


# lennoxVILLAGEvision



**ENGAGEMENT PROCESS**

**CONCEPT PLAN**

slow and social coastal village

**TRAFFIC TRIAL**

Council resolved to trial one-way traffic flow, which had been proposed on several former master plans for the village centre, to give the community and understanding of how a one-way traffic arrangement and various parking options would operate. The one-way trial was undertaken from 11 March 2019 until 6 May 2019.

67% two-way

Based upon their experience of the traffic trial 67 percent of respondents preferred the two-way traffic direction option.

**PARKING AUDIT**

In order to better understand parking demand and capacity parking audits (of public spaces) were undertaken on Thursday 12 December 2019 (mid week during school term), Thursday 9 January 2020 (mid week during school holidays) and Saturday 11 January 2020 (weekend day during school holidays). Data was gathered 8am - 5pm each day.

**Key points:**

- There are 489 public carparking spaces within the main village block!
- There are 582 spaces including the closest parts of Stewart St, Gibbon St and Ballina St south.
- At no time during the audit did parking within the main village block reach near capacity (85%).
- On Thursday 12 December (week day during school term), 118 vehicles within the main block were parked for 6 hours or more in the same space. This suggests that they may work or live in the village centre.

**DID YOU KNOW....**

489 car spaces in the main village block

There are lots of places to park in the village centre that many people may not know about.

435m

is the approximate length of the main village block (Park Lane intersection to Byron Street)

1 space : 9 people

There is 1 carparking space per 9.3 people aged between 20 and 79 years. This represents an oversupply of spaces.

Based upon a population 4,556 people aged between 20 and 79 years - 2016 Census.


54% of people

54% of people said they are willing to walk 250-500m or more than 500m to reach the village centre. Less than 10% indicated that they were unwilling, or unable to walk more than 50m.

Lennox Head Community Survey (2018)


**QUICK FACTS**

1,953



responses to engagement activities received since 2018

30.5%



percentage of the Lennox Head population engaged since 2018 (Based upon 1,953 responses and a population of 6,407 - 2016 Census)

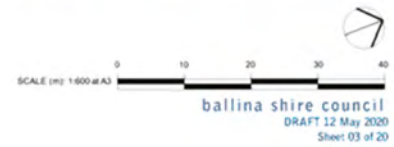
The following PLACE DIRECTIONS developed at the community stakeholder design charrette in March 2020 synthesise the community values and priorities, and build upon previous community engagement.

**PLACE DIRECTIONS**

- #1 Minimise negative impacts on the environment & maximise climate change mitigation.
- #2 Offer a diversity of open spaces with a wider range of activities and amenities for all ages / interests.
- #3 Celebrate what makes Lennox Head Village special: environmental, social, economic & culturally.
- #4 Re-balance priority between people and cars to make it safer and more comfortable for all.
- #5 Create a physical environment that supports self-sustaining community social activity and events.
- #6 Support local business diversity and fine-grain shop frontages to build attractiveness of the centre for jobs & night time economy - support diverse housing choices.

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**CONCEPT  
SNAPSHOT**  
slow and social coastal village

SCALE (m): 1:600 at A3  
0 10 20 30 40  
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ROSS PARK: THE PLACE WE WANT

THE CONNECTED AND COMMUNAL HEART OF LENNOX – A PLACE FOR NATURE PLAY FOR ALL AGES

THE CONNECTED AND COMMUNAL HEART OF LENNOX...

- 1 A flush surface across the roadway allows for equitable pedestrian movement across Ballina Street at one of the key observed desire lines.
- 2 Wider footpath pavements allow space for shade trees and furniture.
- 3 Undergrounding electricity allows trees of native species to provide shade to the street and park.
- 4 A variety of seating options and designs support individuals and groups of varying capabilities. Furniture will be made predominantly from local, recycled and/or natural materials.
- 5 A 1.5m footpath widening to the southern side of Rayner Lane and a "shared zone" improves safety for pedestrians and may provide opportunities for additional outdoor dining.
- 6 The footpaths and popouts provide additional opportunities for outdoor dining and street furniture on Ballina Street and Rayner Lane.
- 7 Accessible parking spaces are retained and an additional space provided on Ballina Street (north bound).
- 8 Ross Park supports cycling by providing bicycle parking (10 spaces) and a maintenance station.
- 9 A central axis pathway connects the street to the park and beachfront, retaining a visual connection to the ocean.
- 10 Ross Park provides facilities which support passive recreation (e.g. information/heritage sign, toilet, picnic shelters, curvilinear seating pods, open grass area, shade, individual seats, sculpture, spaces for interpretative art, solar park and shelter lighting).

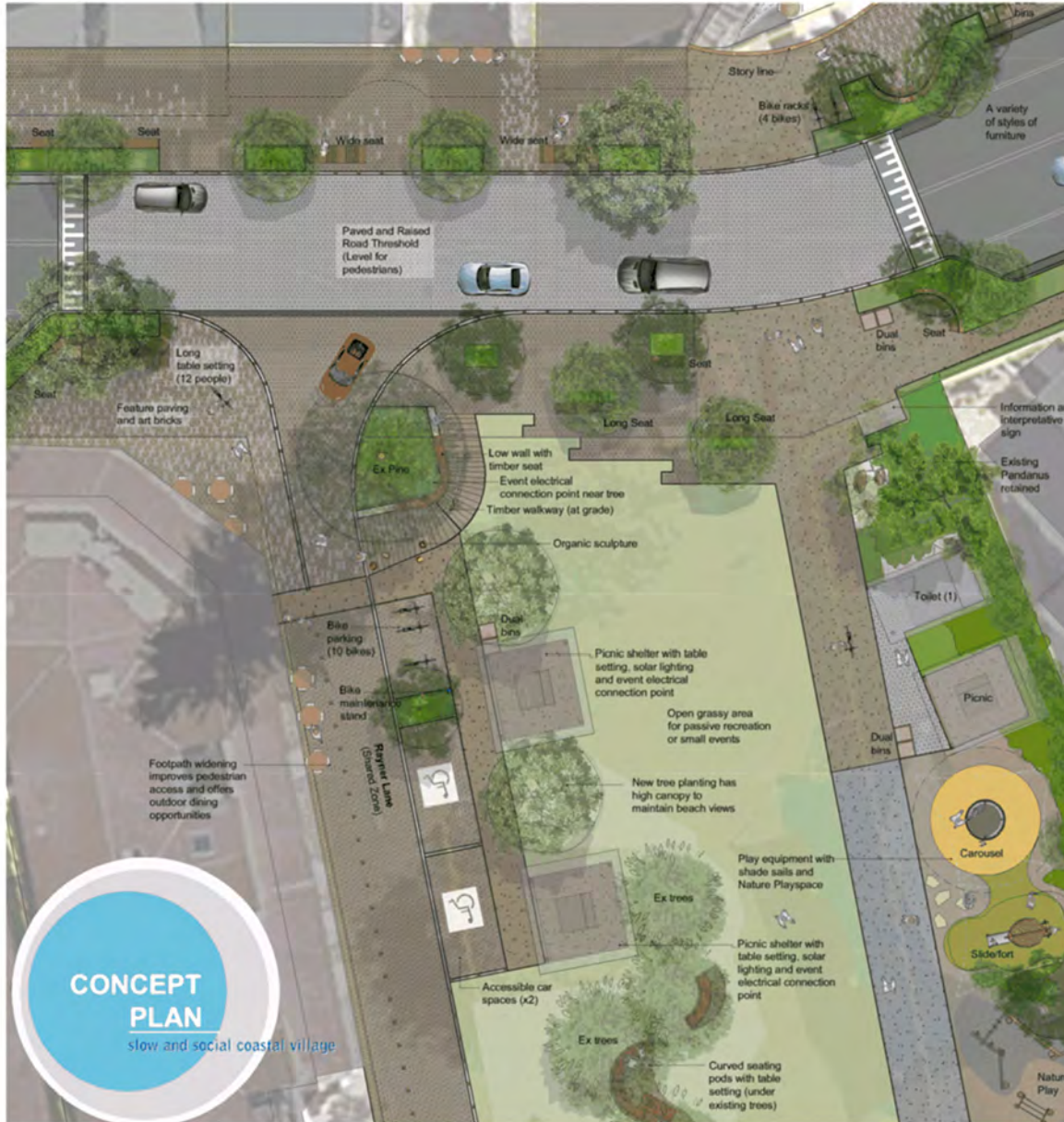
A PLACE FOR NATURE PLAY...

- 11 Ross Park includes an all-ability playspace inspired by the local features of the landscape including the coastal vegetation, lake ecology and marine park. Key features of the playspace include a toilet, covered picnic areas, all-ability carousel, small timber play fort with slide, nature play elements (such as timber balancing beams, timber and stone hopping obstacles, rope balancing, timber overhead ladder, large fallen hardwood tree frame for exploring and climbing), interactive sculpture, shade trees and seating.
- 12 The playspace educates about the marine park and the local turtle population by integrating sculpture of hatching turtle eggs which are suitable for interactive play. A graphic of the hatched turtles making their way to the water is patterned into the axial pathway.

FOR ALL AGES... (BEACHFRONT CHILL-OUT ZONE)

- 13 A recycled hardwood timber deck (at-grade) at the main observation area accentuates the park edge and connects to the beach access ramp.
- 14 There is a place for people to lean on (leaning bench) to look at the surf, headland and ocean.
- 15 Parts of the park have an informal edge to the beach where the grass meets the coastal vegetation and rocks.
- 16 Access to the beach is retained in the current location.





ROSS PARK: THE PLACE WE WANT

THE CONNECTED AND COMMUNAL HEART OF LENNOX – A PLACE FOR NATURE PLAY FOR ALL AGES





ROSS PARK: THE PLACE WE WANT

THE CONNECTED AND COMMUNAL  
HEART OF LENNOX – A PLACE FOR  
NATURE PLAY FOR ALL AGES







LENNOX PARK: THE PLACE WE WANT

## PREDOMINANTLY PASSIVE GREEN SPACE FOR DAY TO DAY RECREATION AND LOW IMPACT COMMUNITY EVENTS

### PREDOMINANTLY A PASSIVE GREEN SPACE...

- 1 At the street interface, moving the bustop southward allows for a flush pedestrian threshold and equitable and safer movement across Ballina Street opposite a major interblock pedestrian connection.
- 2 De-cluttering the bus stop area by rationalising bins, structures, signage, seating and infrastructure provides improved visual amenity.
- 3 New amenities including toilets, change area and power supply provide for the day to day needs of the community and bus users.
- 4 A new and open bus shelter and seating supports bus users.
- 5 Removal of the existing shelter opens up the park and provides improved views to the water from the street.
- 6 New footpaths provide improved connectivity from the bus stop and the road crossing point to the existing beach access.
- 7 Native vegetation is retained and new plantings provide shade and wind protection and planting of high branching feature shade trees accentuate the park access.
- 8 There is an informal edge where the grass meets the rocks and the beachfront. Access to the beachfront is provided in the current location and the outdoor shower is retained.
- 9 The passive open space areas provide opportunities for incorporation of public art and future interpretative signage developed in consultation with the community.

### FOR DAY TO DAY RECREATION ...

- 10 Curvilinear seating and picnic pods are located throughout the park in positions which offer opportunities to shelter from a variety of wind directions.
- 11 A double picnic shelter with table settings provide an outlook to the ocean (slatted screens can be added for wind protection if required). Additional facilities can be added in future stages as needed to match demand.
- 12 New seating along the beachfront offers a variety of styles to suit a diversity of users.

### AND LOW IMPACT COMMUNITY EVENTS...

- 13 The park will remain predominately a passive open space which can be retrofitted with event infrastructure as required to cater for approved annual events and festivals. Electrical connection points at key locations support event activities.



**GREEN GATEWAY...**

- 1 Raised thresholds with decorative paving and defined pedestrian crossing points assist with visual identification of the southern gateway into the village, slow traffic and provide safer, more equitable pedestrian movement across Ballina Street.
- 2 Pop-outs at street corners provide space for tree and garden plantings to provide shade and greening of the gateways and street.
- 3 Incorporation of new low-key pathways where adjoining land uses are predominantly a residential scale provide opportunities for grass verges, tree and garden planting. Narrow the pathway to retain the fig tree.

**INTO CENTRAL PEDESTRIAN-ORIENTATED...**

- 4 Full width footpath pavements with consistent grades provide a safe pedestrian surface and opportunities for new street furniture and tree planting.
- 5 Changes to the paving type (patterning or artwork) highlight interblock pedestrian connections and provide opportunities for integration of "community artwork bricks".
- 6 A pedestrian priority crossing point slows traffic and provides safe movement across Ballina Street opposite a major interblock pedestrian connection. Pop-outs at these locations provide space for street furniture to encourage people to gather and stay.

**COMMUNITY SHOPPING & SOCIAL ZONE**

- 7 A "story-line", a place for the community to write about local people, cultures, places or systems, is incorporated into the paving at large recessed building frontages as a way to connect existing pavements and new pavements in an interesting and creative way.
- 8 Pop-outs provide space for shade trees, garden plantings, furniture (formal and informal), artwork and decorative paving - places to encourage people to stay longer.
- 9 "Grateful Pillars" (like the 'wishing tree')

BALLINA STREET: THE PLACE WE WANT

**GREEN GATEWAY INTO  
CENTRAL PEDESTRIAN-ORIENTATED  
COMMUNITY SHOPPING & SOCIAL  
ZONE**



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**GREEN GATEWAY...**

10 Incorporation of new low-key pathways where adjoining land uses are predominantly a residential scale provide opportunities for grass verges, trees and garden planting.

