



WV 2035

WARDELL
STRATEGIC PLAN
2015 - 2035



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ACKNOWLEDGEMENTS

Council acknowledges the extensive community input provided towards the preparation of the Wardell Planning and Environmental Study and the Wardell Strategic Plan.

Adopted by Council on 28 January 2016.

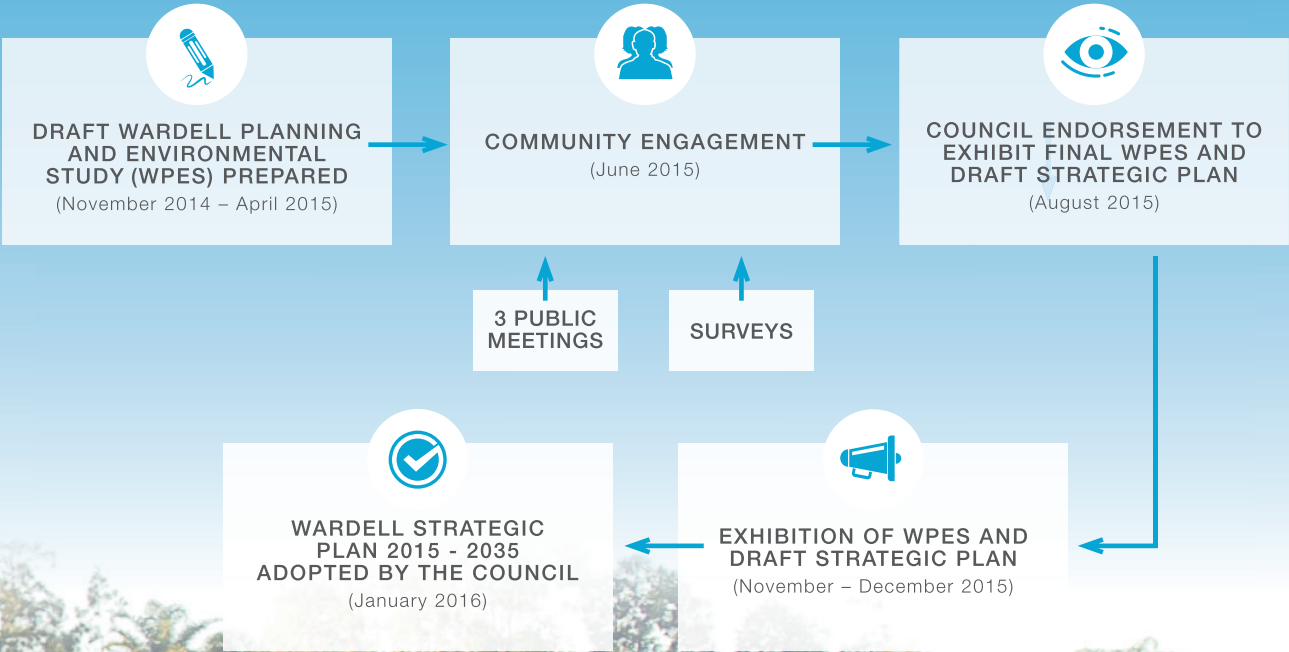
THE PURPOSE OF THIS PLAN

- To guide Council's strategic planning and decision making relating to Wardell Village and surrounds within the period 2015 to 2035;
- To assign actions and responsibilities;
- To provide a means by which the Council and community can monitor implementation progress; and
- To provide a mechanism through which the plan may be reviewed.





HOW THIS PLAN HAS BEEN PREPARED?



ABOUT THE **PLANNING & ENVIRONMENTAL STUDY**

In 2003 Council adopted the Wardell Strategic and Land Use Plan. By 2014 this plan required review as a consequence of the route for the Pacific Highway upgrade project being approved and the coming into force of a new Local Environmental Plan for Ballina Shire in February 2013.

The Council also adopted a commitment to analyse options for the delivery of affordable housing in Wardell as part of its 2014/15 - 2017/18 Delivery Program and Operational Plan.

At its Ordinary Meeting on 27 November 2014 the Council endorsed the scope of the Wardell Planning and Environmental Study (WPES). The WPES was subsequently prepared and had amongst its major objectives the development, via a process of community engagement, of a vision for the future of Wardell Village and the formulation of policy recommendations to guide development and decision making in the period 2015 to 2035.

The Wardell Strategic Plan contains 29 recommendations under 5 themes which have been derived from the elements contained within the vision for the future of Wardell Village. The recommendations of this strategic plan will guide the future development of Wardell Village to 2035.



COMMUNITY VISION

FOR THE DEVELOPMENT OF WARDPELL VILLAGE TO 2035

Utilising comments made by local residents at public meetings, and resident's survey responses, the following community vision for Wardell Village has been compiled.

