



**PLACESCORE**

Lennox Village Vision  
Design Charrette

OUTCOMES REPORT  
March 2020



**lennox**  
VILLAGE  
**VISION**

THE FUTURE OF LENNOX HEAD VILLAGE CENTRE



**ballina**  
shire council

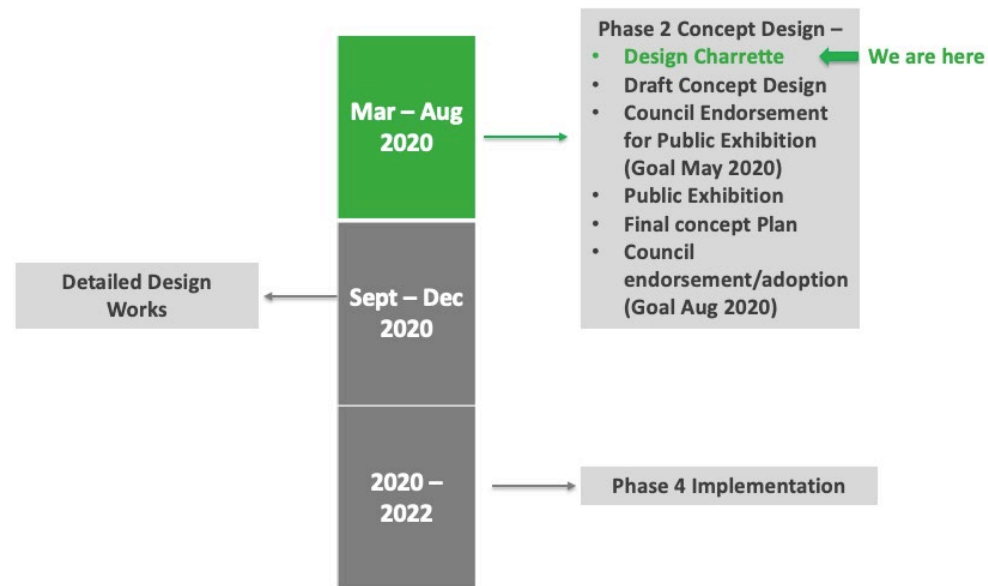
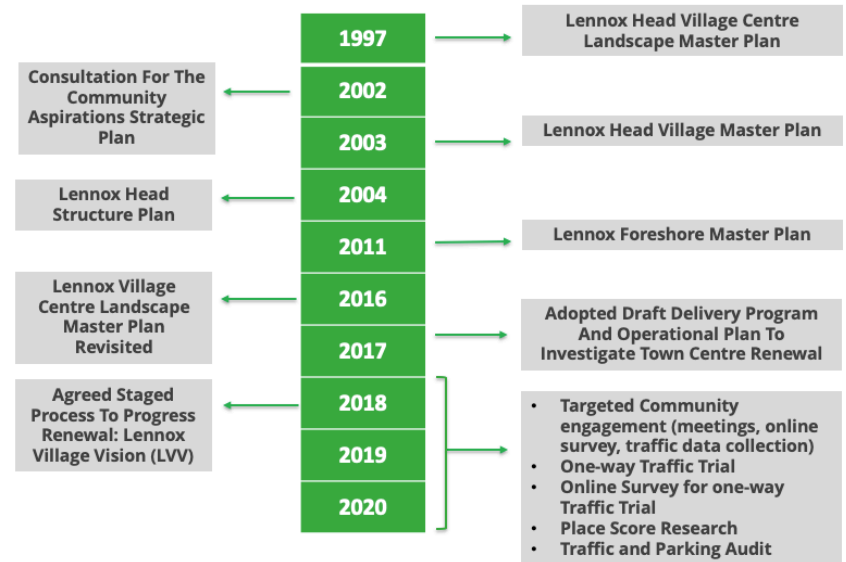
# ABOUT THE LENNOX HEAD VILLAGE RENEWAL PROJECT