**INTO CENTRAL PEDESTRIAN-ORIENTATED...**

11 At the heart of the main street and village centre, wider footpaths and a flush surface across the roadway slows traffic and allows for safe and equitable pedestrian movement across Ballina Street.

12 A raised threshold provides a level surface and equitable access across the street at one of the key observed desire lines.

13 Wider footpath areas provide spaces for people to stay, gather, sit, eat and socialise in a shaded and visually pleasing setting with visual connections to the park and beach. There is a variety of seating options and designs to support individuals and groups of varying capabilities. Furniture will be made predominantly from local, recycled and/or natural materials.

14 Changes to the paving type (patterning or artwork) highlight interblock pedestrian connections and provide opportunities for integration of "community art bricks".

**COMMUNITY SHOPPING & SOCIAL ZONE**

15 A "story-line", a place for the community to write about local people, cultures, places or systems, is incorporated into the paving at large recessed building frontages as a way to connect existing pavements and new pavements in an interesting and creative way.

16 Pop-outs provide space for shade trees, garden plantings, furniture (formal and informal), artwork and decorative paving - places to encourage people to stay longer.

**BALLINA STREET: THE PLACE WE WANT**

**GREEN GATEWAY INTO  
CENTRAL PEDESTRIAN-ORIENTATED  
COMMUNITY SHOPPING & SOCIAL  
ZONE**



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**GREEN GATEWAY ...**

- 17 Raised thresholds with decorative paving and defined pedestrian crossing points assist with visual identification of the northern gateway into the village, slow traffic and provide safer, more equitable pedestrian movement across Ballina Street and Byron Street.
- 18 Incorporation of new low-key pathways where adjoining land uses are predominantly a residential scale provide opportunities for grass verges, trees and garden planting.
- 19 Undergrounding of electricity on Ballina Street allows for street tree planting and improved street amenity.

**INTO CENTRAL PEDESTRIAN-ORIENTATED...**

- 20 Changes to the paving type (patterning or artwork) highlight interblock pedestrian connections and provide opportunities for integration of "community artwork bricks".
- 21 Moving the bustop slightly southward allows for a flush pedestrian threshold to slow traffic and provide equitable and safer movement across Ballina Street opposite a major interblock pedestrian connection.
- 22 Future footpath (location to be determined)
- 23 A future raised threshold south of Lennox Street slows traffic towards the gateway and provides a location for the Coastal Shared Pathway to cross.

**COMMUNITY SHOPPING & SOCIAL ZONE**

- 24 Pop-outs provide space for shade trees, garden plantings, furniture (formal and informal), artwork and decorative paving - places to encourage people to stay longer.
- 25 Parallel car parking provides visual consistency along the street

BALLINA STREET: THE PLACE WE WANT

**GREEN GATEWAY INTO  
CENTRAL PEDESTRIAN-ORIENTATED  
COMMUNITY SHOPPING & SOCIAL  
ZONE**



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**CONCEPT PLAN**  
slow and social coastal village

BALLINA STREET: THE PLACE WE WANT

**GREEN GATEWAY INTO  
CENTRAL PEDESTRIAN-ORIENTED  
COMMUNITY SHOPPING & SOCIAL  
ZONE**



**A SLOW SIDE PATH...**

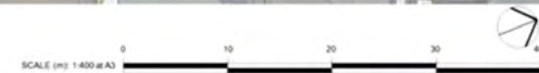
- 1 The Park Lane footpath connection is completed providing users with the ability to walk on a consistent pathway surface around the whole block.
- 2 Utilising existing grass areas for tree planting and gardens provides needed visual greening and shade to the street, footpath and recreation areas.
- 3 The pathway on the western side of Park Lane could form part of the future extension to the Coastal Shared Pathway. This concept accommodates this opportunity.

**NOT A FAST SHORT CUT**

- 4 Raised thresholds, slow traffic and improve pedestrian safety.
- 5 Decorative paving treatments to the existing Park Lane block footpath provide visual indicators of interblock connection points.
- 6 Encourage property owners to "activate" the Park Lane frontages (e.g. for selling second hand stock, 'pop up' sales, funky 'locals' back of house dining space, etc)

PARK LANE: THE PLACE WE WANT

**A SLOW SIDE PATH -  
NOT A FAST SHORT CUT**



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**A SLOW SIDE PATH...**

- 7 Utilising existing grass areas for tree planting and gardens provides needed visual greening and shade to the street, footpath and recreation areas.
- 8 The pathway on the western side of Park Lane could form part of the future extension to the Coastal Shared Pathway. This concept accommodates this opportunity.
- 9 Additional tree planting to the edge of Williams Reserve (outside the active field zones) provide shade.

**NOT A FAST SHORT CUT**

- 10 Removal of carparking at the road bend and opposite the skate park improves sight lines and provides opportunities for tree planting and ground plane planting.
- 11 A reduced speed zone (40km/hr) and raised thresholds slow traffic and improve pedestrian safety at key pedestrian walking desirelines.
- 12 Decorative paving treatments to the existing Park Lane block footpath provide visual indicators of interblock connection points.

- 13 Additional tree planting and seating to the front and rear courtyard areas of the Lennox Head Culture and Community Centre softens the building facade and provides shade to the footpath.
- 14 Secure bicycle storage lockers and maintenance pillar near the community centre offer village workers an alternative way to travel to work - location to be determined.
- 15 Possible future artwork to skate park wall

PARK LANE: THE PLACE WE WANT

**A SLOW SIDE PATH - NOT A FAST SHORT CUT**



SCALE (m) 1:400 @ A3

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**A SLOW SIDE PATH...**

- 1 The pathway on the western side of Park Lane could form part of the future extension to the Coastal Shared Pathway. This concept accommodates this opportunity.
- 2 Upon relocation of the fire brigade to their new site, a flush "shared-zone" across Mackey Lane improves connectivity between the Community Centre and the site creating potential for the shared pathway, green space as well as a possible future commuter cycling hub and additional carparking (a solution with the fire brigade is shown).

**NOT A FAST SHORT CUT**

- 1 Raised thresholds with decorative paving and defined pedestrian crossing points assist with visual identification of the western / northern gateways into the village, slow traffic and provide safer, more equitable pedestrian movement across Byron Street.
- 2 A reduced speed zone on Park Lane and raised thresholds slow traffic and improve pedestrian safety at key pedestrian walking desirelines.

- 2 Decorative paving treatments to the existing Park Lane block footpath provide visual indicators of interblock connection points.
- 2 Provision of a defined pathway and parking spaces along Byron Street allows for street tree planting and a greener gateway to the village main street.

PARK LANE: THE PLACE WE WANT

A SLOW SIDE PATH - NOT A FAST SHORT CUT

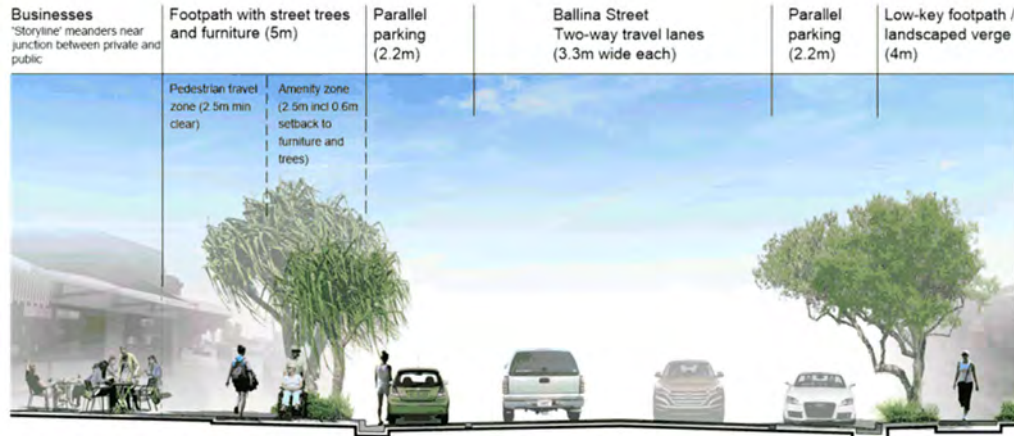
BALLINA STREET: THE PLACE WE WANT

GREEN GATEWAY INTO CENTRAL PEDESTRIAN-ORIENTED COMMUNITY SHOPPING & SOCIAL ZONE



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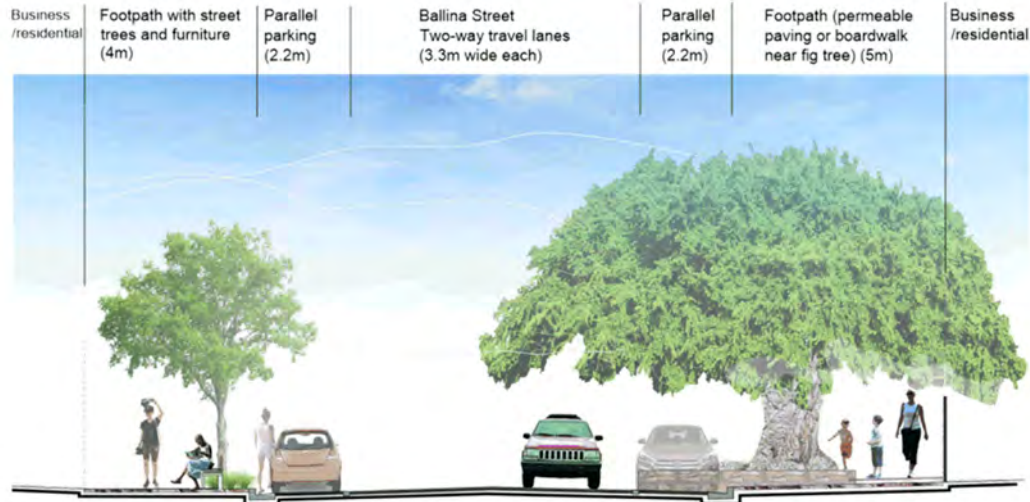
ILLUSTRATIVE SECTION A: TYPICAL BALLINA STREET NORTH  
Not to Scale



# 8.10 Lennox Village Vision - Draft Concept Plan



8.10 Lennox Village Vision - Draft Concept Plan



ILLUSTRATIVE SECTION C: BALLINA STREET SOUTH NEAR FIG TREE



ILLUSTRATIVE SECTION D: BALLINA STREET SOUTH AT THE PEDESTRIAN CROSSING



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## SOME KEY OUTCOMES

These noted outcomes apply to the concept in it's entirety. This concept is subject to detailed design and if adopted would be staged according to available budgets and priorities determined by reference to the community Place Directions.

**Minimise negative impacts on the environment & maximise climate change mitigation.**

100% native (indigenous preferred) plant species.  
 Undergrounding of electricity enables planting of street trees on Ballina Street for shade.  
 Approx. 65 new street trees in Ballina Street alone and many garden areas will provide shade, cooling, permeability and green of the street. There is also a lot more planting proposed in other streets and parks.  
 14 new bicycle racks as well as secure locker spaces are proposed to support commuters.  
 Solar lighting in parks.

### PLACE DIRECTION #1

**Offer a diversity of open spaces with a wider range of activities and amenities for all ages / interests.**

Two open space areas including: 2 toilet facilities (multiple toilets), change area, picnic shelters with table settings, picnic pods, all-abilities play area including nature play, chill-out zone, passive recreation zone and lots of open grass to sit on. There is also Williams Reserve and the beach!

### PLACE DIRECTION #2



**Celebrate what makes Lennox Head Village special: environmental, social, economic & cultural.**

Views to the beach and headland are retained and in Lennox Park enhanced.  
 Uses new and pre-loved materials where possible (preferably from local sources and suppliers).  
 Provides for community art and expression via adaptable community spaces, community pavement bricks, turtle artwork in the nature play area and urban storyline.  
 Furniture and materials offer variety and choice.  
 Accommodates (as separate works) the future extension of the Coastal Shared Pathway connecting the village centre to local landscapes of Lake Ainsworth and Lennox Point and to the centre of Ballina.

### PLACE DIRECTION #3

**Re-balance priority between people and cars to make it safer and more comfortable for all.**

48.5 lineal metres (width) of level pavement (in 4 places) where pedestrians can safely cross Ballina Street and 52 lineal metres (width) in Rayner Lane. Raised thresholds will slow traffic speeds making it safer to cross at non-designated locations as well. There are also additional safer level pavement areas to cross Park Lane and Byron Street.

Reduction in speed limit from 50km/hr to 40km/hr on Park Lane = 55% reduction in the likelihood of pedestrian or cyclist dying in a collision on that street (World Resources Institute, Cities Safer by Design, 2015)

100% of footpath pavements in Ballina Street upgraded to comply with relevant standards.  
 100% completion of the footpath around the village block.

