were aware of the Visitor Information Centre (VIC). Among the 29 respondents who were unaware of the Visitor Information Centre, 13 (44.8%) were in Nelson Bay on their first visit. For respondents who knew the location of the VIC, 83.1 per cent answered, 'No' when asked if the Centre could be in a more convenient place for tourists.

4.5 Overnight Accommodation

Among all respondents, 78 were staying away from home at least one night. This number included those staying away from home on the night of their interview and those going home the night of the interview. Of this group, 77 gave information on their accommodation while away. Thirty nine (50.6%) were staying or had stayed in Nelson Bay. Twenty seven (35.1%) were staying or had

stayed in other parts of the Tomaree Peninsula. Therefore 85.7% had or were staying locally. Most of the rest were staying in various parts of the Hunter Valley.

Table 19 Where vacationers stayed

Vacationers: Places Staying or Last Stayed		
	No.	%
Nelson Bay	40	51.9
Shoal Bay	8	10.4
Salamander Bay	6	7.8
Anna Bay	4	5.2
Corlette	3	3.9
Fingal Bay	3	3.9
Newcastle	2	2.6
One Mile	2	2.6
Soldiers Point	1	1.3
Hawks Nest	1	1.3
Maitland	1	1.3
Mallabula	1	1.3
Morpeth	1	1.3
Rathmines	1	1.3
Swansea	1	1.3
'Continuing North'	1	1.3
Unsure	1	1.3
Total	77	100.0

Almost 70 per cent (67.9%) or 53 had stayed, or were expecting to stay in their holiday accommodation for no more than two nights. Of this group, 42 were residents of the Hunter Valley, the NSW Central Coast or Sydney.

Table 20 Expected length of stay

Total Expected Nights in Current Accommodation		
	No.	%
1	22	28.2
2	31	39.7
3	8	10.3
4	1	1.3
5	2	2.6
7	3	3.8
8	2	2.6
10	1	1.3
14	4	5.1
35	1	1.3
Don't Know	2	2.6
Missing	1	1.3
Total	78	100.0

The most common forms of accommodation were 'a rented holiday apartment house' (26.0%), Hotel or Motel (24.7%) and Caravan or Cabin (20.8%).

Table 21 Total Nights in Current Accommodation by Accommodation Type

	1-2 nights	3 nights to a week	More than a week	Don't Know	Total	
	No.	No.	No.	No.	No.	%
A Rented holiday Apartment-House	14	6	0	0	20	26.0
Hotel or Motel	15	3	0	1	19	24.7
Caravan or Cabin	6	4	5	1	16	20.8
the Home of Friends or Family	6	1	2	0	9	11.7
A Serviced Apartment	5	0	0	0	5	6.5
Your own Holiday Apartment-House	2	0	1	0	3	3.9
Refused	2			0	2	2.6
Bed and Breakfast.	1				1	1.3
House Boat	2				2	2.6
Total	53	14	8	2	77	100.0

4.4 Prospects of Settling in Nelson Bay

Respondents were asked to identify aspects of Nelson Bay that would make it appealing for permanent living. The most commonly cited were 'Quiet Relaxed Atmosphere' (27, 25.4%) and 'Beaches' (17, 16.0%).

The following question asked respondents about aspects of Nelson Bay they saw as unappealing for settlement. The most cited unappealing aspects of Nelson Bay as a place to live were: None (21, 19.8%), 'Distance from Metropolitan Areas' (17, 16.0%) and 'Lack of Local Employment' (16, 15.1%).

Respondents were asked about the likelihood of their eventual settlement in Nelson Bay. Eighteen or 17 per cent of respondents held that they were 'likely' or 'very likely' to 'eventually settle in Nelson Bay'. However, it was expected that most respondents would have commitments and plans in other places and 62.2 per cent held that their settlement was 'unlikely' or 'very unlikely'.

Table 22 Likelihood of settling in Nelson Bay

How likely are you to eventually settle in Nelson Bay?		
	No.	%
Very Unlikely	35	33.0
Unlikely	31	29.2
Neither Likely or Unlikely	15	14.2
Likely	11	10.4
Very Likely	7	6.6
Don't Know/Refused	6	5.7
Missing	1	0.9
Total	106	100.0

4.4 Final Comments on how Nelson Bay can improve as a tourist destination

When asked for final comments on how Nelson Bay could improve as a tourist destination, 28 respondents gave comments. These were on a range of topics including transport to Newcastle, accommodation, a desire not to see Nelson Bay over-develop, need for better services and appearance of the Visitor Information Centre, lack of tidiness and cleanliness, the need for more medical facilities, shopping hours, inadequate parking facilities and dissatisfaction with hospitality services. There were also positive comments praising Nelson Bay as a 'nice place' and prospective place to buy a beach house. Comments can be seen in the Appendix 11.

APPENDIX 1

RECRUITMENT SURVEY QUESTIONNAIRE

Introduction for Resident Owners and Renters/Non-Resident Owners

Good morning/afternoon/evening, my name is, calling on behalf of Port Stephens Council. We are conducting an independent survey to get the community's views and input to assist Council in revising planning controls in Nelson Bay, such as building heights and design and road linkages. Your telephone number was selected at random from the White Pages/Yellow Pages/Council Records.

Can you tell me how many permanent residents aged 18 or over in your household have OWNERSHIP of the property?

No. Owners

[5 = 5 or more 9 = REFUSED]

(If none)

And how many permanent residents aged 18 or over in your household contribute to paying RENT for the property?

No. Renters

[7 = 7 or more 9 = REFUSED]

(IF no one aged over 18 in the household, terminate the interview).

Are you aged 18 or over and a RENTER/RATEPAYER

Are you the oldest, the 2nd oldest, 3rd oldest, etc. of the rent or ratepayers aged 18 or over?

1. YES

77. SPEAKER NOT ELIGIBLE

99. REFUSED TO ANSWER (BUT WILL CONTINUE)

The computer has chosen the person in your household with the LAST birthday as the person I should speak to. Would that be yourself?

1. Yes
2. No

(If No, ask for eligible person)

WHEN REQUIRED PERSON IS ON PHONE ASK

Good morning/afternoon/evening, are you [RESPONDENT]? My name is ..., calling on behalf of Port Stephens Council. We are conducting an independent survey Port Stephens Council. We are conducting an independent survey to get the community's views and input to assist Council in revising planning controls in Nelson Bay, such as building heights and design and road linkages.

You are invited to take part in the survey. Port Stephens Council is very keen to have your input, as a member of the community, into its planning for the future.

Introduction for Businesses

Could I please speak to the owner of the business?

[MANAGER OR OTHER DECISION MAKER WHO MAKES DECISIONS ABOUT THE BUSINESS IS ACCEPTABLE IF OWNER NOT AVAILABLE WAIT TILL CERTAIN OF ACTUAL RESPONSE BEFORE PROCEEDING]
[INTERVIEWER: OFFER FREECALL/LETTER IF REFUSAL]

1. YES
2. NO - NOT AVAILABLE
22. No

[13. REQUIRE LETTER TO CONTINUE]

[INTERVIEWER: OFFER FREECALL IF REFUSAL]

13. REQUIRE LETTER TO CONTINUE]
2. REFUSAL (NOT BY SELECTED RESPONDENT)

WHEN REQUIRED PERSON IS ON PHONE ASK

Good morn/afternoon/evening, are you [RESPONDENT]? My name is ..., calling on behalf of Port Stephens Council. We are conducting an independent survey for Port Stephens Council. We are conducting an independent survey to get the community's views and input to assist Council in revising planning controls in Nelson Bay, such as building heights and design and road linkages.

You are invited to take part in the survey. Port Stephens Council is very keen to have input from business operators like yourself, as community members, into its planning for the future. This is your chance to have your say.

Further explanation – All Respondents

Your answers will be confidential, and there will be no identifying information in the results given to the Council.

If you agree, we will mail some information to you about the draft Nelson Bay Town Centre & Foreshore Strategy, or we can email it if you prefer. The information gives you the background to the draft guidelines for future commercial and residential development in Nelson Bay, and examples of what effect the guidelines will have in practice.

We will call you back in about a week, when you've had time to read the information, and ask you to do a 15 minute phone interview. It is very important that you read and think about the information carefully before we do that interview.

Will you be able to help us with this survey?

19.YES

[IF REFUSE ASK: May I ask a couple of very quick questions before you go to make sure we have contacted a wide range of Tomaree Peninsula community members]

1. YES, CONTINUE

2.NO

13. GIVE WEBPAGE/SEND LETTER

19. NO - BUT WILL ANSWER A FEW QUESTIONS

2. NO - COMPLETE REFUSAL BY RESPONDENT

4. Not Now SPOKE TO RESPONDENT - CALLBACK ARRANGED - ASK FOR IDENTIFIER

First, may I ask a few questions to make sure we have talked to a wide range of Tomaree Peninsula community members about the survey. This will take about two minutes.

Do you (1) own or (2) rent this property?

1. Owner (resident ratepayer)
2. Renter (resident non-ratepayer)
3. Business operator (non-ratepayer)

9. REFUSED

Qstrat1. Is the property [READ ITEMS]?

1. Your home
2. A residential investment property
3. A business property

7. OTHER [DO NOT READ]

9. REFUSED [DO NOT READ]

[INTERVIEWER: DO NOT ASK THIS QUESTION UNLESS NECESSARY]

Q1. Are you male or female?

M = Male

F = Female

Q2. Could you please tell me how old you are? [IN YEARS]

[999. REFUSED - ATTEMPT AGE RANGE QUESTION NEXT PAGE]

Q2r. What is your age group? Is it ... [READ OPTIONS]

1. 18 - 24 6. 45 - 49 11. 70 and over
2. 25 - 29 7. 50 - 54
3. 30 - 34 8. 55 - 59 99. REFUSED
4. 35 - 39 9. 60 - 64
5. 40 - 44 10. 65 - 69

Q3. What best describes YOUR work status? [READ OPTIONS]

1. Paid full-time employment
2. Paid part-time employment
3. Self Employed
4. Looking for paid employment
5. Student
6. Home duties
7. On a pension other than the age pension
8. Retired [EITHER ON AGE PENSION OR SELF-FUNDED SUPER]
9. Other

[USE CODES IF POSSIBLE - TYPE IN OTHER - 99. REFUSED]

Q4. How long have you lived in Port Stephens Council area?

[Years - Range: 0 - 80; 88. DON'T KNOW 99. REFUSED]

[Months - Range: 1 – 18

77. Less than a month
88. DON'T KNOW
99. REFUSED]

Q5. In 5 years from now, do you think you would be most likely to be living in... [READ OPTIONS]

1. Port Stephens Council area
2. Elsewhere in the Hunter Region
3. Somewhere else

[8. DON'T KNOW 9. REFUSED]

Thank you for your answers and your interest in the survey.

May we have your name and address so we can send the information to you.

NAME #

ADD1 #

ADD2 #

SUBURB #

POSTCODE #

We can send the information by email if you would prefer?

Qmedia. Which type of address would you prefer to use?

1. Post

2. Email

You will be able to read all the information on the screen, and we will ask you to print out four pages - called attachments - to have in front of you when we call back to do the interview.

Could I have your email address?

NAME #

EMAIL #

qcons1. Is this the best phone number to contact you on when we call again?

[1. YES 2. NO]

What number do you prefer to be contacted on?

qcons2. Do you have another number you can be contacted on?

[IF THE NUMBER BELONGS TO ANOTHER PERSON WRITE A NOTE ABOUT THIS]

- ALSO NOTE IF THE NUMBER IS A WORK NUMBER OR SIMILAR.]

[ENTER NUMBER - 22. NO OTHER NUMBER]

Qday. What day of the week would suit you best? [22. NO SPECIAL DAY]

DAY: #

Qtime. Would you prefer to be called (1) morning, (2) afternoon or (3) evening?

TIME: #

[TYPE IN TEXT RESPONSE IF NECESSARY]

My name is ... calling from Hunter Valley Research Foundation on behalf of Port Stephens Council. The information should reach you in the next couple of days. If it doesn't or if you have any other concerns about this interview please contact my supervisor on 1800 355 534.

APPENDIX 2

Proposed Nelson Bay Town Centre & Foreshore Strategy

Information Sheet

Thank you for agreeing to participate in our telephone survey on the proposed *Nelson Bay Town Centre & Foreshore Strategy* (the 'Draft Strategy'). Please read this information sheet, which summarises the Draft Strategy's key points.

The purpose of the Draft Strategy is to make Nelson Bay a more attractive place to live, work and visit and a stronger hub of economic activity. Certain issues are pertinent to this goal. Nelson Bay experiences high seasonal variations in tourism which need to be "evened out". It is in competition with coastal tourist centres elsewhere in NSW, Australia and overseas. As the Salamander Centre is now the focus for weekly shopping in the Tomaree Peninsula, Nelson Bay businesses are repositioning to hospitality, and smaller, more unique and speciality retail. It is also important that Nelson Bay offers amenities and an attractive environment to maintain its existing population and attract new residents. Many new residents are former tourists drawn by the relaxed coastal lifestyle of the area.

This information sheet summarises the Draft Strategy's most important proposals and we ask you to read it so you can give us your informed opinions to help shape the Draft Strategy for approval by the Port Stephens Council.

For any questions about the proposed *Draft Strategy*, please contact Port Stephens Council Strategic Planning Section on 49800326.

Definitions

The Draft Strategy: the proposed *Nelson Bay Town Centre & Foreshore Strategy* document which applies to *Nelson Bay Town Centre* and *Nelson Bay Foreshore* and is summarised by this information sheet. Instructions on how to access a full copy of the Strategy at the Port Stephens Council Website appear at the end of this document.

Nelson Bay: includes all land and buildings in the suburb of Nelson Bay. It includes the **Nelson Bay Town Centre** and the **Nelson Bay Foreshore**. It does not include surrounding areas of Corlette and Shoal Bay (See Map 2).

Nelson Bay Town Centre includes: the main commercial and town area of the suburb of Nelson Bay. It is bordered to the south by Kurrara Hill (behind the Nelson Bay Bowling Club), to the east (approximately) by Yacaaba Street, to the west by Church Street and to the north by Victoria Parade/Government Road and the Nelson Bay Foreshore (See Map 1).

Nelson Bay Foreshore: is the foreshore area immediately north of the Nelson Bay Town Centre, including the Marina, Fish Co-op and Apex Park (See Map 1)

Tomaree Peninsula: includes, Nelson Bay, Shoal Bay, Fingal Bay, Salamander Bay, Corlette, Anna Bay, One Mile Beach, Fisherman's Bay, Boat Harbour, Soldier's Point and Taylors Beach. (In their document, *the Lower Hunter Regional Strategy*, the NSW Department of Planning and Infrastructure refers to the Tomaree Peninsula as the Nelson Bay Tourist Precinct) (See Map 2)

Background

1. Over the next 20 years, population and employment are expected to grow in the **Tomaree Peninsula** including Nelson Bay, which is a main service/tourist centre. A planning strategy for the **Nelson Bay Town Centre and Foreshore** is required to:
 - stimulate and diversify jobs growth
 - provide guidelines for the design of new buildings and development.
 - ensure adequate roads, parking, pedestrian facilities and storm water drainage.
 - ensure Nelson Bay is an attractive place to live, work, visit and shop.
 - manage and develop the Nelson Bay as a tourism centre
 - improve the relationship between the **Nelson Bay Town Centre** and the **Nelson Bay Foreshore**
 - facilitate a distinctive Town Centre character
 - **Note:** The *Draft Strategy* cannot directly address environmental issues in areas for which other levels of government are responsible, such as the Marine Park. But it can promote actions that will support the natural environment of these areas.
2. The population of the suburb of Nelson Bay is projected to grow by about 1,300 persons by 2031. This is an increase from 4,113 in 2006 (last Census) to between 5,200 and 5,500 by 2031 (projection by HVRP).
3. The *Draft Strategy*:
 - contains guidelines for the growth and development of the Nelson Bay **Town Centre and Foreshore** as a unique destination on the **Tomaree Peninsula**. The *Strategy* also seeks to define a 'desired future character' which builds on the existing distinctive character and environmental assets.
 - has been developed in consultation with various stakeholders and the wider community. It identifies Council actions to guide development- for the next 20 years and beyond.

- builds on the directions of NSW Department of Planning's 2006 *Lower Hunter Regional Strategy* (LHRS). The LHRS identified the **Tomaree Peninsula** as a centre of 'regionally significant economic activity and employment'.
- has been developed in consultation with the Marine Park Authority NSW and the NSW Department of Lands who control the Foreshore and waterway.
- aims to enable the economy of Nelson Bay **including the Nelson Bay Town Centre and Foreshore** to grow, and be less vulnerable to seasonal changes in tourism.
- aims to make the Nelson Bay a more 'liveable' place that will attract more permanent residents.
- recognises that the natural environment is an essential aspect of Nelson Bay's social, community and commercial life.

PRINCIPLES AND ACTIONS FOR PROPOSED *DRAFT* STRATEGY

1. Provide for economic stimulus of Nelson Bay	
<i>Rationale</i>	<i>Actions</i>
Planning should support economic development in Nelson Bay. Such plans should be sensitive to Nelson Bay's desired town character and the natural environment.	Encourage employment diversity within the Town Centre, through the provision of office space to suit varying employment needs.
	An appropriately located major supermarket would change the destination capacity of the Town Centre and reduce the need for some residents to travel further to Salamander Bay.
	<p>Stimulate activity and development in the Town Centre by establishing such facilities such as a conference centre within walking distance. Possible sites are:</p> <ol style="list-style-type: none"> 1. within the foreshore west of the existing D'Albora Marina complex 2. the Bowling Club & Tennis Court site.