01

CREATION OF A VIBRANT AND BEAUTIFUL RIVERSIDE VILLAGE WHILST RETAINING SMALL VILLAGE ATMOSPHERE

02

ENCOURAGING TOURISM CENTRED ON THE RIVER AND BASED ON ARTS AND CRAFTS THEMES

03

WORKING TOWARDS BETTER CONNECTING OUR VILLAGE TO MAKE IT MORE ACCESSIBLE

04

ENHANCING OUR VILLAGE THROUGH VILLAGE ENTRY AND STREET LANDSCAPING, BUILDING MAINTENANCE, AND NEW BUILDINGS WITH SPECIAL CHARACTER

05

ENSURING THAT FUTURE DEVELOPMENT IS STAGED, PROGRESSIVE AND AFFORDABLE

It is the above five elements which form the locality objectives within this strategic plan.

KEY THEMES & DRIVERS



HOUSING

High raw land development costs

Risks and costs associated with rezoning process

Bushfire and flooding risks add to building costs

Significant Crown land holdings within village

Relatively low vacant land market prices

Median house prices below shire averages

Adequate medium density zoned land but low demand



ENVIRONMENT

High biodiversity value of Crown land within village

High biodiversity value of land within broader Wardell locality

Opportunities to create biobanking sites to offset impact of developing strategic urban growth areas



HIGHWAY

General community support for relocation of highway

High business confidence that highway relocation will have minimal economic impact

Amenity improvements anticipated

Rezoning opportunities may arise once highway relocated to stimulate growth



TOURISM

Significant tourism potential centred on pub and wharf precinct

Opportunities for events & festivals, river tours, main street farmers markets, historic walking trail, arts and craft themed retail outlets, boutique food and restaurant uses

Opportunities for indigenous tourism and education centred on the Ngunya Jargoan Indigenous Protection Area



INFRASTRUCTURE

Water and sewerage infrastructure adequate to support growth within village

Boardwalk, walkways and footpaths to improve accessibility / connectivity within village a priority

Landscaping and village entry thresholds a priority post highway relocation

Potential for a cycle route linking Wardell and Ballina

Funding mechanism needs consideration



COMMUNITY

Village community fragmented due to river, highway and Crown land in centre of village

Creation of a vibrant village centre has community building benefits

Additional housing and business opportunities positive for community building and school enrolments

WARDELL LOCALITY MAP





ACTIONS

- 2 Biodiversity Offset Areas
- 3 Indigenous Cultural and Training Facility
- 4 River Hotel Focal Point
- 5 Heath Land Tourism and Education
- 6 Day River Tours
- 7 Festival Activities
- 8 Historic Walking Trail
- 9 Farmers Market and Farm and Craft Trail
- 10 Arts and Crafts, Antiques and Boutique Food Business Outlets
- 12 Board Walk
- 13 Footpath and Shared Path (Cycling)
- 14 Cycle Route
- 15 Village Entry Statements
- 16 Street Planting
- 17 Road Verge Planting
- 19 Public Art
- 20 Beach Improvement Works
- 21 Crown Land Investigations
- 22 Potential Business Land Rezoning
- 23 Potential Dual Occupancy R2 Zone
- 24 Initiate Planning Proposals
- 25 Potential B6 Enterprise Zone
- 29 Master Plan Wardell Cemetery

Action details are shown in the action tables on page 8–10.

LOCALITY OBJECTIVES

01 CREATION OF A VIBRANT AND BEAUTIFUL RIVERSIDE VILLAGE WHILST RETAINING SMALL VILLAGE ATMOSPHERE		
No.	Strategic Actions	Rationale For The Action / Benefits
1	Investigate whether the current approach to the allocation of resources for capital works within Wardell Village is delivering results acceptable to Council and the residents of Wardell Village. HIGH BSC	Funding arrangements for capital works were repeatedly criticised during the public consultation phase of the WPES. A transparent process, which re-examines current funding arrangements, should precede the allocation of financial resources for Wardell Village works.
2	Investigate the establishment of ecological restoration and biodiversity offset areas within and adjoining Wardell Village. HIGH BSC	Rezoning of SUGA areas may require the establishment of bio-diversity offset areas. Crown land within and adjoining Wardell Village may be particularly suitable for this purpose.
3	Investigate the establishment of an Indigenous Cultural and Training Facility. MEDIUM BSC JALI	The suggested facility may assist with maintaining cultural diversity with Wardell Village and if successfully established become the source of significant visitation to Wardell.

