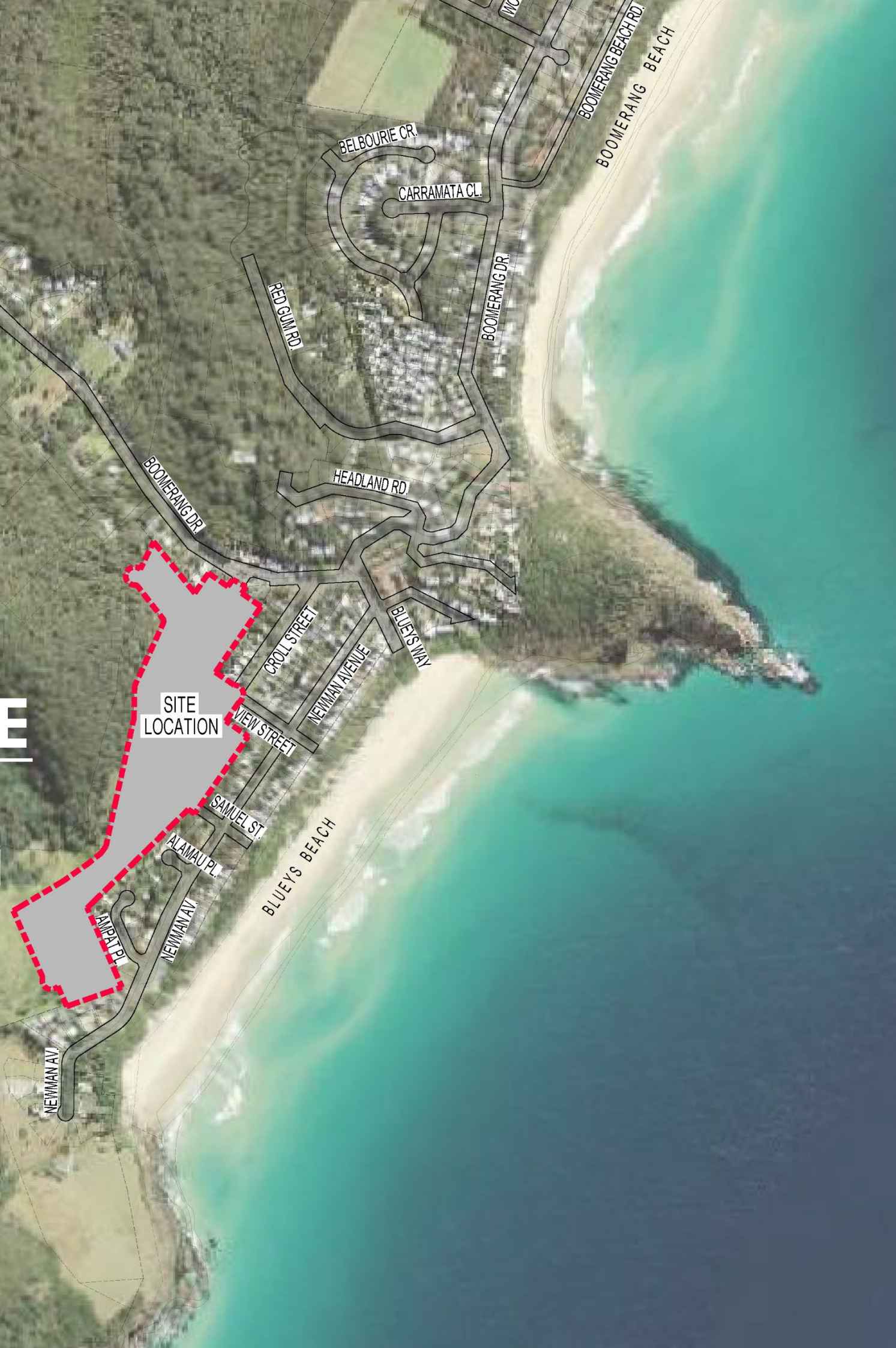


20220039-AR-001  
15<sup>TH</sup> JULY 2022

# BLUEYS BEACH NEIGHBOURHOOD CENTRE URBAN DESIGN STRATEGY BOOMERANG DRIVE, BLUEYS BEACH





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Introduction



## INTRODUCTION



Neighbourhood Centre Z1 Site Location

This site creates an incredible opportunity to create an extension of the town centre and both compliment the existing retail, whilst creating a destinational offer for the local long term resident and the visiting tourist to Blueys Beach.

