

CLARENCE VALLEY COUNCIL
MACLEAN RIVERSIDE

VOLUME ONE
PRECINCT PLAN

S11-0062 R01 Issue J • March 2012

Cover Image:
Proposed Riverside Square

MACLEAN RIVERSIDE PRECINCT PLAN

VOLUME ONE

Client

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Executive Summary



EXECUTIVE SUMMARY

Typical of many Australian river towns, Maclean's foundation on the Clarence River provided a cultural and administrative hub for the region, as well as servicing commercial opportunities associated with river transport, fishing and water security. As the tyranny of distance, technological changes and economic forces shaped many modern Australian rural towns Maclean to now relies on roads for transportation. Together with the impact of flooding, which has resulted in the town losing much of its working and recreational relationship with the Clarence River. Consequently, the opportunity to enjoy the river, its scenic quality, recreational and commercial possibilities is currently underutilised.

The Maclean Riverside Precinct Plan aims to re-invigorate the historic town centre and re-establish its connection to the Clarence River, which is its genesis. The project proposes broad strategies and dedicated improvements to benefit Maclean's town centre, and contribute towards the regional objective of establishing the Clarence as one of the nations Great River Experiences, in harmony with the over arching Clarence River Way Master Plan.

This Plan identifies the planning and design principles and sets the development framework for creating a vibrant commercial precinct where locals and visitors of all ages can gather for recreation, events and appreciate the river. The principles include: the establishment of view corridors, creating new access with continuous pedestrian movement along the river and to the town and providing a focal public waterfront events space and various river recreation facilities.

Furthermore the Precinct Plan builds on the fine grain development of the existing built form ensuring the scenic, historic, cultural and environmental values of Maclean and the River are sustained, establishing the riverfront precinct as a place of character and quality.

The Precinct Plan identifies that both public and private investment in the riverside is instrumental for long term success and facilitates investment incentives by ensuring a compatible mix of recreational and commercial uses and diversity of public activities. To capitalise on river based tourism opportunities the plan recommends new facilities and infrastructure to allow water based activities.

An illustrative master plan is developed which shows how the fundamental planning and design principles may be best realised over time. While the master plan is proposed as an ideal outcome, it is recognised that alternative options for development could occur. In this instance plans should be considered on merit, in accord with the underlying principles.

Principal to the viability of the Riverside is the Implementation Strategy, which outlines priority works and cost implications within short, medium and long term time frames. To assist in the Plan's application, funding initiatives, design controls and management structures are recommended.

The planning process has included an intensive stakeholder and community consultation program; which has gained the support of Maclean's residents, visitors and business owners/operators. This Plan has been prepared to sustain the communities momentum and enthusiasm for the rejuvenation of the Maclean riverside.

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Chapter 1. Introduction



Maclean Court House

CHAPTER 1. INTRODUCTION

INTRODUCTION

The Maclean Riverside Precinct has the potential to invigorate the historic town centre and re-establish its link to the Clarence River. The opportunity to create a vibrant commercial precinct where tourists and locals gather for shopping, relaxation, community events and river based activities will benefit not only Maclean and the town centre, but will further move the Clarence River towards the goal of establishing it as one of the **nations great river experiences**.

The Riverside Precinct extends west of River Street between McNaughton Place and John Street and is well located to allow the community, tourism and a range of commercial activities to benefit from the waterfront location.

PURPOSE OF STUDY / BACKGROUND TO STUDY

The Maclean Riverside Precinct Plan was prepared by the CLOUSTON Associates team for Clarence Valley Council.

The requirements of the project brief were that the Maclean Riverfront Precinct should:

- be a place of character and quality, creating both a tourism asset and a boost to Maclean's amenity
- ensure diversity of public uses and activities
- expand options for pedestrian river access
- be accessible to a diverse range of locals and visitors
- be responsive to the characteristics of the land and the heritage significance of Maclean township
- be a development which is creative, innovative and consistent with good ecological sustainability principles
- be reflective of the Clarence River Way themes
- facilitate investment in waterfront orientated development and marina

REVIEW AND ASSESSMENT OF PREVIOUS STUDIES

A number of previous studies provide relevant background information which has informed this plan. The following review has been provided of relevant background documents to this study.

Clarence Riverway Master Plan (2009)

The Clarence River Way is an integrated market driven, tourism destination development initiative that aims to increase economic outcomes by linking towns and villages in the region. The master plan aims at leveraging the Clarence Valley's unique selling points and greatest competitive advantage – the Clarence River and related built, natural and cultural attractions. With over 400km of waterways, the Clarence River has the potential to become Australia's premier river holiday destination. The project was underpinned by extensive community and industry consultation.

The Clarence River Way suggests an implementation program over the next 10-15 years. The master plan sets new development and infrastructure goals for the region, establishes a single vision, aims to re-focus resources to achieve maximum economic and community outcomes and seeks to position the Clarence as one of the nation's great river experiences.

Maclean was identified as a 'must see' river town requiring facility development and river edge revitalisation. The Clarence River Way themes provide an over arching consideration in the development of the Plan. Culture, landscape, river, community and play are a logical fit with this waterfront site. The themes can also provide the basis for interpretation and public art opportunities.

The destination development strategy within the Clarence River Way Master plan identified the following key issues for Maclean:

Facilities development / River edge revitalisation

- Subject to findings of further market research, feasibility and planning analysis, the staged development of a new Fisherman's Wharf at Maclean to facilitate community, tourism and commercial use of the river including but not limited to the establishment of:
 - Mixed use commercial - restaurants/bars/cafes/retail
 - Marina, boating and passive water sports/activities infrastructure
 - Public open space, wet and dry play and family areas
 - Cycle/walkways/boardwalks
 - Outdoor and river based events infrastructure; and
 - Public art and interpretation to tell stories of the industrial river and Maclean
 - Develop walking/biking infrastructure
 - Provide additional public access, open space and visitor amenities on the waterfront.

- Develop 'must see' lookout at Maclean to include viewing and covered visitor infrastructure, amenities and interpretation that tells the story of the Clarence River.
- Improve links and orientation of the CBD to the river.

First impressions / gateway improvements

- Retain and conserve Macfarlane Bridge as a gateway entry point to Maclean
- Undertake gateway street tree planting on the northern approach to Maclean
- Improve links between the Pacific Highway and Brushgrove / Lawrence through improved signage.

Cultural Heritage

- Maintain and enhance heritage character through DCP and other planning framework.

Clarence River Way Themes

The Clarence River Way is based on five interactive themes which reflect the Valley's past and present, but may also hint at its future direction:

- Continuous Culture
- Productive Landscape
- Life from the River
- Creative Community
- History of Play

The Clarence River Way Masterplan set the strategic framework for development of Maclean. The adjoining image on the following page, illustrates the strategic intent developed in this master plan. Key item two of the ten point plan is to develop the township hubs along the lower reaches.

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-
- 1 **1. Refocus upon the Clarence River for destination development.**
Establish the Clarence River as the primary driver of destination development.
 - 2 **2. Develop the township hubs along the lower reaches.**
Build upon the strong assets between Grafton and Yamba and develop a series of tourist hubs supporting land and river based activity.
 - 3 **3. Promote Yamba as the gateway port to the Clarence.**
Promote Yamba as a port. Capitalise upon existing tourism potential, infrastructure and market awareness.
 - 4 **4. Reposition Grafton as a “River City” Tourist destination.**
Reposition Grafton as a tourist hub around the concept of a ‘River City.’
 - 5 **5. Develop a Clarence River Way touring region.**
Simplify touring routes down to a single “touring region” focused around the core tourism hubs, delivering on CRW themes.
 - 6 **6. Capitalise upon visitors using the Pacific Highway Touring Route.**
Capitalise upon the Pacific Highway Touring Route and develop east west connections and partnerships.
 - 7 **7. Develop the upper reaches of the Clarence.**
Develop the upper reaches through the provision of greater visitor access and infrastructure.
 - 8 **8. Develop opportunities in the Wilderness Arc.**
Develop opportunities in the Wilderness Arc surrounding the Valley that value add to the Clarence River Way.
 - 9 **9. Create linkages from the hinterland to the Clarence.**
Create linkages between the river and core industry sectors, facilitating access and infrastructure investment in key nodes.
 - 10 **10. Promotion and regional linkages.**
Promote the Clarence River Way and build upon regional links with the Green Cauldron, Rainforest Way and Waterfall Way.

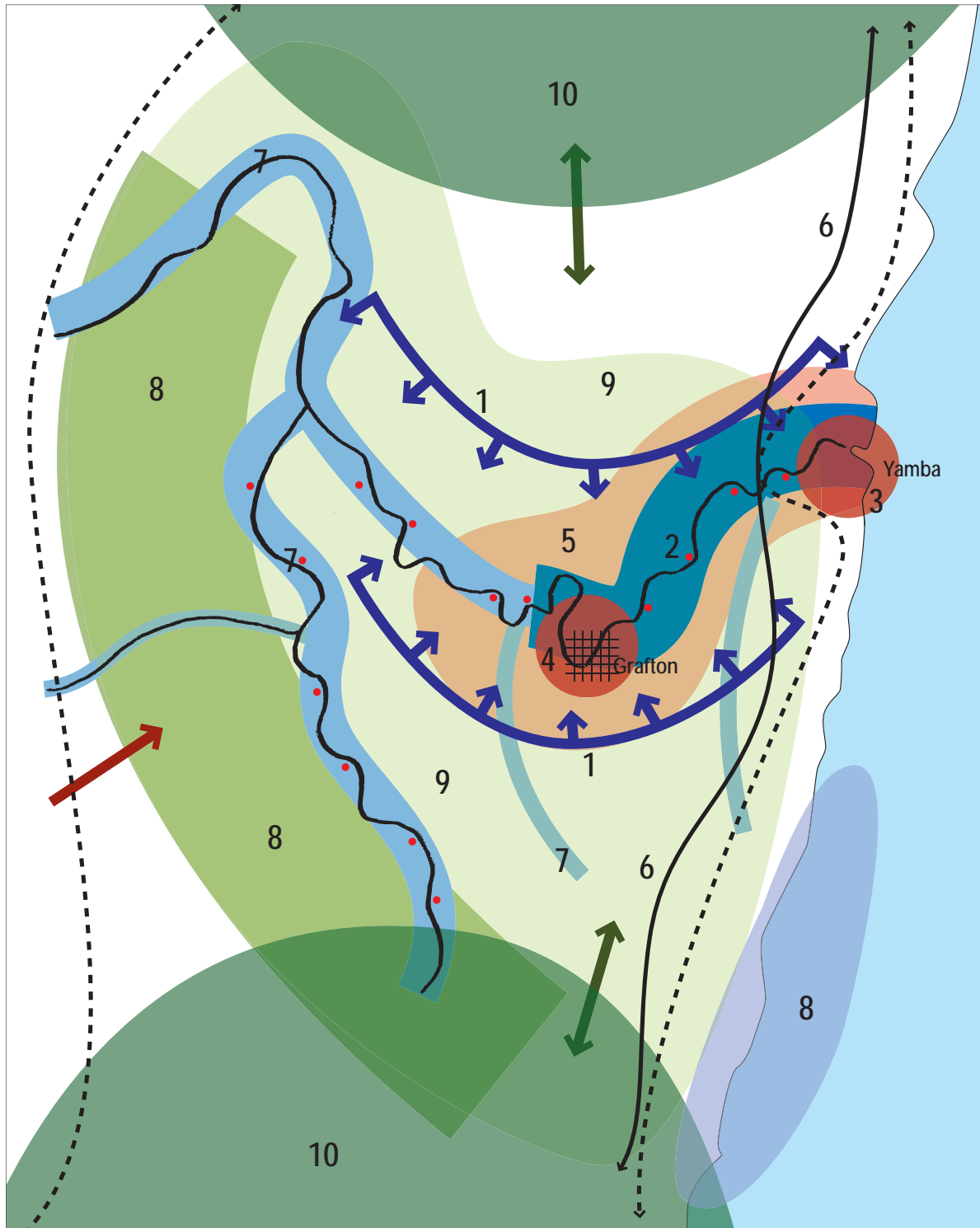


Figure 1.1 Clarence River Way Master Plan - Strategic Intent (2009)

Clarence River Wharves Development Plan (CRWDP) 2009

The Clarence Riverway Master plan identified a lack of accessibility to and from the Clarence River for both the local community and visitor markets as a substantial constraint to the use and further development of river based tourism in the Clarence catchment. Significant enhancement to strategic wharf infrastructure is seen as a sound investment, one with strong potential to generate greater commercial yield from tourism and create new business option for the region.

The CRWDP aims to sustainably increase accessibility to and from the river at Grafton, Ulmarra, Brushgrove, Lawrence, Maclean, Harwood and Yamba, which are to be developed as key tourism and service hubs over time. The CRWDP provides concept recommendations and sketches for an upgraded/new wharf or pontoon infrastructure at specified sites within these towns and will feed into a later detailed design phase.

Clarence Valley Council Social Plan 2010-2014

The purpose of the Social Plan is to meet the principles of equity, access, participation and rights. The Plan proposes that these principles be achieved by identifying key social needs and developing a series of action plans to respond to these needs. Developed for the LGA of Clarence Valley, the Plan also identifies Maclean as a major town, although detailed statistics and actions are not provided for the individual town centres and districts.

The Clarence Valley Sustainability Initiative (2006)

The initiative aims to foster a sustainable Clarence Valley via the key areas of ecology, economy, society, culture, human habitat and governance. These areas form a foundation for the initiative's guiding principles and are the basis from which a series of goals can be defined. The initiative is also supported by a sustainability framework that seeks to develop a stronger vision for the valley's future from a set of mutually agreed community goals that are then fed back into the planning stages of development. The planning stage processes consist of action plans, monitoring, evaluation, feedback, review and audit; each of which endeavour to guide governance, business and communities closer to sustainability.

Clarence Valley Economic Development Strategic Plan (2006)

The Plan is intended to provide a framework from which Council, business, industry and the community can harness and strengthen economic development opportunities in the region. One of the strategies in the Plan suggests the development of quality visitor accommodation that draws from the region's diverse natural and ecological assets (including its rivers) in an effort to promote sustainable, education-based tourism. The strategy also operates from a select range of economic development themes formulated around actions, time frames and partnerships; one of which entails the "geographical concentration of the marine industry precinct" to increase interaction between businesses, reduce dependencies on imports and create greater efficiencies in supply chains.

Maclean Retail Strategy

While this study provides a strategy for the Lower Clarence region, Maclean has been given detailed consideration. The study's aim is to present a sustainable framework for the future direction of retail development in the Lower Clarence over the next 7 years. Maclean is expected to be one of the main future growth areas in the Clarence. The study makes the following conclusions regarding Macleans future retail growth:

- The Maclean Town Centre is a retail strip concentrated along River Street between Union Street and Wharf Street.
- The Maclean Town Centre is unique in that it is one of the few small regional towns able to retain an historic village atmosphere with a vibrant Town Centre.
- Maclean's retail sector is characterised by a relatively high share of local independent retailers at around 90%.
- The Town Centre is relatively compact and is vibrant with a zero retail vacancy rate.
- The centre has maintained a healthy mix of small independent retail tenants focused on customer service.
- In retail terms the Maclean Town Centre is described as a district centre in the Clarence Valley Settlement Strategy (1999).
- There is an estimated 11,840m² of occupied retail floor space in Maclean, there is approximately 13,000 – 14,000m² of other non-retail uses.
- Based on projected population, spending and market share, the sustainable retail development benchmarks for Maclean suggest the development of up to 8,470m² of additional retail space by 2016.
- There is an opportunity for the development of a new supermarket in Maclean of 1,500 to 2,000m².

Maclean CBD Car Parking Utilisation Survey (2011)

The Parking Utilisation Survey was undertaken to collect data on parking utilisation rates to inform a number of planning decisions involving development in Maclean. The study was undertaken between February 3rd and March 25th, 2011 between 11:30am and 15:00pm Thursday and Friday, time frames identified as peak traffic periods. The survey included both sides of River Street between John Street and Stanley Street, including the Centenary Drive car parks.

The survey results indicated that the utilisation rate of available parking in Maclean is at approximately 70%. A large number of spaces remain available, on and off street, even during peak traffic times. River Street, between Argyle and Stanley Streets, consistently registered 'near capacity' figures. McLachlan Park also recorded high figures, although these were variable and at times did not reach capacity. River Street, north of Argyle Street is the least utilised.

Off-street parking in the Centenary Drive car parking area did not reach 80%. Utilisation rates in this area appeared to range between 60-75%. During site visits a high turnover of cars was observed, suggesting shorter parking times and therefore a more consistent turnover of available spaces.

Survey results achieved at the time suggested the availability of parking within the Maclean CBD was adequate enough to service demand. Preferred parking zones were areas that generated the highest capacities, but these areas were also typically in closer proximity to the central business district. Subsidiary and off-street zones were shown to be largely underutilised. In addition, weather related factors did not appear to have a significant impact on the amount of available parking.

Draft Local Growth Management Strategy - Maclean Urban Catchment (2010)

The Draft Local Growth Management Strategy for the Maclean Urban Catchment was prepared by Clarence Valley Council to provide a framework to guide future residential and industrial development in the catchment. It was developed in response to the recommendations contained in the Mid North Coast Regional Strategy which identifies areas of development potential within the catchment, these areas being Maclean, Townsend, Gulmarrad and James Creek.

The strategy addresses the potential for development in each area mainly in terms of servicing requirements, sustainable development challenges and the supply and demand of land both now and in the future.

Maclean is identified as the principal town in a hierarchy of future urban development structure. The strategy suggests that Maclean has reached its geographic limitations in terms of its ability to grow outward and recommendations are made which preference infill development as a means to increase the town's density.

Grafton and Lower Clarence Floodplain Risk Management Plan (2007)

This plan was prepared by Bewsher Consulting for the Clarence Valley Floodplain Management Committee and Clarence Valley Council. This document provides a consolidated report amalgamating findings from previous studies within the Lower Clarence Valley floodplain. The study provides general advice as to valley wide floodplain management measures. This advice extends to the recommendation that habitable floor levels of dwelling should be no lower than the 100 year flood level plus a 300mm freeboard (this is an RL of 4.03 AHD).

The plan also provides management measures for specific areas, including Maclean. The plan discusses flooding heights as well as the height of the levee wall and implications of augmentation works. The plan also suggests other non-structural options such as development controls, flood warning, evacuation planning and public awareness initiatives be considered. Bank instability is also flagged as an issue within Maclean's Town Centre, which requires consideration in any future works to the levee or any other flood infrastructure.

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Figure 1.2 The Butterworth Plan (1992)



Butterworth Plan (1992)

The Butterworth Plan, prepared for the town centre over 20 years ago, set a comprehensive strategic framework for streetscape and public domain works that aimed to refocus the town on the river.

The Plan addressed key “main street” issues and provided extensive guidance on a wide range of topics from signage, to building scales and paint schemes. It proposed a central parking median with trees to showcase the town’s architecture.

The suggestion of creating a large public waterfront parkland that would be central to the Riverfront Precinct and include a waterfront seafood restaurant, ferry stop and public moorings all linked with continuous waterfront boardwalks was another key element of the Butterworth Plan.

A number of key initiatives were proposed in the Plan and have been referenced in the current Development Control Plan (DCP). Whilst not all of the initiatives recommended by the Butterworth Plan have been implemented, the following is a summary of successfully implemented initiatives and constraints toward developing the Plan:

Successfully implemented initiatives of the Butterworth Plan:

- Verandah refurbishment and street planting although planted in the parking aisles and not the median (part of the main street revitalisation project)
- Guidance on the desired character of development within the town centre, this is evidenced in Councils current DCP.

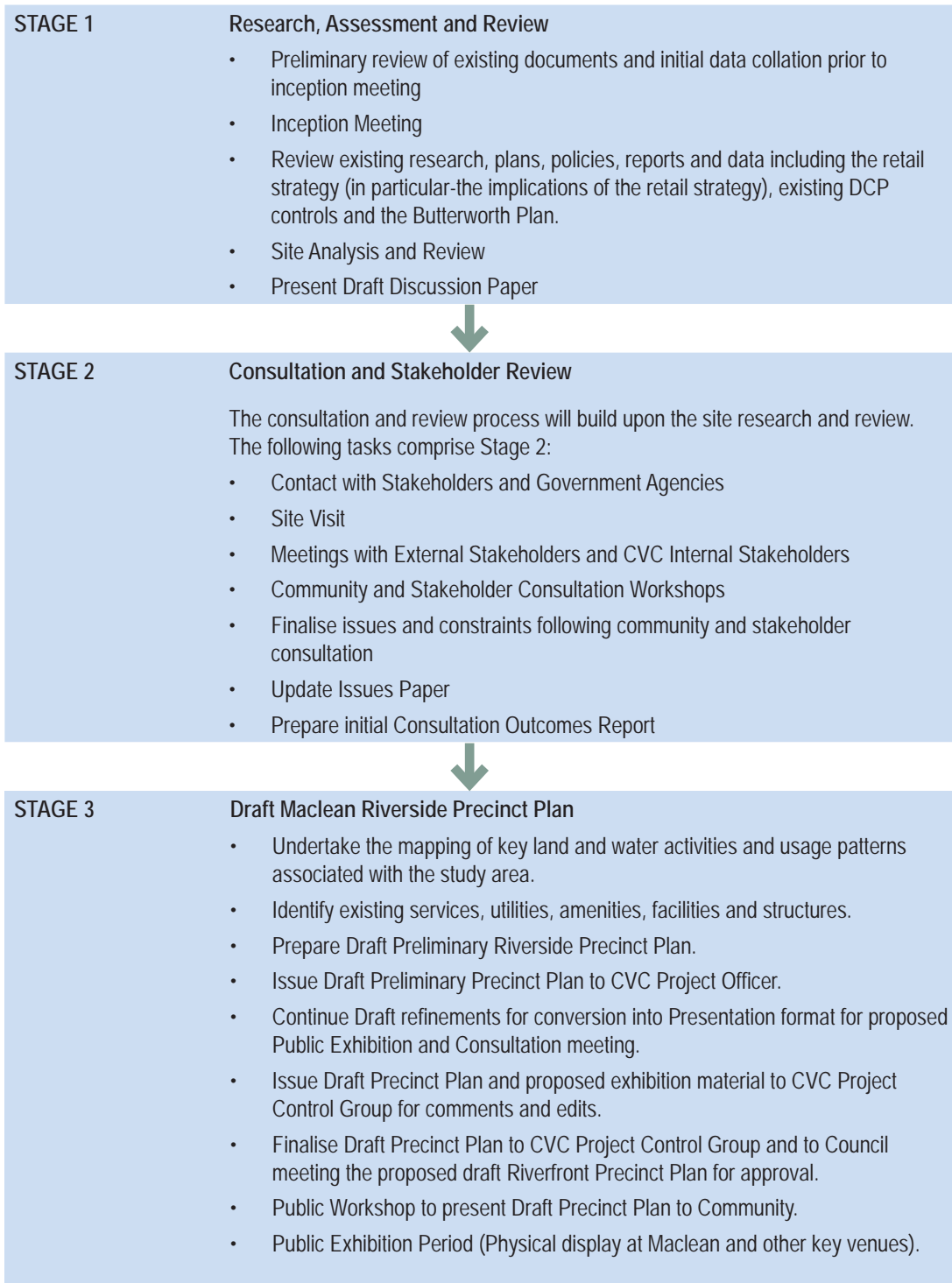
Significant elements which have not occurred:

- The Plan identified extensive areas of land that needed to be purchased by Council in order for the plan to be developed, this has not happened due to lack of financial viability.
- The proposal to create dual frontage shops by opening up the McDonald Lane rears of River Street shops to better address the river did not eventuate. This was because public open space along the riverfront had not been developed and accommodating additional functions on the limited size of existing lots presumably proved difficult.
- Delays in public investment in the Butterworth Plan had discouraged private development, particularly along the river side.

Figure 1.2 illustrates some of the key aspects of the Butterworth Plan.

PROJECT METHODOLOGY

This Precinct Plan has a structured methodology that progresses through five key stages:



STAGE 4

Final Maclean Precinct Plan

- Review Stage 3 Public Exhibition and Consultation Process
- Compile final community consultation report (Issue 2 of the Appendices A, including material from Consultation)
- Discuss with Council the outcomes of the community consultation, review and agree changes to document.
- Develop and adjust Maclean Waterfront Principles Plan report and illustrations to reflect agreed changes from community consultation.
- Issue final draft to Council for sign-off.
- Make final agreed changes.
- Issue final document for adoption by Council

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Chapter 2. Site Planning Context



View north down River Street, views of the town centre are revealed from higher ground within the Civic Precinct when travelling into town.