02 ENCOURAGING TOURISM CENTRED ON THE RIVER AND BASED ON ARTS AND CRAFTS THEMES		
No.	Strategic Actions	Rationale For The Action / Benefits
4	Recognise the potential for the River Hotel and adjacent area to form a focal point for activity in Wardell. MEDIUM HM BSC	The hotel is considered to be the catalyst through which destination tourism could be stimulated. Economic benefits will likely flow onto the broader village if the hotel was trading to its potential.
5	Investigate opportunities for heath land tourism and education in the Ngunya Jargoon Indigenous Protection Area. MEDIUM BSC JALI	The Ngunya Jargoon area is already used for educational and cultural purposes. Investigating how this could be packaged to provide broader cultural and potential employment benefits to the community may be beneficial.
6	Encourage day river tours – prepare commentary script of local history for use by river tourism operators. MEDIUM PRTO BSC	The Richmond River has a rich history. Preparing a historical script may assist tourism operators in promoting the regions cultural heritage.
7	Investigate opportunities for the holding of festival activities in Wardell. LOW WDPA	Festival activity would be part of a broader package of measures to encourage tourism. This action should occur after various other tourism related strategies have been put into action.
8	Establishment of a historic walking trail within Wardell Village incorporating appropriate signage. MEDIUM BSC	This was initial proposed as part of the 2007 Wardell Village Concept Streetscape Masterplan Report. This action represents a relatively low cost idea to provide a tourist attraction which complements other proposed attractions and facilities within the village.
9	Investigate the establishment of a monthly farmers market and farm and craft trail centred on Wardell Village. MEDIUM WDPA	This action is also part of a package of actions which are aimed at developing Wardell Village into a destination tourism venue.
10	Establishment of arts and crafts, antiques and boutique food business outlets in vicinity of hotel. MEDIUM LBC	Subject to the drawing power of the hotel being improved it may then provide opportunities for other businesses to establish themselves near the hotel.
11	Investigate establishment of a tourism guide course at local TAFEs. LOW BSC TAFE	This action relates to the perceived need for trained guides once other actions have been implemented such as Action No. 5 related to the Ngunya Jargoon Indigenous Protection Area.

LOCALITY OBJECTIVES CONT.

03 WORKING TOWARDS BETTER CONNECTING OUR VILLAGE TO MAKE IT MORE ACCESSIBLE		
No.	Strategic Actions	Rationale For The Action / Benefits
12	<p>Investigate funding opportunities for a board walk running parallel to Bridge Drive from the Wardell Wharf to the underside of the Pacific Highway Bridge and then reconnecting with Bridge Drive.</p> <p>HIGH BSC WDPA</p>	<p>This action is designed to establish a watching brief for funding opportunities to assist with the construction of the boardwalk.</p>
13	<p>Investigate opportunities for footpath works and shared paths (cycling) within Wardell Village, and subject to the allocation of funds, incorporate agreed works within Council's Delivery Program.</p> <p>HIGH BSC WDPA</p>	<p>Additional opportunities to better connect the Wardell Village community will arise and may assist in meeting some of the other actions proposed in this plan e.g. historic walking trail.</p>
14	<p>Investigate the development of a designated cycle route from Ballina to South Ballina, Wardell, Pimlico and back to Ballina.</p> <p>LOW BSC BUG</p>	<p>A popular bike route is already established along River Drive South Ballina. Some bike riders continue on into Wardell and then return to Ballina via Pimlico Road. The majority appear to return via River Drive. Subject to the relocation of the Pacific Highway as proposed a circuit route could be designated involving a mid-way stop in Wardell Village.</p>

04 ENHANCING OUR VILLAGE THROUGH VILLAGE ENTRY AND STREET LANDSCAPING, BUILDING MAINTENANCE, AND NEW BUILDINGS WITH SPECIAL CHARACTER		
No.	Strategic Actions	Rationale For The Action / Benefits
15	<p>Provide suitable village entry statements on the approaches to Wardell along the Pacific Highway (having regard for associated entry/ signage works undertaken as part of the upgraded Pacific Highway).</p> <p>MEDIUM BSC</p>	<p>It is suggested that village entry statements be considered after the completion of Highway bypass works. At the time these works could be combined with Actions No. 16 and 17 below as part of a general beautification upgrade strategy.</p>
16	<p>Undertake avenue street planting in Carlisle and Cedar Streets west of the Pacific Highway, and Fitzroy and Sinclair Streets east of the Pacific Highway.</p> <p>MEDIUM BSC</p>	<p>See Comments for Action No. 15 Tree planting will assist with creating a village identity and beautifying main thoroughfares.</p>
17	<p>Road verge planting in Sinclair, Carlisle and Cedar Streets.</p> <p>MEDIUM BSC</p>	<p>See Comments for Action No. 15 Tree planting will assist with creating a village identity and beautifying main thoroughfares.</p>
18	<p>Develop a Housing Design Guide for home builders and renovators within the old section of Wardell Village centred on Richmond Street.</p> <p>LOW BSC</p>	<p>A design ideas guide for the renovation of houses with historic interest could be of benefit not only in Wardell Village but other areas within the shire which contain examples of similar style homes. Given the rate of development this action has been assigned a low priority.</p>
19	<p>Installation of public art within the central median of Sinclair Street south of Richmond Street and other areas adjoining the waterfront.</p> <p>LOW BSC</p>	<p>Public art can enhance community identity and village amenities. Progress after proposed boardwalk north of wharf has been constructed.</p>
20	<p>Undertake beach improvement works to beach east of the Wharf so as to improve accessibility from Bridge Drive.</p> <p>LOW BSC HM</p>	<p>Provides additional recreational and tourism opportunities. Progress after or in conjunction with hotel upgrade if and when proposed.</p>