This document sets out at a high level, an urban design review of the subject site and explores two key ways of thinking around the site access and permeability.

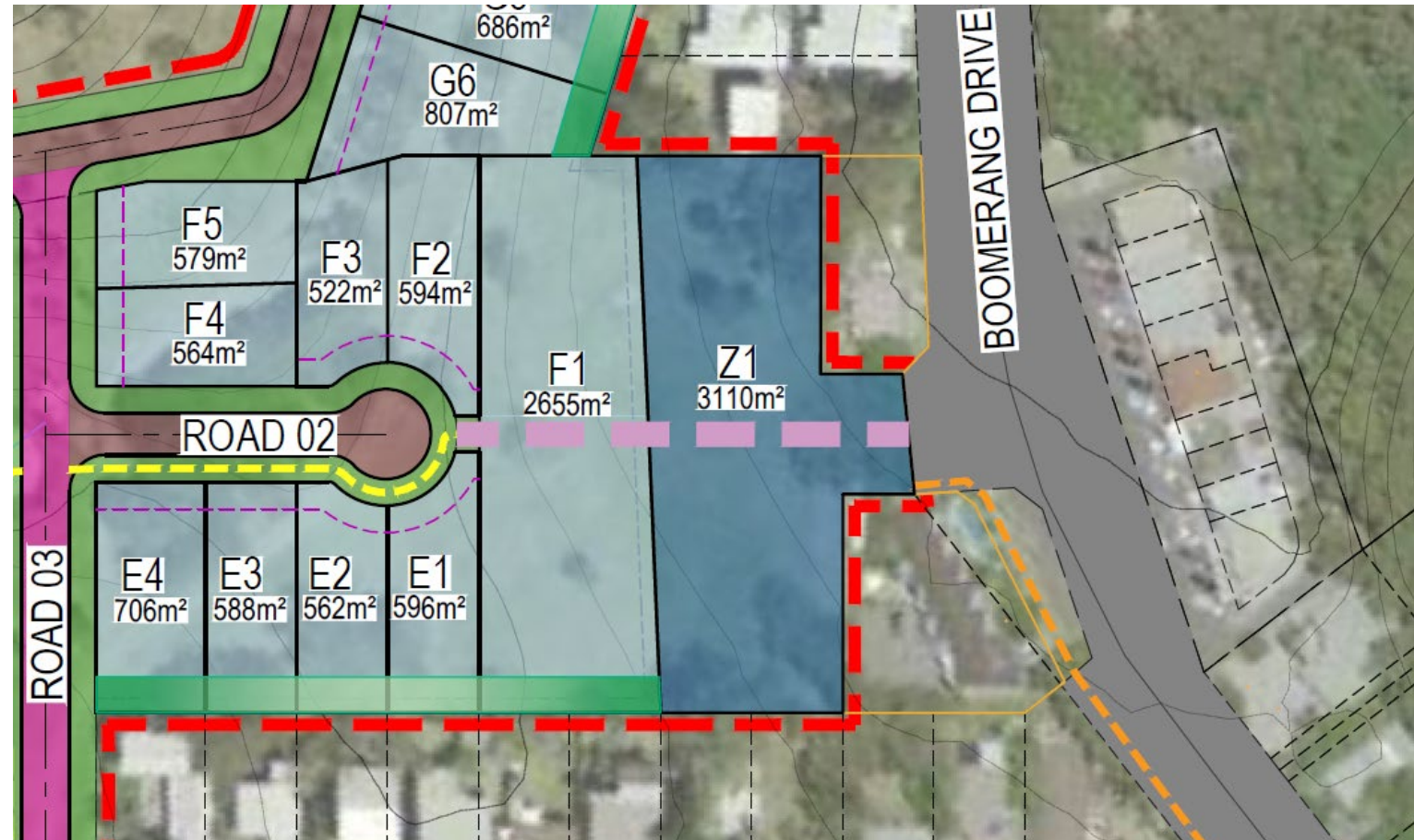
The outcome of the document is to inform the overall Subdivision plan and street network; and guide the principals to be adopted in future development of the site.