CHAPTER 2. SITE PLANNING CONTEXT

REGIONAL CONTEXT

Maclean is strategically situated halfway between Ballina and Coffs Harbour in the Northern Rivers region. It is located within close proximity to the Pacific Highway and could directly benefit from any proposed re-alignments and/or upgrades to the highway in future.

The main airports servicing Maclean are located in Ballina and Coffs Harbour, with a small regional airport located in Grafton. The train line between Sydney and Brisbane has stops at Grafton and Casino. Yamba has been promoted as being a coastal gateway for the region.

The Department of Planning is currently considering increasing the population and diversifying the industrial stock in the townships of Townsend and Gulmarrad both situated south of Maclean across the Pacific Highway.

Maclean is also considered to be a 'Major Town' by the Department of Planning; whilst Grafton has been identified as a 'Major Regional Centre' with proposed expansion toward the suburbs of Junction Hill and Clarenza.

Southern Cross University has campuses in Lismore to the north and Coffs Harbour to the south. Most State Government agencies are located in Grafton.

The River Catchment

The Clarence River extends nearly 400km from the Dividing Ranges in Queensland to Yamba. The Clarence is the east coast's largest river system covering a catchment area of 22,716km² and contains 56 sub catchments, the main uses within the catchment is for agricultural purposes.



Figure 2.1 Maclean in Regional Context

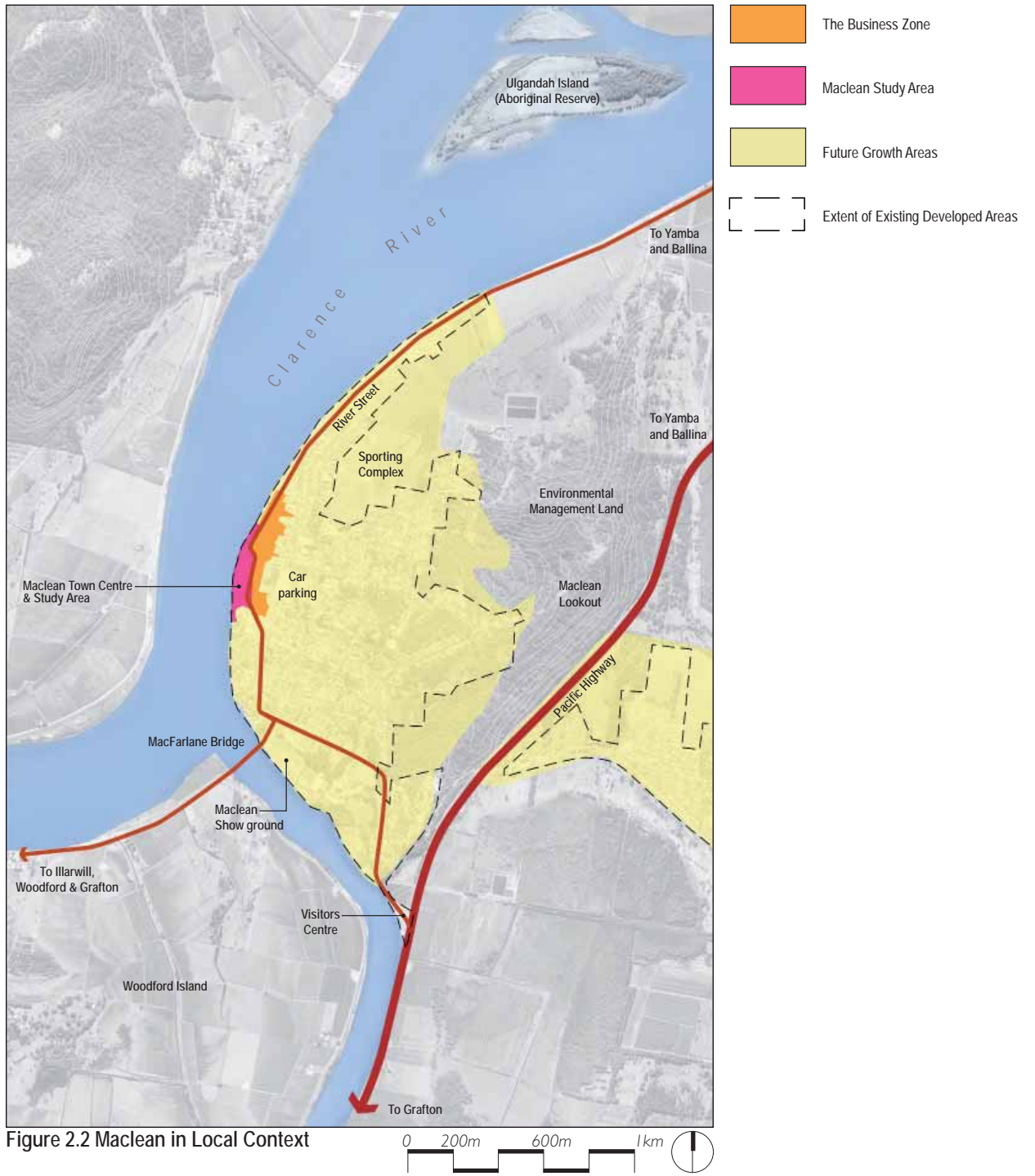


Figure 2.2 Maclean in Local Context

LOCAL AND SITE CONTEXT / RIVERFRONT AND CBD CONTEXT

Outlined below is a diagram taken from the Clarence Riverway Master plan that identifies Maclean on the lower reaches of the Clarence River as a valuable waterfront asset for the region. Maclean, together with Ulmarra and Iluka, provide a majority of the attractions in the lower reaches. Geographically they create a river linkage between the two anchor destinations of Yamba and Grafton.

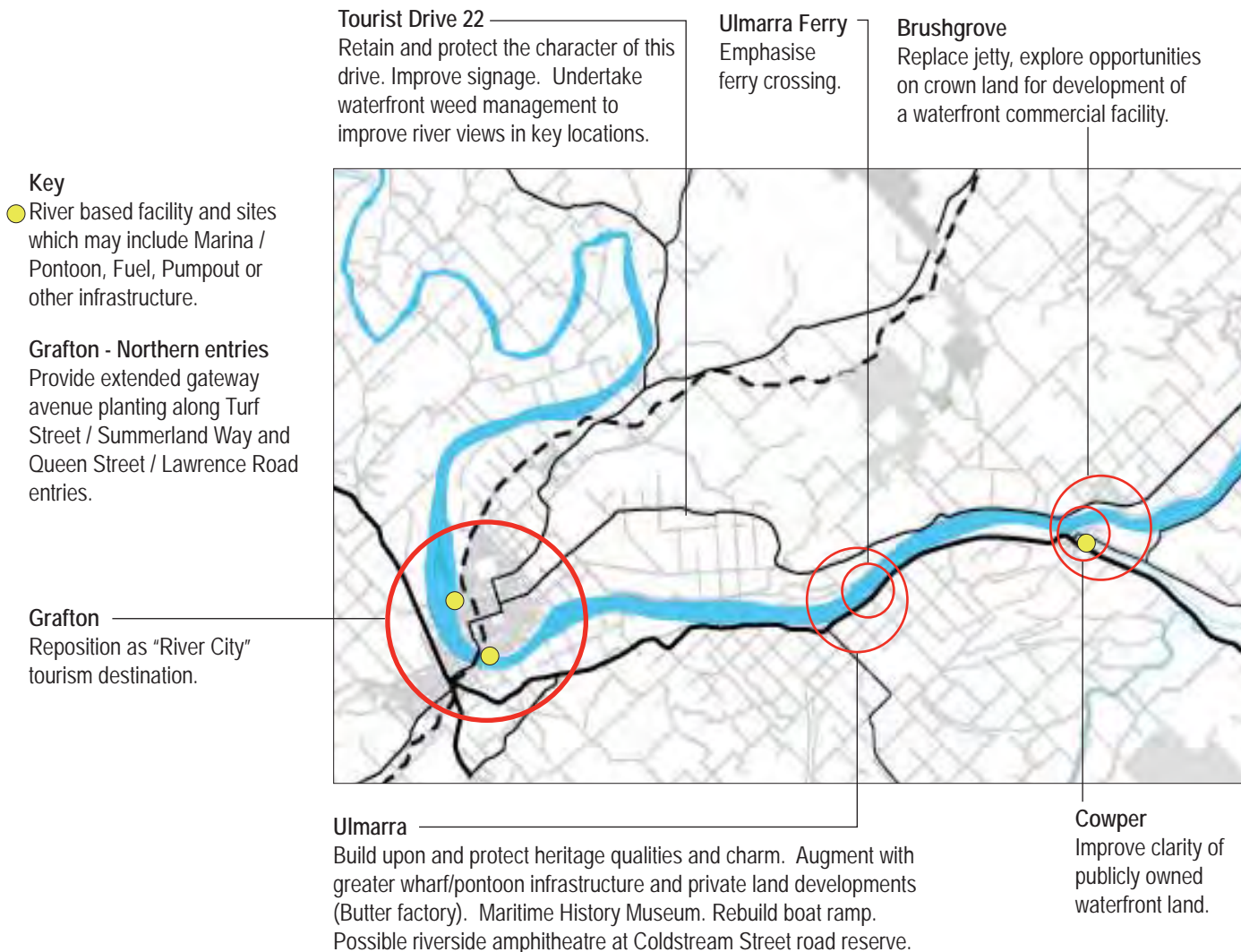
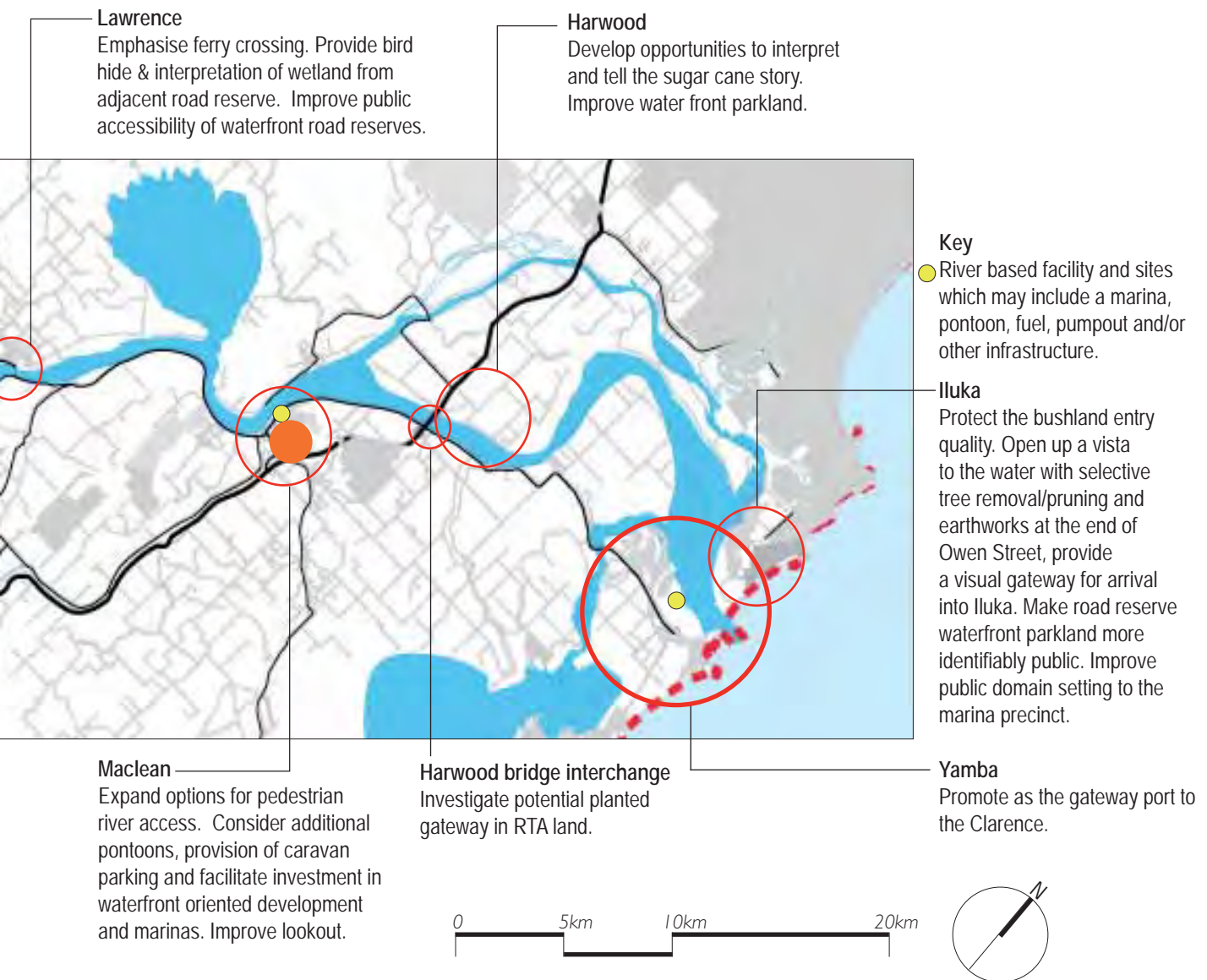


Figure 2.3 Clarence Riverway Masterplan Regional Analysis

(Map Source: © Department of Lands, Panorama Avenue, Bathurst NSW 2795, www.lands.nsw.gov.au)



BRIEF HISTORY / SITE CHRONOLOGY

The Clarence River region prior to European settlement of Australia was thought to be home to the Gumbaingirr or Yaygir Aboriginal peoples. Matthew Flinders arrived in the area around 1790 but it wasn't until the 1830's when cedar cutting began that Europeans began to settle in the region known then as Rocky Mouth.

The township of Maclean, named after the Surveyor General Alexander Maclean, was laid out in 1862 with many of its early settlers being of Scottish, Irish and German heritage.

Early industry in the area included timber getting, but this was soon followed by grazing and farming of wool, corn and oysters. Records indicate sugar cane farming began in the mid 1860's. A public wharf maintained regular cargo services and played an integral role in the early timber industry, however, it was washed away by floods in the 1940's and never rebuilt.

The Clarence River and its flood events shaped the history of the area and its landscape. The first ferry service was tendered in 1882. Transportation by water was common place for residents and a crucial element in maintaining primary industry.

Maclean became a service centre to surrounding towns and continues this role today as a regional centre to Townsend, Gulmarrad and James Creek.

Many forms of farming were undertaken in Maclean, however none more successful than sugar cane, a farming practice which continues today along with prawn trawling and tourism as the dominant industry.

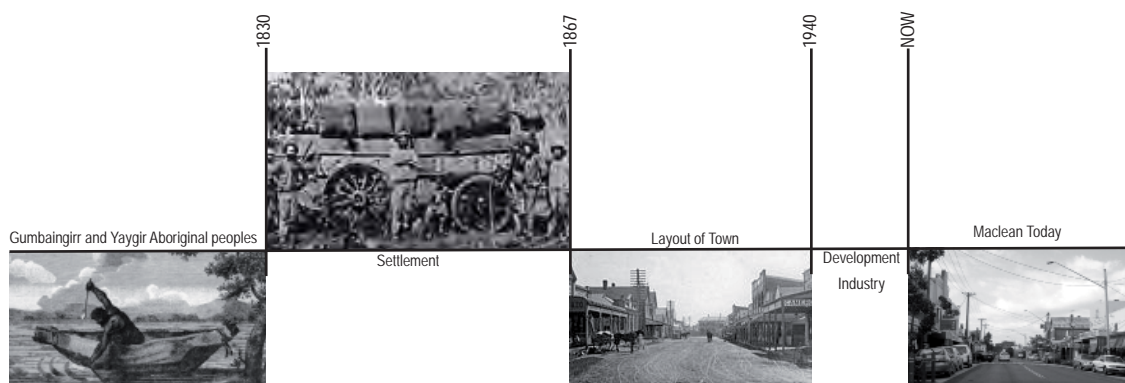


Figure 2.4 Clarence River Region - Site Chronology

LAND OWNERSHIP AND TENURE

Historically the Maclean town centre evolved on freehold land outside the confines of the original Crown survey of the town boundary which was located on the higher ground to the south and east. Commercial activity developed on the freehold riverbank precinct immediately to the north, these valuable foreshore lands became the town centre.

Consequently the town centre and much of the precinct is in private ownership with many property boundaries extending to the waterfront. Private development is crucial to the revitalisation and redevelopment if the opportunities of the site are to be fully realised. Some of the public domain outcomes will be delivered by private investment.

In addition, there are multiple owners and heritage sites. We understand that a current owner with multiple properties is putting properties on the market which could further fragment the ownership. The plan will need to address how broader design outcomes can be realised within the context of multiple owners and land tenure. This will require a long term vision supported by the planning control mechanisms that balance incentive with prescriptive outcomes.

The challenge for this project will be to develop a Plan that facilitates private investment to deliver such community assets as waterfront access, marinas, active public domain areas, while ensuring that the community expectations and Council's objectives are also met.

STATUTORY PLANNING CONTEXT

Maclean is subject to extensive planning legislation, controls and policies at Commonwealth, State, Regional and Local Government levels. A complete review of current planning legislation is outside of the scope of this study. However, this section reviews controls of particular relevance.

Commonwealth Planning

Disability Discrimination Act (1992). [DDA]

This Act Covers a broad range of discrimination issues, but the most relevant section is the one that provides for equitable and barrier free access.

Disability (Access to Premises - Buildings) Standards

This relatively new standards ties the requirements of the DDA into measurable Building Code of Australia outcomes for new buildings. In particular it covers the requirement for equitable access to premises.

State and Regional Planning

Draft Mid North Coast Regional Strategy

The purpose of this Regional Strategy is to ensure that adequate land is available and appropriately located to accommodate projected housing and employment needs for the population over the next 25 years. The Strategy addresses settlement, economic development issues, natural assets, and cultural heritage and infrastructure considerations. This study lists Maclean as a major town (one of 6). Grafton is Maclean's Major Regional Centre. This strategy has identified growth areas surrounding the existing development at Maclean.

North Coast Regional Environmental Plan

This plan aims to protect the natural environment and future planning of the built environment and development of the North Coast. This plan provides a framework for the Maclean Local Environmental plan which provides development controls for the study area. The framework extends to retail, commercial and business activities.

Maclean Local Environmental Plan 2001

The study area is zoned 3(a) Business Zone under the LEP. The primary aim of this zone is to enable the provision of a range of retail and commercial activities and employment opportunities. Objectives of this LEP which are relevant to this study include:

- Provision of a well designed commercial and retail development which will enhance the appearance, function and viability of commercial and retail areas.
- Provide development which is associated with, ancillary to, or supportive of commercial or retail development; and
- Provide adequate provision for water and effluent disposal.

The LEP allows for a Foreshore building line to be fixed by council for any land fronting a bay, river, creek etc.

Clarence Valley Settlement Strategy

This strategy outlines a vision of how the Clarence Valley can grow sustainably over the next 20 years and locates population growth areas. This strategy defines Maclean's role as a district centre, servicing the Lower Clarence community with secondary levels of sub-regional services, commercial and industrial development. The strategy indicates that development should be designed to complement the heritage character and physical attributes of the town.

Local Planning**Clarence Valley Development Control Plan in Business Zone**

This plan outlines controls for the Maclean Town Centre. The heritage character of the Town is noted in this DCP and controls are set out to conserve the unique character. The DCP provides policies for the Town Centre in seven separate precincts. There are two precincts within the DCP which are relevant to the study area; Precinct 1, River Street – The main Shopping Area and Precinct 2 River Street – Lower Section Overlooking the river. The precinct controls provide desired character descriptions and policies for each precinct. The DCP provides primary development controls in the General Development Controls for Business Zones. These controls prescribe building heights at two stories with zero front setback controls. Side and rear setback controls are not prescribed however development must be setback 1.5 metres from the outside masonry levee walls.

PARKING AND TRAFFIC CONSIDERATIONS

Traffic movement considerations extend generally to the broader movement network but have a focus on the study area between River Street and the river. The balance of parking supply and demand generally within Maclean town centre has been addressed in a recent parking utilisation survey by Council. Parking needs and provision within the study area are considered as part of the development options assessment.

Existing traffic movement routes to and from the study area/precinct are via McDonald Lane and Munro Lane, which currently service the Fisheries building, SPAR supermarket, and Home hardware amongst others. Property ownership extending to the river limits the opportunities for movement routes parallel to the river between McNaughton Place and McLachlan Park.

McDonald Lane and Munro Lane provide access for service and maintenance vehicles and private parking. These lanes also provide non-vehicular access for employees/ residents to the rear of properties as well as limited access to public property with views to the river.

McNaughton Place at the southern end of the study area provides access to the boat ramp and other river based recreations such as kayaking and fishing. The nearby wharf provides moorings for smaller craft. The McNaughton Place and River Street roundabout provides U-turn and circulation options for traffic seeking parking in River Street and for tourists who may be unfamiliar with the town and its facilities. Trailer parking for the boat ramp is provided in McNaughton Place south of the Maclean Court House and Police Station.

CLOUSTON associates

Chapter 3. Consultation Process and Outcomes Summary



View from River street, looking down Munro Lane towards the Clarence River. Framed by two beautiful heritage buildings, the potential river views are hidden beyond the hardware store depot

CHAPTER 3. CONSULTATION PROCESS AND OUTCOMES SUMMARY

THE CONSULTATION PROCESS

The consultation strategy included a combination of telephone interviews supplemented by face to face interviews with key stakeholders, council officers and government agencies. Further to this, two focus group meetings were undertaken on the evening of the 27th of July, one focused on land owners and stakeholders within or adjacent to the study area and the second involved the wider local community.

The purpose of consultation with government agencies, land owners, stakeholder and the community was to:

- Engage a variety of interest groups to encourage participation and feedback for the study.
- Inform people about the purpose of the study, its objectives and the processes involved.
- Understand the aspirations for the Riverside Precinct.
- Understand the issues and opportunities associated with the Clarence River and adjoining Maclean town centre.
- Understand the social character and local experiences of local residents in association with the Clarence River and Maclean town.

In addition to this process, the Precinct Plan was presented to the community on the day that public exhibition commenced. This was preceded by a presentation to the Project Management Group at a Council meeting in October, followed by a meeting that presented the Plan to the Mayor and Councillors that evening. The purpose of these meetings was to ensure the project proposal was well understood, explained the exhibition process and encouraged comment from the community.

GOVERNMENT AGENCIES AND BODIES

The design team presented the proposed study process and objectives with an understanding of background material to the Project Management Group, Council internal stakeholders and key Councillors. This process provided the design team with a detailed briefing of the site.

The study area includes a portion of Council owned land, as well as land leased to NSW Fisheries under the ownership of the State Property Authority. As a consequence, a series of telephone discussions and interviews were undertaken with the following Government authorities:

- State Property Authority
- NSW Fisheries
- NSW Maritime

LAND OWNERS AND STAKEHOLDERS

The goals and expectations of stakeholders were an important consideration to this study and informed the design process for this Plan. The consultation process for engaging stakeholders firstly included a focus group meeting with land owners and business operators within and adjacent to the study area. During this focus group meeting, the study process, objectives and background studies were presented to the group and an opportunity was provided for attendees to provide comment and pose questions to the design team.

Landowners Focus Group Meeting

The focus group was then invited to peruse the study material for further discussion with the design team after the formal meeting was closed. There was a broad attendance with approximately 45 people at this meeting and a keen interest in the project which was demonstrated through the robust debate in the question and answer session.

The main aspirations and concerns evident from this meeting included:

- Sense that the study should provide residents and visitors with a range of attractions
- The highway bypass and its impact on the town
- Traffic and parking issues associated with increased tourism
- Need for river orientated events
- Pedestrian foreshore access
- Implementation of the proposed plan

Additional to the focus group meeting, individual stakeholders were met in separate meetings. These meetings provided an opportunity for people to express their ideas and concerns for particular issues in the comfort of smaller groups or 'one on one'. Key stakeholders and land owners who were interviewed include:

- Maclean Services Club
- Spar Supermarket
- Lower Clarence Aboriginal Community
- Holder Baker Properties
- Chamber of Commerce
- I & I Regional Development
- Clarence River Tourism Association
- Highland Gathering

COMMUNITY CONSULTATION OUTCOMES SUMMARY

Community Focus Group Meeting

A second focus group meeting was held with the intention of presenting the project and background studies and fostering discussion on any issues or opportunities with the wider community. From discussions within the preceding land owner and stakeholder focus group it was apparent many members of the community had attended this meeting and consequently there was a low attendance at the community meeting. Five additional people attended, with three only for part of the meeting. The team discussed issues with the remaining two community members. From the success of the preceding land owner and stakeholder community it was considered that the wider communities interests were also represented within this meeting.