2. Connect the Town Centre and Waterfront Precincts	
<i>Rationale</i>	<i>Actions</i>
<p>The Town Centre and Foreshore are separated by Apex Park. Improving the connection between these areas will:</p> <ol style="list-style-type: none"> 1. provide a stronger relationship between the Town Centre and the Foreshore 2. facilitate flows of people between the Town Centre and the Foreshore, increasing business and social activity. 	Reduce the feeling of separation between the waterfront and the Town Centre through the co-ordinated use of landscaping, signage, public art and activity.
	Reinforce the role of Apex Park as an inviting connection point between the Town Centre and the Foreshore.
	Redevelop the visitor information centre with facilities that interact with the park, such as

	outdoor eating.
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3a. Improve access links and traffic circulation (Motor Traffic)	
<i>Rationale</i>	<i>Actions</i>
<p>The Town Centre's current road pattern limits traffic circulation. Improvements to road planning should:</p> <p>1) give easy entry and exit to the Town Centre and Foreshore</p> <p>2) accommodate changing levels of traffic flow (p36)</p> <p>3) ensure pedestrian safety.</p>	Reduce traffic pressure on existing streets by creating more connections to disperse traffic flows within the Town Centre.
	Use signage to direct through traffic to use Dowling Street as a by-pass route.
	Extend Stockton Street south across Dowling Street.
	Align Dowling Street and Magnus Street North to direct more traffic east on Dowling.
	Link Yacaaba Street to Victoria Parade to create a second northern entrance to the Town Centre.
	Extend Yacaaba Street south to Dowling Street to create a second southern Town Centre entrance, taking pressure off Stockton Street.
	Investigate redesigning the intersection of Government/Laman and Victoria Parade to give better access to the Foreshore.
	Investigate extending Fingal Street to Victoria Parade.
	Create a bypass between Nelson Bay and Fingal Bay to reduce through traffic in the Nelson Bay Town Centre.

3b. Improve access links and traffic circulation (Pedestrian Traffic)	
<i>Rationale</i>	<i>Actions</i>
People should be encouraged to walk between the Town Centre and Foreshore (See Principle 2).	Provide a strong pedestrian link from the Town Centre to the Foreshore through Apex Park by improving the pedestrian walkway from Stockton Street to the water.
The existing walkway to from Stockton Street to Apex Park is underused.	Reduce traffic speeds through the centre of town and improve connections and capacity in the road system.
Give pedestrians priority and safety in Town Centre generally.	

3c. Improve access links and traffic circulation (Parking)	
<i>Rationale</i>	<i>Actions</i>
Parking facilities in the Town Centre need to accommodate expected population and business growth.	Improve the utilisation of existing car parking.
	Use existing Council-owned car parking land in the Town Centre to expand capacity of public parking facilities: <ol style="list-style-type: none"> 1. Donald Street East 2. Donald Street West
	Investigate the relocation of off-street parking from the Foreshore.
	Introduce new timed parking in high activity areas to increase parking turnover.

4. Improve pedestrian amenities	
<i>Rationale</i>	<i>Actions</i>
Improved pedestrian amenities around the Town Centre and Foreshore will support:	Slow traffic along Government Road/Laman Street/Victoria Parade before reaching Stockton Street and increase

1) social activity 2) the economy 3) the environment (by encouraging non-use of motor transport).	alternative road connections in order to increase priority for pedestrians.
	Improve shade/shelter facilities, street furniture and other amenities.

5. Development to fund public infrastructure provision, upgrading and ongoing maintenance	
<i>Rationale</i>	<i>Actions</i>
Developers can help fund infrastructure improvements and maintenance.	Investigate the potential of a levy on new developments to fund infrastructure such as car parking and streetscape improvements.
	Provide incentives for developers to provide special facilities, such as public toilets or a conference centre, and/or improvements to public places.

6. Create a sense of 'place' through upgrading of streetscape, landscape & public spaces	
<i>Rationale</i>	<i>Actions</i>
Planning should develop positive qualities for the Town Centre and Foreshore as places to experience, by both visitors and residents.	Enhance the streetscape, town landscaping, paving, street furniture and signage in a coordinated and distinctive manner that also reflects the natural environment.
Nelson Bay should have a distinctive character that is evident in building design, public places, streets and landscaping.	Council should undertake an assessment of public art opportunities and how Indigenous and European history can be represented within the public spaces in the Town Centre and waterfront.
	Ensure building design reflects the desired character of Nelson Bay though

	development guidelines.
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7. Apex Park as a main 'quality open space'	
<i>Rationale</i>	<i>Actions</i>
As the connection between the Town Centre and the Foreshore, Apex Park is situated to offer residents and visitors 'quality open space' and function as a 'town square'.	Apex Park developed as a Town Park and provides an inviting link between the Town Centre and the Foreshore.
	Redevelop the Visitor Information Centre site to relate more to the surrounding parklands e.g. such as with an. outdoor café/restaurant.
	Provide further park facilities e.g. playground and a place for large public gatherings (such as an amphitheatre).

8. Quality Urban Design and Architecture	
<i>Rationale</i>	<i>Actions</i>
<p>Current buildings in Nelson Bay Town Centre do not support a coherent design for the area.</p> <p>Buildings and places in the Town Centre need to relate to their surrounds and contribute to a pleasant environment.</p> <p>Together, Nelson Bay Town Centre and the Foreshore do not have a co-ordinated urban design (e.g. Marina buildings face away from the Town Centre).</p>	Development guidelines should encourage a coherent Town Centre which has high amenity and where buildings make a positive contribution to the desired character of Nelson Bay.
	Council to establish an independent 'Design Review Panel' to advise on new development and the quality of building design.
	Future planning will ensure that buildings and spaces on the Foreshore and Town Centre will have a consistent design character.
	<p>Development guidelines should:</p> <ol style="list-style-type: none"> 1. Require new developments to be of a bulk and scale in keeping with the desired character of Nelson Bay. 2. Ensure buildings in the Town Centre have an active street frontage and no blank facades facing public spaces. 3. Require a consistent setback from the street boundary. 4. Respond to ground slope. 5. Encourage high amenity for pedestrians, such as shade and shelter. 6. Preserve view corridors to natural features. 7. Preserve existing trees and significant plantings.

	<p>8. Require buildings in the Town Centre to be built to their property boundaries at their ground floor levels.</p>
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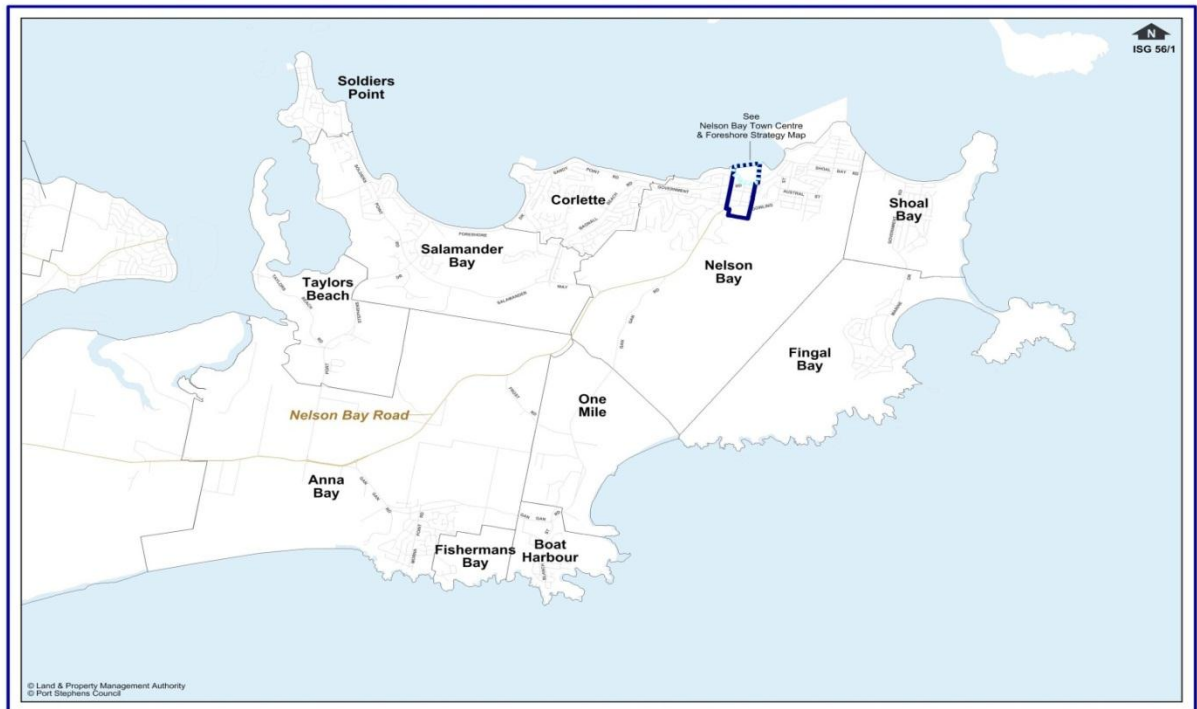
9. Creation of Dynamic and Adaptable Buildings	
<i>Rationale</i>	<i>Actions</i>
Buildings in the Town Centre and Foreshore that are adaptable to changing needs are more likely to remain useful.	Town Centre and Foreshore buildings to provide adaptable floor space for a range of commercial uses.
	All dwelling space in the Town Centre to be able to accommodate permanent residents even if initially intended for short term holiday accommodation.

10. Building Height	
<i>Rationale</i>	<i>Actions</i>
<p>Increased building height will provide additional floor space for economic and residential uses but may obstruct existing views.</p> <p>Buildings should be of a scale expected in a Town Centre.</p> <p>Building heights should facilitate view sharing.</p>	Buildings to be setback above the first floor to provide balconies, view sharing and access to sunlight.
	A maximum building height across the Nelson Bay Town centre of 5 storeys.
	Allow taller buildings only at the higher levels (usually at the periphery) of the Town Centre, but only when: <ol style="list-style-type: none"> 1. views are not blocked 2. the buildings are of special economic importance.
	New buildings on the Foreshore will be limited to 3 levels.
	There will be no development on the Foreshore's eastern car park.
	Taller buildings may be allowed at the western end of the Foreshore near the Fisherman's Co-op, if there is no obstruction of views: <ol style="list-style-type: none"> 1. from public places on the escarpment 2. of the wooded escarpment from the water.

Map1 – Nelson Bay Town Centre and Foreshore



Map 2 - Tomaree Peninsula



To Access a full copy of the *Proposed Nelson Bay Town Centre & Foreshore Strategy*:

Follow these steps:

1. Log on to www.portstephens.nsw.gov.au
2. On the home page, click on the *Planning* tab
3. Select *Planning Strategies*
4. Go to the second page of Planning Strategies to access the *Draft Strategy*

Or go to the following link:

http://portstephens-new.local-e.nsw.gov.au/index.php?option=com_jentlacontent&view=category&id=3546&Itemid=4006&limitstart=10

APPENDIX 3
COMMUNITY SURVEY QUESTIONNAIRE
Nelson Bay Community Survey – Draft Nelson Bay
Strategy
Hunter Valley Research Foundation

Q3. First, we'd like your views on the most important general issues that should be addressed in a strategy for development of Nelson Bay Town Centre and Foreshore over the next 20 years. I will ask questions on specific issues in the next question.

On a scale of 1 to 5 where 1 is Very Unimportant and 5 is Very Important, how important or unimportant do you think each of the following issues is to getting the Nelson Bay Strategy right? [PROMPT FOR DEGREE]

3p1. Nelson Bay's economy such as business opportunities & jobs.

3p2. Nelson Bay's Social character - like its sense of community, inclusion of residents in social and civic life.

3p3. The appearance of the town.

3p4. The natural environment.

3p5. Nelson Bay's tourism industry.

Q3b. Are there any other general issues that you think are important to the Nelson Bay Strategy

[WRITE IN]

[Ask for each extra issue] AND How important or unimportant is this to you?

[PROMPT FOR DEGREE]

Q4. The strategy addresses specific issues for Nelson Bay. On a scale where 1 is 'Very Unimportant' and 5 is 'Very Important', how important or unimportant to you is [PROMPT FOR DEGREE]

q4p1. Improving traffic flow within the Nelson Bay Town Centre.

q4p2. Making Nelson Bay Town Centre and the Foreshore into one integrated area.

q4p3. Providing adequate parking space in the Nelson Bay Town Centre and Foreshore at all times.

q4p4. Encouraging more pedestrian activity in the Nelson Bay Town Centre & Foreshore

q4p5. Improving Apex Park as a community meeting place.

q4p6. Improving Nelson Bay's architecture and urban design.

q4p7. Managing building heights in the Town Centre and Foreshore.

q4p8. Preserving key view corridors in the Town Centre and the Foreshore.

q4p9. Encouraging developers to fund essential facilities like car parking and public spaces.

q4p10. Protecting the environment, especially the local waterways

Q4b. Are there any other specific issues that should be addressed by the final version of the Nelson Bay Town Centre and Foreshore Strategy?

[WRITE IN]

[Ask for each extra issue] AND How important or unimportant is this to you?

[PROMPT FOR DEGREE]

Q5. I'm going to read some statements based on proposals about the NELSON BAY TOWN CENTRE that are in the draft Strategy. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree', Please tell me how strongly you agree or disagree" that.....

q5p1. Streets in the Town Centre should not be fronted by blank walls

q5p2. Existing Council car parks and Council land around the Town Centre should be redeveloped to increase parking space.

q5p3. To attract more permanent residents to the Town Centre, apartment buildings should be suitable for both tourist and permanent accommodation.

q5p4. All buildings in the Town Centre should be built to their property boundaries at street level. [TO THE FOOTPATH]

q5p5. Views of the ridgeline from the water or view corridors should not be interrupted by buildings in or around the Town Centre. [TOP OF THE ESCARPMENT/HILL BEHIND THE TOWN]

q5p6. Upper levels of town buildings should be set back to ensure street sunlight

q5p7. Maximum building heights in Town Centre should not be taller than 5 stories.

q5p8. Buildings taller than 5 stories should be allowed on the edge of the Town Centre if their extra height will not block views.

q5p9. Buildings taller than 5 stories should NOT be considered for the town centre even if they have special economic benefit to Nelson Bay.

q5p10. Traffic flows into and out of the Town Centre will not be improved by redevelopment of the road plan

q5p11. To manage through traffic, roads around the Town Centre should be better connected and signposted

q5p13. The Town Centre should have more trees and plantings

Q6. What three things do you like most about Nelson Bay?

[WRITE IN]

Q7. I'm going to read some statements about the Nelson Bay FORESHORE based on proposals in the draft Strategy. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree', Please tell me how strongly you agree or disagree that.....

Q7p1. The pedestrian route from Stockton St. through Apex Park should be improved.

Q7p2. Future planning should aim for architectural coordination between the Town Centre and the Foreshore. [APPEARANCE OF BUILDINGS IS COMPATIBLE]

Q7p3. The Apex Park Visitor Information Centre is located conveniently for visitors.

Q7p4. The Apex Park Visitor Information Centre BUILDING should have facilities like an outdoor cafe to attract more people to the park

Q7p5. New buildings on the Foreshore should be limited to 3 stories

Q7p6. Taller buildings should NOT be allowed at the Western end of the Foreshore near Fisherman's Co-op, even if they don't obstruct views [UP TO 10 STORIES]

Q8. What is the MOST IMPORTANT improvement that should be made to Nelson Bay?

[WRITE IN]

Q9. I'm going to read some statements about Nelson Bay GENERALLY based on proposals in the draft Strategy. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly

- Q9p1. Nelson Bay's urban design should reflect the natural terrain, with building heights following the slope of the land.
- Q9p2. Current architecture in Nelson Bay Town Centre and Foreshore is generally attractive.
- Q9p3. Current architecture in the Town Centre & Foreshore generally supports a co-ordinated appearance for Nelson Bay
- Q9p4. Developments in Nelson Bay should make best efforts to preserve existing trees and significant plantings.
- Q9p5. Building development in Nelson Bay should preserve key view corridors to natural features.
- Q9p6. A conference centre would be appropriate somewhere in the Nelson Bay Town Centre or Foreshore.
- Q9p7. A four or five star hotel would be appropriate in the Nelson Bay Town Centre or on the Foreshore.
- Q9p8. Preserving Nelson Bay's present character is less important than attracting more tourists
- Q9p9. A major increase in Nelson Bay's population is not desirable.
- Q9p10. Nelson Bay should have more pedestrian amenities including street furniture, shade and shelter.
- Q9p11. Public art should be considered in all future plans for Nelson Bay's outdoor public spaces.
- Q9p12. Nelson Bay's public places should express local history, both Indigenous & modern.
- Q9p13. It is NOT appropriate to levy developers for the cost of Nelson Bay's roads, parks or other major facilities.
- Q9p14. A road bypass between Nelson Bay and Fingal Bay is unnecessary

Q9p15. There is NO need for more cycleways and bike facilities in Nelson Bay

Q10. In the future, what aspects of Nelson Bay should be preserved?

[WRITE IN]

Q11. Council is interested in the community's views on some issues that are outside the scope of the Strategy or of direct Council control. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree', Please tell me how strongly you 'agree or disagree' that.....

Q11p1. Developments on the foreshore should be formally monitored to ensure no harm to the natural environment.

Q11p2. Nelson Bay should attract tourists all year, not just in summer.