Existing Bluey's Beach Retail



## SITE INFORMATION



188 Boomerang Drive  
Adjoining Retail

### Great Lakes Local Environmental Plan 2014

Defines Zone B1 Neighbourhood Centre as having the following objectives:

- To provide a range of **small-scale retail, business and community uses** that serve the needs of people who live or To ensure that traffic generation from development can be managed in a way that avoids conflict with the desired pedestrian environment.

Chapter 3, Clause 3.2.1.2 of the DCP Notes:

*The Blueys Beach Neighbourhood Centre is to function as the main village service centre; it will serve the daily retail and service needs of the locality with a predominance of small specialised business.*

### KEY LEP CONTROLS:

- Building Height 12m
- FSR Min. 0.3:1

### KEY DCP CONTROLS:

- Setbacks Nil for above ground.
- Basement Setbacks Min. 1.5m from boundary
- Min. Ceiling Height 3.3m for first 3 floors.
- Parking Retail 1/24m<sup>2</sup> GLFA  
Business Premises 1/40m<sup>2</sup> GLFA
- Deep Soil Zone 10% of site with min. dimension of 4.5m



# OPPORTUNITIES & CONSTRAINTS



- Context 1: Relationship to existing retail.**  
*Opportunity:*  
 Strengthen the neighbourhood centre and provide walkable connection from the existing retail.
- Context 2: View and Outlook**  
*Opportunity:*  
 Whilst located a number of streets back from the beach, explore how the upper level/s of the site could capture views to the east and the natural environment to the west.
- Context 3: Solar Access**  
*Opportunity:*  
 Capture the northerly aspect of the site to ensure winter sun ingress into the public domain and communal areas; and introduce summer shade.
- Context 4: Pedestrian Connection**  
*Opportunity:*  
 Explore connecting Boomerang Drive into the site and beyond to the subdivision, in order to create permeable connections.
- Context 5: Peak vs Non Peak Time**  
*Opportunity:*  
 Identify how the development can expand and contract in terms of offer; in order to balance the every day needs with the summer holiday peak.
- Context 6: Vehicle Connections**  
*Opportunity:*  
 Vehicle Access off Boomerang Drive needs to consider traffic 'congestion' in peak times and site servicing.
- Context 7: Neighbours Privacy**  
*Opportunity:*  
 Ensure planning protects neighbouring residence re overlooking and acoustic privacy

# Urban Design Principles

# WHAT MAKES A GREAT NEIGHBOURHOOD

## DESIGN CHARACTERISTICS

### A BETTER STREET

The NSW Government Architects Publication “A Better Street” sets out the following key qualities to assess what makes a great street.

1. Wide footpaths for comfortable walking
2. Street setbacks that suit the street character
3. High quality landscape
4. Declutter
5. Quality of materials
6. Clarity between public and private space
7. Good lighting
8. High sense of security + passive surveillance
9. Passive surveillance
10. Clarity in wayfinding and visual connection
11. Planning that discourages anti social behaviour.