Online forum

Following the focus group meeting an online forum was posted onto the Clarence Conversations web site to provide another opportunity for members of the community to share their vision for the riverside precinct. For the purpose of facilitating discussion a series of questions and photos were posted onto the Clarence Conversations web site. These questions aided in gaining an understanding of the community's aspirations for the riverside precinct.

The Clarence Conversations blog has proved to be successful in prompting ideas and discussion, with 475 people visiting the site between August and September 2011, within a one month period. Of the people who visited the site 39 made a comment in response to the questions. Of the people who made a comment the majority were locals of Maclean, other participants were from Yamba, Grafton, Gulmarrad, Ulmarra and other neighbouring towns. Details of the registered participants suggested there was a reasonably even ratio of female to male and a broad age demographic.

It is understood from the nature of the comments posted and the number of agree/disagree opinions posted, the majority of participants of the site valued the River and felt as though they were limited in accessing the riverside. Discussion was commonly focused on the appreciation of the natural values of the river and use as a place for water sports. It was also evident that participants shared a vision for a vibrant riverside with suggestions of utilising the river as an asset to draw visitors to the town.

Community open day 19th October 2011

A Community Open Day was held for the Maclean Riverside Precinct Concept Plan on Wednesday the 19th of October, being the first day of the public exhibition, in the old Mackelly's building on River Street in Maclean. This event provided an opportunity for the community to view an illustrated summary of the Concept Plan. Representatives from the consultant team were also available throughout the day to discuss the proposal and answer queries. The Open Day attracted a high level of interest with approximately 100 community members visiting and participating in discussions. Community feedback to the Concept Plan was generally supportive with queries and discussion generally focussed on the project program and implementation staging.

Community responses to public exhibition (19th October to the 30th of November)

The Precinct Plan report was exhibited from the 19th October to the 30th of November 2011. A series of presentation panels along with the report were on display at the Grafton and Maclean council offices, these documents were also available for download from the council website. The community were able to provide feedback via in writing, on line or by letter or email.

There were 34 written responses to the public exhibition. A little over half of these responses were from Maclean residents, there was a high level of support for the plan. The responses are summarised into four general categories, as outlined in the diagrams on the following page:

Support

Fully support the concept plan without further query

Support with Comments

Support concept plan with specific queries

Limited Support/Specific Concern

Limited support of aspects of plan with concerns over specific items

Oppose

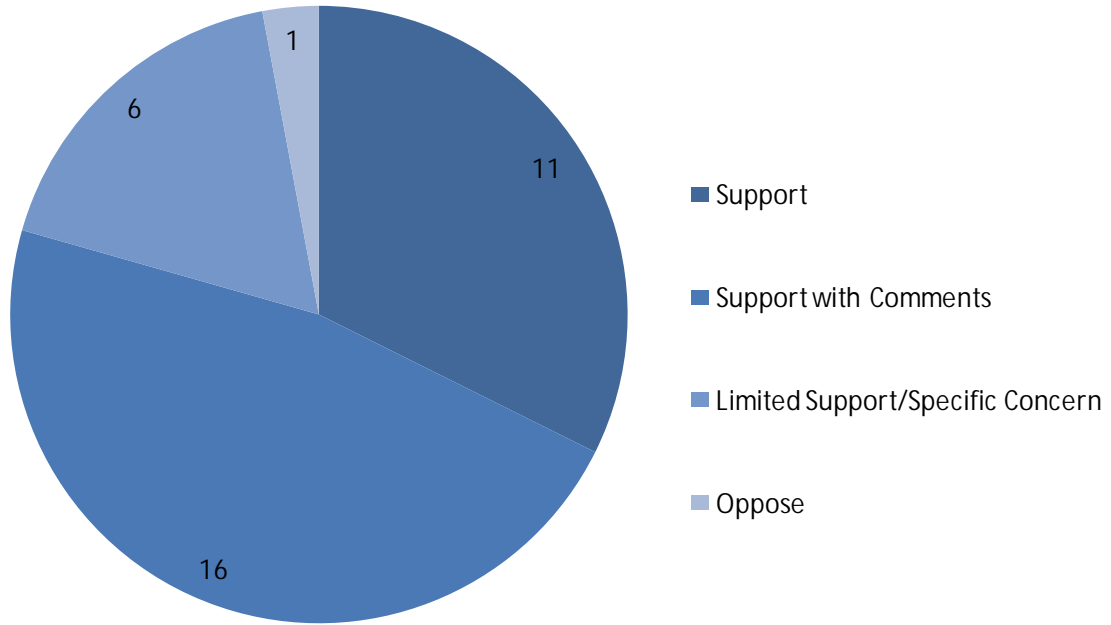
Generally oppose the concept plan

In summary 11 responses supported the plan, 16 responses supported the plan with comments, 6 responses had limited support with specific concerns and one response opposed the plan.

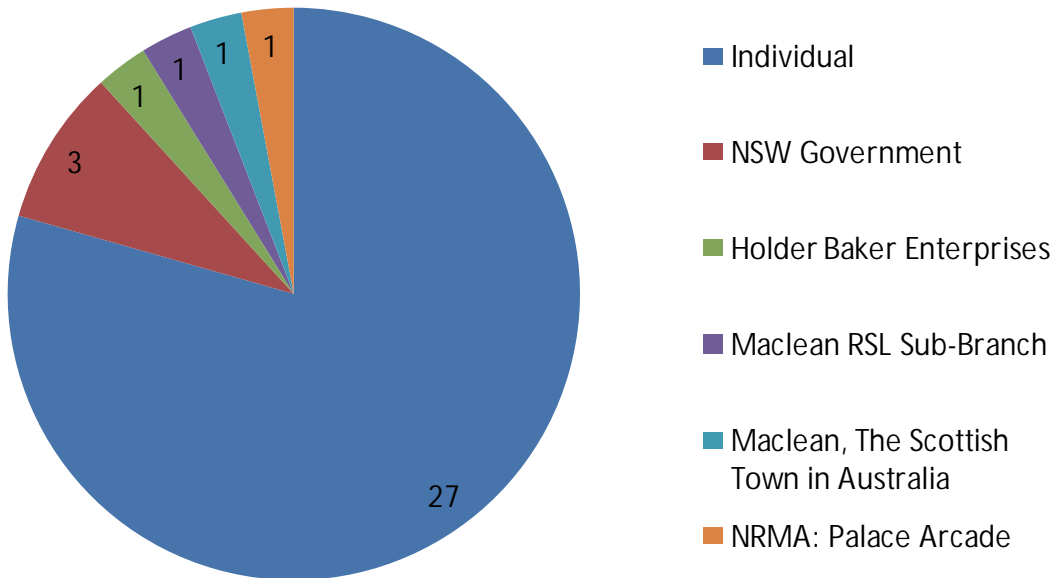
There were 27 responses from individuals, three from government agencies, and four from local business and organisations. Refer to Master plan response diagram on the following page.

The written responses were collated and reviewed in December 2011 and January 2012. The original letters and detailed responses to the community consultation are outlined in Volume 2.

CLOUSTON associates



Master plan support



Master plan responses by type

CLOUSTON associates

Chapter 4. Site Issues Analysis and Opportunities



Clarence River from Maclean foreshore

CHAPTER 4. SITE ISSUES ANALYSIS AND OPPORTUNITIES

The analysis of the site has been undertaken with six key framework headings in mind. The resultant principles will be developed from this analysis, and illustrated using these same headings. These will cover the following key topics and typical considerations:

Land Uses and Facilities

- current land uses and facilities available.
- review of the land uses and facilities. This includes ownership, existing land uses / mix as well as issues for future land uses.

Access, Circulation and Wayfinding

- finding your way around and modes of arrival.
- how well can visitors find the precinct and get to the waterfront?
- universal access issues.

Cultural Heritage and Environment

- What are the key intrinsic assets of the site?
 - Natural assets in terms of natural systems; geology, soils, plants, vegetation communities, fauna, water catchments, flooding, drainage.
 - Indigenous heritage and the prehistory of the site and its spiritual and cultural significance.
 - European cultural heritage such as significant buildings or associations to famous persons, events, industries, pioneering etc.
 - Sustainability and microclimate issues.

Urban Form and Landscape Structure

- what are the current built form / open space patterns?
- current DCP controls and guides.
- what might be the future built / open space relationship, includes issues of massing and building envelopes.

Image and Character

- what is the character and feel of the place?
- what is the quality of spaces/ places for visitors?
- what is the visitors' perception, experience and image of the precinct?
- is Maclean memorable, is it welcoming?

Management, Infrastructure and Maintenance

- is it safe for visitors and locals?
- what are the issues that effect management - eg flooding?
- what do the owners need to do to maintain the resource and keep it looking good?







-  The Study Area
-  Public Ownership: State Property Authority
-  Public Ownership: Clarence Valley Council
-  Public Ownership: Water Fund
-  Private Ownership: Other
-  Boat Infrastructure



Figure 4.1 Land Use and Facilities

Boat Ramp

Civic precinct



LAND USES AND FACILITIES

The following land uses and facilities are available within the study area.

Commercial and Retail Enterprises

The project site is predominantly privately owned and used for commercial businesses providing services such as retail, banking, cafes and licenced pubs. A number of clubs are also located on the study area such as the Returned Services Club and Country Women Association. These business and clubs present their main address to River Street. The delivery and service entrances for many of these businesses are accessed from Munro and McDonald Lanes.



View of the Maclean hotel beer garden and public foreshore land beyond

Open Space and Recreation

The study area is also partly under public ownership between the Crown Lands, State Property Authority, Crown Lands and Clarence Valley Council. Public land is currently used as open space with one council building being located on McNaughton Place. McLachlan Park is on Crown Land (under Councils care and control) and used for passive recreational activities such as fishing, walking and picnicking it is also heavily used at night for antisocial behaviour. The public shelter used as a bus stop with bbq's and seating, located within McLachlan Park is widely used for travellers passing through Maclean.



The Clarence provides an opportunity for a variety of water sports and recreation.

River Activities

A public boat ramp is located on McNaughton Place which has the capacity to launch trailer boats and small craft such as canoes and kayaks. This ramp has some limited use due to the lack of parking. A public pontoon is located in McLachlan Park which is currently used for mooring for up to two days.



Business address River Street

Summary of Key Site Issues

Commercial and Retail Enterprises

- Potential complicated land agreements due to the quantity of private owners.
- Requirement for deliveries and services at the rear of lots may create difficulties in providing dual access to River Street and the Riverside.

Open Space and Recreation

- Antisocial behaviour in McLachlan Park has created some tension with surrounding land owners.
- Council owned land located off McDonald lane is currently under utilised due to difficult access.
- Right of access onto Council land is unclear.

River Activities









- Limited capacity of boat ramp due to parking constraints.
- Limited capacity for boat mooring due to size of public pontoon in McLachlan Park.
- No current refuelling or pump out station is available for visiting boats.
- Limited opportunities for swimming due to threat of bull sharks and water quality issues.



Public boat ramp and pontoon provide boat launch facilities within the site



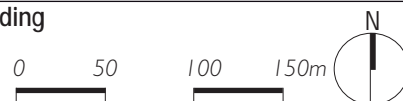
McLachlan Park is a popular passive recreational asset for Maclean but currently has some anti-social behaviour issues.

-  The Study Area
-  Off street parking
-  Pedestrian Access (through arcade)
-  Pedestrian access
-  Vehicular access, main route
-  Water access for trailer boats
-  Water access, for medium sized craft
-  Levee, is a barrier to movement toward the Rivers edge.

- Footpath along top of levee wall
- Very steep access ramp to levee
- No access to the foreshore due to private ownership
- Public pedestrian river connection, currently obstructed by parked cars.
- Public boat ramp at McNaughton Place
- Roundabout



Figure 4.2 Access, Circulation and Wayfinding



ACCESS, CIRCULATION AND WAYFINDING

Vehicular, Pedestrian and Cycle Access

River Street provides the main vehicle thoroughfare for Maclean from the Pacific Highway. Arrival into the town centre from south is marked at the roundabout at the intersection of Stanley Street. On approach to the roundabout, there is a brief vista to the river looking down McNaughton Place. Arrival from the north is signalled at the bend on River Street (near intersection of Argyle Street) as the open space of McLachlan Park transitions to built form. Glimpses of the river are gained in sections over the levee wall along McLachlan Park. There are no views afforded of the river from the town centre along River Street. There are no off road bike routes in Maclean. McDonald and Munro Lanes allow for two-way vehicular movement accessing the rear of businesses and to properties fronting the river.

River Access

Access to the river within the town centre is achieved for boats at McNaughton Street boat ramp and McLachlan Park pontoon. Council owns a parcel of land accessible from Munro Lane where a pedestrian ramp provides access over the levee wall. The NSW Fisheries have a slipway and pontoon for private use.

Public Transport

Buses provide local and regional public transport connection for Maclean. Buses frequently travel to Grafton, Yamba, Iluka, Byron Bay and onto Brisbane. The shelter in McLachlan Park provides refuge for people waiting for a public transport bus connection .

Parking

Lack of parking is perceived to be an issue, on site parking is limited to River Street. Private and customer car parking can be found in Munro and McDonald Lanes as well as within business premises. The main parking area for the town centre is within the Centenary Drive car park. This parking area is accessed via arcades on River Street for pedestrians.

Wayfinding

Wayfinding along River Street is clear and accessible. However way finding to the River is difficult due to limited views of the river. Wayfinding through McLachlan Park is also unclear with very steep access ramps up to the flood level.

Summary of Site Issues

Vehicular, Pedestrian and Cycle Access

- Vehicular access into the site is limited to Munro and McDonald Lanes.
- Difficult pedestrian access to the Council owned land via Munro Lane.
- Any substantial increase in vehicular traffic using the lane ways would pose a safety and capacity issue at River Street where sight lines are restricted.

River Access

- Pedestrian access is limited along the river bank due to private property ownership.
- The levee wall and berme limits physical and visual access to the river.
- The steep banks of the river bank limit access to the waters edge.

Wayfinding

- Navigation to the river is difficult as views are limited.



Access over the levee wall by ramp on Council owned land



Public right of way onto Council land is undefined and difficult to navigate through parked cars and gate.










Public and private land along the foreshore is difficult to distinguish



Lane ways provide two access points into the study area but direct access to the water is difficult.



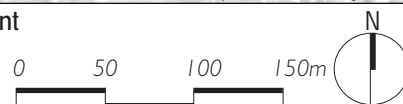
There is no public access along the river bank for pedestrians, however people still use private property in front of the levee wall.

-  The Study Area
-  Existing significant vegetation
-  Heritage buildings
-  Shaded areas
-  Predominant northern aspect
-  Flooding risks
-  Location of old ferry wharf



- Maclean Hotel
- Historic parapet at Hardware store, subject restoration under Councils LEP
- Maclean Civic Group (comprising the Maclean Court House, Police Station (including the lock-up at the rear) and Post Office)
- First Presbyterian Church

Figure 4.3 Cultural Heritage & Environment



CULTURAL HERITAGE AND ENVIRONMENT

Cultural Heritage

The traditional Aboriginal owners of the land are the Yaegl people who occupied the area at the mouth of the Clarence River. Within previous generations the Yaegl people near Maclean resided on Ulugundahi Island. More recently Yaegl people have moved closer to the township of Maclean. The Yaegl people have a history of boating and fishing from the river.

Within non-indigenous history, Maclean has a predominant Scottish heritage. Macleans' Scottish connection is evident in the public art displayed throughout the town centre. Additionally the town centre has several historic buildings which positively contribute to the character of the town such as; the Maclean Hotel, the first presbyterian Church and the Gables house. Furthermore the town and people have a long relationship with the river, for the purpose of transport, fishing and boating.

Environmental Values

For the most part of the study area the foreshore is lined with mature trees and mangroves. The Clarence River itself as a natural system with many associated natural processes such as regular flooding, tides and strong currents. The river also provides an aquatic habitat for many fishes.

Climate Change and Microclimate

Munro Lane and McDonald lane are likely to be shaded most of the time. The northern part of River Street close to Argyle Street enjoys a northern aspect.

Summary of Site Issues

Cultural Heritage

- Currently the history of the Yaegl people is not well represented, being limited to information signage.
- Maclean's representation of its history is somewhat limited to its Scottish heritage.

Environmental Values

- The river often floods; it is also susceptible to pollution from upriver agricultural uses.
- The soil along the river bank is 'soft' posing structural problems for development close to the river bank.
- Native foreshore planting is fragmented.
- Weed growth along the river bank is currently unchecked.
- Frequent flooding undercuts the riverbank creating an unstable river bank.

Climate Change and Microclimate

- Increasing threats to existing property from increased flood events.
- Possible escalating frequency of storm activity exacerbating the impacts of sea level rise on property.
- Changes to river bank profiles with impacts on water quality, the aquatic community.
- The need for higher finished floor levels for future buildings to accommodate sea level rise.



Heritage parapet, visible from Munro Lane provides a reminder of the town's historic association and address to the River.



Painting of tartans on power poles through the town.



The study area has many historic and heritage listed buildings.



The impact of flooding and silt deposits is an important consideration for any proposed infrastructure works.

-  The Study Area
-  Business Zone as identified in the Maclean Local Environmental Plan 2001
-  Open Space



Figure 4.4 Urban Form and Landscape Structure



URBAN FORM AND LANDSCAPE STRUCTURE

Built Form

The town centre of Maclean is small and compact and walkable, being limited to one town block. Shops and services on River Street have approximately 15 to 20 metre frontages without side setbacks, creating a close fine grained urban development pattern.

The built form to the south of the town centre is a little more dispersed with larger floor plate buildings set into landscape. This area is known as the Civic Centre due to its current use as the Council offices and the Maclean Court House. McLachlan Park on the northern end of the study area provides a very different character and structure within the town. This park provides an immediate landscape edge to the river.

Open Space Structure

Maclean's town centre has limited open space. The main open space areas for Maclean are limited to McLachlan Park to the north and the Centenary Drive precinct which has some mature trees, lawn and playground.

River Interface

Historically, Maclean thrived on river trade and as a result, there are some historic buildings which provide an address to the river such as the Maclean Court House and Maclean Hotel. Whilst the Clarence River provides the town with recreational opportunities such as fishing and boating the future access along the river is restricted by the levee wall and steep topography.

Primary Development Controls

The study area falls within two Precincts of the DCP: Precinct 1, River Street - the main shopping area and Precinct 2, River Street - lower section overlooking the river. The building height controls are fixed by the DCP to 9 metres (i.e. 2 storeys). Sites on River Street do not have front or side setbacks. A setback control of 1.5m is provided for the levee wall. The business centre for Maclean is currently one to two stories, indicating that development is below capacity.

Summary of Site Issues

Built Form

- Larger floor plate buildings within the study area undermine the compact fine grain development of the town centre which at present, defines it as a town centre.
- Built form is inconsistent along the river front, providing little definition to open space areas.

Open Space Structure

- McLachlan Park has limited views and access points to the river.
- Limited opportunity for people to walk along the side of the river.

River Interface

- Steep gradients along the river bank limit direct access to the water.
- Levee wall provides a significant physical barrier at the rivers edge.

Primary Development Controls

- The DCP does not provide guidance for development sites along the riverfront, nor does it protect any view corridors to the river.



Development along River Street typically at one and two stories.






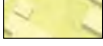
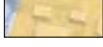
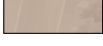




River Street typically has a fine grain development.



Larger floor plate development along the river.



McLachlan Park is a long linear open space along the River.

-  The Study Area
-  Main Street Character (Active shop fronts)
-  Civic Centre Character
-  Northern Character
-  Back of house character
-  Centenary Drive parking precinct
-  Vistas
-  Open views to Clarence River and farmlands beyond
-  Open views to Clarence River and farmlands beyond
-  Open Space Character (mature trees and mangroves)

Toilet block and car park partly blocking views to the river

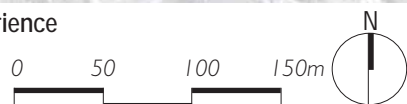
Blocked views to river

Roundabout (poor character)
Views to hills east of town



Aerial Map Source: CVC & Google Earth

Figure 4.5 Image and Character and Experience



IMAGE, CHARACTER AND EXPERIENCE

Views and vistas

The primary issue is the difficulty in being able to see the spectacular Clarence River from many parts of the town centre, particularly as River Street moves away from the riverside. Earth and concrete wall levees, together with existing buildings, block most of the possible river views. However, some views are afforded from the town centre to the Clarence River near the intersections of Argyle and Stanley Streets and intermittently from McLachlan Park. These views are characterised by wide expanses of water with farmlands and rolling hills beyond.

River views can also be acquired from residential streets in the hills to the immediate east of the town as well as from Macleans lookout. Contextually, these views place greater emphasis in the town as a prominent riverside location. Likewise, significant views are possible from the town centre to the eastern hills, particularly from vistas along both Argyle and Stanley Streets.

Character

The main street, River Street, is well defined and vibrant due to its compact form and almost zero retail vacancy rate. Maclean is strongly characterised by its own history and these values are represented by its historic buildings and Scottish heritage, through place naming, tartans and murals.

Maclean's geographic location along the Clarence River contributes to the town's unique character. The riverfront is less defined but does offer expansive views to the Clarence River, providing some respite from the busy main street.

Summary of Site Issues

Views and vistas

- Views of the water down Munro Lane are blocked by the hardware yard, and views down McDonald Lane are blocked by the NSW Fisheries buildings.
- Both the built and earth levees are elevated from the natural ground floor, posing a visual constraint as it blocks the views from River street to Clarence river.

Character

- The rear of buildings along the River do not present a positive character to the river as these areas are currently used for parking and servicing. Consequently views from the river to the town are undefined.
- The levee bund is also creating opportunities for antisocial behaviour, where drinking and other activities are not easily seen by casual observation.
- Vegetation along the river bank varies from remnant vegetation to exotic planting and weeds.
- The differentiation between public and private land is unclear along the river, making access possible in some locations while private fencing restricts access in other locations.
- Potential views of the Clarence are blocked by the toilet, parking and levee wall adjoining the SPAR Supermarket.



River views from town, to farms and hills beyond



Maclean's Scottish heritage is evident in the murals and tartans displayed throughout the town.



Maclean's main street is vibrant during the day but quiet during the evening.



Views from the river to town vary depending on the building forms.



The river bank offers peace and quiet from the busy town centre.

-  The Study Area
-  Primary underground services
-  Levee wall
-  Berm
-  Jetties
-  Jetty (owned by NSW Fisheries)
-  Public Toilets
-  Flood management



Figure 4.6 Management, Infrastructure and Maintenance



INFRASTRUCTURE, MANAGEMENT AND MAINTENANCE

Infrastructure

The main services such as power, water, sewer, gas, and telephone are located along River Street and therefore do not affect the study area.

Being located on the banks of the Clarence, Maclean is susceptible to flooding. In order to prevent the town from flooding during a 1:33 year flood event, a levee was constructed to mitigate the impacts. The levee along the length of the study area consists of a concrete wall with pipes that run over and through the wall for the purpose of draining land based flood water into the river. In flood conditions, the river flows between 1.4 and 1.5 metres per second. The 1:100 year flood level is AHD 3.8, the 1:20 is 3.3 and a 1:5 is 2.5 AHD. (GHD, 2009, Clarence River Way Development Plan) The flood levee is currently at AHD 3.48.

In summary, Council's main infrastructure assets within the study area include:

- McLachlan Park; including landscape, picnic shelter, bbq, bins and access to the public pontoon;
- Public Boat Ramp (McNaughton Place): this area includes parking, pontoon and boat ramp;
- Public Pontoon (adjoining McLachlan Park): this pontoon accommodates up to two small boats.

Management and Maintenance

Council manages and maintains the above listed assets areas of public open space and infrastructure within the study area. Public assets are currently in a mixed state of repair, the public pontoon is currently undergoing repairs.