Q11p3. It is NOT important to have a cinema in Nelson Bay

Q11p4. Major public events in Nelson Bay like the Blue Water Country Music Festival are important

Q11p5. Nelson Bay does NOT need a larger supermarket.

Q11p6. It is important to keep services like post office, bank branches and Centrelink in Nelson Bay

Q12. How often do you come into Nelson Bay Town Centre? Is it.....

1. Every day
2. 2-3 days a week
3. At least once a week
4. Once or twice a month
5. Once every few months

6. Once a year or less

[8. DON'T KNOW 9. REFUSED]

Q12a. What would attract you to come into Nelson Bay Town Centre more often
[WRITE IN]

Just a few questions to make sure we've talked to a wide range of the Tomaree Peninsula community.

QD1. [OBSERVE - Ask only if necessary - Are you male or female?

QD2. Could you tell me how old you are? [OVER 90=95]

(IF REFUSED) What age group are you? [READ OUT]

- | | | |
|----------|----------------|-------------------------------|
| 1. 18-24 | 4. 50-64 | |
| 2. 25-34 | 5. 65-69 | [9. REFUSED - DON'T READ OUT] |
| 3. 35-49 | 6. 70 and over | |

QD3. And YOUR work status? [READ OPTIONS]

1. Paid full-time employment
2. Paid part-time employment
3. Self-employed (full or part-time)
4. Looking for paid employment
5. Student
6. Home duties
7. On a pension other than the age pension
8. Retired [EITHER ON AGE PENSION OR SELF-FUNDED SUPER]

Other [TYPE IN RESPONSE]

[9. REFUSED]

QD5. (Business) How many people does your business employ? [AT THESE PREMISES]

[70. 70 or more 99. REFUSED]

If business go 5b.

**QD5. (Residential) How many people live in your household?
[WRITE IN]**

QD5a. And how many are aged 18 or over? [WRITE IN]

QD5b. And what type of business is it? Is it

1. Retail - general
2. Specialist retail
3. Bar/cafe/restaurant
4. Holiday accommodation/real estate
5. Tourism (operator)
6. Service (mechanic, doctor)
7. Manufacturing
8. Other [TYPE IN on NEXT SCREEN]

88. DON'T KNOW

99. REFUSED

Thank you very much for all the time you've put into this, and for your answers.

Port Stephens Council will make the overall results of the survey public as part of their consultation process.

APPENDIX 4

TOURISM SURVEY QUESTIONNAIRE

RECORD GENDER

1. MALE 2. FEMALE

Hello my name is __ I am from the Hunter Valley Research Foundation, doing a survey for Port Stephens Council on attitudes to their draft proposals for development in Nelson Bay. This survey is for visitors and tourists to Nelson Bay. May I talk to you for a few minutes?

Qa. Can you please tell me where you live? [CIRCLE AS MANY AS APPLY]										
Anna Bay	Boat Harbour	Corlette	Fingal Bay	Fishermans Bay	Nelson Bay	One Mile	Salamander Bay	Shoal Bay	Soldiers Point	Taylors Beach
1	2	3	4	5	6	7	8	9	10	11

12. OTHER

(City/State/Country) _____

If any of the places listed in Qa, say: Thanks very much, but we are recruiting visitors and tourists to Nelson Bay.

Qb. Are you in Nelson Bay for..... [READ OUT - CIRCLE ONE ONLY]					
a recreational day away from home	A conference or work related event	As part of a vacation	Some other recreation or tourism	To do your regular job	Some other NON-recreational
1	2	3	4	5	6

If Qb=5 or 6, say: Thanks very much, but we are recruiting visitors and tourists to Nelson Bay.

We'd like to include your views in our survey. It will take only 5 to 10 minutes and give Council useful information on how to develop Nelson Bay in ways that will make the area better for holiday makers and tourists. Can I speak to you now?

Please note that the following questions relate **JUST TO NELSON BAY** and **NOT TO** surrounding areas like Corlette and Shoal Bay.

Q1. Is this your first visit to Nelson Bay?	1. Yes (Go Q3)	2. No
--	----------------	-------

Q2. How often do you visit Nelson Bay? [DON'T READ OPTIONS - CIRCLE ONE ONLY]

Less than once a year	About once a year	More than once a year	Don't Know	Refused
1	2	3	8	9

Q3. Name 3 things you LIKE about Nelson Bay? [DON'T READ OPTIONS - CIRCLE ONLY]

Town Centre	Shopping	Marina	Foreshore	Beaches	Shops	Restaurants/Cafes/Bars
1	2	3	4	5	6	7
Quiet Relaxed Atmosphere	Views over Port Stephens	Natural Environment	Weather	Don't Know	Refused	
8	9	10	11	88	99	

OTHER [WRITE IN]

Q4. Name 3 things you DISLIKE about Nelson Bay? [DON'T READ OPTIONS]

Traffic congestion	Lack of parking	Cost of parking	Time Limits on parking	Lack of street signs	Crowds	No major shopping centre	Lack of special shops
1	2	3	4	5	6	7	8
Lack of care for environment	General lack of accommodation.	Lack of 4 to 5 Star accommodation.	Unattractive buildings in Town Centre	None	Don't Know	Refused	
9	10	11	12	13	14	15	

OTHER [WRITE IN]

Q5. What are the THREE MOST Important Improvements that should be made to Nelson Bay? [DON'T READ OPTIONS]

Traffic By-pass for Town Centre	Better Traffic management	More Parking	Cheaper Parking	More attractive Streets	A more attractive town centre	More Restaurants/ Cafes/Bars	More accommodation.
1	2	3	4	5	6	7	8
Better quality accommodation.	A greater range of accommodation	A large supermarket/ shopping centre	More specialty shops	More activities for children	More activities for adolescents and young adults	Don't Know	Refused
9	10	11	12	13	14	88	99

OTHER: [WRITE IN]

Q6. What aspects of Nelson Bay should future developments preserve? [DON'T READ OPTIONS]

The Low Townscape	Views of surrounding hills	Natural surroundings	The Marina	Restaurants, shops and amenities on the Foreshore	Views of Port Stephens	Don't Know	Refused
1	2	3	4	5	6	7	8

OTHER [WRITE IN]

Q7. How strongly do you agree or disagree that.....? [PROMPT FOR DEGREE] CIRCLE ONE RESPONSE ONLY ON EACH LINE – READ SCALE – STRONGLY DISAGREE, DISAGREE, NEITHER AGREE OR DISAGREE, AGREE, STRONGLY AGREE		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	DK/Ref.
1.	Nelson Bay's character would NOT be harmed by taller buildings in the Town Centre	1	2	3	4	5	6
2.	Nelson Bay needs MORE pedestrian amenities, like street seating and shelter.	1	2	3	4	5	6
3.	Nelson Bay has ENOUGH restaurants, cafes and bars	1	2	3	4	5	6
4.	The Foreshore should have MORE facilities for recreation and entertainment.	1	2	3	4	5	6
5.	Traffic flows smoothly THROUGH the Town Centre	1	2	3	4	5	6
6.	Traffic flows smoothly AROUND the Town Centre	1	2	3	4	5	6
7.	Nelson Bay has adequate car parking.	1	2	3	4	5	6
8.	Nelson Bay has a ADEQUATE range of shops.	1	2	3	4	5	6
9.	Nelson Bay does NOT have ENOUGH tourist accommodation.	1	2	3	4	5	6
10.	Nelson Bay DOES NOT have a sufficient RANGE of tourist accommodation (4 or 5 star hotels, budget accommodation).	1	2	3	4	5	6
11.	Nelson Bay offers HIGH QUALITY nature tourism, like whale watching, snorkelling.	1	2	3	4	5	6
12.	Nelson Bay should develop to become a larger scale tourist destination	1	2	3	4	5	6

Q8. How favourably do you think Nelson Bay compares with similar bay side towns you visited in Australia? READ SCALE – VERY FAVOURABLY, FAVOURABLY, NEITHER FAVOURABLY OR UNFAVOURABLY, FAVOURABLYE, VERY FAVOURABLY [CIRCLE ONE ONLY]					
Very Unfavourably	Unfavourably	Neither Favourably or Unfavourably	Favourably	Very Favourably	Don't know
1	2	3	4	5	6

Q9a. What aspects of Nelson Bay make it MORE APPEALING to visit than similar bay side towns in Australia? [DON'T READ OPTIONS]

Access to the water	Marina	Foreshore	Boating Activities	Atmosphere of the Town	Natural Setting	Eco-Tourism
1	2	3	4	5	6	7
Small Size	Restaurants/Cafes/Bars	Shopping	None	Don't Know	Refused	
8	9	10	11	12	13	
OTHER [WRITE IN]						

Q9b. What aspects of Nelson Bay make it LESS APPEALING to visit than similar bay side towns in Australia? [DON'T READ OPTIONS]

Traffic congestion	Lack of parking	Cost of parking	Lack of street Signs	Crowds	No major shopping centre	Lack of speciality shops
1	2	3	4	5	6	7
Lack of care for environment	Lack of any accommodation	Lack of 4 to 5 Star accommodation	Unattractive Town Centre buildings	Lack of recreational facilities	Don't Know	Refused
8	9	10	11	12	88	99
OTHER [WRITE IN]						

Q9c. How likely are you to return to Nelson Bay for a holiday or short recreational visit?

Very Unlikely	Unlikely	Neither Likely or Unlikely	Likely	Highly Likely	Don't know/Refused
1	2	3	4	5	8

Q10a. Are you aware of Nelson Bay's Visitor Information Centre? 1. Yes 2.

No 8. Don't Know 9. Refused

Q10b. Could it be located in a more convenient place for tourists? 1. Yes 2.

No 8. Don't Know 9. Refused

Q11a. Did you spend LAST NIGHT in your permanent home?

1. Yes

2. No

9. Refused go Q14a

Q11b. Will you be returning to your permanent home TONIGHT?

1. Yes if Q11a = No go Q12a OR if Q11a=Yes go Q14a

2. No go Q13a

8. DK/Ref go Q14a

Q12a

Q12a. Can you please give me the name of the town in which you stayed last night?										
Anna Bay	Boat Harbour	Corlette	Fingal Bay	Fishermans Bay	Nelson Bay	One Mile	Salamander Bay	Shoal Bay	Soldiers Point	Taylors Beach
1	2	3	4	5	6	7	8	9	10	11
OTHER [WRITE IN]										

Q12b. In total how many nights did you stay there? [WRITE IN]	_____	8
Don't Know 9. Refused		

Q12c. Was your accommodation last night:										
a RENTED Holiday Apartment/House	YOUR OWN Holiday Apartment/House	the Home of Friends or Family	a Backpackers Hostel	a Serviced Apartment	a Hotel or Motel	a Caravan or Cabin	Camping	Don't Know	Refused	
1	2	3	4	5	6	7	8	9	10	
OTHER [WRITE IN]										

Go to Q14a

Q13a

Q13a. Can you please give me the name of the town in which you are staying tonight?										
Anna Bay	Boat Harbour	Corlette	Fingal Bay	Fishermans Bay	Nelson Bay	One Mile	Salamander Bay	Shoal Bay	Soldiers Point	Taylors Beach
1	2	3	4	5	6	7	8	9	10	11
OTHER [WRITE IN]										

Q13b. In total how many nights do you expect to stay there? [WRITE IN] _____ 8 DK 9. Refused

Q13c. Is your accommodation tonight:									
a RENTED Holiday Apartment/ House	YOUR OWN Holiday Apartment/House	the Home of Friends or Family	a Backpackers Hostel	a Serviced Apartment	a Hotel or Motel	a Caravan or Cabin	Camping	Don't Know	Refused
1	2	3	4	5	6	7	8	9	10
OTHER [WRITE IN]									

Q14a

Q14a. What aspects of Nelson Bay make it APPEALING as a possible place to live? [DON'T READ OPTIONS]								
Town Centre	Shopping	Marina	Beaches	Foreshore	Weather	Restaurants/ Bars/Cafes	Quiet/Relaxed Atmosphere	Views over Port Stephens
1	2	3	4	5	6	7	8	9
Natural Environment	Small size of Nelson Bay	Shopping	Affordable dwellings	Schools	Employment	Proximity to Newcastle Airport	None	
10	11	12	13	14	15	16	17	
OTHER [WRITE IN]								

Q14b. What aspects of Nelson Bay make it LESS APPEALING as a possible place to live?							
Lack of services	Distance from metropolitan areas	Traffic congestion	Lack of Parking	Lack of Local Employment	None	Don't Know	Refused
1	2	3	4	5	6	8	9
OTHER [WRITE IN]							

Q15. How LIKELY would you be to eventually settle in Nelson Bay? READ SCALE – VERY UNLIKELY, LIKELY, NEITHER LIKELY OR UNLIKELY, LIKELY, VERY LIKELY CIRCLE ONE ONLY					
Very Unlikely	Unlikely	Neither Likely or Unlikely	Likely	Very Likely	Don't Know/Refused
1	2	3	4	5	8

Q17. Do you have any final comments on how Nelson could improve as a tourist destination? [WRITE IN]

End 2. Thanks very much for your time. This survey will be considered by the Port Stephens Council in its final development strategy for Nelson Bay.

APPENDIX 5

DEMOGRAPHICS OF FINAL RESPONDENTS AND RECRUITS

	Community survey					Recruits
	Ratepayer	Renter	Business operator	Total		Total
Gender	% of respondents					
Male	47.0	42.1	53.1	60.0		51.0
Female	53.0	57.9	46.9	40.0		49.0
Total	100.0	100.0	100.0	100.0		100.0
Age group						
18-24	1.2	0.0	0.0	0.9		0.5
25-34	7.2	0.0	3.9	6.1		4.2
35-49	31.3	8.4	21.1	39.1		24.7
50-64	26.5	38.3	49.2	43.5		40.6
65-69	9.6	17.8	12.5	6.1		11.5
70 and over	22.9	35.5	12.5	4.3		18.0
REFUSED	1.2	0.0	0.8	0.0		0.5
Total	99.9	100.0	100.0	100.0		100.0
Work status						
Paid full-time employment	21.7	11.2	33.6	33.0		25.6
Paid part-time employment	16.9	14.0	17.2	5.2		13.2
Self-employed (full or part-time)	13.3	8.4	16.4	61.7		25.9
Looking for paid employment	1.2	0.9	0.0	0.0		0.5
Student	1.2	0.0	0.0	0.0		0.2
Home duties	3.6	3.7	3.1	0.0		2.5
On a pension other than the age pension	7.2	2.8	0.0	0.0		2.1
Retired EITHER ON AGE PENSION OR SELF-FUNDED SUPER	33.7	57.9	29.7	0.0		29.6
Other/refused	1.2	0.9	0.0	0.0		0.5
Total	100.0	100.0	100.0	100.0		100.0

APPENDIX 6

Additional 'general issues' important to respondents

Question 3b Are there any other general issues that you think are important to the Nelson Bay Strategy

Parking

Better facilities e.g. more parking.

Bus parking around Foreshore.

Car paking.

Car park needs fixing up the two storey one.

Car parking - for customers..

Car parking availability.

Car parking to support the growing infrastructure.

Car parking.

Car park at Donald street is and eye sore. Should be developed.

Concerns about time-based parking for residents.

Do old car park up.

Free or more parking to encourage people into the area.

General lack of parking in the Town Centre and waterfront.

Improving and utilising the existing car parking in Donald Street

Locals to be looked after-should be allowed free parking-more spending.

Long term parking: full day.

More car parking in the Town Centre.

More Council parking off street i.e. development of Donald Street park.

More parking in town itself.

More parking.

No paid parking.

Not enough parking.

Off season we shouldn't pay for parking - that is the locals shouldn't.

Outdoor theatre could not cater for any further parking there.

Parking along the Foreshore.

Parking can be an issue.

Parking fees on the Foreshore should be removed or reduced.

Parking improved by multi-storey parking.

Parking in CBD area.

Parking in general.

Parking in holiday season for residents needs to be improved.

Parking in seasons is difficult.

Parking in the Town Centre.

Parking is a big problem.

Parking is a major problem.

Parking issues.

Parking make it accessible.

Parking meters not enough time for people on water cruises.

Parking meters.

Parking needs to be addressed now.

Parking should not be metered around the Foreshore.

Parking station in the Town Centre - underground.

Parking without going into the Town Centre leave for walking.

Parking.

Parking.

Parking.

Parking. So frustrating as can't find parking space.

Residents should be excluded from having to pay parking fees.

The car parking at the Marina should be somewhere else.

The lack of parking when its busy.

The parking is poor.

The parking meters are expensive for the locals.

The roads and parking.

There should not be parking metres and Council parking should be free.

To allocate free parking stickers for locals.

Town Centre should be moved to a more appropriate place/parking p.

Underneath parking under Apex Park.

Would like to see the BP site used as a car park.

Roads/Traffic

Access of traffic to the Town Centre and Foreshore.

Access roads improved by roundabouts in Town Centre.

Access roads in and out of the Town Centre.

Access to the Town Centre.

Another road to access Shoal Bay and Fingal Bay.

Close Stockton Street between Donald Street and Yacaaba street

Connections with traffic/parking.

Directing the traffic through the Town Centre.

Diverting the traffic away from the Town Centre.

Ease of driving around.

Ease of getting to shopping centre.

Fixing the traffic problems in the Town Centre.

Flow of traffic in Town Centre.

Flow of traffic.

General upkeep of overall roads.

Getting in and out of the area/traffic wise and also parking.

Good driving access around the town.

Make it accessible for drivers/only one road in and one road out.

More of a plaza type development directing traffic flows around centre.

Need a roundabout near Coles in the Town Centre.