### BETTER PLACED DESIGN

The NSW Government Architects Publication “Better Placed Design” sets out 7 design principles to assess the quality of design and place:

1. Better Fit - Contextual, local and of its place
2. Better Performance – sustainable and durable
3. Better for Community – inclusive and connected
4. Better for People – Safe and comfortable
5. Better Working – Functional, efficient
6. Better Value – value adding
7. Better Look and Feel – engaging and inviting

### HIGHLY SUCCESSFUL RETAIL

The Great Lakes Character Statement within the DCP sets out an attitude on mixed use development and the desired character of the area, including a variety of uses and vibrancy to the streets.

In support of this the following are seen as key attributes of successful neighbourhood retail:

1. Visual connection and engagement with the street.
2. Walkable connection and intimacy.
3. Shade and weather protection to the public domain.
4. Engagement with all ages. Capacity to flex up and down in offer, dependant on peak times.
5. Passing vehicle traffic with the opportunity for the customer to grab a hero park.

### A Better Street

“Streets are the public life of our places – our cities, towns and villages. They comprise more than 80% of the urban areas of public spaces and have a complex role to play. They move people through, to or within places, interface with land uses and provide public space. Streets are where we conduct our civic lives and their quality and function needs to respond accordingly. Streets can add value to places – to businesses, schools and homes.”

### Better Placed Design

“New development has the potential to transform quality of life for people, stimulate the economy and enhance the environment. The design of the built environment shapes the places where we live, work and meet. The quality of design affects how spaces and places function, how they integrate, what they contribute to the broader environment, and the users, inhabitants and audiences they support or attract.”