Summary of Site Issues

Infrastructure

- Pontoons and jetties are sometimes damaged during flood events;
- Future provision of paths or infrastructure on the river side of the levee wall will need to withstand water and silt inundation. Considerable depths of flood silts are deposited on side of the river and at trap points like the NSW Fisheries;
- The integrity of the levee wall must be maintained to ensure flood mitigation measures are achieved for the town. As the levee creates a bath tub effect, efficient mechanical pumping out is required in times of flooding;
- There is currently no easement for the flood levee wall over private properties.

Management and Maintenance

- The levee is currently a visual barrier, making it difficult for casual surveillance and this can have an adverse impact on public safety;
- As the pontoon provides limited boat mooring, visiting boats need to be monitored for overstaying guests;
- Formal planting and lawn areas are difficult to maintain along the river due to steep slopes and potential undercutting;
- Some sections of the river bank are weed infested.



The public pontoon accommodates two boat moorings.



There are two pumping stations along the levee wall within the study area.



The levee wall is within private property in many instances, however this is a Council maintained asset.



McLachlan Park includes picnic shelters, bins and bbq's.



Pumping stations also impede public access along the river bank.

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Chapter 5. Opportunities and Constraints



Historic building in Maclean addressing the riverfront

CHAPTER 5. OPPORTUNITIES AND CONSTRAINTS

Some opportunities and constraints have been identified, these have been informed by Clarence Valley Council internal stakeholders, the community, site visits and analysis. The identified opportunities and constraints will aid in defining the design principles and the development of the Riverside Precinct Plan.

Land Uses and Facilities

The River's location adjoining the town centre and associated businesses provides an immediate opportunity to activate the river side, negating any existing issues relating to anti-social behaviour. Furthermore the significant area of Council owned land can be utilised for the riverside development. The existing boating infrastructure, pontoons and boat ramp have opportunity for expansion.

Access Circulation and Wayfinding

Retail along River Street includes a number of arcade style shopping centres. While the arcades along the eastern side of River Street typically connect to the Centenary Drive precinct, businesses on the western side of River Street have previously not had an opportunity to connect to the River. By providing a development strategy for the Riverside Precinct, it may be possible for these existing businesses to open to the River, thereby providing additional pedestrian connection and activation along the River.

In reviewing arrival into the town, the current experience of entering the town can be strengthened by views to the river and revised traffic circulation. Other transport options have the opportunity to be continued along the river front with the provision of shared cycle/walkway.

Cultural Heritage and Environment

With the development of the riverside, there is an opportunity for Maclean to develop a public art scheme incorporating both indigenous and non-indigenous art works and integration into signage.

Furthermore there is an opportunity to establish some principles for riparian vegetation within the precinct and throughout McLachlan Park. The placement of vegetation will need to consider views to the River and they desired character of the open spaces and environmental values of the River.

Urban Form and Landscape Structure

Proposed development will need to support and reinforce the towns character, identifying and providing opportunities for infill development which is sensitive to the bulk, scale and heritage values of the town.

There is also an opportunity in reviewing the towns interface with the River to ensure the town addresses the River, providing a landmark and to draw tourism from sailors and travellers boating down the river.

Image, Character and Experience

One of the most significant characteristics of Maclean is the setting of the town, amongst the hills on the river, this key value is lost from within the town centre which no longer has either a working or recreational identification with the River. There is an opportunity within the plan to reconnect by revealing views to the river.

The following constraints can be addressed by the plan:

- The levee bund wall has a significant impact on the views to the river along McLachlan Park. In addition to the bund, there is a concrete block work wall running along the river front that also has significant visual impacts. It appears to have been installed without any easements. The bund and levee wall are currently 400mm below the 1:100 event level. With sea level rise impacts being taken into consideration, the bund and wall could raise significantly further and this would have substantial visual impacts for the town.
- In addition to the levee wall, there are other impediments to river views. Heading north along River Street, there are four potential views/vista to the river, but only one of these down McNaughton Place allows a clear view.
- The view down Munro Lane is blocked by the hardware sales yard, and the view down McDonald Lane is blocked by the NSW Fisheries building.
- As River Street bends to the west this key vista is blocked by the car park, toilet block, pump building and associated infrastructure.

In terms of longer term opportunities, particularly from a tourism perspective, the availability of services such as food and beverage is, at present, highly limited after 8:00pm. This factor together with issues of service development and training were identified in the Clarence River Way Master plan.

Infrastructure, Management and Maintenance

The key management issue for Maclean is flooding, as evidenced by the significant infrastructure within the study area being flood levee, bund and pumping stations. The riverside plan has the opportunity to address this by reviewing minimum building heights and climate change adaptation measures.

Furthermore a clearer vision and objectives for open space along the river and McLachlan Park present an opportunity to guide any development within these areas.

Based upon the current site analysis, a summary diagram illustrating key opportunities and constraints for the site is attached on Figure 5.1.



The outdoor deck of the RSL provides a glimpse of the rivers potential


-  The Study Area
-  Enhance arrival into town centre
-  Pedestrian access
-  Enhance main street character
-  Potential views
-  Potential Views
-  Water access points
-  Open Spaces
-  Enhance river bank
-  Draw from heritage character
-  Reinststate heritage facade



Figure 5.1 Opportunities and Constraints



1. Connections to/from Centenary Drive Precinct

Links between the river and this precinct need to be assessed so that future connections can be developed.

- Current connections are limited through arcades.
- Opportunities for a visual and physical connection to Centenary Drive Precinct.

2. River street

- The good quality historic building stock on River Street is ideally placed for an ongoing main-street redevelopment.
- Future urban development is possible under existing DCP height controls.

3. Historic Buildings

- Presence of good quality historic buildings that often address the river.
- Attractive architecture of historic buildings provides opportunities to act as a catalyst to renovate other buildings along River Street.

4. Pontoons

- Existing and proposed pontoons will encourage more people visiting the town by boat.

5. McLachlan Park

- Steep ground limits access and use of open space.
- Limited public facilities such as picnic shelters; picnic shelters had been removed due to anti-social behaviour.
- The levee banks block direct views and easy access to the waterfront.

6. Levee

- The levee bank blocks direct views and access to the waterfront.

7. Clarence River

- Underutilised river.
- Opportunities to revert this trend and refocus the town to address the river.

8. Connections to the River from River street

- Views down Munro and McDonald Lanes to the river are blocked by development.
- The foreshore space is underutilised.
- Ownership title extends to the water and limits public access to the river.

9. Roundabout

- Poor visual character of the expansive paving surrounding the roundabout.

10. Council Owned Open Space

- Extent of public open space is unclear.
- At present, the only pedestrian and public connection is through Munro Lane to the open space and this is owned by Clarence Valley Council, however this connection is not easily accessible from River Street due to car parking blocking the access point.

11. Opportunity for utilising Council owned land.

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Chapter 6. Maclean Riverside Precinct Vision



Yachts moored on the Clarence near Macfarlane Bridge

CHAPTER 6. MACLEAN RIVERSIDE PRECINCT VISION

The Clarence draws people to its banks in Maclean, linking river and town, its waterfront is alive with activity, reflective of its legacy. Locals and visitors of all ages - enticed by a water glimpse, the flurry of a sail – explore down lanes formed by gone jetties; or stroll through arcades in recent riverside development which are thriving with business and attractions vital to Maclean's growing regional economy.

From the waterfront itself, expansive vistas across the mighty Clarence reveal its beauty, its natural drama in all weathers and seasons. People amble along the river bank, well beyond the sophisticated attractions of the town marina and promenade, to picnic, fish or simply take in the peace. In from sailing, some from over the seas, sailors are welcomed on the banks of Maclean with country hospitality, a safe mooring, a hot shower, a cold drink.

Buildings address the river with character and purpose, some like the Maclean Court House with the authority of history; others embrace the new appeal of the waterfront with maritime style and attractions, blending sensitively with more humble buildings from the town's working river heritage and country style of the town.

The local Aboriginal connection to the place is reflected in the imagery and informative signs down by the River; a reminder of the Yaygir and Gumbingir peoples history and natural setting of this River Town.

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Chapter 7. Design Principles and Objectives



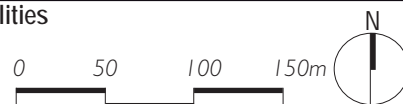
River street retail activity

CHAPTER 7. DESIGN PRINCIPLES AND OBJECTIVES

As outlined in the research summary paper, the site issues analysis has been undertaken with five key framework headings in mind. These principles will guide the future development and management of the river precinct. The resultant principles that have been developed from this analysis, and illustrated on the following pages use these same headings.



Figure 7.1 Principles: Land Uses and Facilities



LAND USES AND FACILITIES

Allow for water based activity and infrastructure

- To provide facilities for boats travelling along the River
- To ensure facilities meet the demands of a range of boat users.
- To provide publicly accessible boat launch/recovery and associated parking.
- To ensure the working nature of the river is maintained and not compromised by other boating activity.

Provide areas of open space to meet the needs of the local people

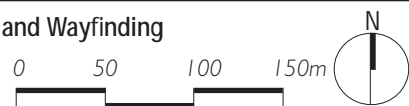
- To clearly identify and encourage appropriate use of public open spaces on the river bank.
- Ensure areas of public open space adjoining the River provide complimentary activities for the River.

Provide an active river edge.

- To ensure the development of public domain space is compatible with surrounding land uses and the Clarence River.
- To ensure the development of public open space is feasible, providing incentive for public and private funding.
- To ensure that the riverfront addresses the river in an active manner with appropriate landuses such as retail or commercial activity on the ground floor, with residential floors above.
- Ensure that the riverfront public domain includes the placement of windows for viewing the scenery and/or for the undertaking of retail/ commercial /recreational activities - as opposed to being the location for back-of-house facilities such as bins, storage or air-conditioning.



Figure 7.2 Principles: Access, Circulation and Wayfinding



ACCESS, CIRCULATION AND WAYFINDING



Provide a continuous accessible path of travel along the River edge.

- To ensure that paths and River access achieve a high level of amenity.
- To improve accessibility to the waters edge
- To ensure public access is safe and equitable.
- To encourage cycle access to and along the river bank.
- To provide a path network, linking where possible, from the river into the main street.



Create a permeable network of pedestrian connections

- To encourage routes through arcades to the river.



Provide access to the town centre for visitors arriving by boat.

- To provide launching and mooring facilities for a range of boat users i.e. kayaks, light motor boats, sailing boats and ferries.



Provide opportunities and clear cues for the public to gain access to and along the foreshore.

- To ensure sound orientation through a restrained and coordinated suite of directional signage.



Maintain and consolidate service access and parking requirements for businesses along the River.

- To ensure any additional demand on parking generated by future development is accommodated within the town centre.
- To improve connectivity for pedestrian access from Centenary Drive precinct to the Riverside Precinct.

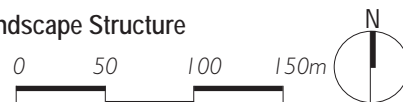


Reinforce the arrival experience on approach into Maclean Town Centre.

- To identify and strengthen view corridors on approach to the main street.
- To provide a distinct built form, reflective of Maclean's character at arrival nodes.



Figure 7.3 Principles: Urban Form and Landscape Structure



URBAN FORM AND LANDSCAPE STRUCTURE



Re-orientate buildings and structures so that they address to the River

- To ensure the built form along the river within the town centre is orientated toward the river, presenting a well consolidated, medium-high density urban form to visitors arriving by boat.
- To implement and monitor controls to ensure built form and landscape elements respond to the river context.



Provide areas of open space to meet the needs of local people.



Maintain the fine grain development of the town centre.



Maintain and reinforce the residential grain of development adjoining McLachlan Park



Figure 7.4 Principles: Environment and Cultural Heritage



ENVIRONMENT AND CULTURAL HERITAGE



Incorporate significant cultural and heritage values into the built form and landscape structure.

- To protect and conserve the heritage through controlled built form and appropriate planting.
- To enhance the river's natural and cultural heritage through a coordinated river side interpretation strategy.
- To reinstate existing heritage values to enhance the river side.
- To promote the various cultures and their association with the river and town in an integrated and subtle manner.



Promote a continuous Indigenous culture and involvement

- To identify opportunities to use artwork.
- To identify opportunities to reflect stories, traditions and spirituality through interpenetration.



Identify opportunities for interpretive walks

- To investigate options for local volunteer guides, self-guided brochures, and the potential to use technology and smart phones to deliver interpretive content.



Select appropriate plant species along the River

- To select high canopy, clear stemmed trees that are indigenous to the area along the riverside, allowing views to the water whilst also providing vegetation.
- To retain important river vistas within identified view corridors, from the town when locating trees along the river bank.



Protect biodiversity and natural processes of the river and conserve these values through sympathetic and compatible foreshore development.

- To provide a coordinated approach for riparian vegetation along the river bank, with consideration of view corridors in the selection of plant species.
- To conserve and enhance the river's natural heritage through conservation and restoration of native riparian vegetation and habitat in particular locations.
- To improve the water quality of the River, therefore allowing and promoting the use of the river for future generations.



Figure 7.5 Principles: Image, Character and Experience



IMAGE, CHARACTER AND EXPERIENCE

Ensure riverside development is responsive to the scenic, historic and cultural values of Maclean and the River.

- To manage water view demands from development through controls on built form.
- To create a cohesive palette of riverside furniture and materials in both soft and hard works associated with the public domain.
- To present quality built form to the River in terms of the bulk and scale of development being sensitive to Maclean's history and culture.
- To design buildings, landscape and infrastructure that considers adaptation of future climatic conditions caused by climate change.
- Built form heritage dominates the view from the River where ever possible by appropriate scale and landscape of the curtilage.
- Provide a clarity of space, between public and private development.



Optimise views to the river from the town centre.

- To identify and conserve critical views to the river from various viewpoints along River Street.
- To identify views to the river from the town centre and guide development to create these new views.
- To maintain the natural landscape and cultural values of Maclean and the Clarence River.
- To identify, conserve and enhance views to Ulugundahi Island.



Provide meaningful and memorable experiences for both locals and visitors to Maclean and the riverfront.

- To develop improved tourism experiences for visitors to the river and town centre.
- To enhance and evolve the town's tourism potential by building on the existing assets such as the main street, river and topography
- To enhance the local and visitor experience of the river through improved water access for boating and other water-based recreation.
- To provide areas for events which are appropriate to the principal function and purpose of the river precinct.
- To improve service delivery, in line with the Clarence River Way Tourism Strategy.



Figure 7.6 Principles: Management, Infrastructure and Maintenance



INFRASTRUCTURE, MANAGEMENT AND MAINTENANCE

Maintain the integrity of flood infrastructure

- To ensure flood related infrastructure improves access and views to the river front, while maintaining its flood control purposes.
- To promote robust design solutions, for any facilities outside of the levee, that can withstand regular flooding and inundation.

Design development and protective works to adapt to sea level rise without compromising the scenic value of the river.

- To review the location of all infrastructure in regard to sea level rise, redesign and construct infrastructure to adapt to climate change where necessary, especially for new buildings.
- To design buildings and landscape to consider adaptation to future climatic conditions caused by climate change.
- To encourage sustainable practices in the maintenance and management of the river precinct.

Allow for effective management and maintenance

- To design for the simple removal of silts and mud after flooding.
- To ensure effective management of open spaces.

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Chapter 8. Landuse Structure Plan
/ Riverside Precinct Plan

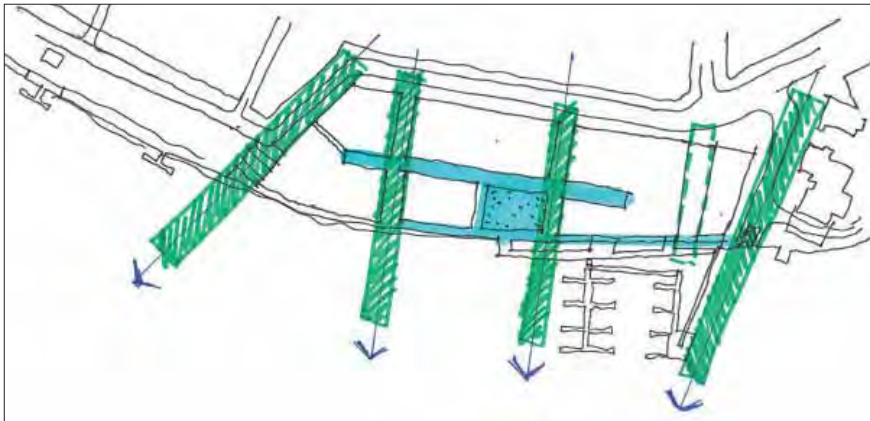


Aerial view looking from the River back to the town [Image courtesy Holder Baker Enterprises]

CHAPTER 8. LANDUSE STRUCTURE PLAN / PRECINCT PLAN

In synthesising the opportunities, constraints and design principles there are five key ideas that provide the structural framework for the Maclean Riverside Precinct. These are outlined below:

1. Establishment of View Corridors and No-build Zones

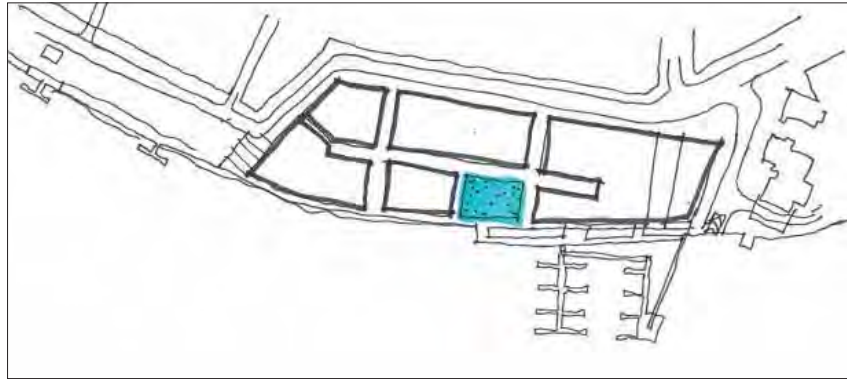


Provide view corridors to re-connect the town to the river to encourage people into the precinct. View corridors are no-build zones that extend out into the river and include:

- No buildings other than awnings
- Limited cafe umbrellas allowable
- No pontoons or moored boats in the corridor
- Levee opened up with gates to allow greater view to water

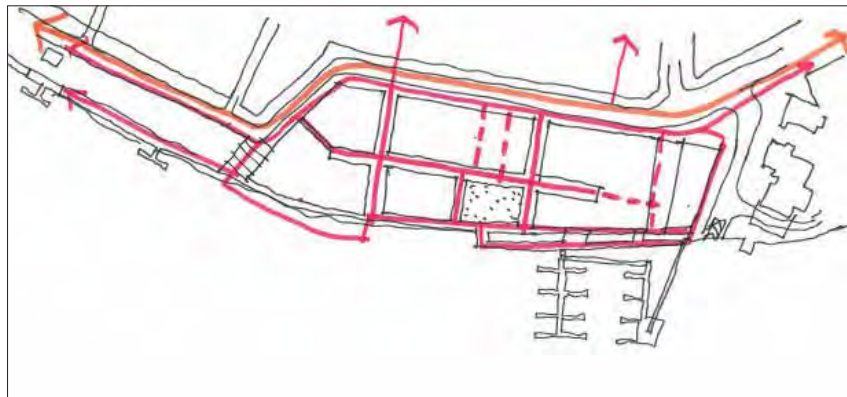
The blue no-build zones are largely to provide clear pedestrian views within the precinct for safety and ease of access.

2. Create a Focal Waterfront Events Space



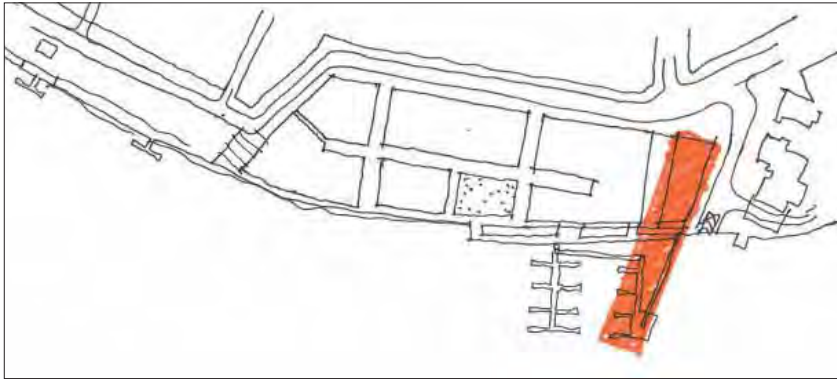
Provide a central useable focal space for riverside activities with the amalgamation of a number of land holdings through negotiation and land swaps. Consolidate building footprints to those areas outside the no build zones to enable better basement car parking arrangements. Increase floor space through allowing a third storey, with height limits to ensure historic buildings retain prominence.

3. Maximise Pedestrian Connectivity



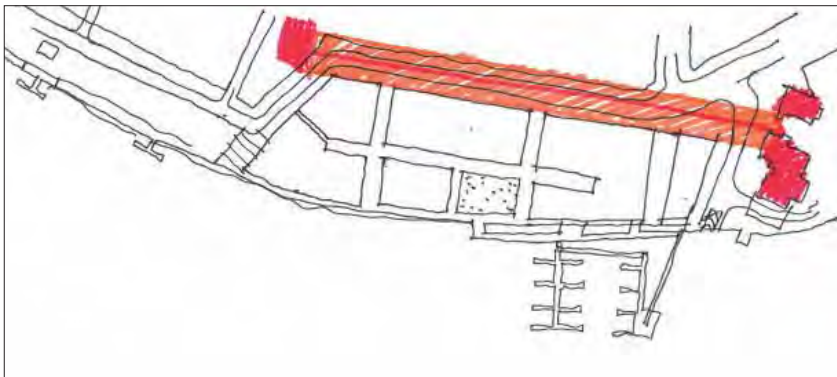
To activate the riverfront provide the maximum number of access opportunities and connectivity for pedestrian movement into and around the riverfront. Provide for bike movements shown in orange along River street.

4. Provide a River Recreation Focus



Develop a core river recreation focus on McNaughton Place given its superior vehicle access for facilities and consolidating upon the existing boat ramp. The core of this facility is a recreational boating day marina to encourage river cruising business.

5. Build Upon the Main Street and the Heritage Precinct



Maclean has a great number of heritage buildings and good architecture that creates character and appeal. Maintain the main street approach of well painted buildings and the management of signage and clutter. Re-address the heritage precinct to the river as a long term attraction. Open up the vista along River street to focus upon this good quality architecture.

PRECINCT MASTER PLAN

The illustrative master plan following shows how the riverside and adjacent development could be realised over time. The master plan has been developed to best demonstrate how the fundamental planning and design principles could be followed in both the redevelopment and management of public and private assets related to the riverside. It is proposed as an ideal outcome for Maclean, however it is not the only version of development that could occur in harmony with the underlying principles. The master plan is elaborated through a series of sketches showing key views within the area covering; McLachlan Park, Riverside comprising the bulk of the central part of the site and the Riverside Recreation and Heritage Precinct on the southern end of the site.