Need round a bout near Coles T-intersection.

Need to improve traffic flows.

Parking and traffic flow.

Pedestrian areas improved through improving traffic flow.

Poorly located traffic lights/ need for some at corner of Donald and Stockton Streets.

Problems with road access.

Reducing traffic flow through the centre of town.

Road crossing is very dangerous in the Town Centre.

Road maintenance and flow especially Victoria Parade.

Road structure has to be looked at.

Roads are terrible.

Roads condition don't accommodate holiday season.

Roads in and out speed limits.

Roads in town near Coles. The t-intersection is always congested.

Roads.

Roads/dual carriageway to Newcastle.

Round-a-about in Anna Bay near petrol station.

Set of lights needed at the intersection near the Marina.

Shld be another road to Fingal Bay.

The roads and traffic flow.

The roads different options for strategy traffic flow.

The traffic flow.

The traffic needs fixing.

The transport and traffic management.

Too much traffic.

Traffic around the Town Centre.

Traffic between Marina and town is the draw back.

Traffic circulation.

Traffic congestion in the CBD.

Traffic congestion.

Traffic control.

Traffic flow and accessibility in the Town Centre.

Traffic flow and parking during summer/holiday period.

Traffic flow and parking.

Traffic flow during Tourist season.

Traffic flow.

Traffic lights and concrete barrier needs removing Victoria Parade.

Traffic management.

Traffic management Town Centre: Victoria St/Magnus pedestrian access.

Traffic management.

Traffic plan needs a major revision with alternative routes.

Traffic problems e.g. parking.

Traffic situation.

Traffic systems through the town.

Traffic.

Transport need more traffic lights near Coles.

Transport in and out of town by vehicle.

Try to divert through traffic to Shoal Bay.

Up grade of Nelson Bay Road.

Yacaaba Street extended to Victoria street.

Building Heights

Building development height is limited.

Building height restrictions.

Building heights recommended in draft adhered to.

Building heights.

Do not super high building to come to Nelson Bay.

Don't believe in high rise.

Don't want all the high rise.

Height limits allowable on specific sites ie Sea Breeze hotel.

Height of buildings should be no more than three to five stories.

High rise building structure.

High rise buildings are an eyesore.

High rise buildings should be controlled and not be eyesores.

High rise not on the Foreshore.

High rise buildings should not go into Town Centre.

Increase the height limit in CBD.

Infrastructure of any future buildings and high rises.

Keep high rises into the hillside and not on the seafront.

Limited building heights two stories only should be permitted.

Maximum height is only three stories at front and five at back.

More assurance doesn't turn into large high rise commercial properties.
No more high rise.
No tall buildings to be built around the Foreshore/waterfront.
Not too much high rise.
Number of stories not to be like the Gold coast
Taller buildings in the background like five stories. Not on Foreshore.
The balance of type of housing density. Bad to have whole heap of high rise.
The development should be accessed against high rise buildings over two stories.
Three to four storeys is high enough.
Too much high rise. Starting to spoil look of place.

Council/Governance Issues

Council considers Tourist more than residents.
Council making things difficult for businesses e.g. too many rules.
Council needs to decide what the main aim for the town is.
Council should assist businesses.
Council to keep the Bay from being one of the top mortgages in Australia
Councillors without vested interests.
Flexibility in planning is lacking from Council in general.
For Council the business and broader community to work together.
For Port Stephens Council to have a clearer direction for Nelson Bay.
Get rid of Raymond Terrace Council controlling Nelson Bay.
Honesty and openness with Council.
More Council awareness of the communities needs.
Reduce the Council staff and work more effectively.
Relaxation of government rules on advertising signs/plants etc.
The zoning needs fixing.
Town meeting seems to be dysfunctional been there at the meetings.
Very disappointed Need a town manager in place.

Development Issues

Allow new building development to ensure everything remains fresh.

Any future developers should be financially assessed.

Avoiding over development.

Benchmark for all development in Nelson Bay.

CBD needs more development to appeal to tourist's and residents.

Development in general.

Development plan angled towards business development.

Development site is bowling club cemetery and tennis court for future.

Future development has to be economically viable.

Lack of land for development of any kind.

Not to over-develop.

Re-jigging of the height/zoning of land around existing developments.

Restrict development within the Town Centre.

Second rate developments creeping in.

Shouldn't overdevelop.

Some development approvals have lead to inappropriate density of pop.

Stockton Street image i.e. vacant service stations and incomplete development.

Town and community as whole need to embrace development.

Village/Small Town

Keeping as it is/a village atmosphere but not old fashioned.

Kept as village instead of too much development.

Not over developing/keep small town village atmosphere.

Community.

Community as well.

Community groups.

I think Nelson Bay stays a community as it is not overdeveloped5.

Keep a small town community focus.

Need for growth with a need for retaining the sense of community.

Population Increase

Business sustainability - there being enough people living in the bay.

Overcrowding

Address over crowding.

Becomming overcrowding.

Natural appearance

Improve natural appearance.

Keep it looking natural.

Environment

Marine park needs to be maintain as is.

More consideration for the environment and wildlife.

Promoting and caring for natural environment.

Protection of environment.

Sustainable impact of population on environment.

The environment.

Gardens, Trees

Council should employ professional permanent qualified garden staff.

Keep all the gardens beautifully attended.

Not a lack of green space.

Parks

More shaded areas in the parks e.g. over play equipment.

Park in Magnus street always untidy so should be tidy.

Parks.

Views

Encourage development that doesn't interfere with the view.

No planting of trees to block views.

Town Planning

A cohesive approach for town planning and traffic flow.

Layout of the town is not feasible.

Need to move banks accountants etc up towards the bowling club.

Planning needs some consideration.

Shading for street

Town Centre

CBD needs to be cleaned up. Pavers badly stained and slippery.

Leave the Town Centre as it is with bypass at Gan Gan road.

Plan to join Foreshore to town. Too many vacant shops.

Revamp of the infrastructure Town Centre management system is a sham.

Revitalising the Town Centre.

Road access through and around the town.

The overall appearance of the town the main street is vacant.

The whole Town Centre is a disgrace , needs pulling down and rebuilt.

There is no Nelson Bay Town Centre it should all be moved to Salamander Bay.

Town a mess not comfortable to get around. I avoid.

Town Centre the road pattern around Fingal beach.

Town needs an overall makeover.

Town needs an upgrade.

Town to be continually upgraded, updated and safe, especially after dark.

Upgrade to the Town Centre and existing area.

Building Design

Give new buildings a more Mediterranean design.

Some of the buildings have not been monitored for certain standards.

The design of apartment blocks is critical. Some dreadful designs.

The look of the new buildings going up. They look prison like.

Bypass.

Bypass between Nelson Bay and Anna Bay.

Bypass from Fingal Bay and Nelson Bay.

Bypass Shoal Bay and Fingal Bay.

Bypass to Fingal Bay is necessary.

Bypass.

Carry on with bypass road.

Fingal Bay bypass.

Fingal Bay should have a bypass.

For the bypass to go ahead.

For the proposed bypass to go ahead.

Needs a bypass.

Nelson Bay to Fingal Bay bypass.

Promised road to Fingal Bay straight through to relieve congestion.

Road bypass is essential through to Fingal Bay.

Road bypassing Nelson Bay.

Road from Gan Gan Road to Fingal Bay.

Road link to Fingal is paramount.

Shoal Bay-Fingal Bay bypass.

The bypass road from Gan Gan Road to Fingal Bay.

The bypass specifically.

The Fingal Bay bypass road.

The link to Fingal Bay.

To get access from Fingal Bay through to Gan Gan Road bypass to Nelson Bay.

Pedestrian Traffic

Promotion of pedestrian traffic in the town.

Close Stockton and Donald street off and use as a pedestrian mall.

Magnus street should be pedestrians only.

More effort by Council to boost pedestrian traffic through commercial area.

Resolving conflict between pedestrian and vehicular traffic on Foreshore.

Stupid lights near Information Centre. Dangerous - people jaywalk.

Signage

Improved sign posting directing to Nelson Bay as part of Port Stephens.

Lack of signage in the Town Centre.

Signage in the Town Centre is extremely poor.

Signage.

Signage.

Public Transport

Bus service connecting RSL, Foreshore, Apex Park, golf and bowling club.

Its lack of transport facilities.

More regular transport.

Offer of free shuttle buses from Salamander to Nelson Bay and back.

Public transport.

Rail and bus services.

Recognising the need for transport to Newcastle and Sydney.

Transport e.g. bus services.

Walkway-Town Centre to Foreshore

A better walk over at the set of lights at Victoria Parade.

Pedestrian access from shopping centre to Foreshore.

Pedestrian crossing to the Foreshore.

The steps in Apex Park. Trouble crossing from the shopping area.

Integration of Town Centre and Foreshore

Connecting the Marina with the CBD i.e. a tunnel for pedestrians.
Co-ordinate the Foreshore and Town Centre in the plan to be one.
Integrate the Nelson Bay Town Centre with the Foreshore.
Integration of Foreshore and Town Centre.
Open up the Town Centre area to join the Marina.
Plan to join Foreshore to town. Too many vacant shops.

Apex Park

Apex Park should stay how it is.
Keep many of the green areas, especially Apex Park.
Leave Apex Park and undeveloped parts alone.
The Apex Park needs a facelift.

Visitor Information Centre

Information Centre is in the wrong place. Should be on the entrance.
Information Centre needs to be moved. Not enough parking there.
Leave the Visitors Centre without cafe as other cafes are around.
Visitor Centre should be redeveloped but moved out towards Salt Ash.
Visitor Information centre toilet and other sitting areas needed.

Tourists/ism

General character to get people there in the winter.
Minimize impact of the seasonality of the tourism cycle.
More facilities for visitors.
More to do for tourists.
Promotion of local tourism as part of the hinterland rather than just the coast
The need for more attractions/entertainment for residents/tourists.
The rights of residents first, then tourists.
To offer a more sophisticated holiday experience for tourists.

Tourism or the locals to be looked after.

Tourism.

Conference Centre

A reasonably sized conference centre.

International hotel/conference centre is needed in area.

Need a conference centre.

Foreshore

Better access to the Foreshore.

Don't overdevelop the Foreshore.

Foreshore to be left as is.

No need for more buildings along the Foreshore.

Path for cyclist and walkers to cover whole Foreshore area.

Protection of the Foreshore.

The Foreshore - Nelson Bay up to Fly Point.

The Foreshore/like idea of outdoor cafe/maybe something else as.

Tiding up the Foreshore e.g. dirt rubbish.

Waterfront

Retention of water recreation access.

The stuff in the water near the co-op is disgusting.

Water safety.

Waterfront development.

Marina

Has been a complete miss match including the Marina building.

Cafes' and Restaurants

Restaurants close too early. Everything is shut by 9pm.

Supermarket

A supermarket is needed.

Better supermarket.

Larger supermarket.

More supermarket facilities for locals.

Provision of a major supermarket.

Shopping/supermarkets needs a large supermarket.

Supermarket in Nelson Bay.

A bigger supermarket.

Shops

Better food takeaway outlets.

Better shopping centre in the Town Centre.

Empty shops need addressing/tourists say it looks dead.

More speciality shops.

People need to be encouraged to fill shops.

Shops kept in well managed condition.

Uniform for shops.

Business

Business development.

Business planning.

Decent chamber of commerce or organisation to support businesses.

Improve business outlook/stop rampant development at Nelson Bay.

just getting the mix of commercial/business right.

Medical Facilities

A proper hospital.

Hospital facilities.

Hospital is needed in the area.

Hospital is utmost important.

Hospital needs improving and emergency needs longer hours.

Hospital.

Improvements in medical centre. Needs updating and hospital.

Need a Medicare office.

Medicare office in the CBD. Upgrade of existing hospital.

More mental health workers.

Upgrading the local hospital.

Infrastructure

Infrastructure as in getting in and out of area.

Infrastructure generally for the area.

Infrastructure of the town with businesses closing.

Lack of infrastructure that need to cater to the permanent residents.

Make sure that infrastructure and maintenance of roads etc. keeps pace.

Make sure that infrastructure keeps pace.

More money into infrastructure.

More money on infrastructure on cycle ways, parks etc.

The need for infrastructure to keep pace with development.

Toilets - Public Amenities & Facilities

More amenities i.e. public toilets.

More toilets in Nelson Bay within walking distance.

More toilets.

Roads and public facilities.

Toilets and public facilities need to be cleaned and increased.

Toilets in the area.

Police, Law & Order/Security

A better police presence - a curfew.

A twenty four hour police station.

Anti social behaviour in holiday time.
Control over behavioural issues after hours. Police.
Juvenile delinquency.
More police presence.
More police.
Police are scarce.
Police responsiveness.
Policing.
Policing.
Safety against unsocial behaviour.
Security and law enforcement.
Security and police.
Social safety at Apex Park at night needs more security.
The Bay Rats make the area unsafe.
The disturbance caused by young gangs in the area.
Youth vandalism and antisocial behaviour.

Youth Facilities

Better facilities for youth.
More youth activities.
Nelson Bay to have a little bit of life back in the town for youths.
Sporting facility venues to interest younger people.
Youth facilities and services.

Children's Facilities

Help with young children.
More amenities for children.
Need for more facilities for young children.

Cleanliness/Tidiness

Cleanliness of the town.

Cleanliness.

Garbage bins on the beach area should be emptied more often dur.

General tidiness and presentation of the Town Centre and Foreshore.

The cleanliness of the area/roads and barbeque area are terrible.

Disabled Access

Disabled access for example Marina area has no lift.

Footpaths. As I am disabled, on a walker. Can't get into shops or clinic.

No mention of ensuring accessibility for those with mobility issues.

Miscellaneous

A ramp like at Soldiers Point at Little Beach.

Anna Bay tennis area needs to be re-vamped.

Being sustainable in 2020.

Bobs Farm to Anna Bay carriageway.

Corridor concept is necessary and welcoming from one to the other.

Don't just talk about it. Get started on it.

Don't over capitalise the area.

Easy access to certain areas.

Facelift.

Fluency and consistency is needed for the Bay.

Friendly area for people to move around in.

Further develop retirement facilities.

General freshening up and street appeal.

If you have a plan then things will automatically happen.

Improving the overall atmosphere of the place - vibrant, alive, new.

It should not be over commercialised.

Keep it a residential area.

Leave bowling club and tennis court where they are.

Main street needs rejuvenating.

Making it family focused: similar to Townsville.

More efforts to make it attractive to the locals.

More like Coolangatta.

More offices.

Need a project officer working on the Strategy full time.

Need more entertainment.

Need to take leaf out of Gold Coast. Council need to move forward.

Needs growth.

Needs tidying up.

Nelson Bay kept in same lively state or no less.

No more residential area in shopping compound.

None.

Overall modernisation.

Overall view as can't keep it in the 1930s.

Pumping stations are a big turn off with the negative smell near food.

Residents as well should be able to move freely around also.

Shortage of accommodation.

Should be more.

Sitting area to sit and wait for others in Magnus or Donald street

So they are done together.

Spend money wisely not stupidly like town humps in roads.

Sporting ground could be a larger size.

Surf clubs need to attract other out of town surfers to enjoy assets.

The flexibility in terms of accommodation and housing.

The old service station closed up looks so ugly.

Theme of being healthy and active.

They need something more to keep the people here to pay this mortgage.

Who is going to pay for the Strategy?

Would like to think that it's done in conjunction the Shoal Bay Strategy.

Yacaaba Crisis Centre needs to be developed.

APPENDIX 7

Other 'specific issues' that should be addressed

Q4b. Are there any other specific issues that should be addressed by the final version of the Nelson Bay Town Centre and Foreshore Strategy?

Council/Governance

Have reasonable public consultation on the what if plans at the end.

Need to get outside people to mediate at times between Council.

Planning and consulting with the people.

Some of the developments need to be progressed quicker by Council.

The Council takes too long to make decisions on sub-divisions.

Development

Any future development must be viable for tourists.

Concerned that redevelopment would restrict access to breakwater.

Don't have too much development/it is nice how it is.

For development not to result in large slabs of multi storey development.

Making sure that the infrastructure keeps pace with development.

More development needed between the fish shop and Marina.

No development on Apex Park bridge Marina to the CBD.

Public Marina area should be developed.

Restimulating development.

Stop building at the waterfront.

To see more evident spending of section 94 contributions.

Concerned about unrestricted high of development at western end.

Developers need to get something back.

For people to want to develop and invest in the area.

Giving incentives to current developments that have stopped in area.

Spacing development with open spaces.

Total development of area of Donald and Stockton streets.

To consider the residents above any commercial interests in development.

Atmosphere

Keep the relaxed feeling to commercialized.

Community

Consideration of sense of community as the population grows.

Natural Setting

Retain as much natural settings as possible when landscaping.

Natural beauty should be preserved like Noosa has done.

Environment

Maintaining the waterways and natural environment.

Take into consideration roads not damaging the environment.

Trees, Flora

More palm trees on the streets.

Trees need to be well trimmed and kept at a reasonable height.

Town Planning

Close off Magnus street make it a mall with coffee shops and boutiques.

Closure of street to make a shopping precinct Donald street to Foreshore.

Fountains or attractive things in the area.

Magnus street a mall.

Magnus street's a nightmare and waste/should be closed/made into a mall.

Nelson Bay does need a vamp.

The town should not have building crowding it in.

Buildings should not be eyesores.

Building Heights

Allow buildings to be as tall as necessary.

Allow developers more height if they provided public car spaces.

Building height not to be more three stories.

Buildings should be no more than three stories high.

Heights of buildings should be increase up the higher parts.