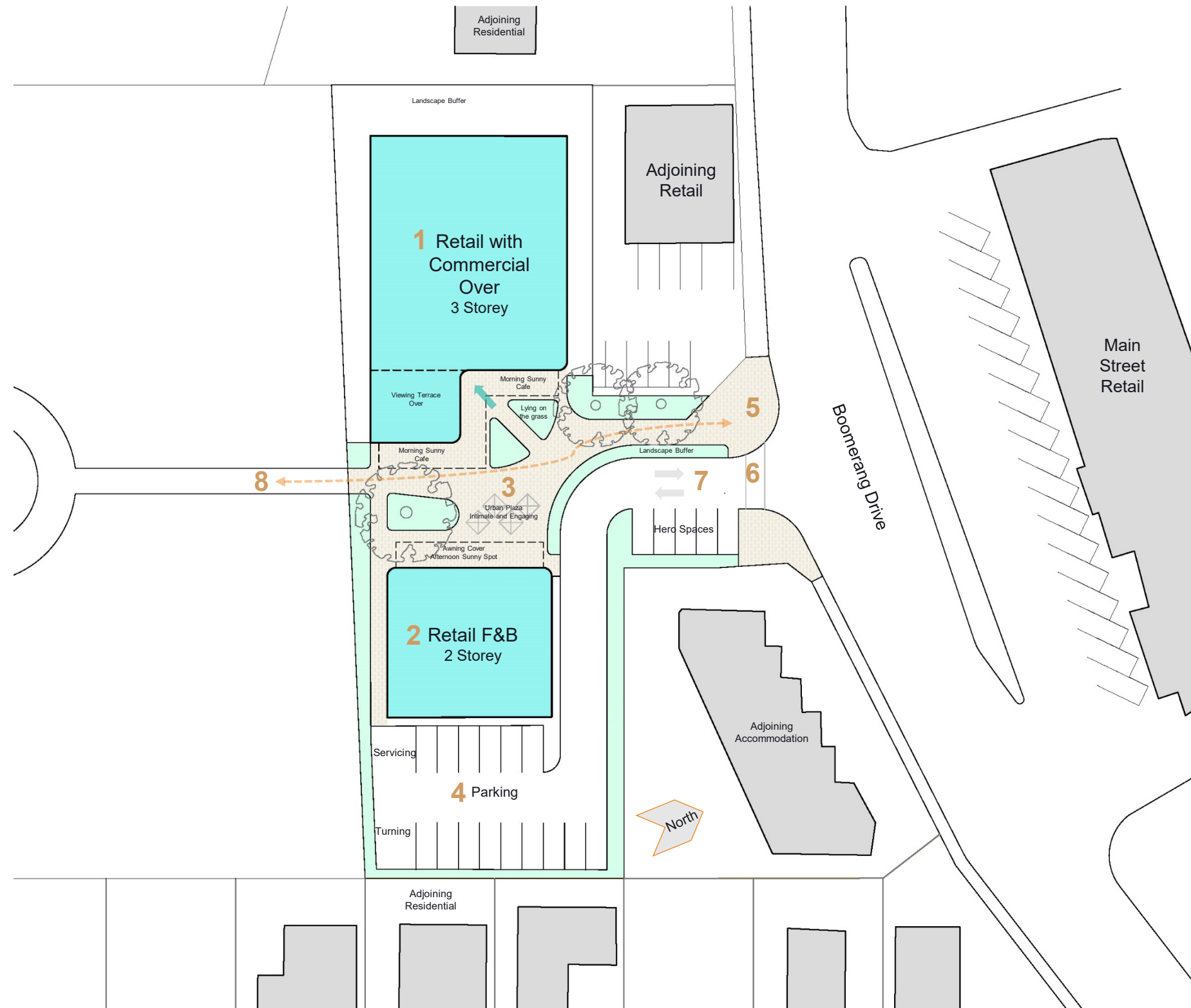
Council DCP extract



Ways of Thinking



# SCENARIO 1 – RETAIL PLAZA



## 1. Primary Retail and F&B offer with Commercial hub over.

- Located to the western side of the urban plaza.
- Utilises the 12m permissible height with:
- Ground floor retail with an F&B focus. Morning and lunchtime location.
- Level 1 and 2 are a Commercial offer. The upper storey captures views to the ocean.
- Built form hugs the plaza to create a sense of intimacy and activity
- Building footprint of approx. 700m<sup>2</sup> with 500m<sup>2</sup> plates over

## 2. Secondary Retail building with F&B offer. Opportunity for 2 storey restaurants or commercial over.

- Located to the eastern side of the urban plaza, being a great casual dining location for the afternoons.
- 1 level below permissible height in order to allow the commercial offer on building 1 look over; and to avoid privacy issues to the neighbouring homes.
- Building footprint of approx. 340m<sup>2</sup>

## 3. Urban Plaza

- Relaxed and intimate plaza.
- Simple configuration allows for both pedestrian circulation plus areas where additional seating, umbrellas or pop ups can appear in peak times.
- Landscaping is level and allows seamless connections.
- Children's play was explored. However, the intent is it is a calm and a more urban pocket in off then main street. Large tree cover and low landscape screening to create a retreat from the main street. Something you discover.

## 4. Parking

- Located to the rear of building 2. Acts as a visual and noise buffer to the adjoining residential dwellings.
- Servicing of the retail to the rear.

## 5. Primary Pedestrian Connection

- Relies on reviewing existing bus stop and existing trees. Located on the western side of the driveway to enable adjoining retail patrons to connect into the site

