



B 2035

BALLINA
MAJOR REGIONAL CENTRE
STRATEGY
2015-2035

**ANNUAL
REPORT
2017**



ABOUT BALLINA

In 2016, the population of Ballina (Ballina Island, East Ballina, West Ballina and North Ballina) was approximately 17,567 persons living in 8,746 households.

A higher proportion of people living in Ballina are in older age groups compared with the shire as a whole.

Ballina has a higher proportion of its dwelling stock comprising medium density style dwellings compared with the rest of the shire.

STRATEGIC CONTEXT

The Ballina township is identified in the NSW Government’s Far North Coast Regional Strategy as a developing major regional centre. To advance and consolidate Ballina as a regional centre, Ballina Shire Council has prepared a long term strategic planning framework for Ballina known as the Ballina Major Regional Centre Strategy (Ballina 2035).

The strategy is founded in extensive community engagement that underpins its outcomes and aligns with the NSW planning reform agenda. The strategy is focussed on the examination and drawing together of key issues including housing density, housing affordability, urban design, an ageing population, economic development, healthy living, infrastructure, recreation opportunities, open space, natural assets and environmental management (including climate change and flooding).

The strategy is supported by various background materials including community engagement outcomes, specialist studies and technical reports.

Ballina will continue to emerge as a major regional centre over the next 20 years. What this will mean for Ballina and what needs to be done to accommodate this change, in a way that benefits our existing and future residents, local businesses and visitors, is the subject of the Ballina 2035 Strategy.

The strategy identifies key drivers of change, opportunities and key challenges over the next 20 years and proposes a series of actions that may be taken to respond to change in a proactive and positive manner.

FIGURE 1. MAP OF STUDY AREA



© NSW Spatial Services 2017. This map is illustrative and not to scale.

ANNUAL REPORT

This report provides a summary of the implementation of actions identified in the Ballina Major Regional Centre Strategy (BMRCS), after approximately 18-months from adoption of the strategy (March 2016).

Ballina 2035 addresses the following six key themes:

A	OPEN SPACE AND HEALTHY LIVING
B	ECONOMIC DEVELOPMENT
C	CHARACTER, CULTURE AND AMENITY
D	COMMUNITY FACILITIES AND INFRASTRUCTURE
E	ENVIRONMENT
F	HOUSING

VISION...

The following vision has been identified as the community's preferred outcome for Ballina in the year 2035:

IN 2035...

Ballina is
a vibrant and prosperous
regional centre



A. OPEN SPACE & HEALTHY LIVING



PLAYGROUND EQUIPMENT REPLACEMENT PROGRAM

Budget: \$110,000

Improved playground equipment has been installed at Porter Park, West Ballina. Further improvements are planned as part of the program.



DISABILITY INCLUSION ACTION PLAN

Budget: N/A

Preparation of a Disability Inclusion Action Plan to assess and improve the accessibility of public buildings and infrastructure.



OPEN SPACES CONTRIBUTION PLAN

Budget: N/A

Review of open space and community facilities planning and establishment of a revised framework for contributions towards these facilities by development.



ANGELS BEACH TO SHARPES BEACH COASTAL RECREATIONAL PATH

Budget: \$1.8million

Installation of the coastal recreational path in the East Ballina and Skennars Head localities.

IN PROGRESS

- Implementation of Captain Cook Master Plan
- Sea pool investigations
- Shaws Bay upgrade enhancement and upgrade works
- Pop Denison Regional Park.

B. ECONOMIC DEVELOPMENT



ANGELS BEACH DRIVE UPGRADE

Budget: \$2 Million

Roads and Maritime Services
Blackspot funding provided for the upgrade of Angels Beach Drive and the installation of roundabout at the intersection with Links Avenue, East Ballina.



TRANSPORT LOGISTICS CENTRE PLANNING PROPOSAL

Budget: n/a

Amendment to the Ballina LEP to enable a transport logistics centre adjacent to the Teven Road Interchange at the Pacific Highway.