High rise buildings should not be built in Apex Park area.

I think there should be a limit of two storeys for the waterfront.

Increasing height limits.

Keep buildings at present levels only/no higher.

Lower building height limits of two or three stories.

Managing the building heights in the Town Centre.

Maximum building height as it is now.

No high rise buildings. Stop it being congested.
No high rise buildings. Town centre no more than two stories.
They should build taller building behind bowling club area.
To make sure no gold coast type high rise buildings are allowed.
Building heights to three stories without exception.
Buildings in the Town Centre should not be too high.
Gone overboard with high rise.
No high buildings on the skyline.
No new building to be more than three stories high.
Restricting building heights to three storeys.
Tall building provide balconies and access to sunlight.
Height restrictions especially on Foreshore- limit of two storeys.

Town Centre

Clean up the appearance of the town.
Connections between Town Centre and waterfront need to be addressed.
Do something about the ugly multi-storey car park.
Expansion of the CBD by a large amount.
For the existing car parks get rid of the graffiti.
To fill the vacant shops in the Town Centre.
Vacant sites kept clean and tidy/not as current in CBD.
Widening Town Centre to the east.
Buildings within the Town Centre are an eyesore.
CBD should be spread out more.
Empty building sites look very unattractive.
Infrastructure in Town Centre needs consideration.
Larger pavement area that flows from Town Centre and Foreshore.

Bypass

A bypass between Fingal Bay and Nelson Bay.
Bring road to bypass Town Centre.
Bypass Fingal to get priority.
Bypass road to Fingal Bay and Shoal Bay.
Bypass through the back to Fingal Bay.
Bypass to Fingal.
Create a bypass to Fingal Bay.

Improve the bypass to Fingal Bay.
The bypass road to Fingal Bay.
The bypass to Fingal Bay.
A bypass behind the town to connect with Fingal Bay.
Bypass.
Need for Nelson Bay-Fingal Bay bypass.
Open bypass to Fingal.
The Fingal Bay bypass to also improve access to Shoal Bay.
Use Dowling street as bypass and signpost it.
Bypass to Fingal Bay.

Traffic/Roads

Access in and out of the Town Centre.
Diverting the traffic around the Town Centre.
Don't cut off being able drive to Apex Park and Marina.
Improve traffic flow.
Improve traffic flow through Town Centre e.g. close parts of streets.
Keeping the flow of traffic in the area.
Maybe getting cars off the street and opening the main thoroughfare.
Some road closures to give a mall area for pedestrians.
Some street should be closed to vehicles e.g. Stockton and Magnus.
Taking traffic around the bay.
There should be an effort to encourage traffic into the CBD..
To get the traffic out of the town.
Traffic circulation - too much traffic down Government.
Traffic flow.
Traffic flow needs alternate route out of Town Centre.
Traffic flow to Fingal and Shoal Bay needs to be addressed.
Traffic flows.
Traffic lights that are turned off in off peak time.
Traffic planning through the Town Centre is critical.
Access across the main road needs addressing at the lights.
Connecting Nelson Bay to Soldiers Point.
Extending Yacaaba to Victoria Parade.
Extending Yacaaba streets.
Improving the roads.

Look at traffic flow.

No more traffic lights.

No traffic should flow through Stockton street.

One way traffic loop coming down the hill towards the waterfront.

Opening up more access and entry points in the road system in town Centre.

Road signage in the Town Centre needs improving.

Set of traffic lights on corner Stockton/Donald Street needed.

Side area of Donald streetcar park needs to be surfaced or closed.

Traffic lights in middle of Town Centre should be removed.

Would like to see an underpass in place of round-a-bout Government Road to Church Streets.

Cost of diverting traffic in 3a section - already overloaded, Dowling street.

Maybe get rid of road that goes from traffic lights to round-a-bout.

Maybe use trams instead of cars in the Town Centre.

Tourists should not use main road through Town Centre.

Parking

Apex Park needs more public parking in Donald street - but it is too far.

Better supermarket and parking.

Special parking area for tourism buses.

Car park under grassed bank in Victoria Parade and under Apex Park.

Car parking at the Marina should be moved to a park outside the Town Centre.

Car parking in prime time- need for more.

Car parking does not necessarily need to be right in Town Centre.

Concerned that all car parking is put into one space.

Consideration for locals parking amnesty like stickers to make free.

Council providing parking on edge of Town Centre.

Eliminate or reduce parking fees.

Free car parking in the Town Centre.

Free parking.

Having better parking, some free parking and car park in the hill area.

Local residents should be able to park free-of-charge.

Make sure all the beach areas are accessible e.g. parking, amenities.

More parking.

More parking. No paid parking.

Need more disabled parking spaces.

Needs a large central multi story car park.

No metered parking for residents.

Paid parking meter are not called for.

Parking.

Parking big issue - inadequacy.

Parking is a major issue.

Parking meters discourages Tourist traffic.

Parking meters removed.

Parking where will we put it.

Permanent residents have sticker for free parking.

Reduce cost of parking fines e.g. residents should not have to pay.

Remove the parking meters in Nelson Bay.

Residential parking should be free of cost.

Residents should receive free parking in the Town Centre.

Review parking meters for tourism season. no free parking.

Shopping centre turn it into nightmare not enough parking.

Should be free parking.

Should be free parking - less restrictions.

Should look after locals as far as parking is concerned.

Too shorter time parking turns people away.

Where will the workers park if metered parking introduced.

Would like there to be no parking on Victoria Parade.

Would like to see more action and less talk about car parking.

A different strategy for parking e.g. early parking for cruises.

Car parking in the town.

Car parking on Yacaaba and Donald street vacant block.

Free parking sticker for residents and workers.

Have parking spaces on the perimeter of the Town Centre.

In off peak times turn off parking meters.

Locals shouldn't pay for parking.

Main Council car park needs to be two storey.

Need more disability more parking spaces and easier access to shops etc..

Parking facilities.

Parking in the Town Centre.

Parking should be looked at. Maybe a parking permit for residents.

Better access to car parks.

Car parking without meters.
Entrance and exit in the car park not good enough.
More car parks.
More parking near Marina.
More parking spaces especially during holiday periods.
Parking permits not to apply out of holiday periods.
Roads are not good need better ones. Parking expensive.
Staff and residential parking is badly affected in the area.
Parking for Asian tourist buses needs upgrade.

Pedestrian Traffic/Issues

Closing off parts of street to make a pedestrian mall, market area.
Improving the pedestrian flow.
Improving the pedestrian flow in the Town Centre.
More pedestrian overpasses as access to the waterfront.
More shaded areas.
Needs more zebra crossings.
Nelson Bay Town Centre should be a mall - no through traffic.
Stockton street should be pedestrian only.
Victoria street should be partly closed for better pedestrian flow.
Walkways and green space along the Foreshore area.
A better walkway access from Stockton street to Apex Park.
Better footpaths for strollers e.g. Wallarah Road, Sandy Point Road.
Include a better walkover from the shopping centre to Apex Park.
Making the Town Centre pedestrian access only.
Pedestrian access to the beaches.
Pedestrian crossing also need to be safer.
The pavers in the CBD are dangerous when they are wet.
Magnus street needs zebra crossing. Stockton street needs zebra crossing.

Street Lights

More street lights.
Need lights opposite Coles on Donald street.

Public Transport

Better coach , bus and wharf facilities.

Need some sort of transport to get them from Donald street to Apex Park.
More public transport in peak season and at events.

Apex Park

Apex Park should be comfortable.
Apex Park should be left as it is as a park.
Apex Park to be left alone.
Apex Park/change to community friendly water feature park.
At the Apex Park there is an electrical box is unsightly fix it.
Making sure that Apex Park is not built on any further.
Some landscaping make it more appealing at the Apex Park.
Develop Apex Park as a relaxation park not for coffee shops.
Smell sewer offensive odours from other side of Apex Park near stairs.

Visitor Information Centre

The info centre is in a stupid place should be at start of town.
A large permanent fish tank with audio visual information for tourists.
Tourist Information booth - need something top end of town.
Tourist Information office needs relocating to outskirts of town.
Visitors centre needs an eating or refreshment centre.

Tourist Industry

Booking agencies should be encouraged to give specific tourist information.
Cohesiveness between tourists and residents must be addressed.
Consider impact of Foreshore parking onto established tourism industry.
For Nelson Bay to have a 5 star resort.
Interpreters for overseas tourists.
Intersection of Stockton and Donald Street/accident there every day.
Shuttle bus for high activities of Tourist season for Town Centre.
Site specific DCP LEP for Sea Breeze hotel site to encourage tourism.
Town Centre should be more for tourism and not as much for retail.
Increase tourism.
A greater tourism marketing strategy for the region.

Conference Centre

Council car park near rivers develop into a conference centre.
Needs a conference centre with motel rooms.

Resort complex that could house conference centre on eastern side.

Business

More support for the local businesses.

There should be enough perm residents to support business.

To create an business environment conducive to longevity of business.

To encourage more variety of businesses.

Viability of businesses in the Town Centre.

Promoting businesses like boat building sail making near Marina.

We have enough struggling business's without trying to create more.

Encourage business e.g. restaurants having 10 day turnaround with Council.

Employment

Jobs for the locals during the year not just seasonal.

Stabilise the local economy.

More fulltime jobs in the area.

Hospitality

Make Magnus street pedestrian free for cafe's and alfresco dining.

More al fresco dining.

5better food shops, classy restaurant , Council control retailers.

More fast food outlets and restaurants.

Restaurant strip ugly combining some restaurants improve the atmosphere.

Shopping

All pedestrian shopping better variety shops longer opening hours.

Don't understand the huge issue of the two different area Foreshore shops.

Local shop owners should be asked to do markets not outsiders.

More plants around shopping area.

Need for a better variety and affordable shops.

Need to encourage shopping centre or better shopping opportunities.

Add more specialty shops to the Town Centre mall.

Stay open later so later eating and shopping go together & atmosphere.

Supermarket

More different shops. Only one supermarket. Needs to be bigger or another.

Supermarket needs improvement.

Foreshore

Bridge at Foreshore drive needs replacing and made much wider.

Don't build up the Foreshore any further.

More walkways around the Foreshore areas.

Not overcrowd the Foreshores and encroach onto parks and waterfront.

Retention of existing high levels in Foreshore area.

The Foreshore compared to Sunshine Coast. Shows we have of wasted space.

Make a children's water park on the Foreshore, like at Townsville.

More barbeque outlets along Foreshore - shaded areas, little cafes, more life.

More tables chairs and barbecues around the Foreshore.

No more buildings along Foreshore, we have enough.

Separation of Foreshore and Apex Park two separate entities.

I have kids but no theme parks at the Foreshore, it blocks the view.

Marina

Retain the fishing operation at the Marina.

Sheltered corridor between Stockton street and the Marina thru Apex Park.

The Marina has alienated the town from the bay and it has killed it.

Children's play area at Marina - no provision for sun protection.

Toilets/Amenities

More toilets.

Toilets.

Clean up the public toilets.

Definitely need more amenities such as toilets for children.

More toilet facilities and signs to locate.

Public amenities.

Seating and toilet facilities in Apex Park improved.

More public toilets in main retail area.

More seating.

Public toilets in main shopping area instead of going to Marina.

Look at the use of public/private partnerships to cover amenities.

More toilets.

Public amenities within the Town Centre.

Sporting facilities

Sporting facilities e.g. bowls and golf clubs are important to maintain.

Entertainment Facilities

Improving entertainment facilities.

Youth

Getting young people to take ownership and respect the area.

Address youth vagrancy to improve social appearance.

Police, Public law and order

Patrolled police.

A better police presence to remove the young gangs.

Not safe feeling place at night - youths hanging around drinking.

Youth gang provides unsafe feeling of a night so it must be addressed.

Apex Park has an element of youths who hang out there.

Miscellaneous

Burubi is an eye sore

They have included most key areas.

Can't think of any.

Its all pretty well covered so far.

Another central petrol station.

Better access to public about vacant blocks to business owners.

Bowling club and tennis club should be left as they are.

Build to a plan.

Change the concept - have more café - shops not banks..

Encourage open spaces from the pier to Shoal Bay.

Fly Point has been destroyed by sand bank up needs help.

Focus on future planning- long term-to get it right the first time.

For a new focus on the identity of Nelson Bay.

Hotel on corner is antiquated and could be improved.

I think there should be more and better lighting e.g. solar.

Improve access from Marina to the Town Centre.

Improve entertainment choices for families.

Include the area where buntings and the nursery are located.

Make a decision.

Money they spent on the survey should have been spent more important.

Need for a hospital for increasing population.

Should consider residents more.

Some of the old buildings not sure if its good to remove in.

Support the local fishermen.

Support the scuba diving industry.

Tax payers should not pay for any thing else.

The need for smaller affordable office spaces/availability.

The overall area broken into two precincts shopping and other area.

There should be more surveys/input for permanent residents.

Entrance to Myall river has been destroyed by sand build up as well.

Look after the fishing community.

Or only at peak times of the day.

Round about need to be attractive and maintained.

Victoria road should be made into parkland to draw tourists to area.

We need more money spent on our assets.

Funding from parking meters used for Nelson Bay's promotion.

The overpass across to the Foreshore is not friendly for wheelchairs.

Water preserve was destroyed by houses.

APPENDIX 8

Most liked aspects of Nelson Bay

Q6. What three things do you like most about Nelson Bay?

State of Development

At present it hasn't been spoilt by overdevelopment.

Development that has gone ahead is satisfactory.

Due to lack of overdevelopment.

Has potential for future developments.

I don't want it to end up like the gold coast a cement jungle.

I like the general area but Nelson Bay needs redeveloping.

It appears under developed and not so commercialised even though it is developed its like a family h.

It's not over developed.

It's not over developed like Port Macquarie.

Lack of development.

Like that its still a nice coastal town not over developed.

Love the Marina Foreshore area and the anchorage resort all good examples of development.

Magnus street development design.

Not over developed.

Not over developed - want it to stay that way.

Not overdeveloped yet.

Potential there that needs to be worked on but not destroyed by over developing.

Redevelop the Sea Breeze hotel.

Reserves around the developments.

That it is not overdeveloped.

The fact that its not over developed.

They are developing central industrial area for industry.

Building heights

It isn't Surfers Paradise and doesn't have skyscrapers.

Its lack of high rise development.

Low rise buildings.

Low rise developments.

Respondent does not see a problem in buildings being above five stories.

The lack of high rises.

Population/Crowd

An uncrowded place.

It's the right size community for enjoying the benefits of the water and variety of beaches.

Size of population.

Still a nice coastal town when not full of tourists..

The current population - not too crowded.

Friendliness/People

Friendliness of the area.

Friendly.

Friendly and relaxed people.

Friendly people.

General lack of a lot of people.

It is a friendly town.

Its friendliness and quaintness.

Its is a great area - beautiful beaches and nice people.

Lovely people. Convenient everything here that we needed.

Nice friendly place to live and have a business.

Nice people.

Nice people.

People friendly town.

Restaurants and people.

The friendliness of everybody.

The people.

The people.

The people.

The people - friendliness.

Very friendly atmosphere.

Very friendly community.

Families

A family orientated place to go.

Being a family friendly area to visit and live..
Family afternoons.
Family destination.
Family friendly and attractive.
Family fun.
Family oriented - excellent place to live.
Good for families.
The welcoming access for families for healthy outdoor enjoyment.

Young People

Entertainment for younger people.
Meets needs of the young and old.

Children

Great place to raise children.
Lovely environment for kids.

Community

Community.
Community and village atmosphere.
Community feel.
Community feel of the area.
Community on a whole are good.
Community spirit.
Community when out of Tourist season.
Feeling part of the community.
It's a beautiful seaside community.
Sense of community.
The community.
The community in general.
The community spirit.
The feel of the community.
The small community feeling that it has.

Place/Atmosphere/Lifestyle

A holiday atmosphere

A nice place.
A nice quiet village at non peak Tourist times.
A village atmosphere so its not overly commercialised.
Always holiday mode here. Feel less rushed.
Atmosphere.
Atmosphere of place.
Atmosphere of relaxation.
Away from Sydney i.e. a place to go and relax, not urban.
Beachside and country feel all rolled into one.
Beautiful place to live makes you feel calm.
Because it is quiet.
Casual.
Casual atmosphere.
Casual lifestyle.
Casual, relaxed, beautiful environment.
Character of town.
Community atmosphere.
Country town feel.
Doesn't look like forester still has village and sophisticated atmosphere.
Easy going attitude of locals.
Family atmosphere.
General atmosphere.
Great atmosphere.
Has a little village feel to it.
Holiday atmosphere.
I like it because its small.
I like that it a small town.
In-between holiday periods it is a nice place to live.
It feel like home I just like it.
It is a nice sea side town.
It is quieter than the city.
It is the perfect lifestyle.
Its an easy place to live.
It's character.
Its lifestyle.
Its serenity.

Lifestyle.
Lifestyle.
Lifestyle and environment combination.
Lifestyle is relaxed.
Like a friendly little seaside village.
Natural style about it the way it is.
Nice and relaxed lifestyle.
Nice area.
Nice easy place.
Nice place to live.
Nice place to visit.
Nice seaside town.
Not too busy.
Not too busy.
Overall way of life.
Peace and quiet.
Peace, tranquillity, quiet.
Peacefulness.
Pleasant town and not too commercialised at the moment.
Quality of my lifestyle living here.
Quiet.
Quiet.
Quiet and not overly busy.
Quiet and peaceful.
Quiet in non peak tourist times.
Quiet life.
Quietness.
Really nice feel about it.
Relatively small size of the town.
Relaxation atmosphere.
Relaxed and peaceful atmosphere.
Relaxed atmosphere.
Relaxed atmosphere.
Relaxed environment and lifestyle.
Relaxed feeling.
Relaxed lifestyle.