## 6. Pedestrian Crossing

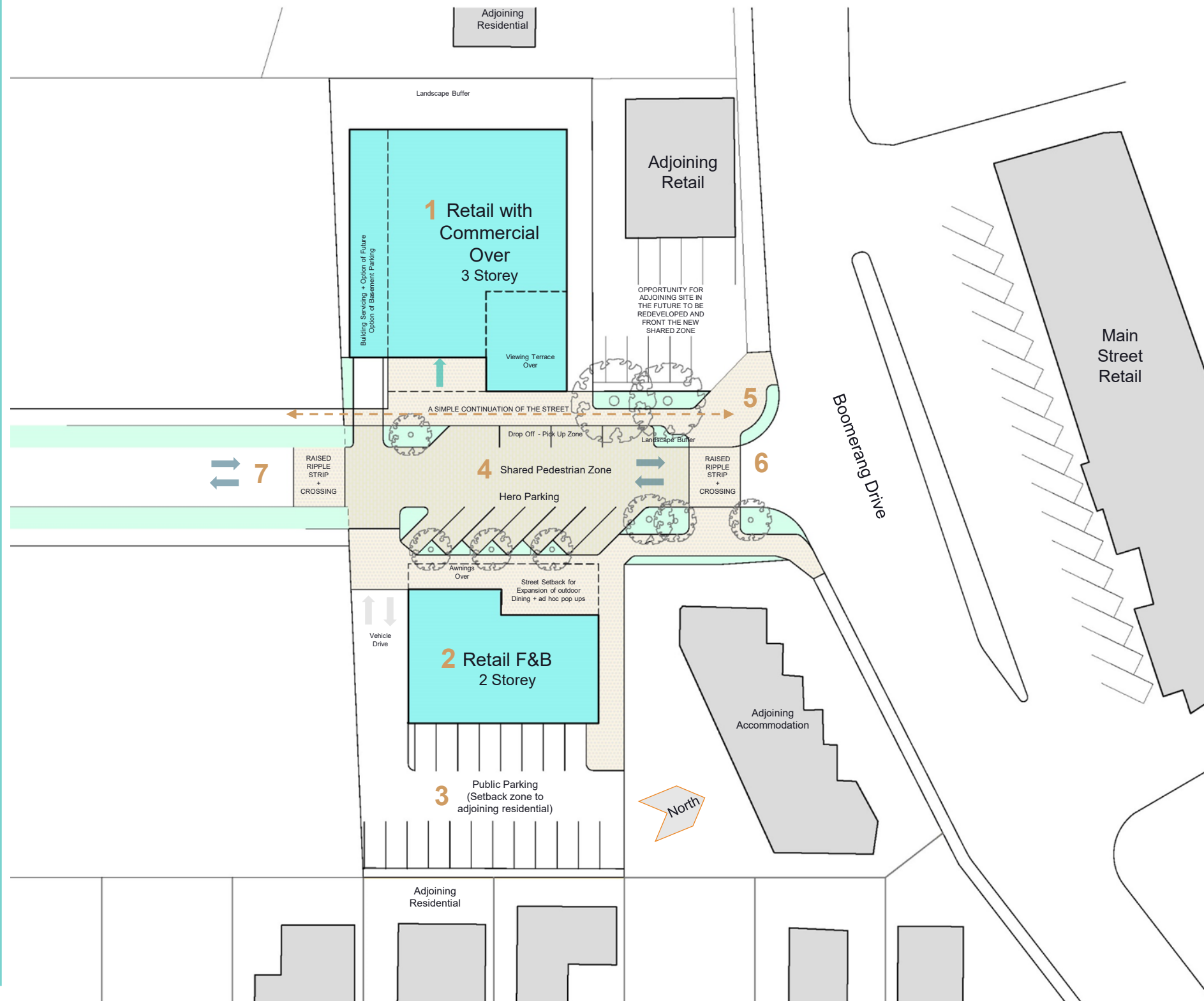
## 7. Driveway connection

- Road and slip lane configuration on Boomerang Drive to be reviewed

## 8. Pedestrian Connection into the Estate



# SCENARIO 2 – THROUGH SITE PEDESTRIAN - SHARED ZONE



## 1. Primary Retail and F&B offer with Commercial hub over.

- Located to the western side of the street
- Utilises the 12m permissible height with:
- Ground floor retail with an F&B focus: casual GF café and dining.
- Level 1 and 2 are a 2 storey commercial hub. The upper storey captures views to the ocean.
- Located on the street with a corner element for view connections from Boomerang Drive.
- Building footprint of approx. 700m2 with 600m2 plates over.
- Parking and Servicing under in a basement condition: 950m2 plate.
- Parking serves customer needs for both buildings.