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:

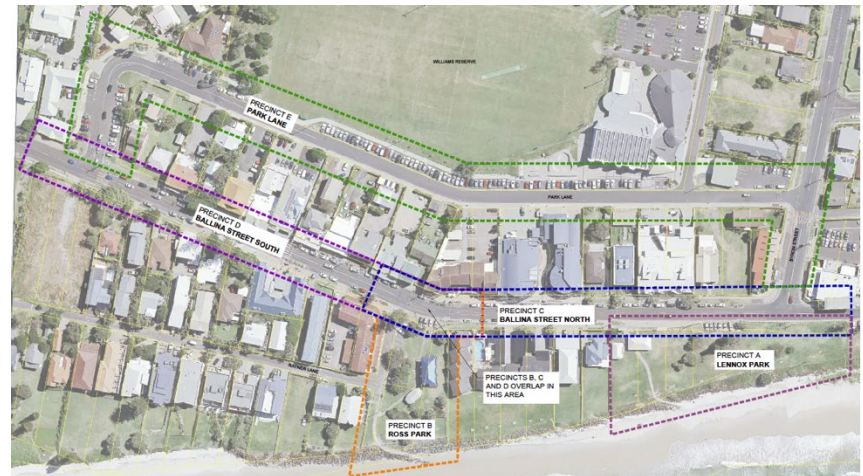
- Summary of activities
- SWOT analysis of each location
- Desired functions, users, vision and “must haves” for each location

## 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





**SETTING THE BREIF  
FOR THE FUTURE**

## 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**

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

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

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

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

**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.

beachy  
character village inclusive  
opportunity slow  
preserve people welcoming  
vibrant  
rustic focus low-rise  
**natural**  
relaxed diverse  
social creative local  
safe authentic  
connected



## 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



# DESIGN DIRECTIONS

## 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









# PRIORITY PRECINCTS



# 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 Footpath access along Telephone/Poles Urban forms Increase outdoor.	Lessons 7 mile beach - water activities heritage signage/pavers	History 7 mile beach.
Park Lane	Footpaths	Car speeds/ ped safety	Crossings... safer path More appealing... Reverse parking/long cars - more attractive + accessible concessions Greenway	Pedestrians children Speed / or accessibility barriers
Ballina St North	Casual / low rise	Quality of footpaths connectivity	gathering spaces Gateway - shade / seat.	Through traffic/ behaviour :-
Ballina St South	Fig Tree shade	Lack of seating uneven paving/ Paved driveways	More shade along footpaths Gateway - safe / inviting	Speed of traffic @ entry - wide road.
Ross Park	Sight lines - hillside / ocean	Pedestrian access	Shaded zone micro-urbanised Keep open / family oriented	Cars / speed
Lennox Park	Large open space works	one access path bus shelter + tables...	BBQ shelters / shade / trees picnicking - things to do	We are exposed.

# 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

<b>PRIMARY FUNCTION AND USERS OF PLACE</b>	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.
<b>VISION WORDS DESCRIBING THE PLACE</b>	Activated – Relaxing – Accessible - Functional - Inviting
<b>KEY ELEMENTS OF THE PROJECT – <u>MUST BE INCLUDED</u></b>	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.
<b>KEY ELEMENTS OF THE PROJECT – <u>WOULD BE GOOD TO BE INCLUDED</u></b>	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.



## LENNOX PARK THE PLACE WE WANT

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

# 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

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



# 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 – <u>MUST BE INCLUDED</u></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 – <u>WOULD BE GOOD TO BE INCLUDED</u></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

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



# 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**

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





**THE PRELIMINARY  
CONCEPT DESING**

## LENNOX VILLAGE PRELIMINARY CONCEPT DESIGN

A 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
VEGETATION	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
SLOWER MOVEMENT AND SAFETY	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
LOCAL CHARACTER	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.
MOVEMENT	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



**THANK YOU**