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Figure 8.1 Maclean Riverside Precinct Master plan 2030



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KEY

1. Tidied up paved car park area suitable for events when not in use. Parking spaces set up to maximise views to the Clarence for motorists travelling along River street
2. Toilet block relocated
3. Flood control infrastructure hidden under paving slab or decking
4. Long term boardwalk connection
5. Foreshore walkway and ramped access down to relocated pontoon
6. Regrade earth to form accessible ramps up to higher level
7. Picnic shelters
8. New Toilets co-located near bus shelter
9. Relocate existing floating pontoon
10. Opening gates in levee wall
11. Concrete stairs down to water level
12. Investigate options for increased density

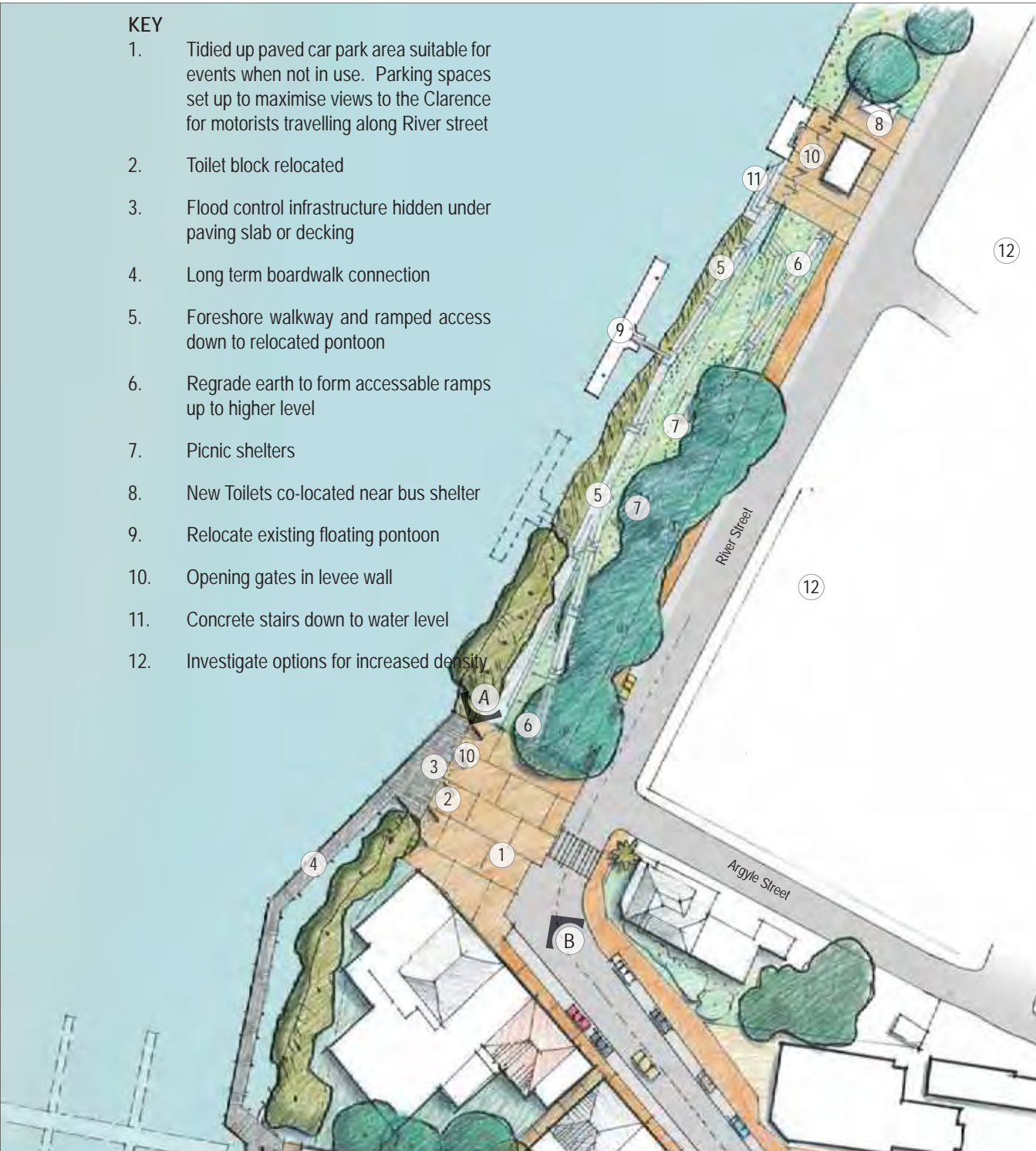


Figure 8.2 McLachlan Park



MCLACHLAN PARK

The development of this zone will strengthen the experience travelling into and out of the Town Centre by providing two view corridors through to the Clarence River. The focus on this area will also provide a catalyst for the upgrade of McLachlan Park particularly its accessibility and its interface with the River. This includes the ability to walk along the water front and easily get to the pontoon. The main objectives of this area will be an increase in visibility, activity and consequently passive surveillance of McLachlan Park. The main elements within this zone include:

Development of a plaza space in car park view corridor

The SPAR car park is a valuable resource, however a number of elements have an adverse impact on the potential of this space. Trees, toilet block, levee wall and parked cars all obstruct significant water vistas. In addition, associated flood infrastructure beyond the levee wall inhibits the visual appeal of the space. The levee wall also reduces the visibility, and this has the potential to encourage anti-social behaviour. Suggested upgrades include:

- Demolition of the existing toilet block and the provision of a new, better equipped toilet block adjacent to the bus stop; this would essentially open up river vistas looking down from River Street. Relocation of pumping equipment to a less prominent position within the limits of the machinery in this location.
- Removal of the levee wall and the provision of opening gates along the plaza frontage to open vistas to the Clarence. This would enhance views to the river and allow for better physical connections to the water. Improvements to the overall visibility of this location improves passive surveillance consequently deterring anti-social behaviour.



Existing view looking south

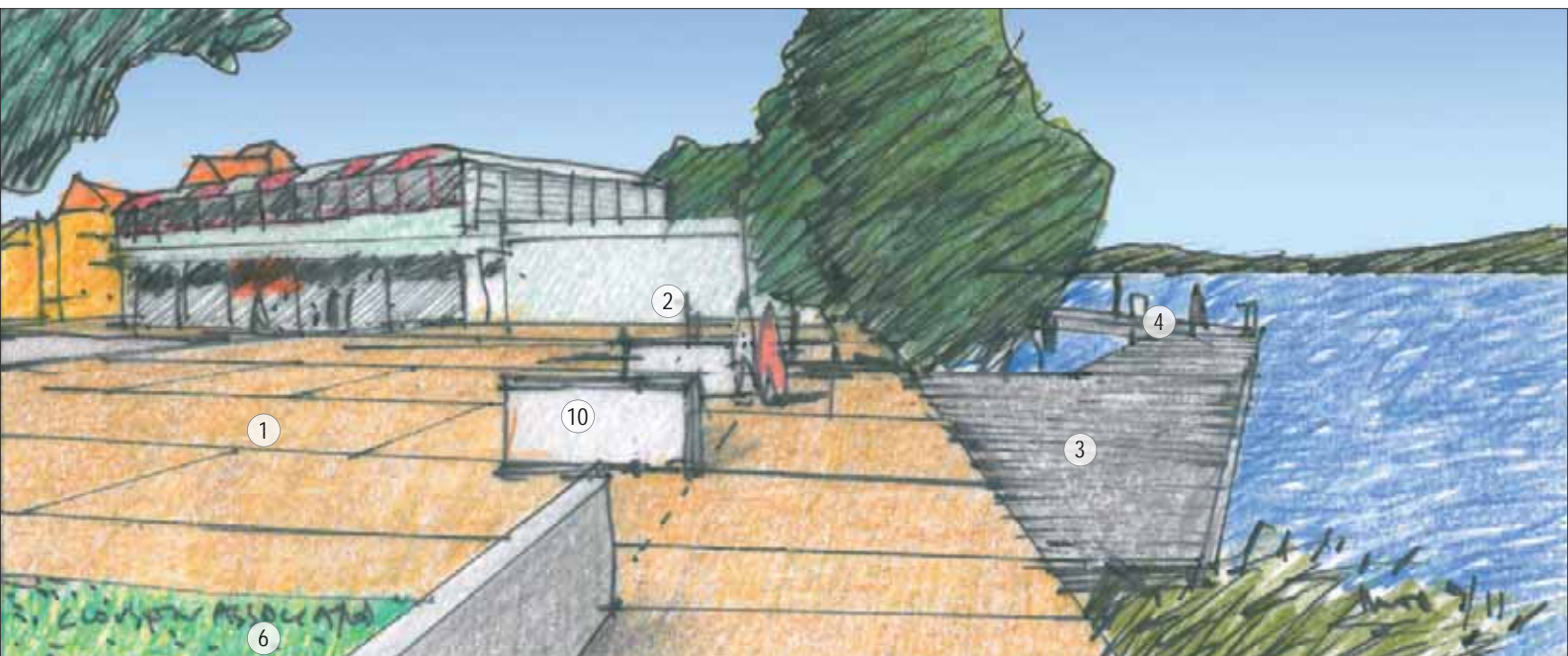


Figure 8.3 View A. Looking south over plaza and boardwalk link

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- Creation of a robust, multi-use space with paved plaza treatment to the carpark.
- Rationalisation of the parking area so that it can function as a public event space when required. Alignment of car parking bays to maximise water views.
- Carry out canopy lifting on Casuarinas to open up the vista to water.



Existing view of the Clarence River heading down from River Street.

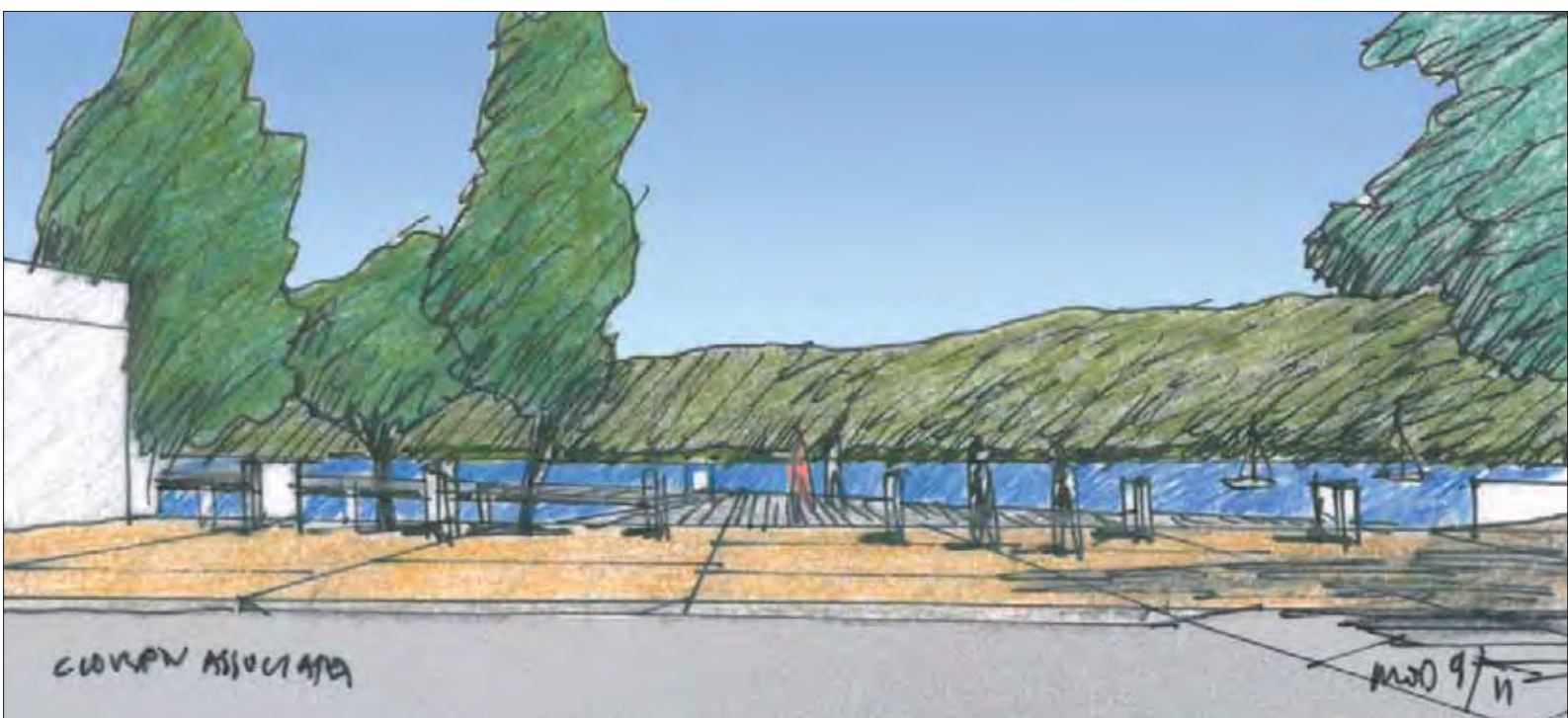


Figure 8.4 View B. Vista down River Street through Open Space Plaza / Event Space

Image illustrates under-pruned trees, open levee gates and boardwalk deck beyond covering flood infrastructure (Note: cars not shown).

Improve the accessibility of McLachlan Park and the waterfront edge

The levee wall bund, initially created from fill obtained during the construction of the Council chambers is very steep, difficult to access and not very conducive to tree growth. The floating pontoon is well utilised but in need of repair and has substantial access problems, with the gangway sloping steeply at a 1:4 grade. The bund and levee wall combine to create safety and security problems by limiting visibility to the water side. The key proposals for the park are to improve accessibility and pedestrian use as follows:

- Utilise the new openings in the levee wall to provide access to a waterfront pathway servicing the pontoon. Provide a ramped pathway that links the car park at RL 2.4 with a new landing to access the relocated pontoon at RL 0.7.
- Refurbish and locate the existing pontoon so that it is centrally served by access ramps from the River Street plaza and the bus stop plaza.
- At the bus stop, remove the levee wall and provide an opening in the levee wall gates to improve vistas and provide a connection between the waterfront walkway and the relocated pontoon facility.
- Regrade gentle accessible ramps to the top of the park.
- Provide stairs down to the waterfront at the bus stop levee opening.
- Construct a new toilet facility with the rear of the building positioned into the bund and the entry doors facing the bus stop for maximum visibility and safety of use.
- Remove and control all identified weed species.
- Improve topsoil and consider additional tree planting at the top of the bund in select locations.

Development along River Street

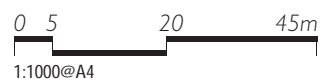
This stretch of River Street has a distinctive character. However, the height of the bund obstructs views to the water, unless when looking out from a first floor level.

- Explore options to increase height limits of buildings fronting McLachlan Park to three stories, providing an opportunity for these dwellings to maximise their views to the River.
- New development taking this opportunity should ensure an upper level setback for the third storey to minimise the bulk of this development. Encouraging higher density of development in this area will assist in activating McLachlan Park and provide increased dwelling density within walking distance of the town centre.
- Architectural quality should be sympathetic to the character of the higher quality architecture in this section of River Street.

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Figure 8.5 Riverside



RIVERSIDE

Development along the River within the Town Centre presents an opportunity to develop a more defined urban edge to the River. There are opportunities to extend the current vitality of Maclean's town centre down to the River, with commercial enterprises providing cafes, restaurants and retail outlets onto the Riverside. Key development within this zone includes:

Provide strong vistas that create a clear awareness of the river from River Street
Views to the Clarence River from River Street are very limited. The river needs to be as visible providing incentive to visit the Riverside. A key element as outlined in the structure framework is the provision of vistas down to the water, primarily along road alignments. The following considerations should be given to the view corridors:

- Provide clear view corridors with no build zones down both Munro and McDonald Lanes and out into the water. Ensure maritime infrastructure does not impinge on view corridors.
- Encourage existing arcades to open to the river, providing additional thoroughfares for pedestrians travelling through the Town Centre.
- Open up the water to access and views through the replacement of the levee with opening gates, aligned to the view corridor.



Figure 8.6 View C. Proposed view looking down Munro Lane to the Clarence River

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Development of Riverside public square, a public open space along the River to activate and provide a recreational area.

While there is a small area of public open space that once formed the old wharf dock in Maclean, its size and shape and location mean that it does not provide a highly accessible or usable space. Visual access to the water is largely blocked by the levee wall, additionally physical access is also impeded as public land over the ramp is essentially land locked by private land tenure. The development of a public square fronted by active development provides a key focal point for drawing locals and visitors to the riverside and the water. Key aspects of this space include:

- Creation of a single useable space through the amalgamation of view corridors, public and private land through negotiation, land swaps and relocating the right of way to connect with McDonald Lane.
- Lift the ground level at the levee location by approximately 400mm to RL 2.4 so the levee wall, where it remains, is only one metre above ground. This also provides natural drainage out of the site. This allows any riverfront decks to straddle the root zones of retained eucalypts, and provides a generally uniform level that can be adopted along the entire riverfront without creating undue levels problems elsewhere, as would happen if adopting a higher RL such as the top of the levee wall.



Figure 8.7 View D. Riverside, looking south from inside a retail building on Riverside Square

- Allow the levee wall to be integrated into the external walls of new buildings. The current plan has all new development behind the levee so it can be constructed with the existing levee in place.
- Ground floor spaces would be occupied by active retail and commercial frontages, with habitable floors being on level one. This places them well above the current DCP requirement for habitable floors of the 1:100 year level plus 300mm freeboard.
- Removal of the levee wall along the extent of the space incorporating opening gates to allow visual and physical access to the rivers edge. Alternatives would be gates that fold up from the ground.
- Retention of existing significant vegetation and landscape design and planting providing appropriate shade and amenity.
- Provide furniture and fixtures such as decks, paths and seating, able to withstand the impacts of flooding where located outside of the levee wall.
- Treatment to the public/private interface to ensure private development is encouraged to front the river, consolidating service facilities away from this edge, thereby allowing opportunity to activate the space.

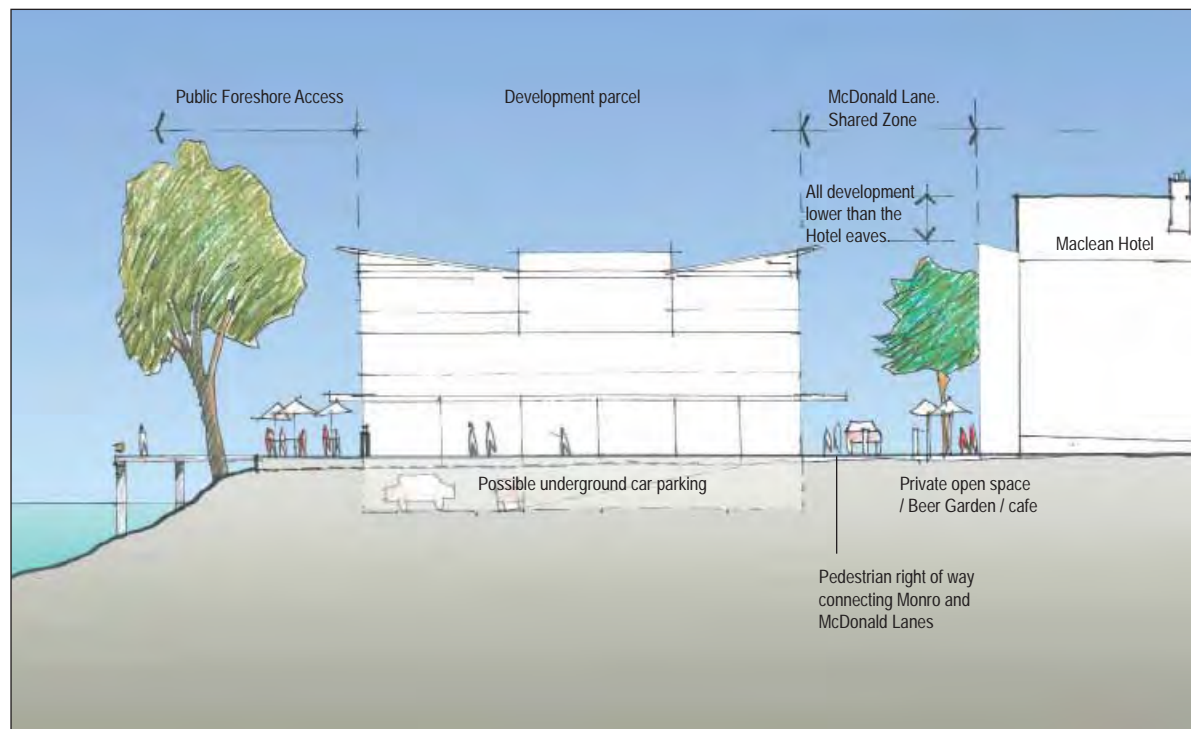
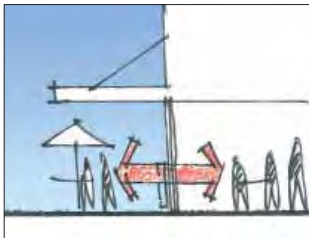


Figure 8.8 Section AA. Typical cross section through the Riverside public plaza / open space.

Increase permeability and waterfront access through a variety of distinct connections:

Pedestrian access at present is highly fragmented and disjointed. There are areas that are not clear if they are publicly accessible, as well as dead ends in roads, open space areas and arcades. High permeability is a core principle of good urban design and it can provide benefits to all landowners with increased traffic, adding to the energy and life for trade and casual surveillance. The plan seeks to maximise pedestrian connectivity through a number of initiatives, including:

- Making the road spaces into shared pedestrian vehicle spaces with a 10km limit.
- The provision of distinctive pedestrian access lanes from River street via McDonald and Munro Lanes.
- Character revitalisation of old River Street alignment.
- Connecting McDonald and Munro Lanes to provide a visual axis and a pedestrian only linkage through the centre of the site beside riverside square along a relocated right of way.
- Encourage creation of through routes in buildings and arcades.
- Enable pedestrian movement along the rivers edge by providing continuous public boardwalk connecting to McNaughton Place, and allow for activity nodes and rest stops.
- Provide land based promenade. This could be established initially by negotiation with landowners for the ability to use the isolated land on the riverside of the levee wall. In the longer term the plan envisages that redevelopment will be set back to facilitate this pedestrian promenade.
- Provide an opportunity for businesses to contribute to connecting sections of boardwalk for seating and 'al fresco' type dining.
- Engages adjacent businesses to support boating and water sports.



Active edges

Active interfaces between first floor activities and the external landscape to be at the same level and meet access to premises standards.

Manage and facilitate vehicle traffic

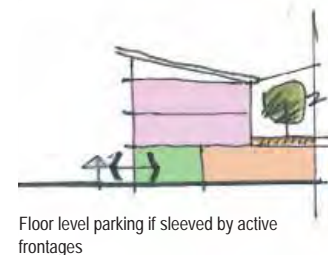
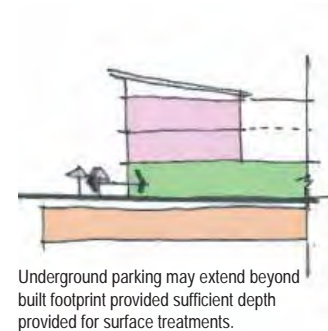
Vehicle space and parking opportunities in this area is highly limited. The intention is to maximise pedestrian activity. It is proposed that Munro and McDonald Lanes be designated shared zones, with a maximum speed limit of 10km per hour. These two roads are effectively dead ends without through traffic. Driveways into buildings would be at ground level to either basement, split level or ground floor parking. Any split level or ground floor parking must have active frontages to the public domain. (See car parking options on page 97). Turning provision is provided in the form of a T-junction as in Munro Lane, McDonald Lane and on the ground floor level at the northern end of McDonald Lane. In addition turning could be facilitated at the end of both lanes by the potential provision of a turntable. Any options for a loop road would need to be negotiated with the Maclean Hotel. Key considerations are:

- The creation of a shared zone with pedestrian paving (exposed aggregate concrete or similar) for Munro and McDonald lanes.
- All access for residential parking should be accommodated within building footprints, provided they are sleeved with active frontages. Consideration could be given to options for underground parking allowing for parking to extend beyond the building footprint provided sufficient depth was provided for functions on top such as paving and planting. See attached diagrams.

Any underground car parking would need to be subject to detailed design and geotechnical studies at the time of any development application.

Encourage private development

- Consider making allowances for three storey development within the riverside development area with consideration of existing heritage buildings. In doing so establish height limits to ensure the roof form of Maclean Hotel is the most prominent visual element. Furthermore height controls should consider heritage buildings by stepping down any adjacent development.
- Provide a minimum setback for development from the Clarence River.
- Mix of business/residential/recreation activities to ensure ongoing, active use of the riverfront.