### PLACE DIRECTION #4

**Create a physical environment that supports self sustaining community, social activity and events.**

Accommodates (as separate works) a future extension of the Coastal Shared Pathway.  
 Accommodates buses in the heart of the village.  
 Footpath popouts and widening provides more space for accidental meetings and social exchange. This encourages people to stay longer and builds social resilience and happiness.  
*"What attracts people most, it would appear, is other people" (William H Whyte, "The Social Life of Small Urban Spaces", 1980)*

### PLACE DIRECTION #5

**Support local business diversity and fine-grain shop frontages to build attractiveness of the centre for jobs & night time economy - support diverse housing choices.**

There is approximately 100 lineal metres of seating for people in Ballina Street - including a variety of styles and designs. There is also additional informal seating and places to sit in the parks!  
 Clearly identifiable interblock walkway connections achieve street permeability.  
 Close to 2000sq.m. of open grass area in Lennox Park and Ross Park supports small to medium events. The village hub pavement area also can support small pop-up community installations.

### PLACE DIRECTION #6

**1 space : 10 people**  
 The design supplies 1 carparking space per 9.7 people aged between 20 and 79 years. This still represents an oversupply of spaces. Based upon a population 4,556 people aged between 20 and 79 years - 2016 Census.

**30% Tree Canopy Cover**, and that is just in Ballina Street!  
 About 65 trees are proposed to be planted in Ballina Street, which at maturity, has the potential to provide 30% tree canopy cover over the street. In addition to this, building awnings provide shade and there are also more trees in the parks. (Based upon an average canopy area of 38 sq.m. per tree)

slower, safer streets  
 more attractive  
 people stay longer  
 diverse people & places



# lennoxVILLAGEvision

Further information contact  
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DRAFT Issue date 12 May 2020

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## ABOUT PLACE SCORE AND THIS RESEARCH

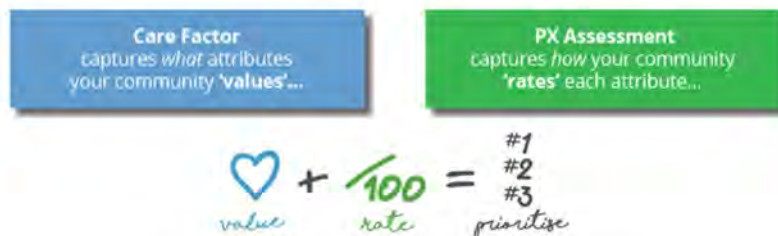
PLACE SCORE offers two sophisticated data collection tools, Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

- Community segmentation; geographic and demographic
- Insights that can be used for strategic planning and implementation of projects
- Quantitative data for evidence based planning to measure the impact of investment over time
- Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk

HOW THE PLACE SCORE SYSTEM WORKS:



A place attribute with a high Care Factor but a low PX Score should be prioritised.

### WHERE AND WHEN WAS THIS DATA COLLECTED?

Between the 28th and 29th of September 2019 Ballina Shire Council, community volunteers and PLACE SCORE, collected Town Centre Care Factor surveys and PX Assessments for Ballina Street in Lennox Head. This data is the basis for your Town Centre Community Insights Report.

#### TOWN CENTRE CARE FACTOR SURVEY

*Which place attributes are most important to you in your ideal town centre?*

- 253 respondents
- Face-to-face data was collected between the 28th and 29th September, 2019.

#### STREET PX ASSESSMENTS

*How is each place attribute impacting your personal enjoyment of this place?*

- 1 main street environment
- 87 local residents, workers and visitors completed a PX Assessment
- Face-to-face data was collected between the 28th and 29th September, 2019.

A total of 340 responses were collected during the survey collection period.

# ABOUT THE RESPONDENTS

## CONFIDENCE LEVEL:

Unless noted otherwise, a 95% confidence level with a margin of error of ±6.1% can be expected for all Care Factor Data and a 95% confidence level with a margin of error of less than ±5.3 pts for PX Data.

Demographic	Low Target	Achieved	Remark
CF Town Centre	n = 200 for ±6.1% at 95% Confidence	n = 253	Target achieved
15-24 yrs	12.6% ±6%	9.8%	Target achieved
25-44 yrs	29.4% ±6%	37.3%	2.9% above target margin
45-64 yrs	39.0% ±5%	37.7%	Target achieved
65+ yrs	18.0% ±5%	15.2%	Target achieved
Male	47.9% ±5%	45.5%	Target achieved
Female	52.1% ±5%	53.4%	Target achieved
PX PX2 sample	n = 40	n = 87	Above target
15-24 yrs	12.8% ±6%	6.9%	5.9% below target margin
25-44 yrs	29.4% ±6%	32.2%	Target achieved
45-64 yrs	39.0% ±5%	33.3%	5.7% below target margin
65+ yrs	18.9% ±5%	27.6%	8.7% above target margin
Male	47.9% ±5%	54%	6.1% above target margin
Female	52.1% ±5%	46%	6.1% below target margin

## CARE FACTOR DATA

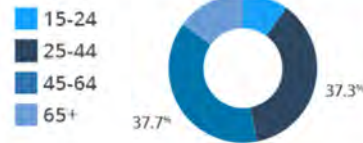
Data was collected via face-to-face survey during the period 28th and 29th of September 2019. A total of 253 people participated.

n=253

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	84.2%
New Zealand	4.0%
United Kingdom <sup>2</sup>	2.4%
France	1.2%
South Africa	1.2%

## PX DATA

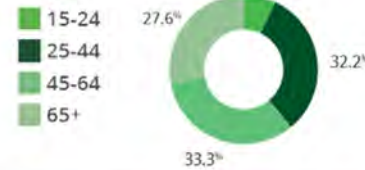
Data was collected via face-to-face survey during the period 28th and 29th of September 2019. A total of 87 people participated.

n=87

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	85.1%
United Kingdom <sup>2</sup>	4.6%
New Zealand	3.4%
Hong Kong	2.3%
PNG	1.1%

## 2016 CENSUS DATA

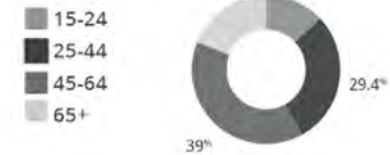
This column captures the make-up of our population in accordance with the 2016 census.

N=6,407

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	81.4%
England <sup>2</sup>	3.9%
New Zealand	1.9%
South Africa	0.7%
U.S.A.	0.6%



Notes: <sup>1</sup>Place Score does not include 0-14 year children from census ages under 15. <sup>2</sup>When reporting data to place data, Place Score is unable to survey people under the age of 13 years without parental consent. The 85 percentage of census age 0-14, none over, includes those under other age groups. Place Score groups the United Kingdom.

P.3 | Ballina Shire Council - Lennox Head CIR - October 2019  
Place Score©2019 | www.placescore.org





# LENNOX HEAD AT A GLANCE

## carefactor *town centre*

The Care Factor survey invites respondents to prioritise the place attributes that are most important to them in their ideal main street or town centre environment.

The following 5 attributes were selected by the majority of your community as being important to them in their ideal town centre:

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	70%
#2	Cleanliness of public space	56%
#3	General condition of vegetation, street trees and other planting	58%
#4	Overall look and visual character of the area	57%
#5	Sense of safety (for all ages, genders, day/night etc.)	55%

## PXassessment *street*

A PX (Place Experience) Assessment is an observation study that asks respondents to rate how different aspects of a street are performing, resulting in a PX Score. The PX Score provides you with a number between 0 and 100 that captures your community's place experience. PX Assessments were undertaken at one location on Ballina Street between 28th and 29th of September 2019.

Here is how respondents rated their Place Experience:

**THE PX SCORE FOR BALLINA STREET IS:**



Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute (n=253).  
PX Scores vary between 0 and 100. Scores above 70 are very good. 50-70 there is room for significant improvement. <50 urgent investment required.

# TOWN CENTRE SUMMARY



## PRIORITIES FOR BALLINA STREET

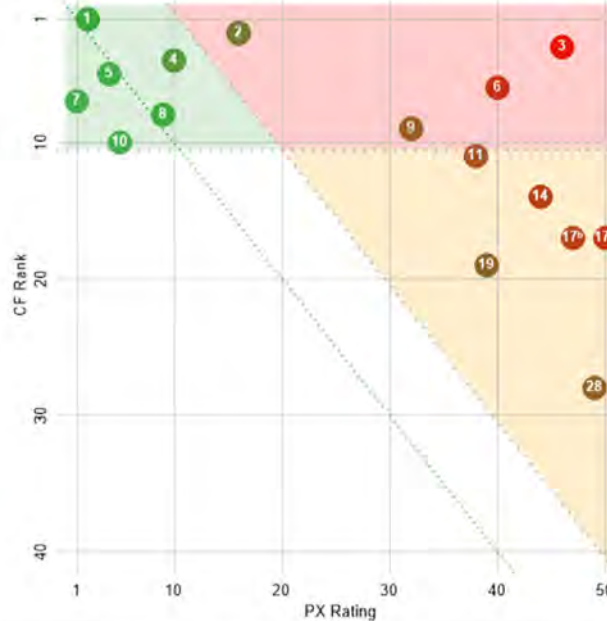
These tables and graph illustrate your town centre strengths, improvement priorities and things to consider.

**STRENGTHS** should be celebrated and protected.

**IMPROVEMENT PRIORITIES** identify the aspects of your village centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**FOR CONSIDERATION** identify attributes to look-out for, they are negatively affecting your village centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
7	Welcoming to all people
10	Walking paths that connect to other places
5	Sense of safety (for all ages, genders, day/night etc.)
8	Outdoor restaurant, cafe and/or bar seating
1	Elements of the natural environment (views, vegetation, topography, water etc.)
4	Overall look and visual character of the area
2	Cleanliness of public space
9	Ease of walking around (including crossing the street, moving between destinations)
6	Vegetation and natural elements (street trees, planting, water etc.)
3	General condition of vegetation, street trees and other planting
IMPROVEMENT PRIORITIES	



CF	FOR CONSIDERATION
17a	Evidence of recent public investment (new planting, paving, street furniture etc.)
14	Quality of public space (footpaths and public spaces)
17b	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
11	Maintenance of public spaces and street furniture
28	Public art, community art, water or light feature
19	Local history, heritage buildings or features

**LEGEND**

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking\* (PX=CF+10)
- Equal CF rank and PX Score (PX=CF)



Notes: CF - Core Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

# HOW DO YOU COMPARE?

## BALLINA STREET IS IS PERFORMING SLIGHTLY ABOVE THE NATIONAL AVERAGE

Your PX Scores acts as a benchmark to track liveability performance over time and allows for comparison against other locations.

PX Scores:

69 Geelong Average, VIC

69 Ballina Street, Lennox Head, NSW

66 Northern Beaches Average, NSW

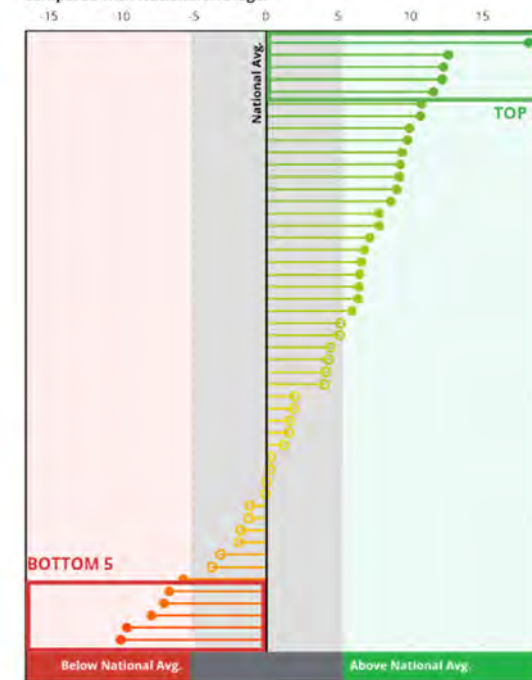
65 National Average

63 Sydney Metro Average, NSW

60 Newcastle Average, NSW

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:		DIFFERENCE FROM NATIONAL AVERAGE
Elements of the natural environment (views, vegetation, topography, water etc.)		+18.13
Outdoor restaurant, cafe and/or bar seating		+12.59
Shop window dressing (visual merchandising)		+12.25
Interesting things to look at (people, shops, views etc.)		+12.18
Interaction with locals/ other people in the area (smiles, customer service etc.)		+11.56
YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:		DIFFERENCE FROM NATIONAL AVERAGE
Amount of public space (footpaths and public spaces)		-6.74
Culturally diverse businesses (range of ethnicities and interests etc.)		-7.10
Ease of walking around (including crossing the street, moving between destinations)		-7.97
General condition of vegetation, street trees and other planting		-9.68
Quality of public space (footpaths and public spaces)		-10.10

PX Scores of all 50 attributes of Lennox Head Average compared with National Average.



## DISCUSSION POINTS FOR BALLINA STREET

After reviewing the Care Factor results against the PX Assessment, the following discussion points have been identified:

### WHAT WE CAN BUILD ON

Aspects of a town centre that are highly valued by the community and are currently perceived as performing well in Ballina Street.

#### SURROUNDINGS

The Lennox Head community values a town centre that offers *'Elements of the natural environment'* and great overall look and visual character. Both are currently perceived as performing well. Make sure that change builds upon rather than takes away from these features.

#### WELCOMING COMMUNITY

People perceive Ballina Street as a place where they can go and feel welcomed and safe. Part of it can potentially be attributed to the community's love and appreciation of current outdoor restaurant, cafes and/or bars. Make sure to maintain and build upon these strong social ties as well as the infrastructure that allowed it to flourish.

### WHAT COULD BE IMPROVED

Aspects of a town centre that are valued by the community and are currently perceived as performing poorly in Ballina Street.