LOCALITY OBJECTIVES CONT.

05 ENSURING THAT FUTURE DEVELOPMENT IS STAGED, PROGRESSIVE AND AFFORDABLE		
No.	Strategic Actions	Rationale For The Action / Benefits
21	Discuss with Crown Lands their plans for state government owned land located within Wardell Village. HIGH BSC	Future plans for Crown land may significantly impact on the village and need to be resolved as a priority.
22	Investigate opportunities to increase the amount of zoned business land within Wardell Village (extension of the B1 Neighbourhood Business zone in Richmond Street Wardell Village between Sinclair and Swamp Street, and along Bridge Drive from Sinclair Street to the Pacific Highway bridge). HIGH BSC	Additional business zoned land may enhance economic and service opportunities and may support other strategies contained within this Strategic Plan.
23	Consider the desirability, and an appropriate mechanism, for permitting attached dual occupancy development within the R2 zoned, non flood prone areas of Wardell Village. HIGH BSC	Provides opportunities for small scale development within existing village.
24	Initiate a planning proposal for the rezoning of SUGA designated properties located within and adjacent to the boundaries of Wardell Village (does not include SUGA area 1 with frontage to Pimlico Road). HIGH BSC	Consolidates village area and creates a pool of land for subdivision. Based on a shared cost arrangement between landholders.
25	Investigate the appropriateness of a B6 Enterprise zone for residential zoned properties, with frontage to the Pacific Highway or within 50 metres of the Highway, on the northern side of the Richmond River. LOW BSC	Could enhance economic and service opportunities. Any rezoning of this land, if feasible and supported, should coincide with work on the Pacific Highway bypass commencing.
26	Proactively communicate information about required civil works and developer contribution and charge amounts associated with the subdivision of Wardell Village SUGA areas once rezoned. MEDIUM BSC	Guidance in respect to required civil works and quantum of applicable s64 and s94 contributions is required to improve understanding of costs after land rezoning and prior to DA submission.
27	Maintain the waiver on s94 contributions for secondary dwellings with Wardell Village for an additional 2 year period beyond April 2016. MEDIUM BSC	Provides encouragement for diversity in housing choice through provision of 1 and 2 bedroom housing stock.
28	Consider a planning proposal for the rezoning of SUGA Area 1 with frontage to Pimlico Road (where the landowner seeks to advance the rezoning.) LOW BSC	The zone type requires determination. A large residential lot configuration (0.5ha minimum) may be more appropriate here given water and sewer capacity concerns.
29	Prepare a master plan for Wardell Cemetery which details proposed cemetery improvements. MEDIUM BSC	Provides for a long term framework for the future operation of the Wardell Cemetery.

HIGH HIGH PRIORITY **MEDIUM** MEDIUM PRIORITY **LOW** LOW PRIORITY

RESPONSIBILITY

BSC	BALLINA SHIRE COUNCIL
JALI	JALI LOCAL ABORIGINAL LAND COUNCIL
HM	HOTEL MANAGEMENT
PRTO	PRIVATE RIVER TOUR OPERATORS
WDPA	WARDELL DISTRICT PROGRESS ASSOCIATION
LBC	LOCAL BUSINESS COMMUNITY
TAFE	TAFE

REVIEWING PROGRESS

Proposed actions contained within this plan will be reviewed on a regular basis to take account of changing circumstances and assumptions. The plan review process consists of the following elements:

- Reporting on status of strategic actions to the Council on a bi-annual basis; and
- Review of the Wardell Strategic Plan 2015 to 2035 at 5 year intervals.

HOW DOES THIS FIT IN WITH COUNCIL'S CORPORATE DOCUMENTS?





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