Relaxing.

Relaxing and everything is centralised.

Relaxing atmosphere.

Sense of being miles from anywhere but really being somewhere.

Slow lifestyle.

Small friendly town.

Small not too big.

Small town ambience.

Small town, 'village by the sea' feel.

Still a country setting.

Still a small country village.

Stress free lifestyle.

The atmosphere.

The character the serenity and the feel of the place.

The charm and there is no hustle and bustle it is relaxed.

The community ambience and not overly big to lose its atmosphere.

The community atmosphere.

The country feel.

The feel of the place the minute we get there we feel great one of the most beautiful places in Australia.

The holiday atmosphere.

The lifestyle.

The lifestyle-casual.

The pace of the town.

The quiet village feel.

The relaxed atmosphere.

The relaxed atmosphere.

The relaxed holiday feel about it.

The relaxed mood.

The smallness of the town.

The tranquillity.

The tranquillity.

The village atmosphere.

The village atmosphere of the Town Centre.

Tourist feeling of the place.

Town feel.

Vibrancy of the town in peak season and when festivals are happening.
Village atmosphere.
Village atmosphere that could be developed with proper planning.
Village effect.
Village is very quirky.
Village picturesque and you can walk around freely and enjoy the place.
Way of life.
What I liked about it was its village atmosphere
Winter time as it is quiet and peaceful.

Weather

Climate.
Fantastic climate.
The climate.
The weather.
Weather.

Nature/Environment

Natural attributes.
The whole natural setting is very attractive.
There is still natural beauty in the area.
A lot of natural beauty.
Beauty of the natural environment.
Bushland and the natural environment.
Environment.
I like the natural environment.
It is naturally beautiful.
It's natural assets.
It's natural beauty.
It's natural beauty -national parks.
Location proximity to natural environment waterfront.
Native wildlife e.g. koalas and kangaroos.
Natural beauty.
Natural characteristics.
Natural environment.
Natural environment.

Natural place that is clean.
The beauty and the environment.
The environment.
The natural beauty.
The natural beauty like Marina walkways Tomaree headlands.
The natural beauty of the place.
The natural environment.
The natural surroundings is very unique.
What remains of the natural environment.
The natural environment.
Wildlife.

Trees/Green

Its tree plantings and gardens.
Lots of trees.
The green environment - not built up.
The green environment/not built up.
The greenery.
Trees are protected.
Trees in coastline area are very appealing and in areas in some of the ponds as they do.

Parks

Lots to do for kids.
National parks.
Open spaces of sand dunes and national parks.
Parklands.
Parklands and cycleway.
The parks.

Views/Scenery

Access of the views.
I like the scenery.
It is picturesque.
It scenic.
Its scenery.

Natural scenery.
Pretty scenic area.
Scenery.
Scenic views.
The scenery- natural.
The view.
The view from Shoal Bay Road to Nelson Bay.
The views.
The views and.
Uninterrupted views.
Views.
Views of the water possess great tourism advantages.
Water views.

Beauty/Attractiveness

Absolute beauty of it.
Attractive area to be in.
Beautiful.
Beautiful little town.
Beautiful place.
Beautiful place to live.
Beautiful scenery.
Beautiful town.
Beauty.
Beauty of the area.
Beauty of the town.
Its ambience and beauty.
It's an attractive place to visit.
It's beautiful- picturesque.
Its beauty.
Its natural beauty.
Its physically beautiful area which should be retained.
Scenery.
The appearance.
The attractiveness of the whole town.
The beauty.
Unspoilt beauty.

Very pretty place its beautiful.

Clean

Beach cleanliness.

Clean.

Clean environment.

Cleanliness of waterways and environment.

Nice area to live, pretty and clean.

Bay and Beaches

Bays.

Beaches.

Beaches.

Beaches.

Easy access to all beaches.

Everything- proximity and variety of beaches.

General ambience of the landscape and seascape.

Great beaches.

It is a beautiful area - beaches.

Its is a great area - beautiful beaches.

Little beach.

Love beaches, none better in the world - variety of good clean beaches.

Seaside.

Shoal Bay area and its beach.

The beach.

The beaches.

The beaches.

The surroundings and being able to get to our beautiful beaches.

The whole set up of the bay.

Waterways

Access to the water.

Access to the waterways e.g. ferries.

Bay and water activities.

Beautiful waterways.

Beautiful waterways.
Beside the water edge is the best thing.
Clean water.
Clean waterways.
Close to water.
Connection to the waterways and marine facilities.
Fabulous pristine waterways.
Got beautiful waterways.
Great waterways.
Its surrounds- the waterways.
It's waterways.
Location close to the water but a lot of the Bay needs a lot of work and improvement.
Lucky to have waterways and need to keep them clean.
Nice surroundings: the bay, the water.
On the waterway.
The ambiance around the waterway.
The crystal clear water.
The water.
The water.
The water: just amazing.
The waterways.
The waterways and entertainment all in one.
Township on water.
Water.
Waterways.
Waterways.
Waterways.
Waterways.
Waterways.
Waterways.
Waterways are beautiful.

Fishing

Being able to fish.
Fishing.
Fishing and recreation.

Maintain the access for fishing.
Provides livelihood for fishermen.
The fishing.

Water Sports

Can go for a swim quite easily.
Different swimming areas.
Scuba diving.
Surfing.

Waterfront

I just love the waterfront and walking around the waterfront.
Maintenance of waterfront is excellent.
Pretty waterfront.
The character of the waterfront.
The waterfront.
Walkways and waterfront.
Waterfront.

Foreshore

Foreshore.
Foreshore area.
Foreshore is really great for families and we need families coming back on a repeat basis.
Foreshore which needs to be promoted more.
Foreshores.
Harbour Foreshore.
I like the Foreshore.
The actual Foreshore looks really nice.
The Foreshore.
The Foreshore.
The Foreshore.
The Foreshore.
The Foreshore area.
The Foreshore area including the Marina.
The Foreshores.

The Marina and the walkways along the Foreshore.

The water and Foreshore.

What the Council has done to Foreshore like drink free family nights.

Marina

Access to Marina.

Ambience of the Marina area.

Fly Point Marina reserve as we snorkel there.

I love the Marina.

Love living in this area. All the greenery and Marina in particular.

Marina.

Marina.

Marina and front waterways.

Marina and park.

Marina with the restaurants.

New walkway along the front of the Marina.

The Marina itself.

The atmosphere around the Marina area.

The location the Marina and waterways.

The Marina.

The mariner.

The waterfront Marina area.

APPENDIX 9

Most important improvements for Nelson Bay

Q8. What is the most important improvement that should be made to Nelson Bay?

Council Governance

Council needs to be more co-operative with the residents needs.

Council should be more transparent and accountable to ratepayers.

For Council to be more conscious of what people want and not just what Council wants.

I think the Council needs to attract some major employers to increase the potential for perm resident/giving Nelson Bay.

Stronger Council support for local businesses.

The Council being better run.

There is too much collusion between the businessmen and the Council and so the whole place should be bulldozed and start.

Leave as is

Keep it the way it is.

Should be left the way it is.

Development

A mall type feel. Shaded street, cafes.

A mall, plaza type development.

Aesthetic appeal- tidy - visual consistency - coordination.

Brought to life - more attractions, more colour.

Develop Dowling street. Green area could be developed near golf club.

Developing sympathetically to the natural beauty of the area.

Development that creates employment but also addresses traffic and parking issues in the area.

For any future development not to encroach on the existing open spaces.

Higher development in the area.

More cosmopolitan.

More walkways and art work on the new buildings and trees.

Put a cap on resort development to retain a sense of cha.

Stop development.

To fill in the sites which are not developed.

Environment

More focus on families without changing the environment.

Trees/Green

A nature strip down one side of the main street.

Do landscaping on gardens and the parks and streetscape cleanliness .

More landscaping.

More palm trees.

Trees around there town main street are too large and obstruct road signs and make directions difficult.

Parks

Leave the parks as they are.

More facilities in the parks e.g. barbeque equipment and cafe e.g. to buy ice-cream for the family.

Clean/Litter/Tidy Up

Appearance, cleanliness , broken seats , garbage collection is not coordinated. Need to update facilities.

Clean it up things like Coles supermarket as the exterior is filthy including their car park/the whole area needs a big.

Cleanliness.

Just a general tidying up.

Keep it clean.

Building Heights

Any new buildings in the Town Centre be restricted to three storeys and no more buildings on the Foreshore at all.

Buildings should be no taller than two storeys and the Town Centre no taller than five stories.

Developed buildings should be kept at low level.

For building heights to follow topography.
Increase the height limit for the buildings between 20 and 30 metres.
Keep building heights to a minimum.
Limit high rise too much.
No buildings taller than three stories on Foreshore and taller ones at the back.
Not to build high rise building obscuring the view.
Restrict the height of buildings to two or three stories at the most.
Restricting the building heights to one or two stories preferably as it has already worked for Byron bay.
Two storeys is an ideal height for building on Foreshore areas.

Town Centre

Better access to the Town Centre.
Better planning of the Town Centre.
Creating a better street scape with cafes specialty shops landscaping street furniture , just a general uplift.
More emphasis on the CBD- encourage more businesses to keep it vital.
Old buildings should be replaced in the commercial centre.
Overall appearance of the Town Centre.
Overall appearance of the Town Centre and pedestrian safety.
Redevelop the CBD area and bring it up to date.
The look of the existing buildings and arcades-they need either renovating or knocking down/ for the town to be all retail.
The Town Centre street and footpaths need to be looked at/the pedestrian crossings and footpaths are badly placed.
Town Centre needs sprucing up , should be developed with a sense of style , a two story complex to become better tourist.

Parking

removal of parking cost for residents.
Availability of parking and free parking for residents.
Car parking.
Car parking.
Car parking during Tourist season/ to make the Tourist Information centre more conspicuous so that tourists can recognise.

Car parking not adequate enough at the supermarket.

Decrease or remove parking fees.

Easy parking.

Free parking.

Free parking on weekends.

Improved pedestrian and traffic flow through the Town Centre/better parking.

Improving parking.

Increased parking.

It could do with a better supermarket and much better parking.

More car parking.

More car parking at the information centre.

More parking.

More parking close to Foreshore area.

More parking in CBD/ no high rise in the CBD.

No limit on parking and definitely no cost for parking out of peak times of the day.

Parking.

Parking.

Parking and roads.

Parking and traffic flow.

Parking facilities around the Foreshore.

Parking like make a 3 storey car park.

Parking management.

Parking management.

Parking needs improving near Information Centre.

Remove parking meters/put an underground or overhead bridge to Apex Park the traffic lights are stupid.

Roads and parking.

Roads and parking meters should be removed to improve business and tourism.

locals don't go to Nelson Bay because of park.

Street parking.

The parking at a low cost on the perimeter.

The parking especially in the seasonal busy times.

The traffic and parking.

The two parking areas of Coles and Council increased in size to accommodate more people by adding a storey to each.

Traffic

Alternate route to Fingal Bay.

Better planning of the roads/there is too much congestion especially during the holidays.

Better road systems.

Better roads.

Better traffic flow.

Better traffic flow in the main street..

Closure of Victoria Street from Laman to Government Road intersection to the D'Albora roundabout and closure of Stockton from Donald.

Extend Yacaaba street as provides better traffic circulation.

Fix traffic congestion and roads.

Fixing the existing traffic congestion in the Town Centre.

Flow of traffic in Stockton street and Apex Park.

Fluency of the traffic.

Getting around town by road.

Improve the flow of the traffic.

Improve the traffic flow from the Marina to the town.

Increase the number of one-way street to keep traffic flowing.

It should be decongested with fewer cars/spread Nelson Bay out a bit.

Limit traffic flow down Government road and Victoria Parade.

Parking and roads.

Parking and traffic flow.

Remove the big hole in Church Street.

Road access to the peninsula/should be dual carriageway all the way.

Roads.

Roads and parking meters should be removed to improve business and tourism.

locals don't go to Nelson Bay because of park.

Roads in and out from the Pacific Highway access to Fingal by Gan Gan Road.

Sorting out the traffic.

The connectedness of the whole Town Centre in terms of traffic flow.

The Fingal Bay by-pass- in putting it in as soon as possible so many other traffic flow issues would be resolved and it.

The hole's in church street need fixing now.

The organisation of roads to stop through traffic between Apex Park and the Town Centre.

The roads.

The roads and infrastructure.

The roads and traffic flow improved.

The roads should be improved.

The street access, traffic circulation.

The traffic.

The traffic and parking.

The traffic and parking.

The traffic control.

The traffic flow.

The traffic flow.

The traffic flow around main intersection i.e. Laman street and Stockton Street.

The traffic flow near the roundabout/difficulty of pedestrians to cross over to Foreshore area/general access from town.

The traffic in and out of the Town Centre.

The traffic lights near over head pedestrian crossing should not have been put there/ people should use overhead pedestrian.

Traffic.

Traffic.

Traffic access to keep it going.

Traffic and parking.

Traffic and pedestrian flow.

Traffic congestion/in and out of Nelson Bay.

Traffic control.

Traffic control.

Traffic flow.

Traffic flow.

Traffic flow.

Traffic flow along the Foreshore - it is always congested.

Traffic flow around place.

Traffic flow improvements to help accessibility of Foreshore.

Traffic flow needs to be improved.

Traffic flow or diversion of traffic flow so it works better.

Traffic improvement.

Traffic lights, the access, revamping the building, redirect the traffic with good signs to get cars out of Town Centre..

Traffic management by re routing the major traffic around the centre and place a mall in Magnus Street.

Traffic management through the Town Centre.

Traffic must be curtailed in Victoria Parade and redirected to an extended Yacaaba street and Donald street.

Traffic plan.

Traffic plan and bigger police station.

Traffic should not go through the Town Centre.

Traffic situation and parking.

Two lanes on the main road coming into Nelson Bay.

Upgrading of the roads and general appearance.

Vehicle access within the Town Centre

Bypass

A bypass between Fingal Bay and Nelson Bay.

Bypass.

Bypass road to Shoal Bay.

Bypass to Fingal Also the suggestion of Dowling Street going straight through.

Bypass to Fingal Bay.

Bypass to Fingal Bay.

For a bypass to go ahead.

For the bypass between Nelson Bay and Fingal Bay to go ahead asap.

Have a bypass to miss Nelson Bay altogether. bypass should be off the Nelson Bay road onto the Gan Gan road.

Road bypass from Nelson Bay to Fingal Bay.

Roads and bypass to Fingal Bay better flow.

Signage to Dowling street should be put in saying about bypass

The bypass.

The bypass road to Fingal Bay.

The bypass should have right of way not give way to local road traffic.

The bypass to Fingal Bay.

The traffic is big so we need the bypass.

Through traffic improved with the bypass to the roundabout.

Traffic bypasses from austral street to Fingal Bay.

Traffic flow i.e. bypass to Fingal Bay.

Pedestrian Issues

Access for pedestrian's e.g. walk way near a pedestrian crossing is just not on it is dangerous.

Accessibility for pedestrians and vehicles.

Better pedestrian access and facilities. The overpass is in the wrong position which is why its under used.

Better pedestrian access. More crossings as only one at Town Centre lights.

Improvement of pedestrian access.

Improving pedestrian access.

Improving the pedestrian usage of access from the Town Centre to the Marina.

Magnus street being made into a pedestrian mall only.

Make it more pedestrian friendly similar to Noosa's hasting street.

More accessibility; disabled friendlier. foot paths not leaning towards footpath - difficult for walkers and scooters.

More focus on pedestrians with more zebra crossings and additional free car parks.

More pedestrian access to help businesses.

More undercover walking about.

More walkways and art work on the new buildings an trees.

Pedestrian access from Town Centre to the Foreshore.

Pedestrian access within the Town Centre.

A better community area for events and markets e.g. a town square area.

Pedestrian safety.

Pedestrian segregation from vehicle traffic.

Removal of the pedestrian bridge as no one uses it.

Remove parking meters/put an underground or overhead bridge to Apex Park the traffic lights are stupid.

Some unique seating e.g. surfboards for seats.

The traffic flow near the roundabout/difficulty of pedestrians to cross over to Foreshore area/general access from town.

The traffic lights near over head pedestrian crossing should not have been put there/ people should use over head pedestrian.

Traffic and pedestrian comfort

Traffic and pedestrian flow

Apex Park

A better community area for events and markets e.g. a town square area

Apex Park could be bigger due to influx of people.

Apex Park could be bigger due to influx of people.

Apex Park needs to be redeveloped.

Apex Park needs work to draw people to the area e.g. connect shop and Tourist Information centre.

Better path connecting the Foreshore to Apex Park.

Definitely the pedestrian crossing from Town Centre to Apex Park.

Safe pedestrian crossing to Apex Park and leave as natural as possible. .

To clean up Apex Park.

Water park in Apex Park.

Tourism/Visitors

5-star hotel and casino.

Improved access for locals during tourist times.

Keeping the place alive after 9pm at night - more nightlife for the tourists.

Mixture of Tourist and professional businesses e.g. solicitors.

More activity in tourism and events to attracts tourists/make it attractive for visitors and locals alike.

Needs to be made more user friendly after hours with more police patrol and control. infrastructure should be implemented.

Quality tourism and accommodation developments.

To encourage the sustainability of a variety of specialist businesses to invigorate tourism.

To still maintain a village atmosphere while still developing hospitality and tourism industries.