#### INTEGRATION OF NATURE

Your community values *'Vegetation and natural elements (street trees, planting, water etc.)'* as well its general condition, yet both are perceived as performing poorly. Integrating well looked-after greenery or other natural elements could be the best way to improve place experience.

#### WALKABILITY

Getting around on foot is highly valued by your community, however *'Ease of walking around (including crossing the street, moving between destinations)'* is not perceived as performing well. Consider ways to improve the permeability and walkability of the centre such as high quality and even paving or offering more pedestrian crossings.

#### CARE AND MAINTENANCE

For your community, care is not limited to the condition of vegetation. Clean public spaces are also an important part of their ideal town centre. Users of Ballina Street rated the current level of cleanliness and maintenance as contributing negatively to their place experience. Consider clean-up programs or the use of high quality and clean-looking materials.

#### LOCAL PRIDE

The Lennox Head community rated *'Evidence of recent public investment (new planting, paving, street furniture etc.)'* as performing poorly. While the improvement interventions noted here, may contribute to changing this perception, in addition, you may want to consider investing in other elements currently underperforming such as public art, amenities and facilities or local history or heritage features.



# TOWN CENTRE PLACE VALUES



## THE LENNOX HEAD COMMUNITY VALUES A TOWN CENTRE THAT IS:

### CONNECTED TO NATURE

*'Elements of the natural environment (views, vegetation, topography, water etc.)'* is your community's #1 Care Factor. The Lennox Head top 10 Care Factors also includes *'Vegetation and natural elements (street trees, planting, water etc.)'*, making greenery and natural elements a must have in your community's ideal town centre.

### LOOKED AFTER

The pride that people take in their town centre is important to your community. Clean public spaces and healthy vegetation are essential in your community's ideal town centre.

### WELCOMING

Your community values a town centre that makes everyone feel welcomed and safe, regardless of their gender, age, or time of day.

### LIVELY

*'Outdoor restaurant, cafe and/or bar seating'* are an important part of the Lennox Head community's ideal town centre.

### WALKABLE

*'Ease of walking around (including crossing the street, moving between destinations)'* and *'Walking paths that connect to other places'* are the only transport related attribute in your community's top 10 Care Factors.

### WHO DOES NOT AGREE?

While there are some small differences between different demographic groups, most respondents' top three Care Factors are represented in Lennox Head's top 10 Care Factors.

### DEMOGRAPHIC DIFFERENCES IN TOWN CENTRE VALUES

25-44 YEARS OLD	42% of people aged 25-44 care about 'Things to do in the evening (shopping, dining entertainment etc.)' compared to only 24% of people aged 45-64.
45-64 YEARS OLD	55% of people aged 45-64 care about 'Walking paths that connect to other places' compared to only 35% of people aged 25-44.
MEN	43% of Men care about 'Things to do in the evening (shopping, dining, entertainment etc.)' compared to only 29% of Women.
WOMEN	60% of Women care about 'Vegetation and natural elements (street trees, planting, water etc.)' compared to only 47% of Men.
RESIDENTS	45% of Residents care about 'Interaction with locals/ other people in the area (smiles, customer service etc.)' compared to only 26% of Visitors.
VISITORS	62% of Visitors care about 'Welcoming to all people' compared to only 48% of Residents.



Notes: Care Factor percentages are based on the percentage of respondents that ranked an attribute in their top 10.

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# TOWN CENTRE PLACE VALUES



The Care Factor survey asks respondents to select what is most important to them in each of five Place Dimensions.

The Place Dimensions, and their associated ten Place Attributes, reveal what attracts and attaches people to a town centre or main street environment, as well as the barriers to entry or connection.

## LENNOX HEAD TOP 10 CARE FACTORS

The top 10 Care Factors are ranked based on how many people selected each attribute as being important to them.

RANK	ATTRIBUTE	% OF PEOPLE	ICON
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	71%	UNIQUE
#2	Cleanliness of public space	66%	CARE
#3	General condition of vegetation, street trees and other planting	58%	CARE
#4	Overall look and visual character of the area	57%	LOOK & FUNCTION
#5	Sense of safety (for all ages, genders, day/night etc.)	55%	SENSE OF WELCOME

RANK	ATTRIBUTE	% OF PEOPLE	ICON
#6	Vegetation and natural elements (street trees, planting, water etc.)	54%	LOOK & FUNCTION
#7	Welcoming to all people	52%	SENSE OF WELCOME
#8	Outdoor restaurant, cafe and/or bar seating	49%	THINGS TO DO
#9	Ease of walking around (including crossing the street, moving between destinations)	47%	LOOK & FUNCTION
#10	Walking paths that connect to other places	46%	THINGS TO DO

### THE FIVE PLACE DIMENSIONS ARE:

**CARE**  
How well a place is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.

**LOOK & FUNCTION**  
Physical characteristics of a place: how it looks and works, the buildings, public space and vegetation.

**SENSE OF WELCOME**  
The social characteristics of a place, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.

**THINGS TO DO**  
Activities, events and inviting spaces to spend time in a place that might lead to a smile or a new friend.

**UNIQUENESS**  
Physical, social, cultural or economic aspects of an area that make a place interesting, special or unique.



Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute (n=251)

P11 | Ballina Shire Council - Lennox Head CIR - October 2019  
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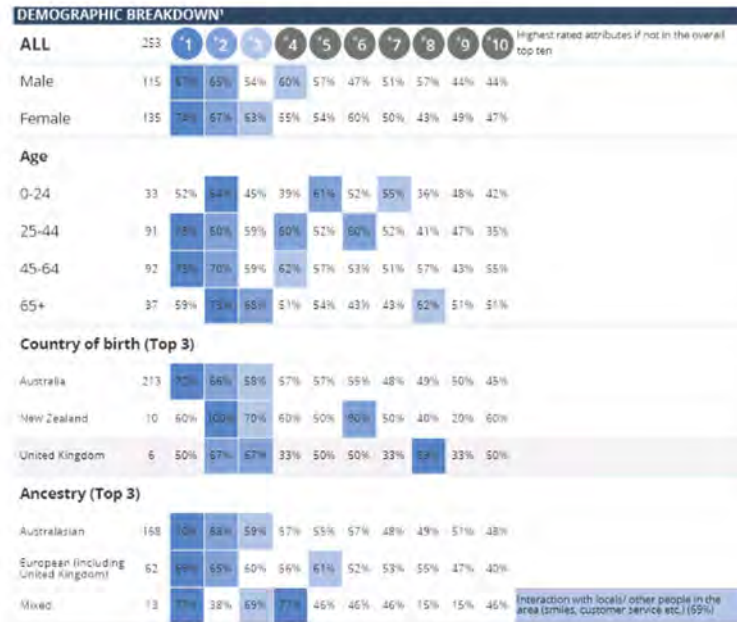


# TOWN CENTRE PLACE VALUES



## DEMOGRAPHIC BREAKDOWN

The following tables illustrate the differences in values between demographic groups. The circled numbers refer to the Lennox Head overall top 10 Care Factors, while the colour identifies a demographic's top three attributes.



**LEGEND**  
■ #1 attribute  
■ #2 attribute  
■ #3 attribute



Notes: <sup>1</sup>Demographic breakdown should be used as a snapshot as smaller samples (n<20) do not meet the 95% confidence level.  
 \*Residents were allowed to select more than one identity (Resident, visitor, worker, student).  
 Greyed demographics have less than 10 respondents.

P12 | Ballina Shire Council - Lennox Head CIR - October 2019  
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# LENNOX HEAD PLACE VALUES



## USERS BREAKDOWN

The following tables illustrate the differences in values between demographic groups based on their connection to the town centre.

**LEGEND**  
 #1 Different from overall  
 Lennox Head top 10 Core Factors

LENNOX HEAD OVERALL  
n=253

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	71%
#2	Cleanliness of public space	66%
#3	General condition of vegetation, street trees and other planting	58%
#4	Overall look and visual character of the area	57%
#5	Sense of safety (for all ages, genders, day/night etc.)	55%
#6	Vegetation and natural elements (street trees, planting, water etc.)	54%
#7	Welcoming to all people	53%
#8	Outdoor restaurant, cafe and/or bar seating	49%
#9	Ease of walking around (including crossing the street, moving between destinations)	47%
#10	Walking paths that connect to other places	46%

RESIDENTS<sup>1</sup>  
n=196

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	72%
#2	Cleanliness of public space	65%
#3	General condition of vegetation, street trees and other planting	60%
#4	Overall look and visual character of the area	51%
#5	Vegetation and natural elements (street trees, planting, water etc.)	55%
#6	Sense of safety (for all ages, genders, day/night etc.)	51%
#7	Outdoor restaurant, cafe and/or bar seating	49%
#8	Welcoming to all people	48%
#9	Ease of walking around (including crossing the street, moving between destinations)	42%
#10	Walking paths that connect to other places	46%

WORKERS<sup>1</sup>  
n=19

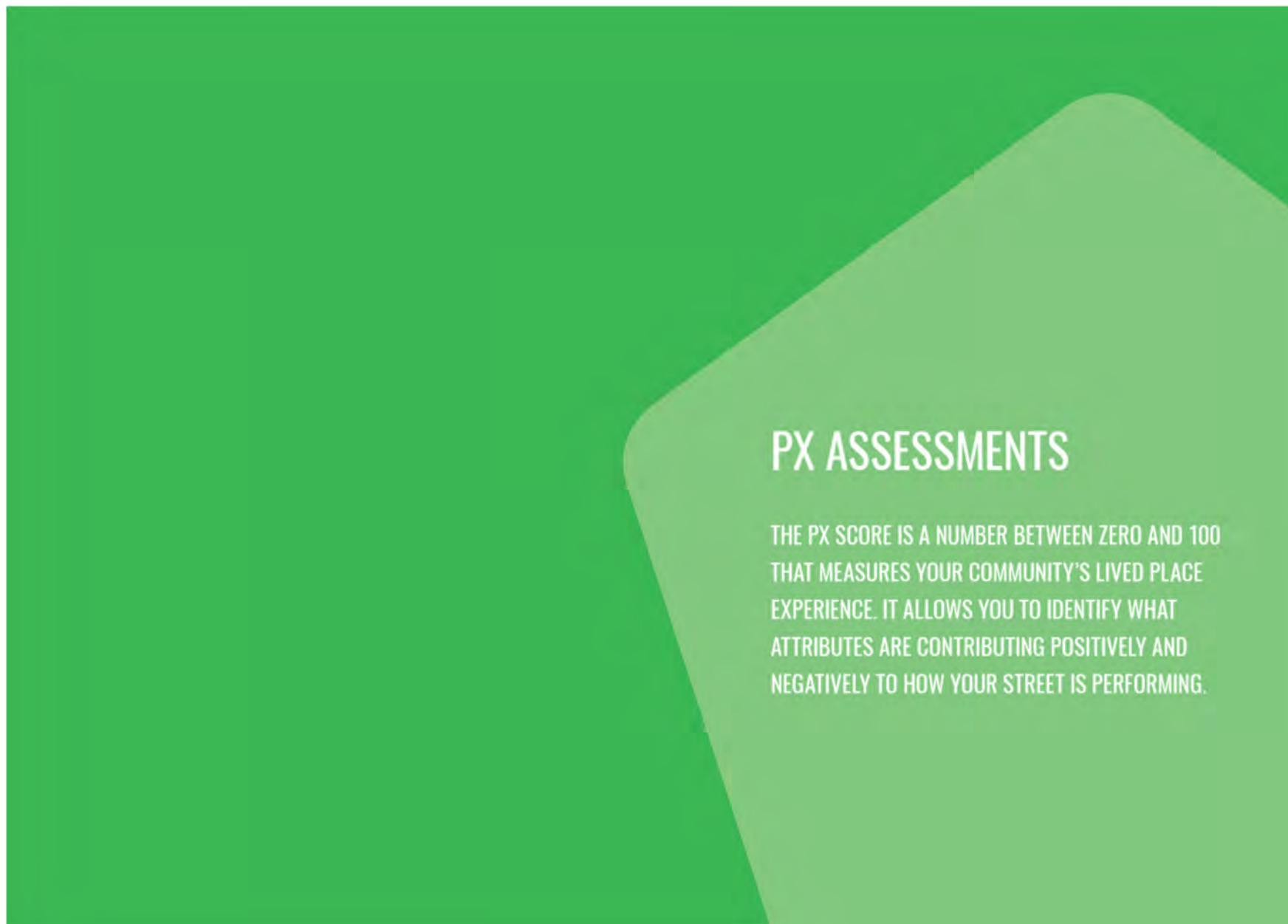
RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	84%
#2	Cleanliness of public space	74%
#2	Overall look and visual character of the area	74%
#2	Vegetation and natural elements (street trees, planting, water etc.)	74%
#5	General condition of vegetation, street trees and other planting*	58%
#6	Culturally diverse businesses* (range of ethnicities and interests etc.)	55%
#6	Quality of public space* (footpaths and public spaces)	55%
#6	Sense of safety* (for all ages, genders, day/night etc.)	55%
#6	Welcoming to all people*	55%
#10	Evidence of recent public investment* (new planting, paving, street furniture etc.)	47%

VISITORS<sup>1</sup>  
n=53

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	68%
#3	Welcoming to all people	62%
#4	General condition of vegetation, street trees and other planting	57%
#4	Sense of safety (for all ages, genders, day/night etc.)	57%
#6	Overall look and visual character of the area	55%
#7	Outdoor restaurant, cafe and/or bar seating	49%
#8	Landmarks, special features or meeting places*	47%
#8	Maintenance of public spaces and street furniture*	47%
#10	Ease of walking around* (including crossing the street, moving between destinations)	45%



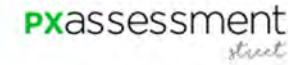
Notes: <sup>1</sup> Respondents were allowed to select more than one identity. \* Confidence level for this attribute is below the 95% threshold.