BALLINA BYRON GATEWAY UPGRADE

Budget: \$5.4 Million

Expansion plans for the Ballina-Byron Gateway Airport Terminal have been approved. Works are to commence shortly.



TOURIST DRIVE BROCHURES

Budget: \$15,000

Maps, artwork and illustrations prepared for 65,000 brochures showcasing tourist drives in the shire.

OTHER COMPLETED PROJECTS

- Transport Logistics Facilities
- Digital readiness workshops
- Social media and web-based promotion for destination marketing.

IN PROGRESS

- Investigation of co-working spaces
- Opportunistic discussions with business parties
- Installation of accessible drinking water fountains
- Industrial land rezoning
- CBD place activation
- Artist pop-up shop in Wigmore Arcade
- Review of Commercial Use of Footpath Policy
- Review of shop top housing provisions
- Review of developer contributions arrangements
- "In Good Company" regional promotion project
- Ballina Shire recycled water supply program
- Review regulation of food based tourist activities
- Liaison with local food product manufacturers.

C. CHARACTER, CULTURE & AMENITY



FESTIVALS AND EVENTS SPONSORSHIP PROGRAM

Budget: \$120,000 (annually)

Sponsorship program for community based festivals and events, and commercial events and festivals such as sporting competitions.



CULTURAL WAYS INTERPRETIVE SIGNAGE

Budget: \$140,000

Acknowledgement of Aboriginal cultural heritage through education and information signage on the coastal recreational path in the vicinity of the East Ballina Aboriginal Place.



ROUNDBABOUT PUBLIC ART INSTALLATIONS

Budget: \$30,000

Design, fabrication and installation public art sculptures on two CBD roundabouts.



STREET FLAG AND BANNER PROJECT

Budget: \$8,000

Design and installation of street banners for the shire's towns and villages.

OTHER COMPLETED PROJECTS

- Events assessment and approvals process improvement
- Re-establishment of war memorial grove in Crane Street.

IN PROGRESS

- Incorporation of exercise stations into open space projects
- Incorporation of CPTED (Crime Prevention Through Environmental Design) into Captain Cook Park Redevelopment
- Pacific Highway gateway signage
- Interpretation of the MV Florrie
- Significant tree register
- Review of Aboriginal Community Committee arrangements
- Review of cultural mapping material
- Ballina Landscape Entry Treatment Master Plan implementation
- E Zone review
- Richmond River historic narratives.

D. COMMUNITY FACILITIES & INFRASTRUCTURE



MARINE RESCUE TOWER

Budget: \$2.3million

A new marine rescue facility along the northern breakwall in Ballina to support maritime activity and emergency management.



BALLINA MARINA MASTER PLAN

Budget: \$80,000

Master plan for the redevelopment of the Trawler Harbour at West Ballina. The implementation of the master plan will require endorsement and funding by the Crown (the landholder).



“CHANGING PLACES” ACCESSIBLE AMENITIES AT TAMAR STREET

Budget: \$250,000

Fully accessible toilet, with changing facilities to assist people with severe or profound disabilities and their carers, located in the centre of the Ballina CBD.



INDOOR SPORTING FACILITY

Budget: \$8million

Indoor sporting facility to cater for a variety of sports in Ballina, through a joint venture with the Department of education on the Ballina High School site. Planning and design advancing.

IN PROGRESS

- Redevelopment of Ballina pool
- Ignite artist studios
- Community arts workshops
- Gallery exhibitions
- Ballina Shire Bike Plan
- Smart car parking monitoring
- Lobby government for south facing ramps at Cumbalum
- Installation and enhancement of marine infrastructure and facilities
- Richmond River Catchment agency collaboration.

E. ENVIRONMENT



TREATMENT PLANT UPGRADES and RECYCLED WATER

Budget: \$85 million

Upgraded the sewer network to cater for future growth and enable the supply of recycled water to residents, business and industry and community infrastructure.