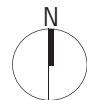
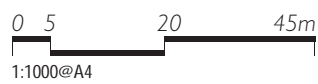


Carparking options

CLOUSTON associates



Figure 8.9 Riverside

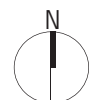
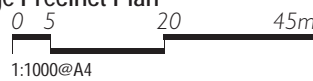


RIVERSIDE KEY

1. Maclean Hotel. Retain views of hotel from river
2. Shared zone plaza concrete paving to pedestrian spaces
3. New palms to front of buildings
4. Heritage listed facades restored and revealed
5. Maclean Hotel beer garden
6. Delivery and vehicle access point
7. Riverside central event space and lawn
8. View corridor to the Clarence river
9. Opening flood control gates
10. Active north facing café / restaurant opportunity
11. Outdoor seating areas
12. Arcade remodelled at the rear to open up to McDonald Lane
13. Shade trees
14. Existing eucalypts retained
15. Viewing boardwalk
16. Active frontage (retail and commercial) to river with pedestrian boulevard. River levee integrated into building
17. Fisheries site re-developed
18. Land swap to create amalgamated riverfront development site to free up central plaza
19. Long term marina expansion option depending upon market forces
20. Turning area at ground level, possible development overhead
21. Possible turntable
22. Bollards to limit vehicle entry
23. Vehicle entry points



Figure 8.10 River Recreation and Heritage Precinct Plan



RIVER RECREATION AND HERITAGE PRECINCT

This location draws upon the character of existing heritage buildings, existing river access and the vista at the junction of River Street and McNaughton Place to create a significant address for river access. This area currently serves as an arrival and address to the town, therefore the precinct plan will aim to improve this sense of address. The significant cluster of civic buildings at the Southern end of the precinct is a great asset to the town consequently this area will aim to showcase the quality of architecture in the civic precinct and reinstate the river address for the Maclean Court House.

Strengthen sense of arrival:

Arriving from the south, the sense of arrival into Maclean could be improved through the following considerations:

- Reinforce the gateway by providing a tree lined avenue from the Pacific Highway to the Maclean Licenced Post Office.
- Consider covering the concrete pavement with asphalt at the intersection of Stanley and River Streets
- Provide a view corridor down River Street terminating at the Maclean Police Station and Post Office on McNaughton Place, thereby reinforcing the heritage precinct and opening views to visitors arriving from the North.
- Consider an allowance for a slightly higher gateway building on south eastern corner of the River Street and McNaughton Place.



Figure 8.11 View E. Looking north along proposed boardwalk with day marina on the left

Provide a marina development with the capacity to accommodate approximately 25 boat moorings.

The provision of a day marina has been identified in previous studies. The River recreation area is an opportunity to capitalise upon the growing recreational boating traffic on the river. Allied to the day marina are associated facilities such as fuel and pump out, and land based services such as showers and storage. Subject to further detailed studies and design, the river recreation area would include a possible public ferry wharf and jetty and places to tie up tinnies, canoes and kayaks. Privately funded marinas for residential benefit may be included subject to market forces.

- Develop a public jetty linking with an accessible (1:20) connection down to a floating pontoon, comprising public jetty, ferry wharf, fuel and pump out facilities, day marina and private marina.
- Provide mooring for a range of vessel sizes and classes. Include locations for tinnies as well as places for canoe and kayak tour groups to access and tie up.
- Provide services such as shower and storage for boat users adjoining the marina
- Provide services such as pump out, fuel, power and water on the marina.
- Access for service vehicles down McNaughton Place to the marina.
- Investigate potential for fuel and pumpout tanks to be located in the road under McNaughton Place.
- Explore the possibilities of providing a boardwalk adjoining the public marina for public access along the river bank linking to the public Riverside square. Refer to Figure 8.12.
- Allow for infill boardwalk sections along the boardwalk paid for by adjoining landowners to activate the river edge.
- Upgrade and rationalise car parking in McNaughton Place with additional parking for cars.

Provide a river address for the heritage precinct.

Maclean has many fine heritage buildings including the Maclean Court House , Police Station and Licenced Post Office. The Maclean Court House has a clear address to the water, however views from the water to the Court House are obscured by overgrown planting:

- Remove trees blocking the view of the Maclean Court House from the water and provide a neat paving setting to the building.
- Frame the Maclean Court House with new trees and palms.
- Develop walking tours and interpretation to facilitate appreciation of Maclean's Heritage. Tie into the Clarence River Themes.
- Continue to build upon main street initiatives in maintaining good quality architecture in River Street.

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Maclean Court House from the water is obscured by tree planting. Consider removal of trees and replacement with framing figs or other suitable trees.

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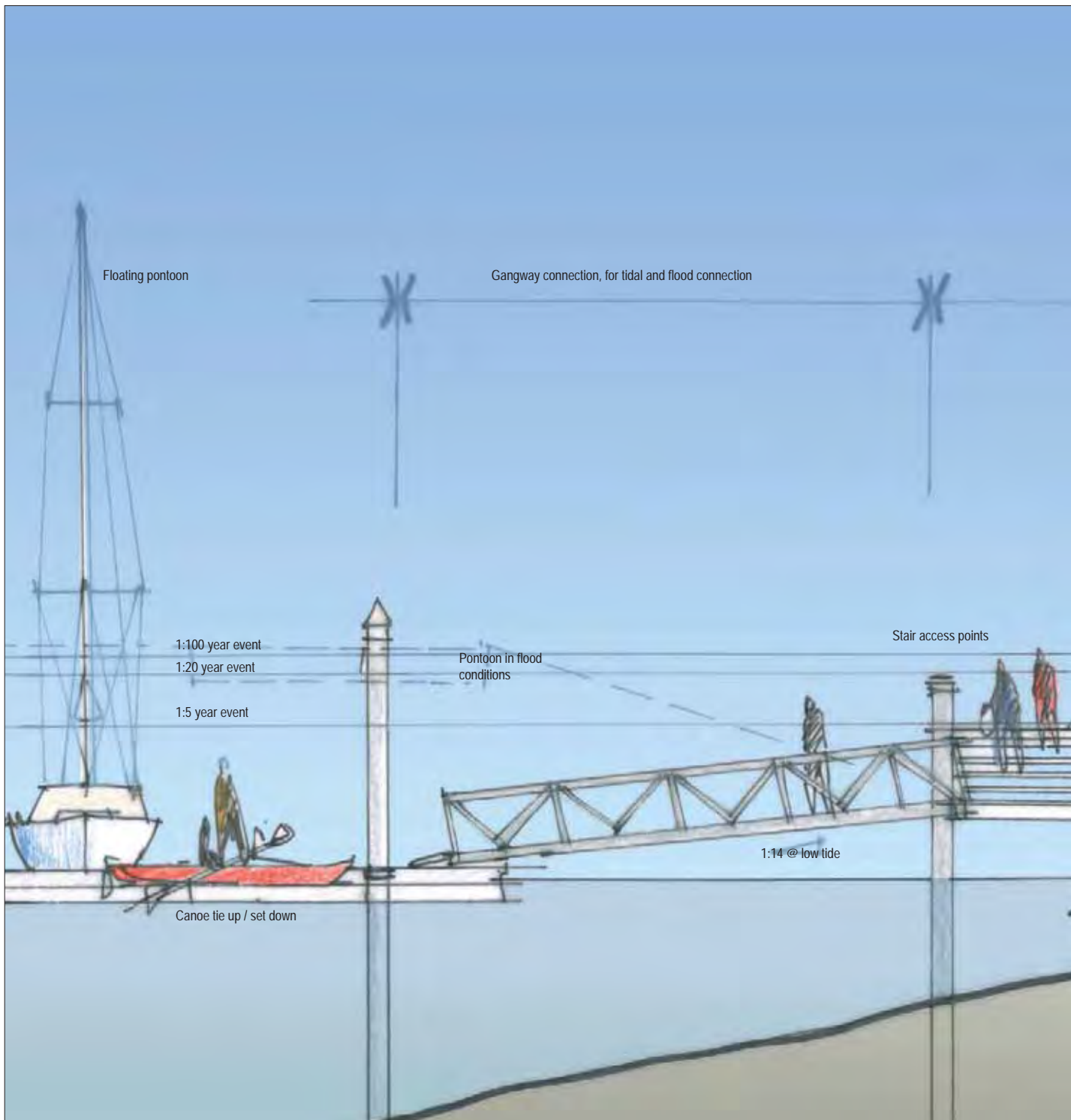
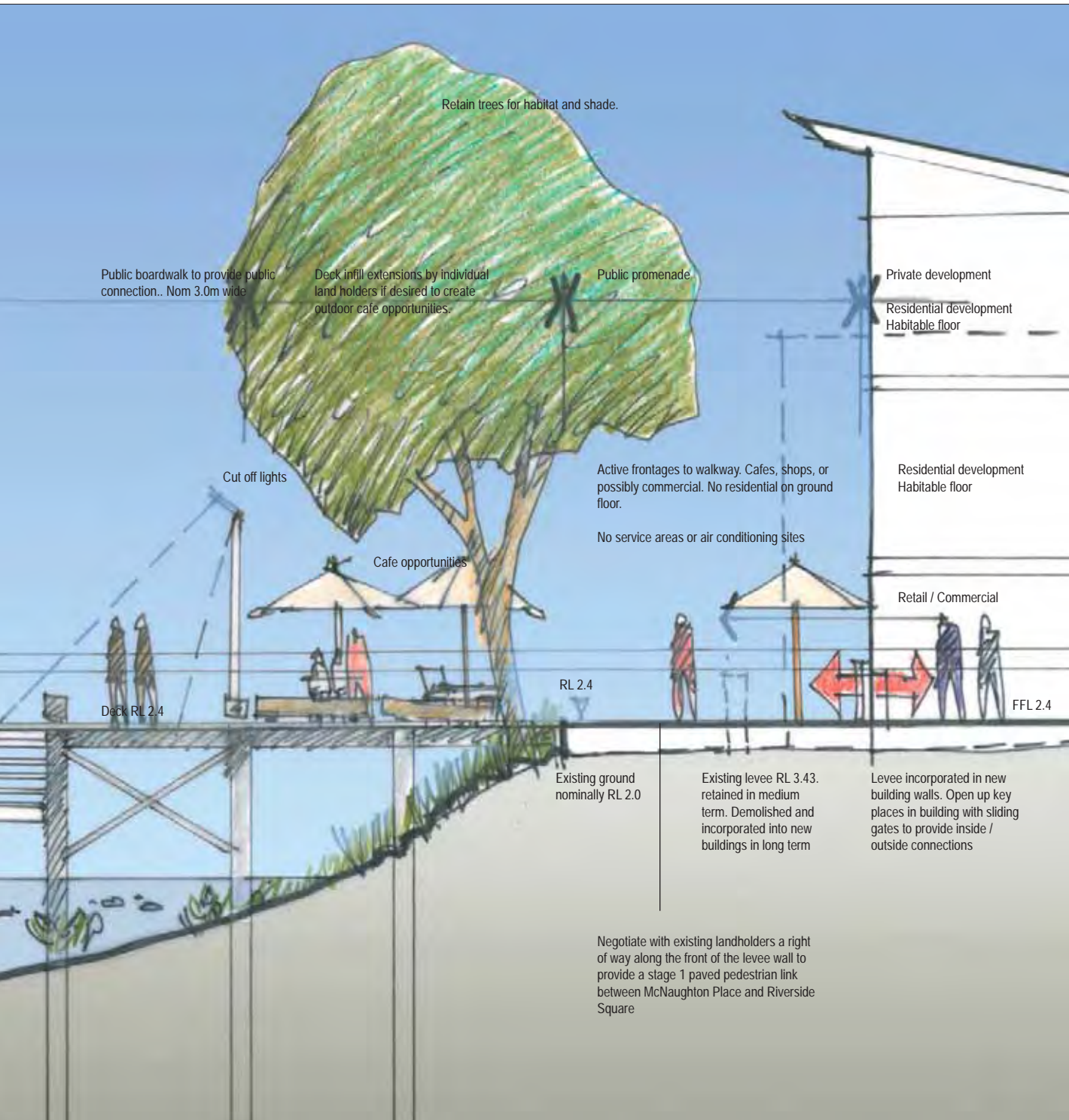


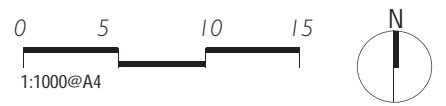
Figure 8.12 Section BB. Typical boardwalk and river edge section



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Figure 8.13 River Recreation and Heritage Precinct Plan



RIVER RECREATION AND HERITAGE PRECINCT DETAILED KEY

1. New ramped jetty to provide equitable access to marina pontoon and ferry wharf
2. Chandlery / ticket office / possible cafe
3. Opportunity for boating recreation businesses
4. Fishing deck
5. Public boardwalk link
6. Decked extensions for café and other amenities, provided by individual land holders
7. Public walkway along foreshore with active frontages
8. Gangway link
9. Ferry stop and shelter
10. Fuel
11. Pump out
12. Temporary boat pick up/drop off
13. Day marina floating pontoon area
14. Private marina floating pontoon area
15. Tinny tie up area
16. Canoe set down and tie up area
17. Stair access
18. Security gate
19. Large vessel mooring site
20. Existing Boat ramp retained
21. Existing jetty retained with upgraded universal access
22. Marina fuel and pump out tanks under road
23. Remove trees blocking the view of the building from the river
24. Frame the Maclean Court House building with new trees and palms
25. Provide framing podium lookout in front of Maclean Court House
26. Upgrade and relocate picnic shelter
27. With redevelopment of corner site, provide vista along River street to The Maclean Police Station and new signature entry building
28. Allow higher corner gateway building opportunity for corner block re-development
29. Consider asphalt topping to roundabout concrete
30. Provide street trees to arrival roads from Pacific Highway.
31. Gateway fig tree

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Chapter 9. Proposed Character



River Street

CHAPTER 9. PROPOSED CHARACTER

Maclean is a vibrant and well established town. Consequently the approach to material selection and finishes is to keep things simple, robust and not overly themed. This approach is also sensitive to the town's valuable heritage qualities and tourism aspirations. This approach is also invariably more economical and practical to construct.

To create a vibrant riverside, infill development is vital in activating the precinct. The integration of new development with the existing heritage fabric must be considered at outset to ensure a coordinated approach to furniture and fixtures as well as architectural style, building materials and colour. Consequently due consideration should be given to these elements as well as ensuring building placement, mass and articulation are sensitive to the fine grain development of the town, irrespective of architectural style.

The master plan details the broader principles for the design and implementation for development of the Riverside. Much of design character and detail for the reserve will be developed in further stages of the project. The following character study illustrates the design intent of the proposed master plan suggesting a design resolution and potential use of materials.



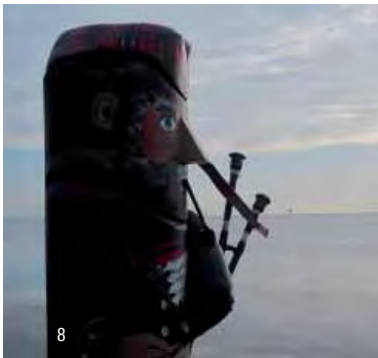
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There are many successful riverside precedents for Maclean from which to draw inspiration. Some recently constructed River precincts include Pioneer Park, Townsville Riverway, Regatta Foreshore, Toronto and Geelong waterfronts.

These projects have been successful in providing a interface with the water and activating the foreshore. Geelong waterfront has successfully integrated a series of art pieces into their design.



9



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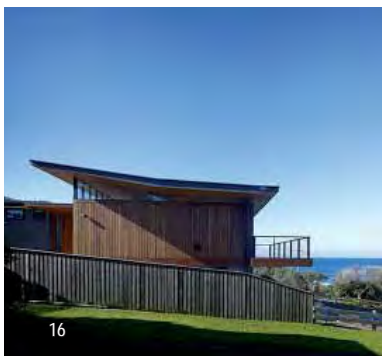


Figure 9.1 Precedent images

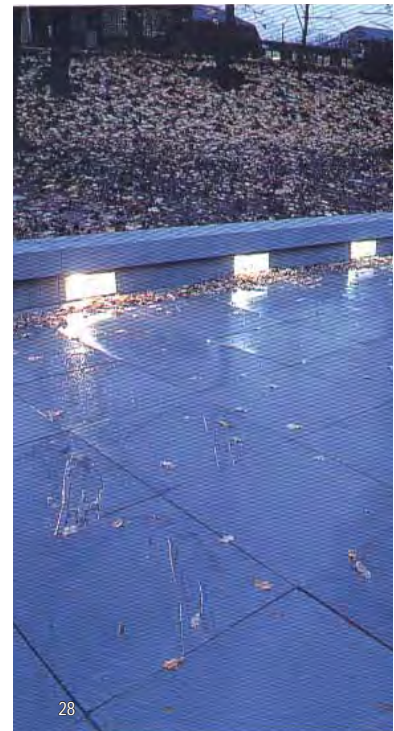
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LIGHTING

A suite of contemporary lighting fixtures should be selected to reflect the hierarchy of paths through the river side. Lighting fixtures should be robust and vandal resistant, effective at night, aesthetic by day and efficient to run. The design and selection of lights should be refined by a lighting/electrical consultant.



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PAVEMENTS

A range of paving materials have been selected in response to their appropriate uses. The pavement materials have been kept simple, robust and economical, designed to integrate with Maclean's country and historic character.

A timber boardwalk has been proposed to provide pedestrian connection along the river.





33

All other pedestrian paths are to be constructed with concrete, in keeping with the existing footpaths within Maclean. Alternative finishes to include broom finishes, sandblasting, saw cuts and exposed aggregate.



34

Pavement treatments in the laneways and plaza needs to provide for vehicle use, concrete should be used in these locations with alternative textures and finishes to provide variation.



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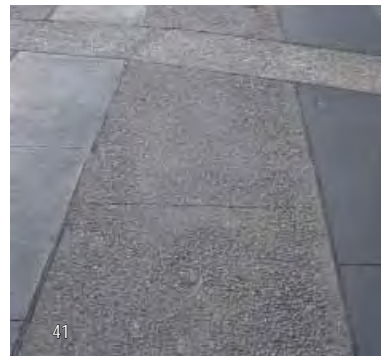
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STREET FURNITURE

The furniture selection should be a contemporary style of picnic seats and benches. Fixtures should be less polished than what would be appropriate to urban locations.



SIGNAGE

The signage concept must illustrate a hierarchy of signage and wayfinding that can guide visitors toward and along the Riverfront. Signage should also be used to inform visitors of the use of the area together with any relevant historic and/or cultural background.



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PLANTING SELECTION

A planting palette has been selected to ensure views to the water are maintained, trees have been selected with clear trunks and higher canopies. Some maintenance maybe required to lift canopies of ficus species.

Native vegetation is preferred however some exotic species may be appropriate to provide colour or seasonal variation.



57 Archontophoenix cunninghamiana



59 Casuarina cunninghamiana



62 Eucalyptus robusta



60 Corymbia intermedia



63 Eucalyptus siderophloia



58 Buckinghamia celsissima



61 Eucalyptus microcorys



64 Eucalyptus tereticornis

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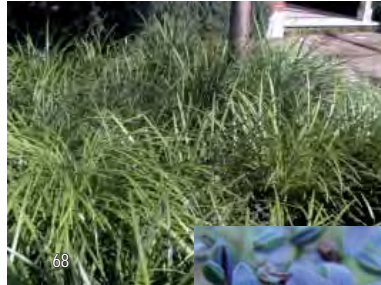
65
Ficus macrophylla



66
Flindersia australis
Crowe Ash



67
Melaleuca quinquenervia



68
Dianella spp.



69



71



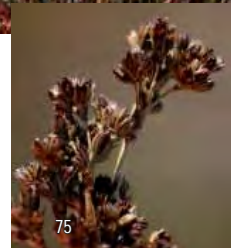
72



73
Juncus usitatus



74



75

Juncus krassiana

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BUILT FORM AND COLOUR

Maclean has a well considered colour palette suggested in the current Business Zones DCP, this colour selection has largely been informed by the Butterworth Plan. The colour scheme for the Business Zone considers the heritage values of the town. The adjoining palette illustrates the character of the colour scheme suggested by the Butterworth Plan.

The riverside development is not expected to conform to the traditional heritage colour scheme. New infill development within the riverside must consider the following in developing a colour palette:

- ensure accent colours are complimentary to colours within heritage scheme
- ensure colours are distinctive from the heritage colour scheme
- avoid reflectivity on the water, minimise reflective materials and colours such as large expanses of glass and white colour

The adjoining colours are suggested accent colours to be used within infill development on the Riverside. These colours should be limited to doors, window frames and awnings.



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Chapter 10. Implementation / Priorities and Staging



Clarence River from McNaughton Place

CHAPTER 10. IMPLEMENTATION

The Master Plan for Maclean's Riverside renewal is a strategic document which sets the vision and recommends both priorities and practical means for its realization. It is a Master Plan which recognises the importance of early project achievements for reinforcing the riverside's popular appeal, as well as identifying statutory planning and economic initiatives for achieving more complex, long term improvement of the whole precinct. It is a robust and flexible plan intended to both encourage and, as appropriate, constrain redevelopment with the central consistent goal being to make the most of every opportunity to reconnect the town and community to their river.

As the full achievement of the plan could extend over 20 years, its implementation will necessarily be incremental, not always proceeding at the same pace nor rolled out as a fixed, sequential works program. From adoption of the Master Plan the process will involve a number of significant components, some critical at the outset, others continuing throughout the life of the plan, including:

- refinement of the precinct's statutory planning controls and design guidelines
- determination of funding priorities and a strategy for project delivery alternatives
- specific project design and Development Application processes, where necessary
- ongoing dialogue with landowners, significant stakeholders and government authorities
- consulting and informing the community of progress and achievements
- review of staging and budgeting as funding and implementation opportunities arise
- monitoring, evaluating and adjusting the implementation as a continuing process

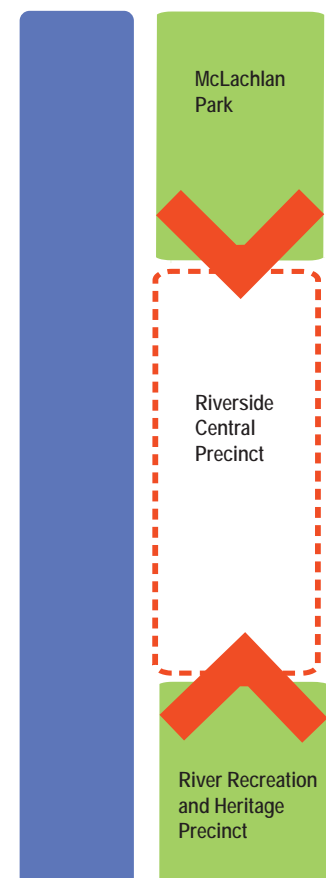
PROJECT STAGING AND BUDGETS

Two major divisions, or stages, are proposed for implementation of the riverside Master Plan, each incorporating a broad range of foreshore improvements and wider re-development gains.

The first comprises the northern and southern sectors of the precinct – visually prominent areas in which land, assets and management are largely publicly owned or controlled. These areas are strategically located as 'gateway' sites to Maclean and are already prime access points to and from the riverside for pedestrians, vehicles and watercraft. Adopting these areas as stage one, or the Priority Development components of the project, the Master Plan will establish high profile 'bookends' for the precinct, between which the longer term Future Development Stage components, can progress at their optimum pace.

It should be noted that when opportunity allows, specific works could be brought forward in the time frame. However it is essential that the chronology of implementation still maintains the strategic directions outlined in the precinct plan principles.

In addition, the likely investment costs for full development of the Riverside Precinct are provided here for guidance. As an opinion of probable cost these figures are preliminary and are based upon today's prices and the scope of work as outlined in the Master Plan. They are an indicative, all up figures including for contingency and allowances for design fees.



Implementation strategy

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Implementation Plan

Priority Development Stage • River Recreation, Heritage Precinct and McLachlan Park

The priority for the Riverside development is to implement public domain works within McLachlan Park and the Heritage precinct, thereby defining the Riverside at the northern and southern ends. As these areas are in public ownership and management, no arrangements with private landholders are required. Consequently these works can be staged and developed as funding permits providing an opportunity for an immediate impact with direct benefits to the community. Works included in this stage are:

- Establishment of marina and allied re-development.
- Consolidate entry arrivals including upgrading the Heritage precinct and McLachlan Park facilities.
- Provide temporary public link on foreshore with landowners consent to link existing public foreshore land.

Future Development Stages • Riverside Central Precinct

Longer term stages of the project are to develop the centre of the precinct and Riverside Plaza. Implementation of the plan in this area will largely be driven by private landowners. Consequently, the Riverside Central Precinct is not within Council control presenting complications for prioritising and staging development within this area. Furthermore it is recognised that the realisation of the illustrated master plan should be considered alongside the aspirations of the private sector.

The works in the Riverside Central Precinct are extensive and will involve coordination with private development. It is therefore recommended that these works are divided into packages for development as opportunity occurs and permits. These packages do not suggest that there is any priority of works. Key works included in the longer term future development of the Riverside include:

- Works to the gateway and River Street view corridor. Develop private marina and associated public boardwalk with public access along the river bank in conjunction with private development.
- Develop Munro Lane view corridor and Riverside Square with allied retail, commercial and residential development.
- Re-development of NSW Fisheries lands for retail, commercial and residential uses.
- Connect McLachlan Park to Riverside North with new boardwalk. Potential extension of marina for the purpose of public and private mooring.