## PX ASSESSMENTS

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW YOUR STREET IS PERFORMING.

# BALLINA STREET (BTW PARK LN AND BYRON ST) LENNOX HEAD



PEOPLE GAVE THIS PLACE  
A SCORE OF:



## PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.



## WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	Welcoming to all people
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Interaction with locals/ other people in the area (smiles, customer service etc.)
#4	Sense of safety (for all ages, genders, day/night etc.)
#5	Walking paths that connect to other places

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	Evidence of recent public investment (new planting, paving, street furniture etc.)
#49	Public art, community art, water or light feature
#48	Unusual or unique buildings or public space design
#47	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
#46	General condition of vegetation, street trees and other planting

## PLACE EXPERIENCE BY DEMOGRAPHIC

This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
69	69	69	NA	76	70	66	71	67	81	NA	78

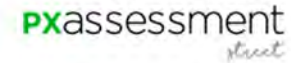
**LEGEND**  
 Under 10 respondents  
 PX 70+ Performing well  
 PX 50-69 Room for improvement  
 PX <50 Urgent care needed



Notes: PX Scores vary between 0 and 100. Scores above 70 are very good. 60-70 there is room for significant improvement. <50 urgent investment required. n=87

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# HOW IS BALLINA STREET PERFORMING?



PEOPLE ARE LIKELY TO RECOMMEND BALLINA STREET, WITH A HIGH PERCENTAGE OF USERS CARING ABOUT ITS FUTURE. VERY FEW PEOPLE ARE DETRACTORS.

Using demographics and the Net Promoter Score<sup>1</sup>, you can identify market gaps and plan Ballina Street in a way that may convert detractors and passives into promoters.

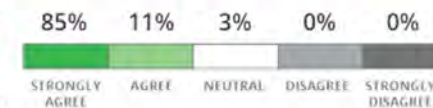
## BALLINA STREET (BTW PARK LN AND BYRON ST)

How likely are your community to recommend this place?



How did your community respond to the statement...

*"I care about this place and its future"*



### MEN

#### WHAT THEY RATE HIGHLY<sup>2</sup>

- Welcoming to all people
- Sense of safety (for all ages, genders, day/night etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Physical comfort (impacts from noise, smells, temperature)

#### WHAT THEY RATE POORLY<sup>2</sup>

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Public art, community art, water or light feature
- Car accessibility and parking
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- Unusual or unique buildings or public space design

### WOMEN

#### WHAT THEY RATE HIGHLY<sup>2</sup>

- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)
- Walking paths that connect to other places
- Welcoming to all people
- Interesting things to look at (people, shops, views etc.)

#### WHAT THEY RATE POORLY<sup>2</sup>

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Unusual or unique buildings or public space design
- Public art, community art, water or light feature
- General condition of vegetation, street trees and other planting
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)

### PROMOTERS<sup>1</sup>

47% MEN - 53% WOMEN  
8% WORKER - 80% RESIDENT - 12% VISITOR

#### WHAT THEY RATE HIGHLY<sup>2</sup>

- Elements of the natural environment (views, vegetation, topography, water etc.)
- Welcoming to all people
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Walking paths that connect to other places
- Sense of safety (for all ages, genders, day/night etc.)

#### WHAT THEY RATE POORLY<sup>2</sup>

- Public art, community art, water or light feature
- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Unusual or unique buildings or public space design
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- General condition of vegetation, street trees and other planting

### PASSIVES<sup>1</sup>

74% MEN - 26% WOMEN  
4% WORKER - 87% RESIDENT - 9% VISITOR

#### WHAT THEY RATE HIGHLY<sup>2</sup>

- Welcoming to all people
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- **Businesses that reflect the local community and values**
- Sense of safety (for all ages, genders, day/night etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)

#### WHAT THEY RATE POORLY<sup>2</sup>

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- Car accessibility and parking
- **Vegetation and natural elements (street trees, planting, water etc.)**
- Unusual or unique buildings or public space design

### DETRACTORS<sup>1</sup>

50% MEN - 50% WOMEN  
25% WORKER - 50% RESIDENT - 25% VISITOR

#### WHAT THEY RATE HIGHLY<sup>2</sup>

- Elements of the natural environment (views, vegetation, topography, water etc.)
- Walking paths that connect to other places
- **Space for group activities or gatherings**
- **Spaces suitable for specific activities (play, entertainment, exercise etc.)**
- Physical comfort (impacts from noise, smells, temperature)

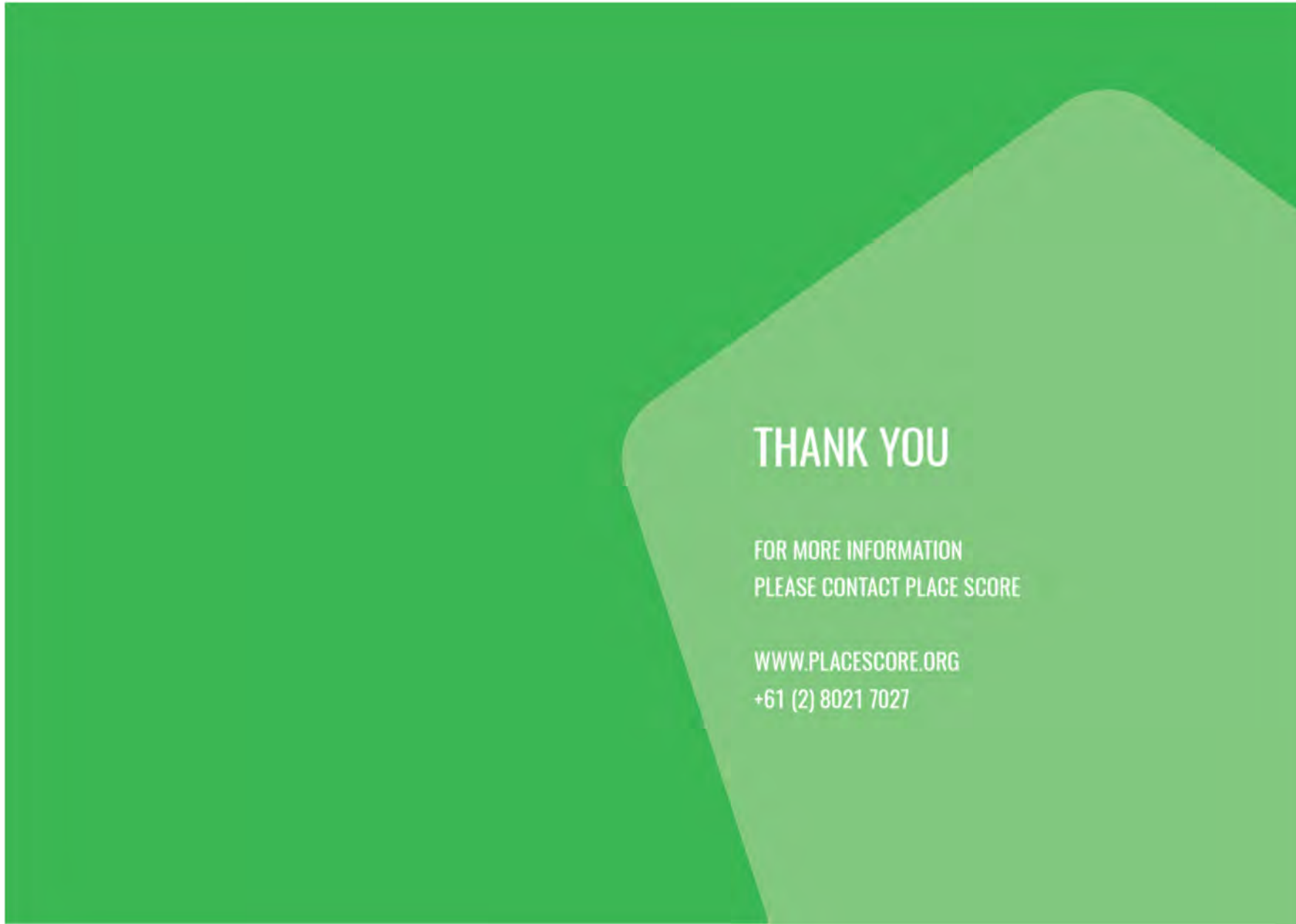
#### WHAT THEY RATE POORLY<sup>2</sup>

- Maintenance of public spaces and street furniture
- Quality of public space (footpaths and public spaces)
- Unique mix or diversity of people in the area
- General condition of businesses and shopfronts
- Public art, community art, water or light feature



Notes: <sup>1</sup>NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity. Respondents are asked: 'How likely is it that you would recommend this place to a friend or colleague?' on a scale of 0 to 10 where 0 is 'Not at all likely' and 10 is 'Extremely Likely'. The final NPS score is the difference between the percentage of Promoters (rating 9 or 10 out of 10) and the percentage of Detractors (rating 0 to 6 out of 10). **Bolded** attributes differ from the overall best and worst performing attributes. <sup>2</sup>What they rate highly attributes are displayed from best to worst performing. <sup>3</sup>What they rate poorly attributes are displayed from worst to best performing.

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**ABOUT PLACE SCORE**

**PLACESCORE™** is a groundbreaking Place Experience (PX) diagnostic, engagement, benchmarking and tracking solution.

The PX tool captures your community's assessment of places as they stand. The Care Factor tool lets your community identify what is most important to them. Attributes with a high Care Factor and a low PX Score can be given priority, while high Care Factors and high PX Scores are the basis for celebration. Conducting a PX assessment before and after change is a great way to obtain definitive data regarding the impact of improvements.

**EXECUTIVE SUMMARY**

Between 28 and 29 September 2019 PLACESCORE, on behalf of the Ballina Shire Council, collected place experience assessments of Ballina Street, Lennox Head (btw Park Lane and Byron Street) via face to face surveys.

**KEY FINDINGS:**

- Ballina Street received a PX Score of 69/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Evidence of recent public investment (new planting, paving, street furniture etc.)'.
- People aged 25-44 rate 'Maintenance of public spaces and street furniture' 16 points higher than people aged 45-64.
- People aged 45-64 rate 'Welcoming to all people' 7 points higher than people aged 25-44.
- Women rate 'Service businesses (post offices, libraries, banks etc.)' 8 points higher than Men.
- Men rate 'Cleanliness of public space' 9 points higher than Women.
- People of European (including United Kingdom) ancestry rate 'Quality of public space (footpaths and public spaces)' 13 points higher than people of Australasian ancestry.
- Visitors rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 32 points higher than Residents.
- Residents rate 'Evidence of recent private investment (new buildings, painting etc.)' 9 points higher than Visitors.

**THE PX SCORE<sup>1</sup> FOR BALLINA STREET IS:**



**HOW DOES PX SCORE WORK?**

PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. It allows you to identify the place attributes that are contributing positively and negatively to place experience; providing you with an important tool for prioritising investment.

**METHODOLOGY**

Participants were asked to complete face to face surveys rating 50 place attributes in terms of the contribution to their personal experience. This report captures the findings of the survey.

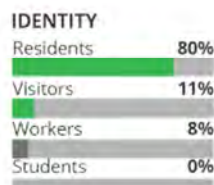
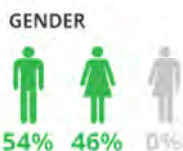
**NOTES ABOUT RESEARCH DATA**

1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = 'Fail' and 10 = 'Perfect'. Respondents can also select 'N/A' if that attribute is not applicable to the area or does not impact upon their place experience.
2. This report only includes 100% completed surveys (compulsory questions only).
3. Place dimensions are scored out of 20.
4. NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity. Respondents are asked "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10 where 0 is "Not at all likely" and 10 is "Extremely Likely". The final NPS score is the difference between the percentage of Promoters (rating 9 or 10 out of 10) and the percentage of Detractors (rating 0 to 6 out of 10).
5. Groups with <10 respondents are highlighted grey to indicate a small dataset and results are indicative only.
6. Percentages may not always sum to exactly 100% due to rounding.

**ABOUT YOUR DATASET**

Data was collected via face to face surveys between 28 and 29 September 2019. A total of 87 participated with 87 completing all questions (100% completion rate).

TOTAL <sup>2</sup>  
n=87



PLACESCORE is the world's first dedicated Place Experience (PX) diagnostic, engagement, benchmarking and tracking tool. Find out more at [www.placescore.org](http://www.placescore.org)

PXassessment
October/2019
BALLINA STREET
(BTW PARK LANE AND BYRON STREET), LENNOX HEAD, NSW, AUSTRALIA

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### BALLINA STREET

(BETWEEN PARK LANE AND BYRON STREET), LENNOX HEAD, NSW, AUSTRALIA

This PX Assessment is for Ballina Street. The western side of the street is comprised of retail and is well served by core services such as an independent supermarket, post office, pharmacy and real estate agencies. The street also offers several eateries with outdoor dining. The eastern side of the street includes tourist accommodation, residential dwellings, retail and glimpses to the beach via Ross Park. On-street parking is available on both sides of the street.