Visitor Information Centre

Information centre should be at Anna bay makes it too difficult for travellers to park.

Make the Tourist Information centre more conspicuous so that tourists can recognise.

Put the Visitor Information centre out of town.

Tourist Information centre is inadequate should be on the out skirts of town for peoples accessibility.

Foreshore

Access to the Foreshore

All building should be banned at the Foreshore

Catering for elderly and disabled people particularly on Foreshore/Marina with physical barrier to stop children from falling

Catering for elderly and disabled people particularly on Foreshore/Marina with physical barrier to stop children from falling

Clean up the Foreshore area

Eating and playground facilities for the tourists around the Foreshore and not enough barbeque areas for all of us

Foreshore amenities: barbeques, bathrooms. Parks need a coordinated approach not scattered along waterfront - parks for older children

Foreshore should be preserved

If they knocked it down and started again working from the Foreshore to the bowling club to make use of the land.

Improvements to Foreshore e.g. workout stations, cafes all along from Corlette to Fingal Bay e.g. Cairns Foreshore

Keep the parkland and open spaces improve the Foreshore for the tourists

More seating on the Foreshore e.g. between the Marina and Fly Point

Not building around the Foreshore

Outdoor activity markets and fairs around the Foreshore area to attract the locals during the year

Plant some fig trees on the Foreshore i.e. the weeping fig like in Brisbane where they are protected

Stopping congestion and not building around the Foreshore

The visual impact of the Foreshore. Make sure it is maintained along with the waterways.

Marina

Better access to the Marina

Marina needs improvement /need more people to shop there and more businesses to open there

The Marina needs to be enhanced/ renovated

Water

Beautify the waterfront- visual consistency/co-ordination of the architecture/ preserve and upgrade walkways running all.

Fence or gate around the park to make it safer for the kids because it is so close to the beach.

Keeping access to the waterfront.

Management of the waterways.

Protecting scenery and water view itself.

Something else other than waterfront that will attract people specifically to Nelson Bay - something unique.

To stop spoiling waterfront and re-plan whole town.

Entertainment

Night life restaurants and street life at night.

Should be a bit more entertainment in Nelson Bay.

The social side of things. Maybe more street fairs or street parades, just to get people out and together.

Restaurant

Access to alfresco dining.

More cafe and restaurants reasonably priced to attract more people.

Night life restaurants and street life at night

Hotel

Get rid of Sea Breeze pub looks shabby.

Like a better Sea Breeze hotel. .

Maximise the Sea Breeze hotel site to its full potential.

The redevelopment of the Sea Breeze hotel and Stockton Street.

Supermarket

A larger supermarket and extra service station get rid of the old ugly one.

A major supermarket should be located in Nelson Bay.

A proper supermarket.

Badly need a very large supermarket.

Better supermarket.

Decent supermarket complex.

Get rid of all empty shops and make the Town Centre more attractive . need another supermarket and petrol station..

It could do with a better supermarket.

Provide shopping access with suitable parking for a major supermarket in CBD.

Should have a better supermarket.

The development of supermarket - Coles site

Shops

A larger supermarket and extra service station get rid of the old ugly one/fill empty shops.

A variety of interesting shops in Town Centre not just food shops and banks car parks stations should be at back a bit t.

Better speciality shops.

Fill shops with retailers in the CBD.

Filling the empty shops in the centre.

Five star resort.

Like to see the shops be more productive.

Modernise and be more diverse e.g. limit the number of boutiques.

More flexibility in shop/business hours to cater for everyone e.g. the cinema.

Shops leave a lot to be desired: not attractive. More cohesive-more pizzazz.

More shops.

Shopping centre.

Shopping centre/parks should be more modern looking.

Jobs/Economy

Availability of jobs for the economy out of peak time.

Bring in some new businesses and improve the commercial area like cheaper rates.

Coordinated business effort and help for local businesses.

Hours of operation for commercial premises to be extended.

Job creation for the permanent residents.

Making it easier for small business i.e. incentive for small business/landowners are making it harder by putting up rents.

More businesses opportunities.

More job opportunities for local residents and small businesses.

The economic and social sustainability of Nelson Bay.

The economic stability and an increase in permanent residents. put a cap on resort development to retain a sense of cha

Facilities/Services

Maintaining facilities so they do not get run down.

More facilities for garbage in Tourist season and make sure they are signposted.

More public amenities.

More public toilets.

More toilets available and maintained in the area.

More utilities such as public/disabled toilets to allow for increase of visitors improved public transport more frequent.

Need higher rating hospital facility.

Shaded areas to sit and eat at picnic tables after buying from the local shops.

To build a hospital facility.

Updating services for locals i.e... shops , Medicare, parking and service stations.

Upgrading of Foreshore more facilities there.

More parks and facilities for children.

Police

Bigger police station.

Make the police force honest.

Needs to be made more user friendly after hours with more police patrol and control. infrastructure should be implemented.

Police station.

Security and police preservation of Apex Park..

The area should be safe for tourists and residents.

Join Foreshore and Town Centre

A link between the Foreshore and the CBD functioning- to ensure that vehicular traffic flows smoothly.

Apex Park could be opened up towards the shopping centre and become one.

Better access between the town centre and the Foreshore.

Bring the Foreshore and Town Centre together as one.

Cohesive design to link the Town Centre and Foreshore- architecture and town planning.

Connect waterfront with Town Centre and redirect traffic flow somehow from government road.

Connecting the Town Centre and the Foreshore.

Connecting the Town Centre to the Foreshore.

Connecting the waterfront to the Town Centre and improving parking.

Connection between Foreshore and CBD.

Connection of the Town Centre to the Foreshore.

Getting the Foreshore area connected to the Town Centre/you feel like you're coming into the back entrance of the Marina.

Integrating the Town Centre to the Foreshore.

Integration of Apex Park into the main centre.

Join the Town Centre and Marina.

Link between Foreshore and CBD combined with traffic flow.

Link the Foreshore to Town Centre i.e. make road underground or cover over road so don't see road/so its one united area.

The combining of Apex Park and the business area making it fluid.

To get the Foreshore and Apex Park and Town Centre joining

Miscellaneous

A larger supermarket and extra service station get rid of the old ugly one/fill empty shops.

A miniature Disneyland would be a great attraction for the town.

Another petrol station.

Beautification following an overall plan that is stuck to.

Better looking buildings.

Bull doze the whole thing and start again fresh.

Changing holiday accommodation to allow permanent residents.

Cinema mall should be removed and given a huge facelift, removing cinema to salamander bay..

Clean up vacant blocks.

Don't Know.

Don't know.

Don't know.

Don't now.

Engaging people in the community by getting the youth involved in a positive way.

Equally.

Extra activities for people to do.

Generating the sense of community for those who live here like more public forums and concerts.

I like the place as it is now.

I think that coordination in design has to be complemented.

Improved customer service.

Improvement to the general appearance of the area.

Keep building heights to a minimum and to join the Town Centre and Marina.

Mobile reception at boat harbour.

More access to the headlands and national parks for 4wd access.

More affordable accommodation.

More focus on families without changing the environment.

More public transport.

More walkways and art work on the new buildings and trees.

More wheelchair access in all areas including Foreshore e.g. Marina second story has no access for wheelchairs.

Needs a facelift.

Needs more infrastructure not producing pollution.

New launching ramp at little beach.

No more improvement.

Redesign the whole area.

Some of the older buildings need a facelift.

The area should be safe for tourists and residents/Council should be more transparent and accountable to ratepayers.

The overall outlook and to bring more people/shops into the bay and a water feature near the Marina for young kids and t.

The town needs modernising.

There are too many derelict sights and should be made better.

There's nothing that can be done its too late.

To clean up e.g. the Caltex that's closed is ugly and needs something done to it/.

To do something about the homeless children in the area.

To remain a family orientated area.

To still maintain a village atmosphere while still developing hospitality and tourism industries/ access for residents s.

Unsure.

Whole area integrated together.

APPENDIX 10

Aspects of Nelson Bay that should be preserved

Q10. In the future, what aspects of Nelson Bay should be preserved?

Everything

All aspects.

The exiting structure as much possible.

The way it is now.

Nothing

At this point I cannot see a specific feature that needs preserving.

It's too late nothing.

Nothing.

The whole Town Centre should be bulldozed and needs to start from scratch.

Town could do with a facelift.

Development

Any development on the western Foreshore should not be only for the benefit of the developer and tourists who may stay t.

Any waterfront development needs to be very sympathetic to the situation at Nelson Bay.

Buildings need conformity.

Control over development.

Current buildings aesthetically pleasing to be retained.

Cut back on new buildings.

Develop the character of the town as opposed to a holiday resort.

Development (same kind of mode) not to overdevelop.

Development needs to fit the environment supporting high rise structures.

If a developers road leads to their development site they should share costs.

It does not flow together. It's all higgly-piggly disjointed. Pick one theme and stick with it.

Its lower density development.

No oversized developments in the Town Centre or on the edges.

Sensitivity needs to be shown with development.

Slow down progress

The buildings already there fit in with the character of a seaside village and with the landscape

The last thing we want is to turn into another Gold Coast or Yamba.

The residential developments.

The residents welfare must be maintained in regards to development.

Uncluttered development, not high density.

You will lose the reason people come here if it ends up looking like the Gold Coast.

Lifestyle/Atmosphere

Atmosphere of the place- the spirit- no greater development.

Balance between tourism needs and the village feel.

Character of the area.

Coastal village holiday atmosphere.

Don't lose the atmosphere.

Easy and relaxed life style.

Its friendly coastal atmosphere.

Its lack of commercialization.

Its village in the valley appearance.

Keep its character.

Laidback atmosphere.

Lifestyle.

Maintain the village spirit.

Natural feel of the town.

Preserve coastal town.

Quiet place not like Surfers Paradise.

Relaxed feeling.

Relaxed lifestyle for residents and tourists.

Seaside village atmosphere.

Small town aspect not too big as it would dead in the winter.

Small town feel about it.

Small village style.

Stop it being so commercial that it loses its charm so preserve the atmosphere.

The ambience of Nelson Bay.

The character of the natural surroundings.

The character of the place - being in a valley.

The coastal lifestyle.

The fact that you have a relaxed setting for all to enjoy.

The feel of Nelson Bay with its charm.

The fishing village feel.

The sea side village character.

The village atmosphere.

The village atmosphere.

Very relaxed and friendly atmosphere.

Village atmosphere.

Village atmosphere.

What little character is left.

Community

Feel of a coastal community.

The sense of community.

The sense of community and holiday in old world style.

Family Activities

Family activities.

Family fun- a relaxing retreat for everyone.

Keep picnic areas - good family areas.

History

Any historic buildings.

Anything to do with the history of the place.

Heritage architecture.

Historic area at Halifax Point.

Historical features should be highlighted more with old photographs being displayed on blank walls or on walls of public places.

Historical sites like Fly Point.

History.

Incorporating indigenous heritage.

Items of interest e.g. the gun emplacements.

Lighthouse.

Second world war sites on Tomaree and Yacaaba headlands.

Some of the old buildings/heritage.

The cemetery and churches.

The historic houses.

The history.

The Port history.

Wildlife/Marine Life

Marine life.

Marine life.

The dolphins.

The marine life.

The marine life.

The nature and wildlife.

Wildlife.

Marine Park

Marine park.

Marine park - Fly Point.

Marine parks.

Marine rescue centre.

The marine park.

The quality of the marine parks.

Environment/Natural Settings

As much of the natural environment as is possible.

Definitely the natural features and natural character of the area.

Environment.

Environment - can't sacrifice that for everything else.

Improve on the natural environment and beauty.

Its natural attributes.

Keep it as it is in its natural way.

Keeping it as natural as possible with some convenient amenities.

Natural areas parklands and along Foreshore.

Natural environment.

Natural environment.

Natural environment.

Natural environment features.

Natural environment like parklands.

Natural environment on the Foreshore instead of commercialism e.g. carnivals.

Natural features.

Natural habitat.

Natural heritage as much of it as possible.

Natural landscapes.

Natural vistas.

Nature aspects like the water edge. .

The current natural environment.

The environment.

The environment- existing trees.

The environment- not to encourage high density.

The natural amphitheatre.

The natural aspect of Nelson Bay.

The natural environment.

The natural environment and parklands.

The natural features of the place not being built out.

Natural Beauty

Beauty and openness.

Beauty of the landscape.

Its natural beauty.

Natural beauty.

Natural beauty.

The beauty of the town.

The natural beauty.

The attractiveness of the area.

Natural beauty.

The natural beauty of the area.

The natural look of the township.

Trees/Greenery

Flora.

Trees.

All the green corridors and views.

Many gum trees and vegetation should be preserved.

The flora and fauna.

The greenery.

The natural foliage between the centre and Foreshore should be maintained.

The trees and natural surrounds.

The trees in the parks, botanical gardens.

If you remove a tree have ready to replace it straight away as vegetation is an important factor.

More greenery.

Native gardens.

The amount of greenery.

Trees.

Trees and plants on waterfront.

More suitable trees, not too large.

Plant life and trees.

Planting of right trees in public areas like Apex Park.

The trees and habitat.

The vegetation.

Chopping down too many trees.

The tree line along the beach front..

Bush

Bushland.

Natural bushland for koalas.

The bush.

Bush corridors.

Bushland wildlife corridors.

Local bushland.

The bush areas.

Nature - public land, bushland.

The bushland.

Bushland.

Parks/Spaces

All parks.

As much as possible. Open spaces.

Character of the parks.

Existing parks.

Family areas in parks and play lands.
Foreshore and parks.
Make sure the open space and parks are preserved.
More park areas.
National park.
National parks.
National parks.
Nature reserves and national parks.
Open parkland the reserves.
Open parklands.
Open parks - not holiday parks.
Open space.
Open spaces.
Open spaces Fly Point to the Marina native gardens Halifax caravan park.
Our open spaces.
Our parks.
Parklands.
Parklands along water.
Parks.
Parks.
Parks.
Parks left alone.
Parks need to be maintained.
Parks to beautified.
Preserve the parks and Foreshores.
Provision for parks - to leave open space with trees.
Reserves.
Reserves and picnic facilities around the harbour.
The national parks.
The natural parkland.
The open areas.
The open areas and waterfront and beaches.
The open space - parklands and trees.
The openness.
The parkland.
The parks.

The parks.

The parks and the Foreshore.

Views/Scenery

Access to the views.

As much of the view as possible.

Beautiful waterways lovely walks restaurant the out look is incredible.

Existing views in the Town Centre and Foreshore.

Fair access to views.

Green views.

Its views to the water.

Keep views to the water open.

Natural aspect of the view and the environment.

Natural view corridors.

The ability to look from the back of Nelson Bay and see the whole area.

The natural scenery.

The view.

The view of Nelson Bay without any interruption by developing properties.

The views.

The views of the Foreshore.

Views.

Views.

Views of the beach from the road.

Views of the Foreshore.

Views of the waterways.

Water views.

Buildings/Building Heights

A low building height limited to three stories.

Building heights kept down. Not sky rise buildings.

Buildings should blend into the trees and nature.

Foreshore not be developed no large buildings.

Future buildings heights should not be higher than current proposal draft.

Hate to see too many high rise buildings. Old fashion village appeal is what people like a relaxing feel as mingling around.

Height of buildings limited to two or three stories.

Height restrictions.

Keep the low rise profile of the Town Centre.

Keep the natural environment by not having tall buildings.

Leave as natural: no high rise.

Limited building heights.

No building taller than two stories on Foreshore.

No high rise building along Foreshore.

No more high rises.

No taller buildings; maximum three stories high only. eastern car park - no development there ..

Not too many high-rises taking over.

Present buildings, no high rise.

Strive for low rise development in general. I am opposed to high rise - as has occurred in the past with some residential apartments.

Traffic and Roads

Link road from Fingal to Nelson Bay.

The mall and limited traffic through lower end of Stockton Street.

Traffic.

Parking

Beaches should have better access and parking should be free to the beaches.

No parking meters.

Parking off season for locals with a sticker to encourage more business

Parking should be done in such a way that it doesn't encroach upon people's enjoyment of the water areas.

Walks/Pedestrian Issues/Cycling

Being able to walk through Nelson bay have coffee when I want to just enjoy the view.

Cycle access.

Cycleway and walkways.

Easy access for people to walk to town and Foreshore.

Easy pedestrian access to the waterfront.

Footpaths, cafes taking up whole pedestrian area.

Having good pedestrian feel to the centre - pedestrian friendly.

Lovely walks

Pedestrian walkways kept and not built out.

Road along Nelson Bay beach needs pedestrian crossing.

Walkways along the beach (needs to extended to Fingal Bay if possible).

Walkways along waterfrontages.

Tourism/Holiday

A diversity of activities for tourists.

All tourists things like the lighthouse.

As a local it is very hard to park with the tourists.

Founded on a fishing village tap into those two industries make tourism about the fishing.

Holiday feel.

Holiday rentals.

It should be kept as a holiday destination.

Not tacky tourism.

Unique character for tourism.

Visitor Information Centre

Visitor Information at start of the Nelson Bay at Salt Ssh even so much for people to get information.

Visitors information centre.

Apex Park

Apex Park.

Apex Park.

Apex Park.

Apex Park and Foreshore area.

Apex Park and the Foreshore.

Apex Park as it is.

Apex Park left alone no buildings.

Apex Park remains/happy for them to change aspects of it but not remove the park.

Apex Park with memorial.

Retention of Apex Park as a green zone in that area.

The Apex Park should not be over-developed and maintained pretty much as it is.

War memorial in Apex Park.