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Figure 10.1 Priority Development Stage (2011 to 2015)





Publically funded (Council, grants or other source)

Privately Funded

Public with Developer Contribution

Private marina \$1.14M

Foreshore promenade \$680k
In conjunction with possible adjacent site redevelopment.

Public boardwalk \$2.0M

River Street view corridor \$525k
In conjunction with possible adjacent site redevelopment.

Figure 10.2 Future Development Stage - Riverside South



- Publically funded (Council, grants or other source)
- Privately Funded
- Public with Developer Contribution

- McDonald Lane \$160k
- Riverside Square decking \$1.8M
- Riverside \$1.60M
In conjunction with possible adjacent site redevelopment.
- Building forecourt
In conjunction with possible adjacent site redevelopment.

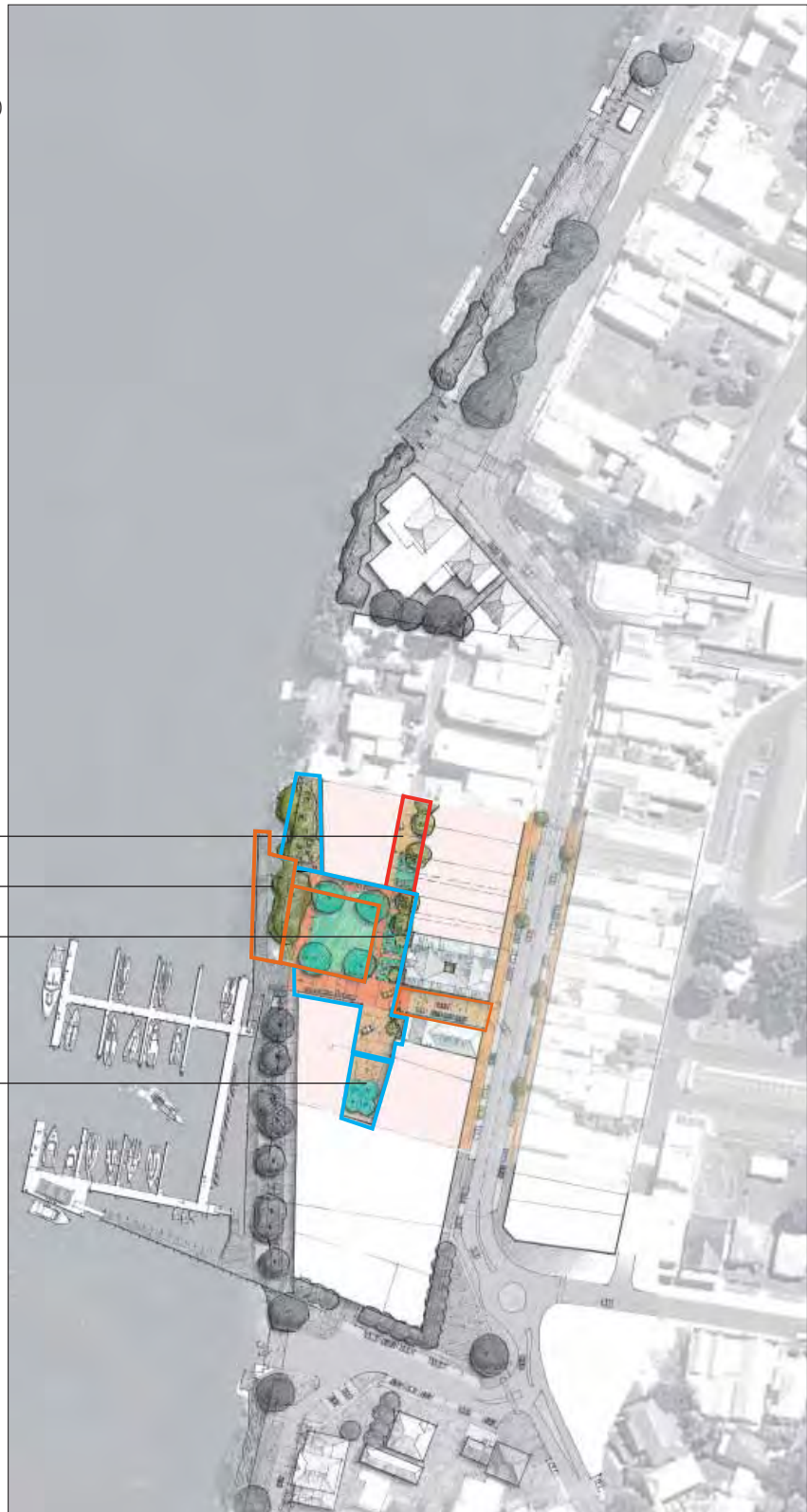


Figure 10.3 Future Development Stage - Riverside





- Publically funded (Council, grants or other source)
- Privately Funded
- Public with Developer Contribution

Boardwalk extension \$1.5M

McDonald Lane view corridor \$330k
In conjunction with possible adjacent site redevelopment.

McDonald Lane \$600k

Potential marina expansion depending upon demand and investment

Figure 10.4 Future Development Stage - McDonald Lane Corridor



Budgets & Funding

To assist Council in attaining funding to achieve the master plan a range of funding sources can be drawn from, commonly these might comprise:

- General Revenue
- Special Levies
- Section 94 Contributions
- State and Federal Grants
- Partnership Agencies, particularly with adjoining community groups

Listed below are some of the relevant available grants indicated in the State Parliament's web site guide to Community Grants. Other grants shown on this web site could be applied for independently or in partnership with community groups and local businesses.

Water based infrastructure Grants

- Marine/Boating Infrastructure Grant. The Regional Infrastructure Grants aim to assist in providing improved recreational boating facilities on waterways across NSW (outside of Sydney Harbour).

Sustainability and Environmental Grants

- Office of Environment and Heritage: Environmental Restoration and Rehabilitation Grants, Urban Sustainability Program
- Floodplain Management Program Grant: The Floodplain Management Program supports the implementation of the NSW Government's Flood Prone Land Policy as outlined in the NSW Government's Floodplain development manual. The primary objective of the policy is to reduce the impacts of flooding and flood liability on communities and to reduce private and public losses resulting from floods, utilising ecologically positive methods wherever possible.
- Local Adaptation Pathways Program Grant: Local Adaptation Pathways Program provides around \$2m in funding to help local government build their capacity to respond to the likely impacts of climate change.
- NSW Coastline Cycle way Grants: The NSW Coastline Cycle way program provides grants to non-metropolitan coastal councils to improve cycling facilities as part of the development of a cycle way along the entire NSW coast.
- Habitat Action Grant: While this program is primarily to improve fish populations through improving their habitat, the grant funds project which remove exotic vegetation from waterways, bank stabilisation works and rehabilitation of riparian lands.

The Arts and Tourism Grants

- Aus Industry, TQUAL Grants
- Arts NSW, The Arts Funding Program:
 - Sustainable arts and cultural organisations, services and infrastructure
 - Increased access to arts and cultural activities
 - A creative and diverse arts sector.

The Arts Funding Projects:

- Capital Funding: for the construction, renovation or fitting-out of building and other facilities for arts and cultural use.
- Creative Education Partnerships - Artists in Schools Program
- Aboriginal Regional Arts Fund

Council must also consider terms that ensure legitimate costs of upgrading of the Riverside are recouped wherever possible by equitable rental. Public hiring fees should also be set at a realistic and equitable level.

PLANNING CONTROLS AND PROJECT DELIVERY

In addition to the capital works, there are a range of events, programmes, management and planning overlays which are key to the implementation of the Riverside Precinct and contribute to the quality of the river experience.

Review of Development Controls

The study site is currently subject to extensive planning legislation, controls and policies. A review of current planning legislation will be required including amendments and variations to the controls outlines in Councils Development Control Plan, for the purpose of facilitating innovative private investment which achieves the underlying principles of this Precinct Plan. The basis on which variations to the existing development standards should be considered, includes:

- Provide controls for building setbacks from the mean high water mark within the town centre.
- Ensure building with rear access to the River has dual address to both the street and river.
- Determine building envelope controls for development along the River.
- Revise building height controls to increase development within the riverside precinct.
 - Existing height (9 metre) and parking standards remain and continue to be the basis for development proposals that do not demonstratively address and achieve the Plan's vision.
 - Variation over nine (9) metres to permit three (3) story development will be considered in terms of their siting, scale, mass, materials and proportions providing they do not detract from the existing building setting, especially the Maclean Hotel, as being the dominant built feature when viewed from River Street and the River.
 - Revise building height controls to increase development opportunity on River Street which is adjacent to McLachlan Park.
- Car parking for commercial uses may be offset by the provision of other public benefits through the provision of public places and infrastructure consistent with the principles of the Plan.
- Ensure walls, fences and enclosures must be integrated within the building design.
- Provide controls for an acceptable range of colour and materials, considering reflectivity for new development fronting the River.
- Provide a well articulated and fenestrated built form.
- Consolidate service access points for businesses.
- Ensure businesses and dwellings within the riverside precinct have adequate storage space for garbage bins within their premises and accessible to the lanes.

- Consider a management strategy for Council's rubbish collection to collect and return bins from their storage areas to ensure bins do not obstruct pedestrian and vehicle traffic movement in the precinct.
- View corridors through the Precinct linking River Street to the River are achieved.
- Publicly available pedestrian connectivity is facilitated through the Precinct.

McLachlan Park, Maclean Plan of Management (2003)

Update the Plan of Management for McLachlan Park to reflect the Precinct Plan recommendations.

Flooding and Climate Change

Develop a holistic strategy for sea level rise protection works and ensure solutions are well consolidated.

- Review of flood response strategy to consider proposed 'gates' within the levee wall.
- Review the level and location of infrastructure works.
- Consider adaptation measures in response to sea level rise.
- Review the finished floor levels for new development along the River.
- Identify land for acquisition for flood management and develop further detailed design and budgets to ensure flood management measures are implemented.

Events and festivals:

- Promote the precinct as a place for special celebration for families and friends.

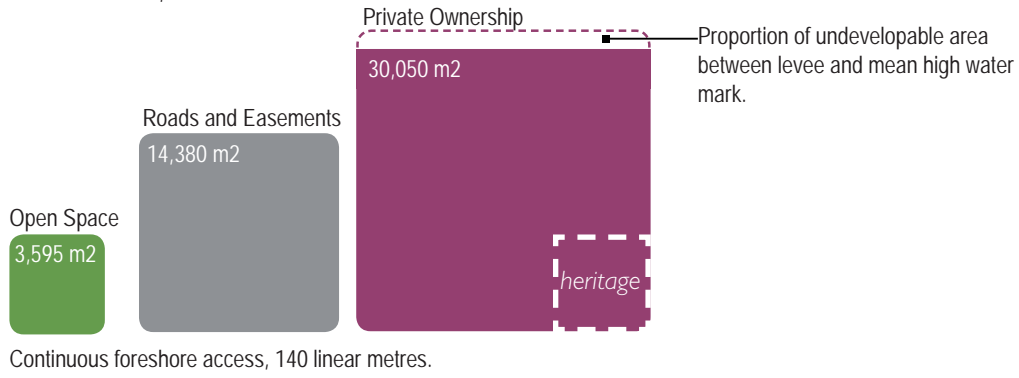
Interpretation and story telling:

- Develop a series of interpretive nodes along the Riverside, through an integrated Interpretation overlay, consider the following opportunities;
 - Develop an Aboriginal and non-Aboriginal heritage interpretation strategy for the Precinct, considering options for signage, routes for guided walks and interactive displays and self-guided tours.
 - Provide signage and art installation which interpret natural systems
 - Develop a wayfinding signage overlay with a simple hierarchy of orientation and direction signs and maps.

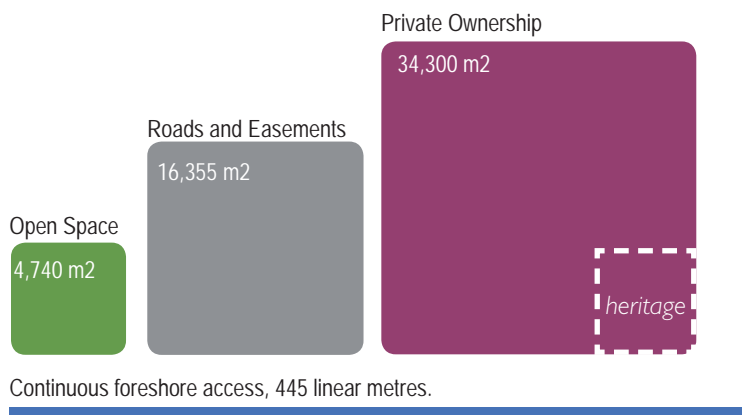
Catchment wide river health management overlay:

- Ongoing catchment wide river health strategies including:
 - Ensure best practice Water Sensitive Urban Design (WSUD) techniques are used to manage storm water runoff from the town centre.
 - Weeds / vegetation management.

Current DCP Option



Consolidated Option as shown on the Precinct Plan



Development Yields	Current DCP Option (2 stories)	Consolidated Precinct Plan not including building heights
Public Open Space	3,595 m ²	4,740 m ²
Roads and Easements	14,380 m ²	16,355 m ²
Private Ownership	31,715 m ² *	34,300 m ² *
Continuous foreshore access	140 m	455 m

*Note: Increased building heights (to 3 storeys) for the consolidated plan will be subject to detailed development planning to include principles of maintaining the existing architectural and heritage character of buildings within the town centre.

Private Ownership calculations include area between levee wall and mean high water mark, which are impractical for development. Diagrams illustrate this component of development.

Figure 10.5 Comparison of existing and proposed development yields

Land Consolidation

In the interest of encouraging activity and permeability along the riverside, the precinct plan has sought to re-configure the boundaries of existing public open space, lane ways and right of way access. The plan additionally provides an opportunity to consolidate building areas for land holders adjacent to the riverside development. A preliminary study was undertaken of the preferred Precinct Plan to demonstrate the expected development yield outcomes for this option in comparison to the current land holdings under the existing DCP. The existing and proposed scenarios are illustrated in the diagrams and table adjacent.

There is an opportunity to increase the allowable level of storeys within the riverside development and consequently increase the floor space yield under private ownership. Additionally, under the precinct plan, areas of open space and lanes have also increased. With the addition of the boardwalk along the river the amount of continuous foreshore access has also increased from 140 metres currently within McLachlan Park to 445 metres.

The diagram overleaf illustrates the proposed land swap between Councils current area of open space and private development.

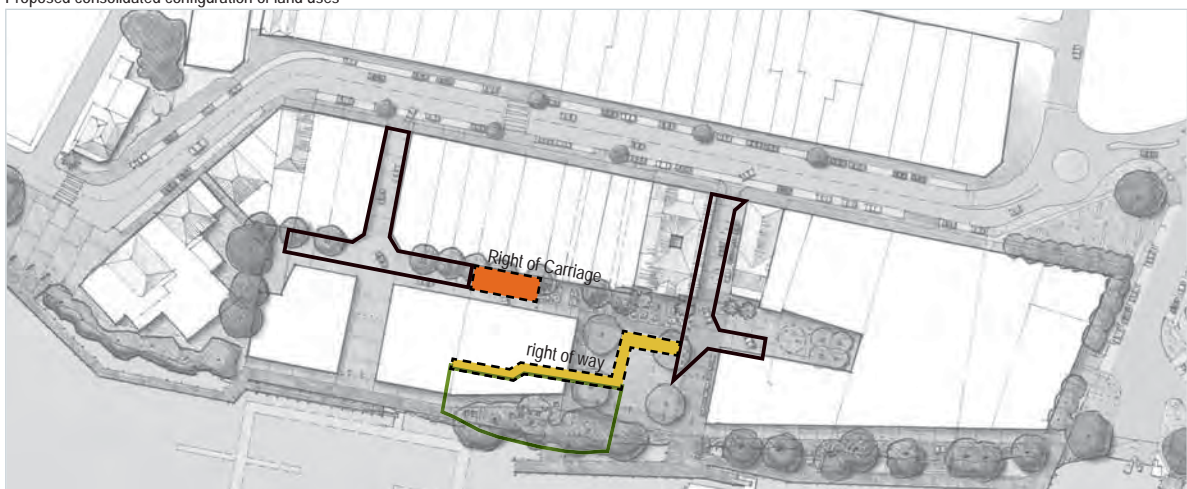
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Existing configuration of land uses



Proposed consolidated configuration of land uses



Existing areas shown over proposed Precinct Plan

Figure 10.6 Proposed land swap

MONITORING AND REVIEW

If the Precinct Plan is to remain relevant in the future it is essential that it is reviewed on a regular basis to ensure any relevant changes are incorporated. These changes may include new legislation, funding resources and new opportunities for future upgrades that are accepted after presentation and rigorous consultation with the community.

The Plan has been set up in such a manner that the separate elements can be readily reviewed and updated on differing time spans. It is recommended that the Plan be reviewed in the following sequences and time spans.

Every Year

- Review progress of programme prepared after this precinct plan

Every Two Years

- Review progress on all principles and update priorities

Every Five Years

- Major Review of all Strategies
- Review and where necessary update precinct plan principles
- Review and update Analysis and Issues
- Review/update Statutory Controls (DCPs)

Every Ten Years

- Review of principles and objectives
- Review and update all issues and principles

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Consultant Team



Mural on wall at Maclean Hotel

CONSULTANT TEAM

CONSULTANT TEAM

The Maclean Riverside Precinct Plan was prepared by

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John Minnikin
Bianca Simpson
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2	Cockatoo Island Yoga Festival	Photograph by: Clouston Associates
3	Birrarung Marr Park and Sea Wall on the Yarra River, City of Melbourne	http://www.aila.org.au/victoria/awards2003/projects/birrarungmarr.htm Landscape Architect: City of Melbourne and Taylor Cullity Lethlean, Paul Thompson, Swaney Draper Photographer:
4	Bronyn Berman sculpture Sculpture by the Sea 2006	Photography by: Clouston Associates
5	Cooks River Festival	Photography by: Clouston Associates
6	Bicentennial Park Fishway	Photography by: Clouston Associates
7	Regatta Foreshore Toronto NSW	Photography by: Clouston Associates
8	Geelong Waterfront, Victoria, Australia	Photography by: Clouston Associates
9	People and Activities	Photography by: Clouston Associates
10	Geelong Waterfront, Victoria, Australia	http://www.panoramio.com/photo/20496316
11	Pioneer Park, Townsville Riverway, Townsville, Qld.	http://www.gamblemckinnongreen.com.au/ Landscape Architect: Gamble Mckinnon Green
12	Swan River Foreshore, Perth, Western Australia	Photograph by David Karratha on June 21, 2001, accessed from http://www.flickr.com/photos/22068398@N03/5855633585/in/photostream
13	Blackwattle Bay Foreshore, NSW	Photograph by: Clouston Associates
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15	Sculptures - Land Art	(Unknown source)
16	Mona Vale House, Simpson Design Associates, Northrop, ExParrot, Cave & Associates	Accessed from: http://chrofi.com/689772/Mona-Vale-House
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24	Philips LED Architectural Pedestrian Lighting	http://www.cargeneral.com/article/index/a-world-first-with-equinox,-philips-led-architectural-pedestrian-lighting/37722
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26	Cowper Street Glebe Housing Project	Photograph by: Clouston Associates
27	Darlington Public Domain	http://sydney.edu.au/facilities/c2010/current/boardwalk.shtml
28	(Blue image)	Photograph by:
29	Batemans Bay Wharf	Photograph by: Clouston Associates
30	Cairns Waterfront	Photograph by: Clouston Associates
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32	Pioneer Park, Townsville Riverway,	http://www.gamblemckinnongreen.com.au Landscape Architects: Gamble McKinnon Green
33	Parramatta River Foreshore	Photograph by: Clouston Associates
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38	Mudgee CBD	Photograph by: Clouston Associates
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41	Blackwattle Bay	Photograph by: Clouston Associates
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43	Concrete Seating	Photograph by: Clouston Associates
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46	Timber batten bins	Photograph by: Unknown
47	Ballast Point Park	Photograph by: Clouston Associates
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50	Bollard and Bin	Image source: unknown
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52	Batemans Bay	Photograph by: Clouston Associates
53	Melbourne Park MCG Signage	Photograph by Clouston Associates
54	Sydney Olympic Park, Brickpit walkway signage	Photograph by: Clouston Associates
55	Wayfinding Signage	Photograph by: Clouston Associates
56	Wayfinding Signage, Woolwich, Sydney Harbour Trust	Photograph by: Clouston Associates
57	Bangalow Palm	http://www.bangalowsbythebay.com/

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PRESENTATION TO COUNCIL'S COMMUNITY MEETING

Monday 23/04/12 5:30pm Maclean Services Club

RE: DRAFT MACLEAN RIVERSIDE PRECINCT PLAN

(SLIDE 1)

Councillors, ... members of the Clouston Consultancy Team, ... invited guests, ... ladies and gentlemen, ... my name is Ed Munday. I represent the Maclean Chamber of Commerce as its President.

- **You may be aware**, the Chamber has more than 70 members. It recently conducted a forum over 2 nights, for its members and for other interested persons, to determine what the Chamber's response is to the Draft Riverside Precinct Plan that was presented to Council last month. (SLIDE 2) This was initiated by the Chamber's executive committee because Council resolved unanimously ... for this meeting to be conducted as a public workshop to, amongst other things, receive the views of the Chamber specifically. The forum was attended by 40 people on the 1st night, ... and by 35 persons on the 2nd night !!!

The matters agreed by the forum then received final acceptance at the Chamber's Ordinary Meeting for April, where one additional item was included as representing the Chamber's views on the Draft Riverside Precinct Plan.

Our Chamber initiated and jointly funded the Butterworth Plan that was adopted by Council in 1992 (SLIDE 3) as part of the present strategy for the riverside precinct. Councillors, it is therefore appropriate that you have requested to receive the Chamber's views specifically on any document that replaces the Butterworth Plan.

There is general acceptance that the Butterworth Plan had many worthy objectives which have proved unattainable over 20 years, like the acquisition of prominent privately-owned riverside land for conversion ... from viable commercial space ... to community space. **The Draft Plan is considered likely to suffer the same fate as the Butterworth Plan** ... because it proposes complex land swaps (SLIDE 4) ... which do not clearly demonstrate to affected landowners ... that there is no nett loss ... of commercial asset. Maclean's experience over the last 20 years suggests the land swaps will not eventuate ... without flexible planning control ... or other ... incentives offered to the affected landowners that clearly demonstrate there is no nett loss ... of their respective commercial assets.

The Chamber is concerned the Draft Plan reinforces this experience of the Butterworth Plan by assigning the “Riverside Central Precinct” ... to a long term future development stage (SLIDE 5). On the contrary, the Chamber considers the “Riverside Central Precinct” should be given ... immediate priority. More specifically, the Fisheries complex (SLIDE 6) presents a major impediment to securing the desired development of this precinct. The Chamber therefore requests Council to ... immediately ... commence representations to the NSW Government through our local member, Mr Chris Gulaptis MP, ... to secure the relocation of Fisheries to elsewhere in Maclean, ... to secure the removal of the Fisheries complex, and to secure the dedication of that land for public purposes. To that end, the Chamber executive committee was also requested to make representations to Mr Gulaptis. The Chamber executive met with Mr Gulaptis last Monday ... and presented the Chamber’s position on the Fisheries site. For your information, this initial discussion suggests there is precedent elsewhere for such relocation by Fisheries, ... and that the process would need to be “cost-neutral” to the NSW Government.

The construction of a boardwalk ... along the river’s edge (SLIDE 7), ... to connect the “Riverside Central Precinct” with the northern McLachlan Park and the southern McNaughton Place book-ends, ... should also be given immediate priority. Furthermore, such a boardwalk should not be located on any land owned by Bob and Judith Little, ... to minimise disruption to the existing amenity available to their residence. This initiative will generate an instantaneous positive impact for our community ... by creating accessibility to 300 metres of Maclean’s most important foreshore asset. More importantly, it will enhance the experience of Maclean’s visitors ... amongst the businesses where their experience is required to be enhanced !!!.