**How does this compare with other similar places?**

71  
HESSE STREET,  
(BTW STOKES ST  
AND HOBSON ST)  
QUEENSLIFF, VIC

78  
EASTERN BEACH  
ROAD (BTW  
MOORABOOL ST  
AND YARRA ST)  
GEELONG, VIC

---

#### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- \*1 Welcoming to all people
- \*2 Elements of the natural environment (views, vegetation, topography, water etc.)
- \*3 Interaction with locals/ other people in the area (smiles, customer service etc.)

#### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- \*49 Public art, community art, water or light feature
- \*48 Unusual or unique buildings or public space design

#### BREAKING DOWN YOUR SCORE

Your PX Score is made up of 5 key place dimensions<sup>3</sup>, each rated out of 20, that influence people's attraction and attachment to place.

<b>LOOK &amp; FUNCTION</b>	13
<b>SENSE OF WELCOME</b>	14
<b>THINGS TO DO</b>	15
<b>UNIQUENESS</b>	13
<b>CARE</b>	14

---

#### NET PROMOTER SCORE <sup>4</sup>

How likely are your community to recommend this place?

PROMOTERS  
69%

PASSIVES  
26%

DETRACTORS  
5%

+64

NPS  
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

85%	11%	3%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE



PLACESCORE is the world's first dedicated Place Experience (PX) diagnostic, engagement, benchmarking and tracking tool. Find out more at [www.placescore.org](http://www.placescore.org)





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PXassessment<sup>PX2</sup>

October/2019


**BALLINA STREET**





(BTW PARK LANE AND BYRON STREET), LENNOX HEAD, NSW, AUSTRALIA

**THE 5 DIMENSIONS OF GREAT PLACES:**

The **PLACESCORE™** attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions.

The strongest and weakest attributes overall are noted under the respective place dimension.

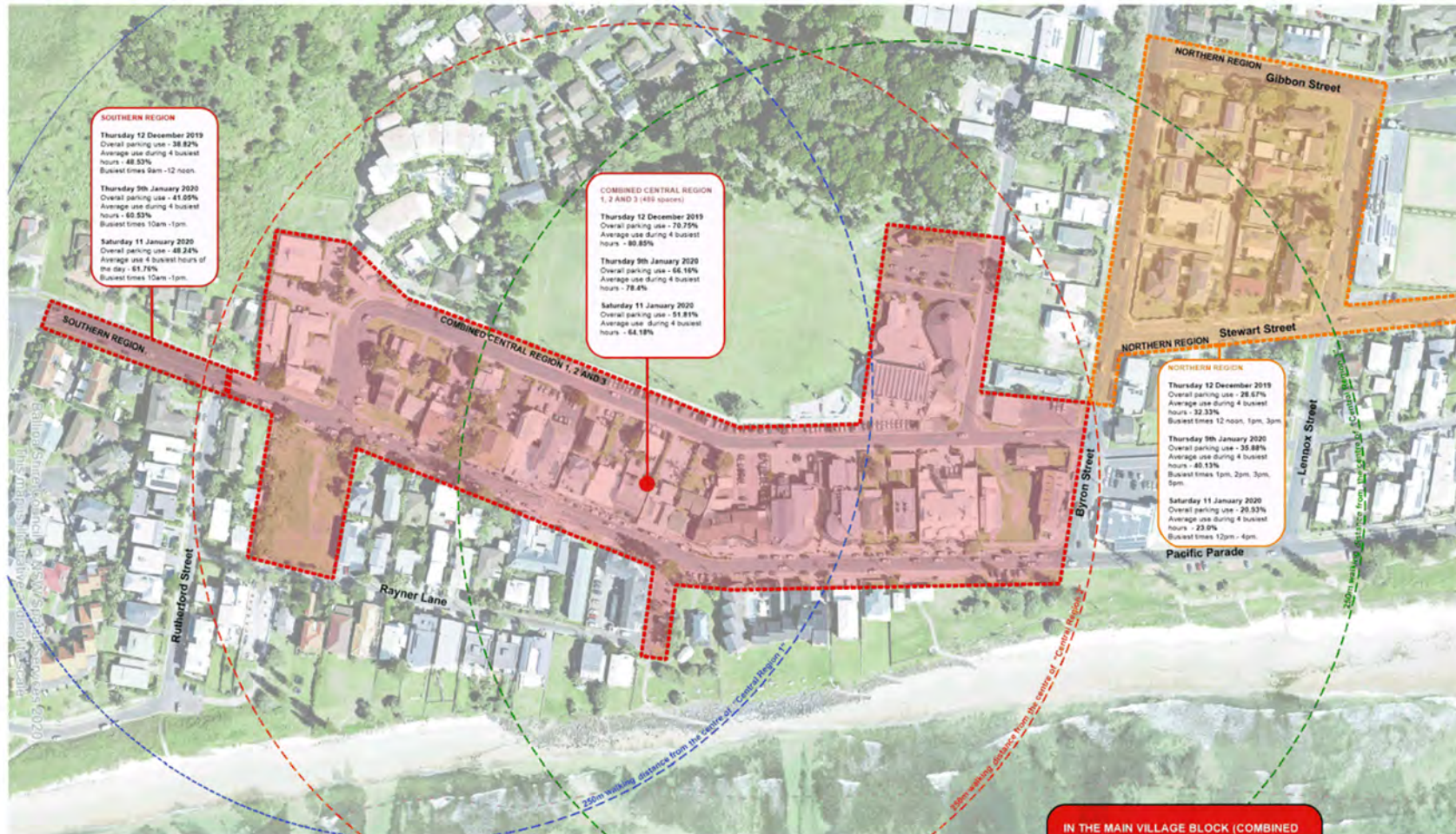


PLACE DIMENSION	STRONGEST	WEAKEST
 <p><b>LOOK &amp; FUNCTION</b></p> <p>The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation</p>	Physical comfort (including noise, smells, temperature)	Quality of public space (footpaths and public spaces)
 <p><b>SENSE OF WELCOME</b></p> <p>Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests</p>	<div style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block; font-weight: bold;">#1</div> <b>Welcoming to all people</b>	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
 <p><b>THINGS TO DO</b></p> <p>Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend</p>	Walking paths that connect to other places	Evidence of community activity (community gardening, art, fundraising etc.)
 <p><b>UNIQUENESS</b></p> <p>Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place</p>	<div style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block; font-weight: bold;">#2</div> <b>Elements of the natural environment (views, vegetation, topography, water etc.)</b>	<div style="background-color: #F44336; color: white; padding: 2px; display: inline-block; font-weight: bold;">#49</div> <b>Public art, community art, water or light feature</b>
 <p><b>CARE</b></p> <p>How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment</p>	<div style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block; font-weight: bold;">#3</div> <b>Interaction with locals/ other people in the area (smiles, customer service etc.)</b>	<div style="background-color: #F44336; color: white; padding: 2px; display: inline-block; font-weight: bold;">#50</div> <b>Evidence of recent public investment (new planting, paving, street furniture etc.)</b>

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PLACESCORE is the world's first dedicated Place Experience (PX) diagnostic, engagement, benchmarking and tracking tool. Find out more at [www.placescore.org](http://www.placescore.org)



**DATA GATHERED**

In order to better understand parking demand and capacity, parking audits (of public spaces) were undertaken on Thursday 12 December 2019 (mid week during school term), Thursday 9 January 2020 (mid week during school holidays) and Saturday 11 January 2020 (weekend day during school holidays). Data was gathered between 8am and 5pm each day. The occupancy by time data shown represents the average % of spaces occupied for the 4 busiest hours of the data collection period. A parking area is considered to be at capacity when it reaches 85% occupancy.

**KEY COMMUNITY SURVEY FINDING**

The Lennox Head Community Survey conducted in 2018 told us that 25% of people said they are willing to walk 250-500m to reach the village centre, 29% are willing to walk 500m or more and less than 10% indicated that they were unwilling (or unable) to walk more than 50m.

**IN THE MAIN VILLAGE BLOCK (COMBINED REGIONS 1, 2 AND 3) THERE ARE 489 PUBLIC CARPARKING SPACES. AT NO TIME DURING THE STUDY DID CARPARKING IN THIS COMBINED PRECINCT REACH CAPACITY.**





EXISTING SCENARIO  
 PARKING AUDIT KEY FINDINGS\_1:1000 AT A1





Pedestrian movements were observed between 12:30 pm and 1pm and between 1pm and 1:30 pm Thursday 5 December 2019 along both Ballina Street and Park Lane. This plan shows the most popular movement patterns only.

-  MOST POPULAR PEDESTRIAN CROSSING ROUTE (Predominant directions shown with arrows)
-  SECONDARY PEDESTRIAN CROSSING ROUTE (Predominant directions shown with arrows)



SCALE (1:600) 0 10 20 30 40 50



EXISTING PEDESTRIAN MOVEMENT - ROAD CROSSING DESIRE LINES  
CONNECTIVITY\_1:600 at A1



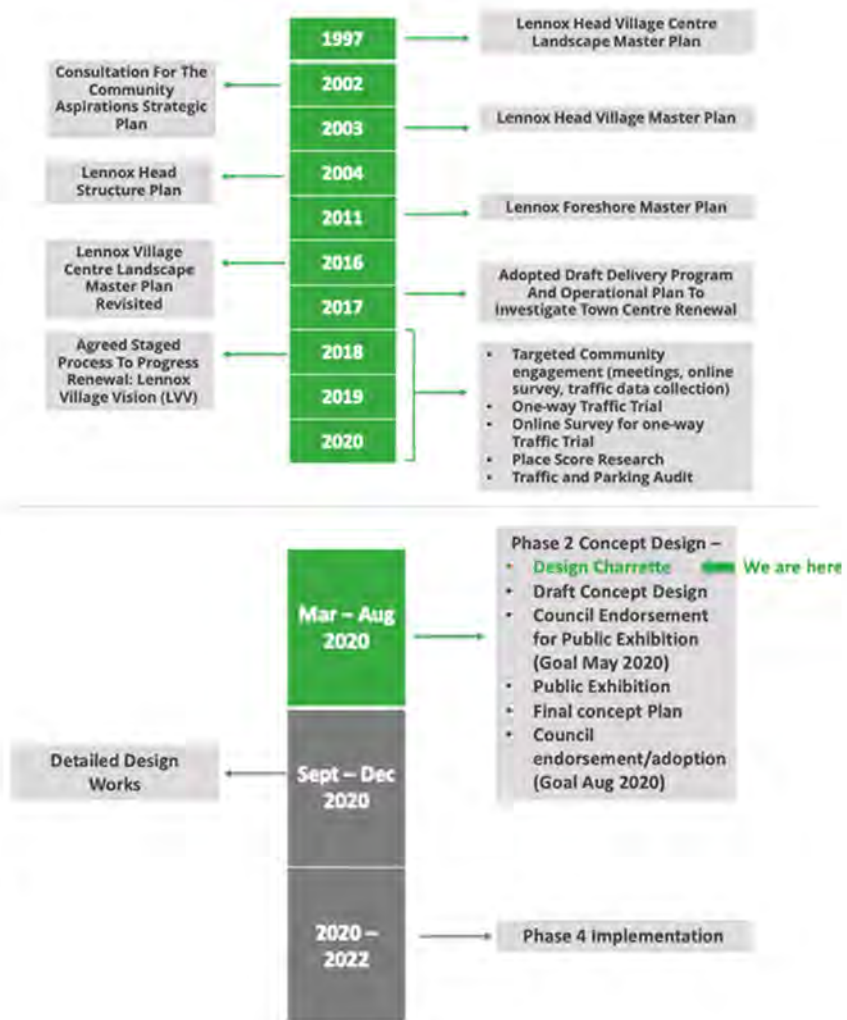
## ABOUT THE LENNOX HEAD VILLAGE RENEWAL PROJECT

In 1997 the Lennox Head Village Centre Landscape Masterplan was developed to direct the improvement of public realm improvements. Since this time extensive community engagement and detailed research studies have been undertaken to act as the foundation for an actionable plan of improvement to be developed in 2020 and implemented over the following 2 years.

In order to develop a community-led concept design a charrette was held over the weekend of Saturday 14<sup>th</sup> and Sunday 15<sup>th</sup> March 2020.

The objective of the charrette was to develop a community led concept design and directions for further investigation and development by Ballina Shire Council (BSC) officers. The developed design will be put on exhibition for final community feedback prior to council endorsement, and leading from that – construction.

This report provides a summary of the key outcomes from the charrette.



## ABOUT THE LENNOX HEAD VILLAGE CHARRETTE

The Lennox Head community design charrette was held over the weekend of Saturday 14<sup>th</sup> and Sunday 15<sup>th</sup> March 2020. Attendees included:

- 7 Ballina Shire Council staff to assist with facilitation (representing Strategic Planning, Open Spaces, Engineering, Construction and Tourism)
- 17 community group representatives, land owners, business owners and local residents

Community groups represented included:

- Lennox Head Community Pre-School
- Residents Association
- Chamber of Commerce
- Lennox Arts Board
- Rural Fire Brigade
- Lennox Head Heritage Committee
- Lennox Head Landcare
- Ballina Environment Society

In addition, local residents randomly selected from a database in age groups 18-34, 35 - 49, 50 -64, and 65+ were also invited to attend.