War memorial in Apex Park..

Whole of Apex Park area.

Fly Point

Around Fly Point and little beach.

Fly Point.

Fly Point.

Fly Point community park.

Fly Point the parks and bushland.

Fly Point, little beach is good.

The diving at Fly Point.

The waterways including Fly Point.

Beaches

Access to the waterways and beaches.

All the beaches and their natural beauty - stop the erosion.

Attention to the beaches and Marina cleanliness.

Beach.

Beach and scuba diving industry.

Beach frontage.

Beaches.

Beaches.

Beaches and caravan parks.

Beaches and waterways.

Beaches east of the eastern groin.

Beaches kept in same way.

Beaches left alone.

Beaches should have better access and parking should be free to the beaches.

Beachfronts.

Easy access to beaches.

Keep the beaches natural, as they are.

Marina and the bay beaches.

Not get to built up on the coast beach.

Pristine beaches.

The beach area and Foreshore.

The beaches.

The beaches.

The beaches.

The beaches and Bay.

Water/Waterways

Access to water preserved for everybody.

Access to water recreation.

Access to waterways for disabled, pedestrians and cyclists.

Beautiful waterways lovely walks restaurant the out look is incredible.

Its connection to the water.

Keep waterways clean.

The bay, waterways.

The clean quality of the water.

The clean waterways.

The harbour

The waterway and the coastal feel

The waterways.

The waterways.

The waterways.

The waterways and beaches.

The waterways around to Shoal Bay.

The waterways we've got.

Water.

Water should be kept in pristine condition.

Waterways.

Waterways.

Waterways.

Waterways.

Waterfront

A building free waterfront as per premier Nick Greiner's plans from twenty years ago.

Access to the waterfront for everyone.

Connection with the waterfront is possibly the key to the whole area.

Maintaining waterfront.

Open space on waterfront.

Pedestrian access to the waterfront.

The parkland and the waterfront.

The waterfront.

The harbour.

The waterway and the coastal feel.

Waterfront.

Waterfront being free from development so it can be shared by everyone.

Waterfront. What's left of it.

Whole waterfront.

Marina

A boardwalk between both Marinas.

Easy access to the Nelson Bay's Marina.

Look after the Marina and the health of the bay.

Marina.

Marina.

Marina.

Marina and the Foreshore.

Marina area.

Marina park.

Marinas.

Marinas.

The Marina.

The Marina left as it is. Not overbuilt like The Entrance which was turned into a cement jungle.

The waterfront around the Marina's and the park.

There should be not more commercial development at the Marina.

Fishing and Boating

Being able to fish.

Boating facilities.

Build that the fish and high light the fisheries for tourism hype.

]Foreshore

Access to the Foreshore.

Access to the Foreshore at all times.

All parks on the Foreshore.

Beautiful Foreshore.

Character of the Foreshore which includes a mixture of Tourist facilities, Noake's boat yard, the Marina and fishing co-op.

Current Foreshore.

Fish Co-op.

Fishing and waterways.

Fishing should be limited in the Town Centre.

For open spaces along the Foreshore with the exception of the fish market end to be preserved.

Foreshore.

Foreshore.

Foreshore.

Foreshore.

Foreshore.

Foreshore.

Foreshore.

Foreshore and Marina.

Foreshore and the Marina.

Foreshore area.

Foreshore area as it is.

Foreshore area beautiful.

Foreshore area retain as is/do not develop any further.

Foreshore left alone.

Foreshore not to be overdeveloped.

Foreshore, main street ,parks.

Grassy area on Foreshore.

I would prefer that there is no more development on eastern side of Foreshore.

Keep the commercial side of it as far from the Foreshore as possible.

Natural environment on the Foreshore instead of commercialism e.g. carnivals.

Natural Foreshore.

Natural Foreshore.

Natural Foreshore access.

Nelson Bay Foreshore.

Open waterfront at the Foreshore.

Recognition of the heritage of the fishermen.

The absolute access to the Foreshore to have dinner.

The beaches and the Foreshore.

The beauty of and access to the Foreshore.

The fishing community aspect of the area.

The Fishing Co-op.

The Foreshore.

The Foreshore.

The Foreshore.

The Foreshore and Apex Park.

The Foreshore and beaches.

The Foreshore and its immediate surrounds.

The Foreshore and Marina.

The Foreshore area is a must to preserve.

The Foreshore and beach - build around them.

The Foreshore character with the connection to fishing.

The Foreshore kept the way it is.

The Foreshore park area and its connection with the water.

The Foreshore should be for everyone not just the rich to moor their boats.

The Foreshore should be preserved to the maximum.

The Foreshore: paths and grass areas on the Foreshore.

The Foreshores.

The natural Foreshore.

The open Foreshores including Apex Park.

The pristine Foreshore and waterways or we wont get the dolphins and tourists.

The state of the Foreshore to remain as natural as possible without the incursion of further development.

Restaurants/Dining/Cafés

A cafe culture is preferable to a shopping culture.

Any thing that is of major importance to the town the art centre light house cafe..

Encourage alfresco dining.

Good dining outlets.

Keep the wider footpaths to encourage outside dining.

More nice dining area for families.

Business/Employment/Jobs/Economy

Job security for youth.

No industry.

Amenities/Facilities/Services

All public amenities.

Children's facilities.

Movie theatre.

Sporting facilities - e.g. tennis courts.

The amenities.

The charter facilities should stay there.

The hospital and the headland facility should be left as is.

Bowling Club and Tennis Courts

Establishes bowling club and the tennis courts.

The bowling club and tennis courts should be left untouched.

The tennis courts.

Lookouts

Gan Gan lookout.

The lookout at lookout point going into Nelson Bay.

Integration of Town and Foreshore

Separation of the town to the waterfront.

The town and Foreshore being better integrated.

Miscellaneous

Art gallery and surrounding area.

Clean water.

Community art centre gardens.

Consult the with the land payers association.

Convenience.

Don't take away caravan parks at Shoal Bay and Little Beach.

Everything to be accessible for intellectual and physical disabled.

Great outdoor activities.

Individuality.

Intimacy.

Keep to the basics for the residents.

Low density living.

Main Town Centre.

Not too much concrete jungle.

Pub on corner.

Taking more crown land for housing.

The seats and shade would get vandalized then need more useless security guards.

The Tomaree Peninsula.

Tomaree headland.

APPENDIX

Q12. What would attract you into Nelson Bay more often?

Nothing

Everything I need is there.

If I lived there - only have rental property there. What it has now is nice. It is quaint.

Nothing.

Nothing else specific.

Probably nothing.

Traffic/Roads

Better roads.

Better shopping centre - better road linkages and parking.

Easier street access in the main street.

For traffic management be adequate even during the Tourist season.

Improved traffic flow.

Less traffic.

More parking and better road systems.

Remove the traffic lights and have better traffic flow - one way traffic.

Road improvement and better parking facilities.

Road to Fingal Bay to bypass Nelson Bay completely.

Traffic conditions.

Parking

Affordable parking.

An absence of parking meters.

Better parking.

Better parking.

Better parking.

Better parking.

Better parking.

Better parking.

Better parking .

Better parking and not enough disabled parking available in the Town Centre.

Better parking facilities.

Better parking facilities.
Better parking facilities and discounted parking for locals.
Car parking.
Ease of access and more parking.
Easier parking.
Easier parking.
For car parking to be adequate even during the tourist season.
Free parking.
If it was easier to get around and easier to park.
Improved car parking.
Improved parking.
More parking.
More parking.
More parking.
More parking.
More parking - for locals to have free parking outside of the peak periods.
More parking in tourist season.
No parking limits and poorly run parking meters e.g. cost and ticket system should all be eliminated.
Park and therefore attend the functions as there is no parking I don't attend.
Parking.
Parking.
Parking - only come in for business.

Pedestrians/Walking

Better pedestrian access.
Better pedestrian walkways.
Pedestrian safety.

Supermarket

A better supermarket.
A bigger supermarket.
A larger supermarket.
A larger supermarket.
Aldi, better supermarket.
Another supermarket.

Better facilities like supermarkets and shopping.
Better supermarket.
Better supermarket.
Better supermarket.
Better supermarket and better parking.
Better supermarket and shops.
Better supermarket better variety of shopping.
Better supermarket..
Big supermarket.
Bigger supermarket.
Bigger supermarket with more parking.
Decent supermarket.
Decent supermarket not having to go to Salamander Bay.
Grocery shopping facilities. Salamander Bay a bit closer and parking is easier.
Larger supermarket.
Supermarket.
Supermarket upgrade or hardware shop..
The supermarket.
To be able to shop for groceries there - better supermarket.

Shops

A shopping centre in the main street.
Better facilities like supermarkets and shopping.
Better parking and a better range of shops.
Better shopping - more variety of stores.
Better shopping centre.
Better shopping facilities with more parking.
Better shopping.
Better shops. Night markets.
Better supermarket and shops.
Better variety of cafes and shops.
Better variety of shopping.
Better variety of shops.
Better variety of shops.
Boutique shopping.
Descent shopping centre.

Different array of shops. There is too much of one thing.

Facilities like shopping.

If there was a more variety of shops.

If there were more places like Aqua Blue on the waterfront I would visit more often as a lot of the shops are cheap.

Improve the shopping.

Improved retail stores.

Larger selection of shops and more business back in the town.

More affordable and better variety of shops.

More boutique shops.

More food shops in there like vegetable shops.

More retail outlets..

More shops and activities.

More speciality shops.

More specialty shops.

More variety of shops and services.

Not attractive due to empty shops.

Pleasant environment to shop in.

Post office and banks and opportunity shops.

Retail boutiques.

Shopping.

Speciality shops.

The ordinary commercial and shopping facilities and the touristy things like coffee shops and restaurants.

The shops.

To be able to do weekly shopping in Nelson Bay.

Variety shops , boutiques ,restaurants.

Window shopping.

Restaurants/Dining/Eat/Cafes

A better street scene with cafes, restaurants and entertainment.

A wider variety of restaurants.

Better quality cafes and Al Fresco dining and restaurants.

Better restaurants.

Better restaurants.

Better variety of cafes.

Better variety of eating.
Better variety of restaurants.
Boutique eateries.
Cafes.
Cafes and better outdoor eating facilities.
Cafes for coffee or lunch.
Casual dining.
Dining.
Dining areas improved.
Eatery in Apex Park.
Enjoy the dining facilities.
Facilities like cafes.
Good and reasonably priced eateries.
Good quality cafes.
Good restaurants.
If it was cleaner and more appealing with more eateries.
Improved eateries.
More boutique restaurants.
More coffee shops on the Foreshore e.g. areas other than the Marina.
More dining opportunities.
More restaurants.
More restaurants.
More restaurants and activities.
More restaurants and cafes.
More welcoming like somewhere nice to have lunch with friends.
Nice restaurants.
Quality facilities like better restaurants and hotels.
Restaurants.
Restaurants.
Restaurants.
Restaurants.
Restaurants.
Restaurants and cafes.
Restaurants and cafes.
Restaurants with entertainment.
To relax and enjoy coffee.

Touristy things like coffee shops and restaurants.

Wine bar.

Banks/Post Offices

Banking.

Banks and post offices.

Facilities

Better services.

Medicare office.

Post office and banks.

Better facilities e.g. toilets I have kids and there aren't many for them.

Better showers at beaches.

Going to a bank.

The banks.

Business/Economy

A business centre.

Business.

Larger selection of shop more business back in the town..

More business variety.

Vitality through businesses increasing because of the closures in the Town Centre.

Entertainment

A better street scene with cafes , restaurants and entertainment.

Entertainment.

More activities for the kids and more evening entertainment for adults.

More entertainment.

More entertainment.

More outdoor free entertainment e.g. outdoor concerts at Fly Point.

Restaurants with entertainment.

Events/Festivals

Events such as the music festival.

Festivals.

More activities and events - things happening around the Marina.

More public events all year - not just for tourists.

More public events, public art.

Public event and food festivals.

Cinema

Cinema.

Improved cinema complex.

Keep the cinema.

Activities for Children

More activities for the kids.

More things for kids to do.

Shade over the play equipment for the park and more seating in the area.

Activities for Families

Make Apex Park adult and family friendly i.e. have a cafe there with perhaps a small playground.

More family activities along the Foreshore.

Miscellaneous.

A facelift for the Nelson Bay Town Centre.

Ease of access.

Disability access to everything.

Don't know.

Don't know.

Don't know.

If I had free time.

Less people.

More cultural and tourist attractions.

More holidays.

More money.

More time.

Conference centre.

A bicycle track between Corlette and Nelson Bay

Safer street and easier links to the Foreshore.

Less kangaroos on the golf course.

Leisure activities.

Public art.

APPENDIX 11

Final Comments

Council/Governance

Appreciate that the council is making a huge effort in recognising that their great facility does need improving.

The council would be best served by developing gardens tended by proper qualified gardeners. Can move the Visitor Centre.

Town Centre

Feels that Nelson Bay should only be restaurants in Town Centre itself.

A traffic free area with some of the roads partly closed in the shopping centre would be a good idea.

Building Heights

Depending of place of development maximum of two stories on the Foreshore is high enough.

Don't need buildings over two to three stories.

I am interested in how the strategy for building heights is going to be enforced as so much has been subdivided.

I don't like the thought of high rise.

No high rise should exceed three stories on the Foreshore from Salamander Bay through to Soldiers Point.

She would like to see building height restrictions in the Town Centre and Foreshore to be three storeys and no more.

That buildings on the Foreshore should be a maximum of three storeys - for the most part two stories. Building heights should be staggered.

The council need to settle on a plan with higher buildings and with better link to the Foreshore.

Very adamant that buildings should never go above two stories.

We could create arcade or footpath style dining this would be good if sunlight came through from taller buildings.

Conference centre doesn't need to be on the waterfront. Don't need to improve for bicycles in the shopping precinct.

Bypass

Fingal Bay bypass is very important issue for residents there we only have one road in and out so its hard with holiday.

Need proper town bypass from the near council depot to bottom of government road shoal bay/must bypass main Nelson Bay.

Agree with bypass but not the one proposed/conference centre okay for Town Centre but not the Foreshore code three entered.

He's reluctant to answer questions relating to the integration of the Town Centre and Foreshore.

Parking

Eliminate all parking meters.

Improve the parking.

Paid parking should be fee to rate payers or residents.

Respondent would come to Nelson Bay more often if there was better parking and better shopping available in the Town Centre.

Take away all parking meters.

Western carp ark should not be sold but developed by council to provide additional car parking.

Footpaths need fixing on Tomaree St and Church St: loose gravel, not maintained.

Parking meters should be turned off in off.

Pedestrian crossing should be removed and overhead crossing used instead. Apex Park tourist Information Centre needs more.

Apex Park

Apex building design terribly ugly. Lot of tourists ask where it is. Maybe build out of glass or more glass looks like toilet.

Respondent said she'd like to see a pedestrian overpass to Apex Park.

Pedestrian crossing should be removed and overhead crossing used instead. Apex Park Tourist Information Centre needs more.

Cafe in Apex Park.

Visitor Information Centre

Would like to see visitor Information Centre behave as the gate way to the town as you come in with adequate parking to.

I don't believe in developing Visitor Information Centre.

Waterfront

He does not want to see any development of any sort on the waterfront.

Foreshore

There should be no new buildings on the Foreshore and what there is needs to be limited to two stories.

Three stories on waterfront is too big.

The council need to settle on a plan with higher buildings and with better link top the Foreshore.

Tourism

Although I'm not a permanent resident I have an affinity with the area for many years and would like to see a more structure.

Tourism- adventure tours.

Restaurants

Cafes and facilities should cater for the local community more in winter with more indoor eating areas out of tourist s.

Dominos Pizza.

Respondent feels that Nelson Bay should only be restaurants in Town Centre itself.

Shops/Retail

Boutique- women's clothing.

Women's fashion.

Respondent would come to Nelson Bay more often if there was better parking and better shopping available in the Town Centre.

Conference Centre

Conference centre could be with a resort or sporting complex but on the Tomaree Peninsula not on Foreshore or in the Town Centre. Need to improve for bicycles in the shopping precinct.

Agree with bypass but not the one proposed. Conference centre ok for Town Centre but not the Foreshore.

Employment

We need to do something to improve employment.

Facilities/Services

A direct Medicare branch in the bay would be good for the area.

Putting more toilets for public use would be great like near the first council car park.

We need more toilets for the public in the bay. When I am working visitors do ask where they are.

Indigenous

Aboriginal culture should be expressed in the area.

Festivals/Events

Festivals should be increased for the younger generations and need taps at the barbeques on the Marina.

Offered reference to lifestyle magazine article called, 'European Village Life in the Tropics'.

Miscellaneous

A club.

Better access into Nelson Bay the road from Raymond Terrace through to Nelson Bay. Only one way in and one way out.

Changes are overdue for Nelson Bay.

Curious to know are we getting fishery resources. Will it help our fishery here.

Early childhood education.

Footpaths need fixing on Tomaree Street and Church Street: loose gravel, not maintained. Parking meters should be turned off in off peak.

Nelson Bay tourism would be greater if supported by Newcastle airport going international.

Developers should fund part but not all. Depends on type of development.

The maintenance of beaches and Foreshore regarding garbage need to be emptied more often so beaches needs to be kept clean and.

The Peninsula is perfect as it is.

The reserve behind us in Soldiers Point needs more attention. Stoney Ridge Reserve as fuel for fires is building up.

Tourist centre for Port Stephens Peninsula would be better served at salt ash for people wishing to go to various parts of.

When they are talking about building codes and strategies we need a building code for exterior colour schemes.