On a positive note, the Chamber supports the Draft Plan’s proposals for enhancing the southern McNaughton Place book-end (SLIDE 8), ... provided the enhancements are confined to the road reservation only ... and there is no encroachment on privately-owned land. Again, the Chamber recognises there is existing amenity available to residents in that locality that should be protected.

Similarly, the Chamber supports, ... in principle, ... improvements to the northern McLachlan Park book-end, ... between the SPAR supermarket and the bus shelter. However, ... the Draft Plan is not considered to provide all the design responses that are necessary. Accordingly, the Chamber is pleased to present an alternative design solution (SLIDE 9) prepared by consultant architect, Ms Gail Dawson, for the northern McLachlan Park book-end. The alternative design solution contains

six essential elements ... that are necessary, ... that are realistic, ... and that can be achieved within a reasonable timeframe.

Firstly, the camphor laurel trees (SLIDE 10) must be removed from McLachlan Park. Apart from being a noxious weed, these trees have outgrown the space originally allotted to them, have crowded out the possibility of other species being integrated with them, and contain a canopy density that presents a visual barrier to the river's viewscape. The Chamber's alternative design solution suggests establishing suitable replacement trees that are strategically spaced to provide filtered shade when required, to permit integration with other suitable species, and ... to enable at least a filtered appreciation ... of the river's viewscape from the opposite side of River Street in particular.

Secondly, ... and as flagged by the Draft Plan, ... the existing toilet block in the SPAR supermarket carpark must be removed. The Chamber's alternative design solution is consistent with the Draft Plan in co-locating the replacement toilet block with the bus shelter at the northern end of McLachlan Park (SLIDE 11).

Thirdly, ... and as also flagged by the Draft Plan, ... the existing SPAR supermarket carpark must be retained with no nett loss of carpark spaces. Ideally, the carpark should be reconfigured and its capacity increased. The Chamber's alternative design reconfigures parking both within the SPAR supermarket carpark ... and along River Street (SLIDE 12), ... which is achieved by re-aligning the footpath. More significantly, it both improves carpark space accessibility ... and achieves a nett gain of at least 12 short-stay carpark spaces for the businesses in that locality.

Fourthly, the existing floating pontoon must be retained in its present location, ... and a second pontoon must be provided towards the bus shelter at the northern end of McLachlan Park (SLIDE 13). The Chamber recognises there is an immediate demand for more rivercraft facilities that enable access to Maclean's businesses ... with short-term stay options. The Chamber's alternative design solution retains the existing pontoon without modification, ... and proposes installing a second similar-sized pontoon nearby ... that includes ferry terminal capability.

Fifthly, the levee wall must be re-aligned (SLIDE 14), ... where possible, ... as the preferred, ... and immediately attainable, ... option to installing moveable gates. This would achieve the objectives of direct access to, ... and use of, ... the shoreline, and enhancing the river viewscape, ... and being far less expensive. At present, pedestrians and motorists using River Street are clearly disadvantaged in being denied lines of sight to the river for the whole length of McLachlan Park. The Chamber's alternative design solution proposes re-aligning about 100 metres of levee wall between the SPAR supermarket carpark and the bus shelter at the northern end of McLachlan Park.

The wall could be constructed to provide terracing immediately from the footpath, ... that facilitates access over the wall to a regraded and expanded foreshore strip, ... and which slopes more gently towards the existing shoreline. More significantly, this shift in wall alignment towards the back of the footpath is advantageous in creating lines of sight to the river for both pedestrians and motorists using River Street.

Furthermore, ... the Chamber considers this re-alignment of the levee wall must not be just limited to the northern McLachlan Park book-end, but identifies the “Riverside Central Precinct” as containing the Fisheries’ and adjacent Council sites ... where a further 120 metres of levee wall could similarly be re-aligned to expand the foreshore strip, ... to facilitate direct access to the shoreline, ... and to enhance the river viewscape from River Street.

Sixthly, ... **additional lighting** must be installed in McLachlan Park (SLIDE 15) as a public safety initiative, ... and as a surveillance initiative to discourage its use for anti-social behaviour.

Finally, ... **the Chamber does not support the Draft Plan’s proposal** to acquire prominent and privately-owned facilities (SLIDE 16) for demolition and conversion ... from viable commercial space ... to River Street View Corridor space. This unnecessarily targets scarce public funds needed for more immediate streetscape improvements like power pole removal ... and street tree establishment, ... and is clearly unattainable !!! It also ... unnecessarily ... aggravates the affected landowners ... and incites concerns about the loss of employment positions from a viable commercial enterprise.

This is an acquisition aspiration that is considered as frivolous as say suggesting the “Harvey Norman” site should be acquired for conversion to a community space ... because of the spectacular view corridor it presently offers as vacant land ... from River Street ... to and up the Clarence Street hill !!!

To summarise then, ... the Chamber welcomes this initiative of Council to turn Maclean back to the river. However, the Chamber is concerned that the Draft Plan under consideration ... does not prioritise the essential elements, ... and offers no incentives for the key private landowners to participate immediately in riverside rejuvenation.

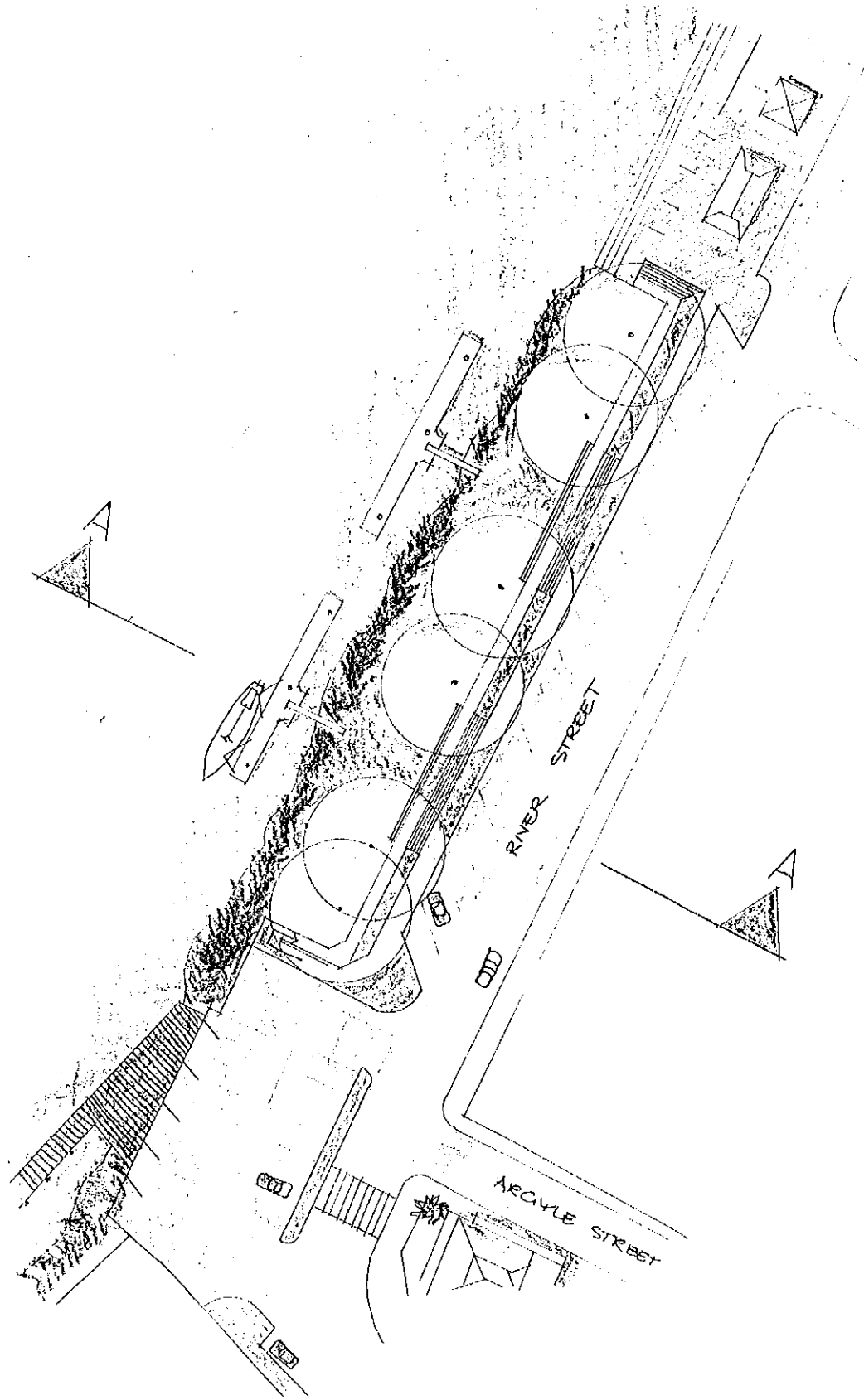
Following our forum on the Draft Plan, the community’s view, ... as expressed to the Chamber, ... is (SLIDE 17): -

- that Council must commence ... IMMEDIATELY ... representations to the NSW Government to relocate Fisheries elsewhere in Maclean, ... to remove the Fisheries complex, ... and to have the site dedicated for public purposes;
- that constructing a boardwalk along the river's edge between McLachlan Park and McNaughton Place must be given ... IMMEDIATE priority, ... and it must not encroach on the land owned by Bob and Judith Little;
- that the enhancements proposed for McNaughton Plan should proceed in general conformity with the Draft Plan, ... provided there is no encroachment on privately-owned land;
- that enhancements for McLachlan Park should proceed in general conformity with the Chamber's plan prepared by Gail Dawson, ... with particular emphasis on relocating the toilet block, ... on improving the function and capacity of carparking areas, ... on providing additional rivercraft facilities, ... on re-aligning 100 metres of levee wall to expand accessible foreshore area, ... and on installing additional lighting;
- that the Fisheries and Council sites be investigated for realigning 120 metres of levee wall to expand accessible foreshore area within the "Riverside Central Precinct" also; and
- that Council must delete any proposal to acquire privately-owned land for enhancing the River Street View Corridor ... as an unattainable aspiration.

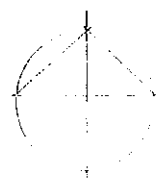
Council is therefore requested ... to have the Draft Plan amended so that the *Maclean Riverside Precinct Plan* reflects this view of the Chamber..

Thank you for receiving the Chamber's presentation.

Ed Munday
President – Maclean Chamber of Commerce

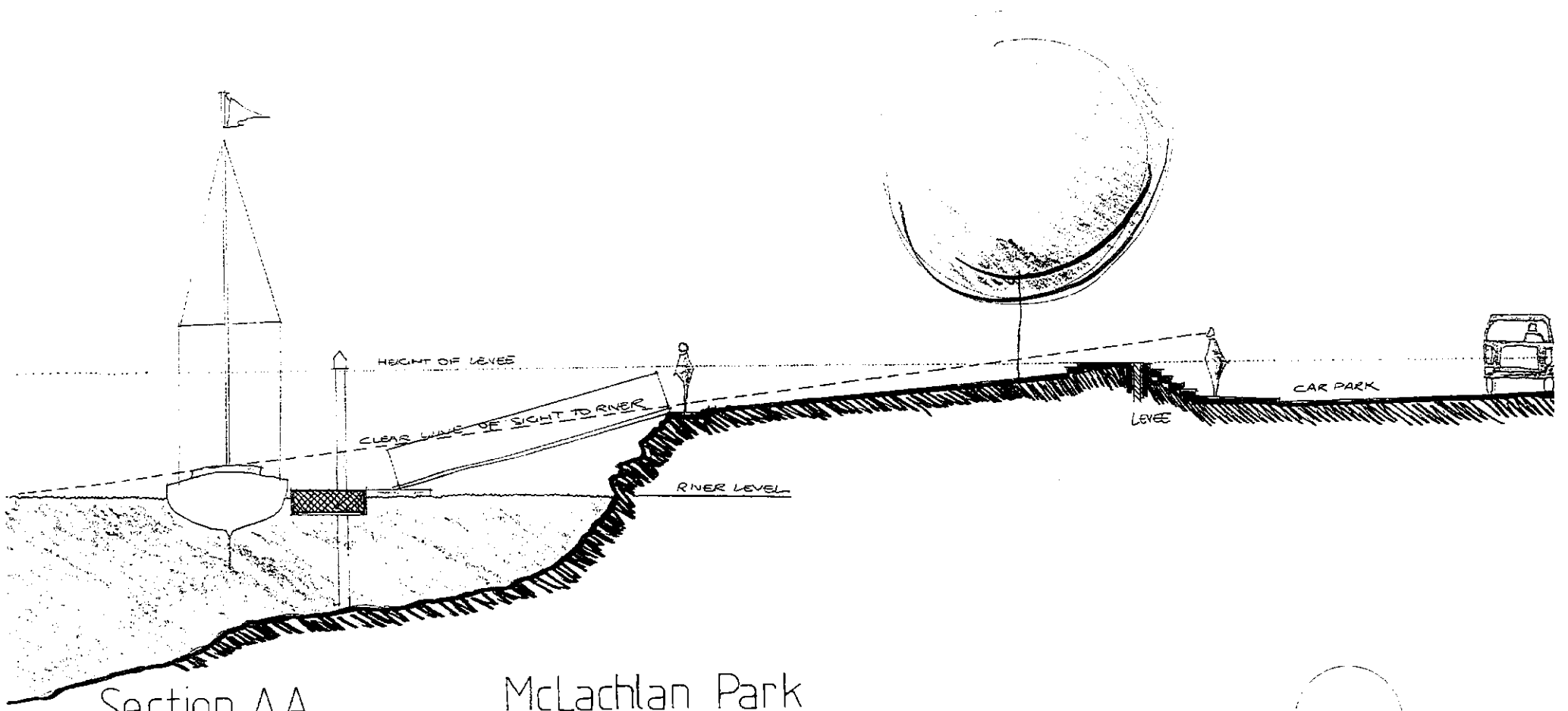


McLachlan Park
Draft Proposal
Chamber of Commerce



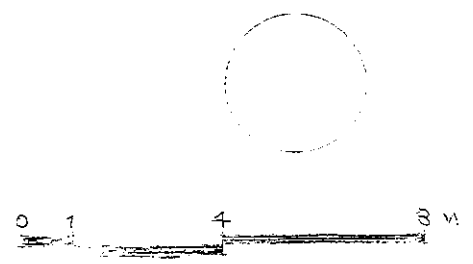
CLARENCE
RIVER

RNER
STREET



Section AA

McLachlan Park
Draft Proposal



David Morrison

From: john riggall [jpriggall@gmail.com]
Sent: Friday, 25 May 2012 9:31 AM
To: Richie Williamson
Cc: David Morrison

Mayor Richie Williamson

Clarence Valley Council

24/5/2012

Dear Richie

At our meeting with yourself, Scot Greensill, Des Schroder and Dave Morrison on Friday 24th May, there was a request for the Maclean Chamber of Commerce to prioritise the works for the riverside precinct plan.

Discussions by the Executive believe that the following points are a practical and an achievable start to the waterside development, whilst understanding that this may change if unforeseen opportunities arise.

- (a) Negotiations to relocate the fisheries ASAP.
- (b) Commence work at McLachlan Park as redesigned by Gail Dawson on behalf of the Chamber.
- (c) Commence work at McNaughton Park in general conformity with the Cloustan draft plan.
- (d) Planning & construction of the boardwalk start as soon as practicable.
- (e) The relocation of the central levee wall as soon as practicable.

The first three stages are all on public land and are well within council's ability to fast tract this development.

Private ownership will play major roll in the central section, we encourage both parties to maximise these opportunities. Successful negotiations by council to relocate the fisheries will be the catalyst for private development in this area.

Hope this is helpful,

John Riggall

Publicity Officer

Maclean Chamber of Commerce.

The General Manager
Clarence Valley Council
River St
Maclean NSW 2463

3/5/2012

Dear Sir,

This is a submission about the Riverside Precinct Plan on behalf of the owners of 42 River St Maclean, which currently operates as a VeterinaryClinic. It is basically the text of the submission made at a meeting for concerned residents, the consultants and Council held at the Maclean Ex Services Club on Monday April 23.

Let me start by stating that this submission endorses the need to improve links between the Clarence River and Maclean Town.

I represent the owners of 42 River St and being the minority shareholder I was voted the job of making this presentation.

The Riverside Precinct Plan recommends the VeterinaryClinicand the land around it be resumed.

42 River St was purchased in the late 70s, due to its prime position in the town, for commercial endeavours. It has operated as a VeterinaryClinic since 1980, for the last 32 years, and now provides an indispensable service to the town and its visitors.

During that time the owners have discussed other opportunities for the site among themselves and with council. As endorsed by the Riverside Precinct Plan it is an important vista for the townscape on a key corner site. For these reasons it is a valuable block of land capable of supporting a range of commercial endeavours.

The current owners are happy with it being a VeterinaryClinic for the moment and would like to keep it. There is no need for it to be included in the changes to the DCP for the area for the following reasons:

1. Although we respect the authority of government bodies to resume land, this is not an automatic right in all cases. Our advice tells us that the Clarence Valley Council may have no right to resume our land and building for the purposes proposed in the Riverside Precinct Plan.
2. The Riverside Precinct Plan identifies the pursuit of a north south view along RiverSt as a reason for the need to take our building and land. Our own research shows that by removing the front of the CWA and the buildings from the whole of our block, people looking south along RiverSt will have improved views of the loading dock of the post office

and the driveway into the police station. Not a great gain. It will have no impact on the relationship between the town and the River which is the main aim of the Riverside Precinct Plan.

3. If the resumption of the Veterinary Clinic and the land around it are included in the DCP, as recommended by the Precinct Plan it will restrict its use by us. Further plans we may have to develop the front of the block will not be passed by council due to its impending demolition and selling the block will be difficult if not impossible. Its value will be adversely affected by its inclusion in the plan. In other words, its inclusion in the plan will have adverse effects on our use of the land whether council purchases it or not.
4. There are serious question marks over how well the consultants have carried out research for their own report. Their location of a marina off Macnaughton place and north of it shows they have little idea of the impact of floods on the area as it is located in a fast flowing part of the River during floods and is likely to be dragged away by the current and the debris that is carried into the main river from the south arm.

The consultants, in response to a submission by one of the owners to the effect the Precinct Plan will have on 42 River St, suggested we could build up instead of out.

Even the consultants didn't know that the plan council spent \$80,000 of ratepayer money on, meant the complete loss of 42 River St to us, not just the front yard.

After a rapid reshuffle before tonight I note they are proposing we could build up over the top of the neighbours building. Not a great solution either – for us or the neighbours.

If the knowledge of their plan by the people paid to prepare it is so poor how can council be confident of any of its recommendations?

6. Many times in the plan there is mention of cooperation between council and private enterprise. This has been distinctly lacking to date, with no effort from council or the consultants to contact us or the cwa, to ask for our cooperation in future developments or to inform us of the impending resumption, despite the huge impact the loss of 42 River St will have on us.

We only found out about this meeting by reading a notice in the paper.

To sum up:

We see no benefit to the town in the inclusion of 42 River St in the DCP as a resumed property because:

1. There are legal questions about council's right to resume it.
2. There is no serious improvement to the view south along River St by its removal.
3. There will be serious hardship to the current owners by its inclusion in the altered DCP.
4. The consultants do not have a thorough knowledge of their own report and so there must be question marks over their recommendations.
5. There has been no offer of cooperation with us to make any of the changes recommended in the report, and,
6. Finally, given the prime location of the premises and the ringing endorsement of its commercial value by the consultants, and the many pressing projects in the shire crying out for funding, council will never be able to afford to buy it.

Leaving the vet Clinic standing at 42 River St will not affect the overall aims of the Riverside Precinct Plan. The owners are keen to see, and contribute where appropriate, to an improved relationship between the town and the River.

The plan mentions many times the need for there to be cooperation between council and private enterprise. If there is a need to make changes to 42 River St maybe council should be trying to work with us instead of planning to completely resume our land and building.

Regards,

Jim Bricknell

Kim Elvery

Brian Elvery.

From: Esther Gregory [estherjgregory@exemail.com.au]
[estherjgregory@exemail.com.au]
Sent: Tuesday, 17 April 2012 2:35 PM
To: Council Email
Cc: Leonie Skinner; Margaret Hendriksen
Subject: Maclean Riverside Precinct Plan

COUNTRY WOMEN'S ASSOCIATION of NEW SOUTH WALES

MACLEAN BRANCH

PO Box 128 MACLEAN 2463

2012-4-17

Re: Maclean Riverside Precinct Plan

At a meeting of the Executive of Maclean Branch of CWA this morning, we learned that the Council was asking for submissions by today regarding the Maclean Riverside Precinct Plan. Somehow Maclean CWA has failed to keep up with the Maclean Riverside Precinct proposal. However it has now been pointed out to us that our property (Lot 4091 and Lot4092 DP 851012) will be substantially impacted upon by this Plan and specifically the *River Street View Corridor* aspect of the Plan. We would have expected to receive correspondence from Council if our property was directly affected. This has not happened. Perhaps this is so because our property is not directly affected.

This letter is to make you aware that until we have been consulted about the impact on our property, we really cannot support any proposal that might have an impact upon our land and how we use it.

Yours sincerely

Esther Gregory
Secretary
Maclean Branch of CWA

TAVEMIST PTY. LTD. ABN 96 002 021 454

Trading as SPAR MACLEAN

P.O. Box 271 - 4 River Street,

MACLEAN, N.S.W. 2463

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maclean@spar.com.au

15 March 2012

David Morrison
 Manager Strategic and Economic Planning
 Clarence Valley Council
 Lockhart Road, Grafton 2460

With regard to the Draft Maclean Riverfront Precinct Strategy, I would like to make the following comments.

Whilst I am totally supportive of this proposal, as I believe it will be beneficial for the future of the town, I have a major concern with the way that the McLachlan Park area is being presented in this document. The current plan shows no provision for parking in the area adjacent to my business and shows a lovely open space for pedestrians. Whilst I understand that it states in the document that it will be a 'carpark and multiuse area' I am very suspicious of the fact that there have been NO cars shown or even line marking for car use. This clearly indicates that the intention will be for this area to be an open space and the use of the word 'Carpark' is possibly to try to appease me that we are being considered in this process. You may feel that this is an overreaction on my behalf but I have had numerous customers coming into the store and asking what has happened to 'their' Carpark. Obviously it is not just me.

In the not too distant future I will be presented with the biggest challenge of my business career when a competition Supermarket will be established in the town in opposition to me. This new business will be located in the middle of the main parking area in Maclean and will have a considerable advantage over me with regard to the availability of Customer Parking. It has the potential to put me out of business especially if I have no availability to close parking. The current parking for my business is limited enough, let alone taking away around 80% of it to provide 'open space'.

Secondly, the proposed use of McDonald Lane as a shared zone for pedestrians is very concerning. At Item 12.029/12-91 there is absolutely NO mention of trucks using this area. This is a major access area for trucks delivering to our business, the Butchers and Ace Variety. For us, trucks are using this area on a daily basis for deliveries to our business. This is a requirement imposed on us by Council to keep the minimum amount of trucks unloading in the Main Street. Trucks and pedestrians do not normally mix very well, especially when children come into the equation. The suggestion of a 'Turntable' being put in this area is, in my opinion, ridiculous to say the least. It would have to be a huge turntable to put a Truck on.

These two aspects of the Plan tend to indicate that Council has NO respect for the needs of my business. It could even be said that the Plan is structured on the basis that we do not exist and the destruction of my business is a small price to pay for the perceived betterment of Maclean.

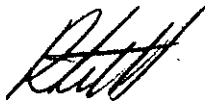
Thirdly, there is a mention on a number of occasions about 'Land Swapping' with property owners in the affected areas. Let me say this very clearly, if you are referring to my business, forget it! Council has had TWO golden opportunities to 'Swap' our property with property that they own that would have been of mutual benefit for both Organisations as well as the town in general. Whilst



Council Staff were in favour of the 'swap'; it is a matter of record that past, and some present Councillors in their wisdom, decided it would not be in the Communities best interest for this 'swap' to take place. Frankly, at this point in time, Council has absolutely nothing that I would be interested in swapping my property with.

If the abovementioned aspects of this plan are based on the belief that I may be retiring soon, nothing could be further from the truth. I still look forward to going to work in the morning and I still enjoy the job I do. I have two sons, one of whom is very keen to continue the family tradition and it is my objective to ensure that we have something of value to hand on to them.

Yours Sincerely,



.....

Bob Little. Owner, SPAR Supermarket.