Invitations were also extended to many other groups (e.g. Lennox Head Public School, Combined Sports Association, Jali Local Aboriginal Land Council), businesses and residents.



### Charrette Objectives

- Respond to the extensive research and engagement undertaken to date
- Get community members to provide design directions to deliver on the vision for the future, and develop a concept design for further investigation and feedback.
- Inform the creation of a draft concept for Lennox Village

### Workshop Exercises

Attendees were guided through a series of exercises to understand past research and engagement findings, identify the key challenges to be solved and the develop a vision and concept for the whole study area as well as 5 priority precincts.

## THE CHARRETTE OUTCOMES REPORT

This report is a summary of the charrette results and has been organised into the following sections:

### Setting the Brief for the Future

- Defining Success – the community's identified key challenges and objectives for the future
- Lennox Village Place Directions
- The Place We Want –the desired identity and character for the future Lennox Village

### Design Directions

This section includes community design directions for vegetation, materials & detailing, lighting & art events & activities, and street furniture

### Priority Precincts

This section includes the community briefing directions for each of the 5 precincts:

- Summary of activities
- SWOT analysis of each location
- Desired functions, users, vision and “must haves” for each location

### Draft Concept Design

- Draft concept design developed by Council officers on the evening of Sat 14th
- Summary of the community feedback on the draft concept design



The Lennox Head Village Study Area



The 5 Priority Precincts







## DEFINING SUCCESS – WHAT ARE THE PROBLEMS WE WANT TO SOLVE?

Participants walked the whole study area and visited the 5 Priority Precincts to identify what isn't working and to define what success would look like in Lennox Head Village. This table summarises their responses.

	THE PROBLEMS WE WANT TO SOLVE	WHAT SUCCESS WOULD LOOK LIKE
<b>PUBLIC REALM – LOCAL STREETS AND LANES</b>	<ul style="list-style-type: none"> <li>• Cars travelling too fast, not letting people cross</li> <li>• Unsafe pedestrian paths</li> <li>• Lack of 'gateways'</li> <li>• Lack of shade/ comfort/attractiveness</li> <li>• Poor cycling infrastructure</li> <li>• Parking challenges</li> <li>• Lack of consistent curbing/ paths</li> </ul>	<ul style="list-style-type: none"> <li>• Slower cars</li> <li>• More pedestrians</li> <li>• Improved street appeal</li> <li>• Safer day and night</li> <li>• Better connectivity for pedestrians</li> <li>• Better sight lines</li> <li>• Defined crossing points and shared zones</li> </ul>
<b>PUBLIC REALM – PARKS AND OPEN SPACES</b>	<ul style="list-style-type: none"> <li>• Blocked views to water</li> <li>• Lack of intergenerational use</li> <li>• Lack of basic amenities e.g. seating, shelter, toilets near playground</li> <li>• Poor beach connectivity</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate nature into centre</li> <li>• Retain views to natural features</li> <li>• Parks inviting to all ages/interests</li> <li>• Mature shady trees</li> <li>• More amenity – BBQs, seating, toilets, shelter etc</li> </ul>
<b>LAND USE AND LOCAL ECONOMY</b>	<ul style="list-style-type: none"> <li>• Struggling businesses/ empty shops</li> <li>• Lack of diversity</li> <li>• Lack on in centre accommodation</li> <li>• Increased property prices/ rents</li> </ul>	<ul style="list-style-type: none"> <li>• More shops fronting Park Lane</li> <li>• Diverse locally owned businesses</li> <li>• More nighttime trading</li> <li>• Local jobs diversity</li> <li>• Visitor signage to key destinations</li> <li>• Collaborations btw businesses</li> </ul>
<b>EVENTS AND ACTIVATION</b>	<ul style="list-style-type: none"> <li>• Lack of free places to sit/ meeting</li> <li>• Lack of event infrastructure</li> <li>• Dark and quiet at night</li> <li>• Lack of a community gathering space</li> </ul>	<ul style="list-style-type: none"> <li>• Small groups socializing in town</li> <li>• Appropriate lighting at night</li> <li>• More community-led events</li> </ul>
<b>OTHER CATEGORIES</b>	<ul style="list-style-type: none"> <li>• Negative community sentiment</li> <li>• Lack of heritage awareness</li> <li>• Lack of marketing</li> </ul>	<ul style="list-style-type: none"> <li>• More champions for positive change</li> <li>• Heritage interpretation</li> </ul>



## LENNOX VILLAGE COMMUNITY PLACE DIRECTIONS

Place Directions synthesise the community values and priorities and build on the research conducted prior to the charrette. preliminary Place Directions were presented to the community on Sunday 15<sup>th</sup> and their feedback has been integrated here.

These Place Directions act as the overarching brief to help guide decision making moving forward. The Place Directions can act as a criteria for prioritizing investments that will achieve the most positive impacts.

**Minimise negative impacts on the environment & maximise climate change mitigation**

**Re-balance priority between people and cars to make it safer and more comfortable for all**

**Offer a diversity of open spaces offering a wider range of activities and amenities for all ages /interests**

**Create a physical environment that supports self sustaining community social activity and events**

**Celebrate what makes Lennox Head Village special; environmental, social, economic & culturally**

**Support local business diversity and fine-grain shop frontages to build attractiveness of the centre for jobs & night time economy – support diverse housing choices**



## LENNOX HEAD VILLAGE THE PLACE WE WANT

Charrette participants were invited to provide 3-5 words that captured the essence or personality of the place they would be most proud of in the future. This word cloud summarises their inputs.



## LENNOX HEAD VILLAGE THE PLACE WE WANT

Synthesising the findings from the all the exercises on Day 1, a draft vision was presented to the group on Day 2. This has been further refined below to incorporate their feedback.

### SLOW AND SOCIAL COASTAL VILLAGE

Celebrate our slower more relaxed lifestyle, pedestrian focus and safety for all ages and abilities

Celebrate and protect our unique ecosystem and environment, informal and unstructured, natural materials & vegetation, yet playful and relaxed

Places for the community to pause, connect and gather

Low scale, local, intimate & connected





## LENNOX HEAD VILLAGE DESIGN DIRECTIONS

Design Directions are community briefing guidelines for how the public realm will be designed.

Participants were asked to review a package of images under 5 themes to select images that represented what they would like to see more of in Lennox Head Village: 'Definitely Yes', images that represented something that was valued: 'Maybe', as well as images that represented something that they did not want in the future: 'Definitely No'.

The five themes are:

- Street furniture
- Materials and Detailing
- Vegetation
- Lighting and art
- Events and activities



## DESIGN DIRECTIONS— MATERIALS AND DETAILING

The community said that they would be happy to see a diversity of materials and detailing rather than one homogenous surface that would mean replacing large areas of paving currently in good repair. However it is essential that the area be accessible for all abilities and mitigate any safety concerns.

The community would like materials and detailing to consider:

- Permeable surfaces
- Vegetation and art
- Natural materials
- Sustainable materials
- "Soft" on feet and on the eyes

The do not want:

- Bland homogeneity/ concrete
- Too much colour or crazy designs





## DESIGN DIRECTIONS— STREET FURNITURE

The community would like a diversity of street furniture and seating options that are interesting and engaging and incorporating timber and softer materials.

The community would like street furniture selection to consider:

- Ergonomic
- Varied (choices)
- Comfortable
- Group focused
- Made of natural materials
- Artistic
- Protected from the weather
- Long lasting

The do not want:

- High maintenance
- Off the shelf
- Not comfortable



## DESIGN DIRECTIONS— VEGETATION

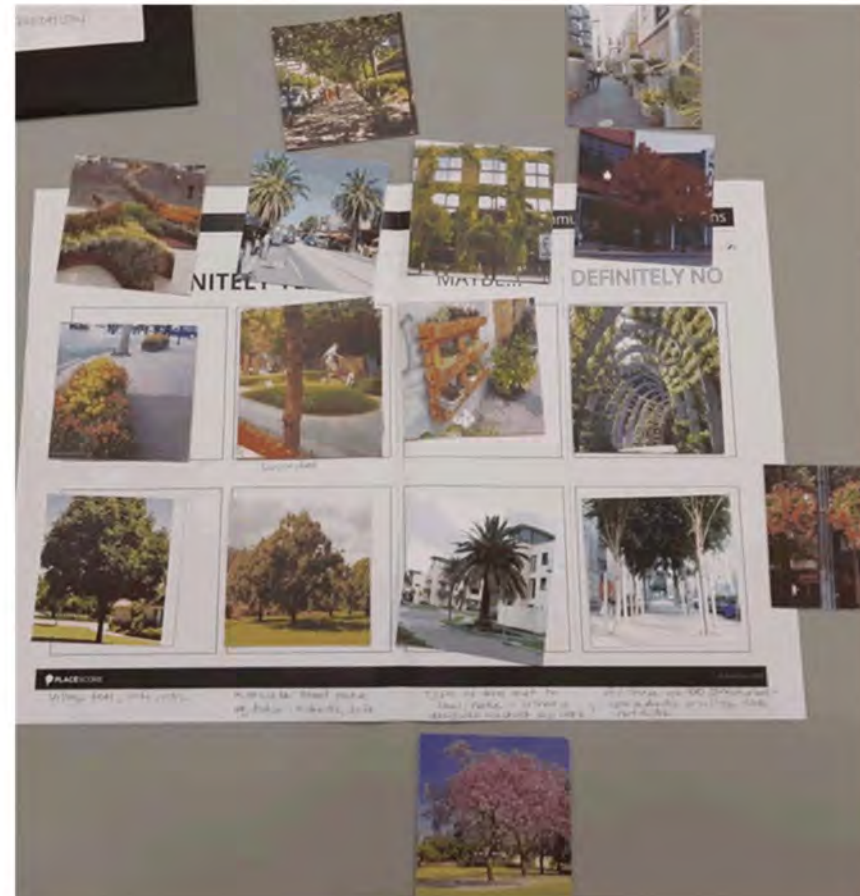
The community would like to see a significant increase in the amount of shade trees and planting generally. Existing trees should be retained unless blocking significant sightlines/or for safety and feature trees enhanced or increases to highlight views or community spaces.

The community would like vegetation selection to consider:

- Local species endemic to coastal environment
- Shady canopy trees to shelter staying spaces
- Climate resilient and supportive vegetation
- Ground cover around trees

The do not want:

- High maintenance
- Too structured or formal



## DESIGN DIRECTIONS— LIGHTING AND ART

Lighting should be designed to improve safety while protecting the night sky and local fauna.

Artistic expression should illustrate a strong connection to indigenous and other cultural histories.

The community would like lighting selection to consider:

- Soft atmosphere
- Safety of paths and places for evening activity

The community would like art selection to consider:

- Playfulness and interactivity
- Texture
- Potential functionality
- Appropriate scale for a village

The do not want:

- Urban
- Locally disconnected
- Overscaled



## DESIGN DIRECTIONS— EVENTS AND ACTIVITIES

Activation of the Village should be focused on sustainable self activation by the community not events and programs.

The community would like event and activity planning to consider:

- Diversity and welcoming to all
- Social focus
- Smaller scale
- Healthy
- Outdoorsy
- Supportive of businesses
- Low tech/infrastructure
- Community led
- Playable

The do not want:

- Formal sports
- Big hardscaped – single purpose areas





## PRIORITY PRECINCTS COMMUNITY CONCEPT DESIGN DEVELOPMENT

This section is a summary of the community insights that informed the development of the concept drawings for the five priority precincts.

For each priority precincts, participants:

- Completed a SWOT analysis
- Identified desired primary functions and users of the place
- Summarised their vision for the place in a few words
- Identified key elements which are a must, and elements that would be good to have

These insights were then summarised into a vision for each precinct (The Place We Want) and was used by the community to direct the draft concept plan.