RICHMOND RIVER HEALTH INFORMATION EVENT

Budget: n/a

Community information event regarding the background and implications of the Ecohealth report for the Richmond River.



KOALA MANAGEMENT STRATEGY

Budget: \$80,000

Framework for managing the local koala population in the shire, part of which is considered to be of national significance.



NORTHERN RIVERS CAR POOL

Budget: n/a (Regional collaboration)

The Northern Rivers Car Pool project provides a free app-based linking service within the Northern Rivers region.

IN PROGRESS

- Richmond River Catchment agency collaboration
- Solar panel installations
- Ballina Shire Bike Plan
- Flood gates at Burns Point Ferry.

F. HOUSING



COMPLETED

■ HOUSING RESILIENCE INVESTIGATIONS

Budget: \$25,000

Explore options for housing types and building methods that may provide for enhanced resilience in relation to flooding and predicted sea level rise impacts.

IN PROGRESS

■ STUDY INTO SHOP-TOP HOUSING IN CBD

Budget: \$5,000

Planning investigation into permitting additional forms of residential accommodation in the CBD.

■ SECONDARY DWELLINGS CONTRIBUTIONS WAIVER

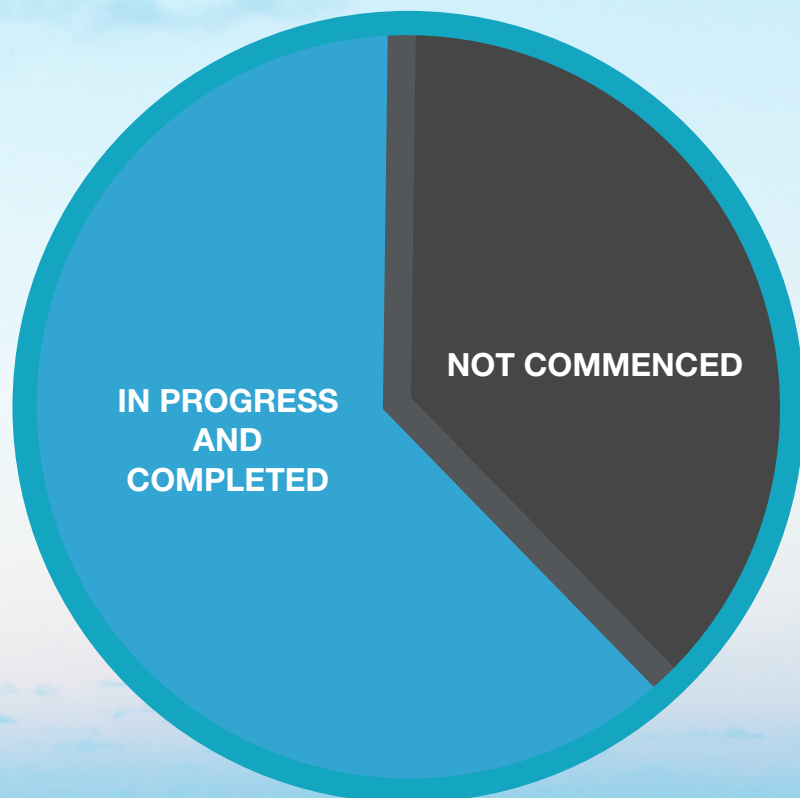
Waiving of developer contributions and charges for secondary dwellings that meet certain criteria.

WHAT'S ON THE HORIZON

Summary of implementation initiatives planned for 2018:

- Branding and active tracking of BMRCS initiatives for community awareness.
- Ongoing use of social media and conventional media to keep the community informed of progress.
- Engagement with the project Civic Panel on an annual basis for at least three years.
- Annual reporting on implementation progress for at least the first three years.
- Four yearly review of the strategy (to coincide with elected Council terms).

PROGRESS INDICATOR





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