The five precincts are:

- Lennox Park
- Ross Park
- Ballina Street North
- Ballina Street South
- Park Lane

	S	W	O	T
Whole	Walkability Small footpaths... Personal relationships open air restaurants	Ballina St visibility Eg. above deck cramp Telephone poles Under paths increase outdoor.	Below 7 mile beach - - water harvesting - heritage signage/paints	Living 7 mile beach.
Park Lane	Footpaths	Car speeds ped safety	Crossings - safe path More open space... Reverse parking/lay outs - more attractive + accessible Greenery	Pedestrians children Speed / accessibility Barriers
Ballina St North	Casual / low rise	Quality of footpaths connectivity	gathering spaces Gateways - shade / seat.	through traffic / behind
Ballina St South	Fig Tree shade	lack of seating unseen paths / Bosi drawings	More shade along footpaths Gateways - safe / seating	Speed of traffic @ entry - wide road.
Ross Park	Sight-lines - bike lane / view	Pedestrian access	Shaded zone interconnected Korjipour / family friendly	Cas / speed
Lennox Park	large open space womb	one access path bus shelter + shelter...	BBQ shelters / shade / views picnics - bus stops	Water exposure



## LENNOX PARK SWOT ANALYSIS



### STRENGTH

- Large green open space
- Adaptable/ minimal structures
- Views and beach access

### WEAKNESS

- Not enough to do day to day
- Poor paths for accessibility – into and through park
- No signage/ identity
- Not enough seating
- Lack of shade trees/ shelter

### OPPORTUNITY

- More visibility from streets
- More amenities e.g. BBQs, shelters
- Connectivity to main Beach Park and Ross Park
- Naming the park / signage

### THREAT

- Duplication of facilities
- Weather exposure



## LENNOX PARK COMMUNITY BRIEF

<p><b>PRIMARY FUNCTION AND USERS OF PLACE</b></p>	<p>During weekdays, it is a place with active and passive recreation for adults and families. During weekends, it is a place with active open spaces axed around surfing and events at the surfing club. Generally the place offers beach access, public amenities, it is visually pleasing, offer shade and shelter as well as picnic and BBQ areas.</p>
<p><b>VISION WORDS DESCRIBING THE PLACE</b></p>	<p>Activated – Relaxing – Accessible - Functional - Inviting</p>
<p><b>KEY ELEMENTS OF THE PROJECT – MUST BE INCLUDED</b></p>	<p>The area should include accessible pathway to allow access for everyone, views and safety; improved amenities as current amenities are inadequate; shade trees and structures, green space, and seating to make it more inviting and help people stay for longer; and cultural and historical signage.</p>
<p><b>KEY ELEMENTS OF THE PROJECT – WOULD BE GOOD TO BE INCLUDED</b></p>	<p>BBQ area to encourage social use of the space; art works for culture; outdoor fitness equipment to create a healthy and connected community; and bike racks to encourage cycling and reduce car traffic.</p>





**LENNOX PARK  
THE PLACE WE WANT**



## ROSS PARK SWOT ANALYSIS



### STRENGTH

- Visual and physical access to ocean/ hillside
- People and families
- Shade, places to sit & eat
- Close to shops
- Community hub
- Surf side spot

### WEAKNESS

- Lack of barriers between cars and park
- Location of shade/ greenery
- Vegetation restricts view
- No pedestrian crossing
- 90° parking
- No footpath on Raynes Lane
- Safety
- No toilets

### OPPORTUNITY

- Split the area/ improve function
- Intergenerational space
- Shared zone over Raynes Lane
- Relocate shelter/ flat roof
- Nature play
- Open space
- Flexible for small gatherings

### THREAT

- Cars
- Speed
- Lighting
- Building heights
- Visual access



## ROSS PARK COMMUNITY BRIEF

<b>PRIMARY FUNCTION AND USERS OF PLACE</b>	It is a central and inclusive gathering place which is mainly used by families, friends and younger children (under 12). Ross park mostly offers great visuals and landscapes, connectivity and safety. It also offers open spaces with seating and cultural features, where activities and events can be held.
<b>VISION WORDS DESCRIBING THE PLACE</b>	Connectivity – Community (being with people) – Pedestrian
<b>KEY ELEMENTS OF THE PROJECT – <u>MUST BE INCLUDED</u></b>	The area should include views of the ocean and hill to ensure a connection to place; shade, seating and shared zones with no parking (painted and raised) to improve comfort, safety, connectivity and length of stays; nature-based art and play objects inspired by the local and coastal features.
<b>KEY ELEMENTS OF THE PROJECT – <u>WOULD BE GOOD TO BE INCLUDED</u></b>	Amenities (small toilet and improved showers); places for small gatherings as well as places to unwind and appreciate the coastal view.



**ROSS PARK  
THE PLACE WE WANT**



## BALLINA STREET NORTH SWOT ANALYSIS



### STRENGTH

- Views to ocean/ Condon Hill
- People moving and using the area
- Low rise buildings
- Not glitzy

### WEAKNESS

- Drainage
- Sloping footpaths
- Connectivity to Park Lane and Ross Park
- Lack of inviting shops
- Lack of greener
- Lack of bike infrastructure

### OPPORTUNITY

- Good quality paths
- Tree planting
- Remove parking/ bus shelter
- Extend curbing at Ross Park
- More shade trees, ground cover, seating areas

### THREAT

- Through traffic instead of destination
- Lack of seating and shade/ meeting places
- Footpaths



## BALLINA STREET NORTH COMMUNITY BRIEF

<b>PRIMARY FUNCTION AND USERS OF PLACE</b>	The street is mainly where members of the community and visitors can access services, restaurants, retail and the foreshore. Most access it by foot and enjoy how safe it is, its natural amenity and the social connection opportunities it offers.
<b>VISION WORDS DESCRIBING THE PLACE</b>	Safe – Attractive - Friendly
<b>KEY ELEMENTS OF THE PROJECT – MUST BE INCLUDED</b>	The area should include two pedestrian crossings to improve connectivity from Park Lane and the foreshore; safe footpaths with even surfaces; streetscaping with shade tree, ground cover and seating to attract users and encourage longer stays and more social interactions; improved storm water management to reduce flooding and limit impact on the ocean; and underground power for improved aesthetic.
<b>KEY ELEMENTS OF THE PROJECT – WOULD BE GOOD TO BE INCLUDED</b>	The area could include artworks by local artisans to celebrate local identity; cycling amenities and relocation of the bus stop to improve connectivity and reduce car use; wayfinding and view framing to improve the connection and movements between the foreshore and the town centre (especially for visitors).



## BALLINA STREET SOUTH SWOT ANALYSIS



### STRENGTH

- Fig tree/ shade
- Personal relationships
- Gelato hub
- Passageways through to Park Lane
- Trees at entrance to village
- Range of small retail

### OPPORTUNITY

- Seating
- Wider pavements/ Uniform and safe paving/ better flow
- Redevelop the fig tree area
- More shade for socialization
- Remove overhead wires
- Create Village entry

### WEAKNESS

- Lack of seating
- Different pavements/ uneven
- Lack of shade
- Poor pedestrian flow across streets
- Fast traffic

### THREAT

- Overdevelopment
- Traffic speeds
- Underdevelopment of southern area



## BALLINA STREET SOUTH COMMUNITY BRIEF

<b>PRIMARY FUNCTION AND USERS OF PLACE</b>	The street is mainly where residents, visitors go for a walk, shop or eat, in a mixed use environment. The area also provides services and natural social hubs.
<b>VISION WORDS DESCRIBING THE PLACE</b>	Accessible – Coastal - Slower
<b>KEY ELEMENTS OF THE PROJECT – <u>MUST BE INCLUDED</u></b>	Movement and social interactions in the area should be slowed down. The area can do this by including an entry points before Park Lane and Ballina Street; become a shared zone to connect Ross Park to the other side of the street, include shade trees and structures to improve comfort (especially near properties without awnings); offering wider pavements and fewer parking spaces.
<b>KEY ELEMENTS OF THE PROJECT – <u>WOULD BE GOOD TO BE INCLUDED</u></b>	The area could include artworks and street furniture.





**BALLINA STREET  
THE PLACE WE WANT**



**PARK LAND  
SWOT ANALYSIS**



**STRENGTH**

- Footpaths
- All day parking

**WEAKNESS**

- Traffic speed
- Lack of parking barriers
- Shade
- Vandalism
- Rubbish bins

**OPPORTUNITY**

- Clearer crossing points
- Shops fronting onto area
- Speed bumps
- More planting
- Path to Ballina Street (East)
- More seating
- Art for bins/ skate park
- Water station
- Bike infrastructure

**THREAT**

- Pedestrians
- Driveways
- Speeding
- Poor lighting

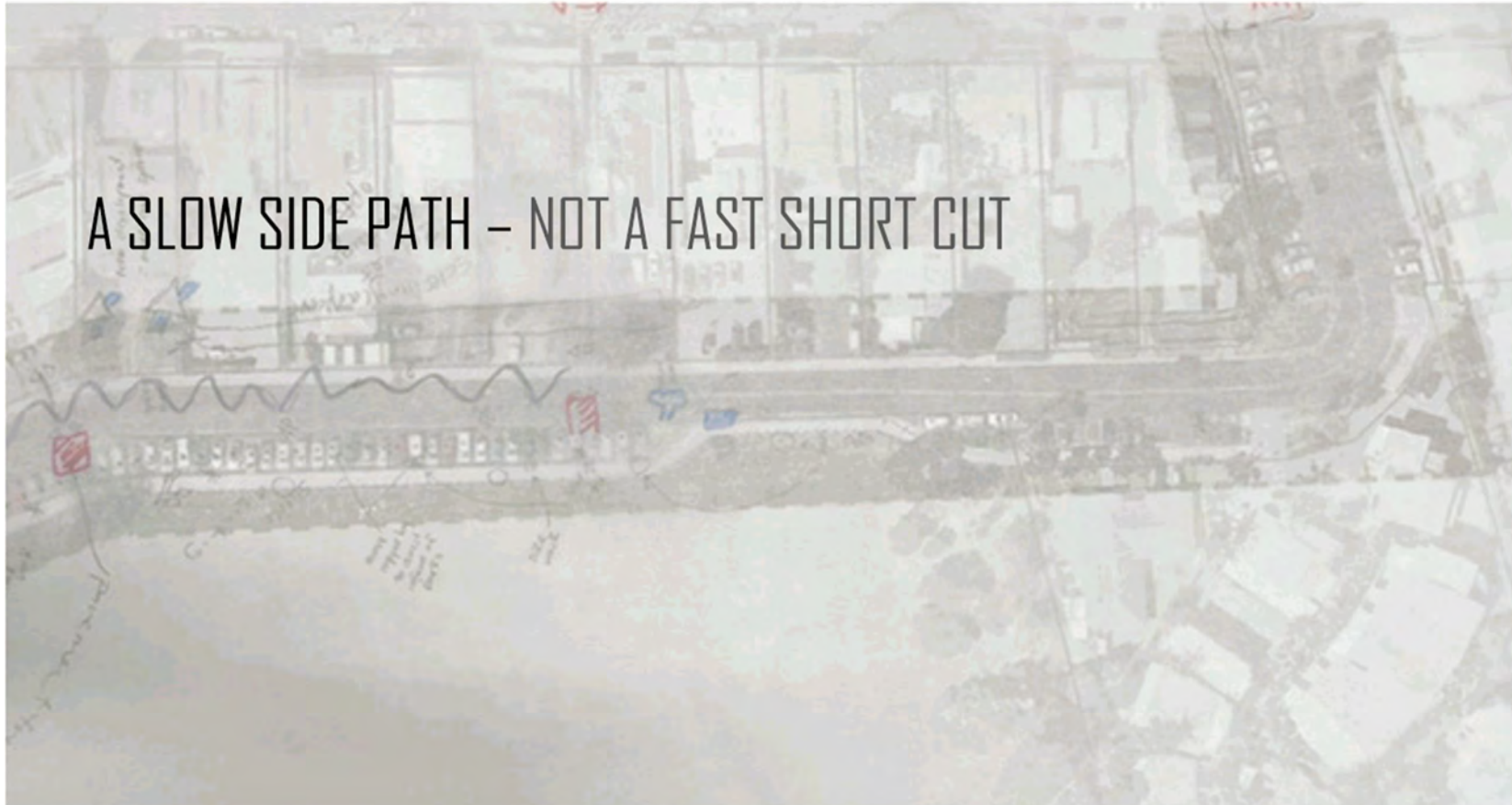


## PARK LANE COMMUNITY BRIEF

<b>PRIMARY FUNCTION AND USERS OF PLACE</b>	The area is mostly used by community members looking to access nearby recreation, work and school. It acts as a bypass of the main street and is used for private vehicle and pedestrian access to Ballina Street.
<b>VISION WORDS DESCRIBING THE PLACE</b>	Safer – Slower - Appealing
<b>KEY ELEMENTS OF THE PROJECT – MUST BE INCLUDED</b>	The area should offer a safe and comfortable pedestrian experience which includes crossing points, slower traffic, parking bollards, shade and lighting.
<b>KEY ELEMENTS OF THE PROJECT – WOULD BE GOOD TO BE INCLUDED</b>	The area could offer shot frontages on Park Lane; timed parking to improve the flow of available parking spaces; art made by local artists; street furniture for improved comfort; and exercise equipment along Williams reserve.



**PARK LANE  
THE PLACE WE WANT**





## LENNOX VILLAGE PRELIMINARY CONCEPT DESIGN

At the completion of Day 1 the Ballina Shire Council team worked to summarise the community directions and ideas from Day 1 into a Preliminary Concept Design for Feedback on Day 2. This image captures the community ideas as well as questions still to be resolved.



## LENNOX VILLAGE PRELIMINARY CONCEPT DESIGN - FEEDBACK

Day 2 focused on summarizing the findings of Day 1 and getting feedback both written and verbal form the participants. This table summarises the comments and feedback provided. A full summary of all comments is provided as an addendum.

	SUPPORT	CONSIDERATION
<b>VEGETATION</b>	There is support for more green space and vegetation, more specifically for the use of local native vegetation and the preservation of the fig tree.	Over time, consider ways to replace dead or fallen trees
<b>SLOWER MOVEMENT AND SAFETY</b>	There is support for slower movement across the town centre and for the creation of slow points before Park Lane, at each end of the village.	Promoting Lennox Head as a safe place to visit, and keeping the safety of children in mind
<b>LOCAL CHARACTER</b>	The concept innovates and offers a central community heart whilst protecting the existing village atmosphere, connection to nature and views	New amenities should not impact views (e.g. toilet). The shelter at Lennox Park is a traditional community meeting point and could be acknowledged if removed.
<b>MOVEMENT</b>	There is support for a better and safer pedestrian experience. The bus stop helps maintain a car park free coastal view	The placement of the bus stop requires more data about movement and usage. Any change to car parking and the placement of the bus stop may be contentious. There could be more or improved disabled car parking