## 2. Retail F&B building. Opportunity for 2 storey restaurants or a small commercial hub over.

- Located to the eastern side of the urban plaza, being a great casual dining location for the afternoons.
- 1 level below permissible height in order to allow building 1 to look over and to avoid privacy issues to the neighbouring homes.
- Building footprint of approx. 450m2

## 3. Public Parking

- Located to the rear of building 2.
- Acts as a visual and noise buffer to the adjoining residential dwellings.

## 4. Shared Pedestrian Zone and through site connection

- Shared 10km/h zone; paved as per the public domain.
- Hero parking including drop off and pick up.
- Capacity to close in peak times for markets, or festival events.
- Access to the basement parking under Building 1 occurs after customers have driven past the hero parking.

## 5. Primary Pedestrian Connection

- Relies on reviewing existing bus stop and existing trees. Located on the western side of the driveway to enable adjoining retail patrons to connect into the site

## 6. Entry off Boomerang Drive

- Raised zone and ripple strip crossing to prioritise pedestrians.

## 7. Connection into the Estate

- Through site connection to the Estate creates an improved level of permeability.
- Street network allows the pedestrian shared way to be closed in peak times or in event mode.
- Connection into the Estate supports broad street movement options.

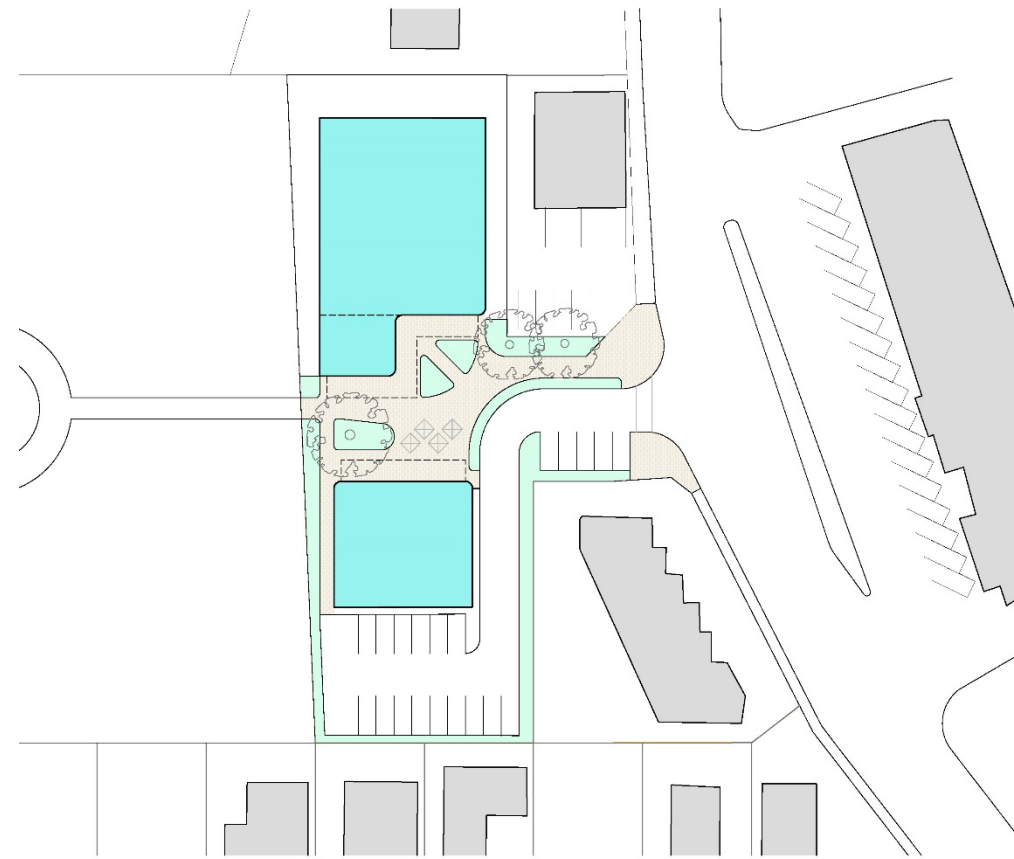


# ASSESSMENT

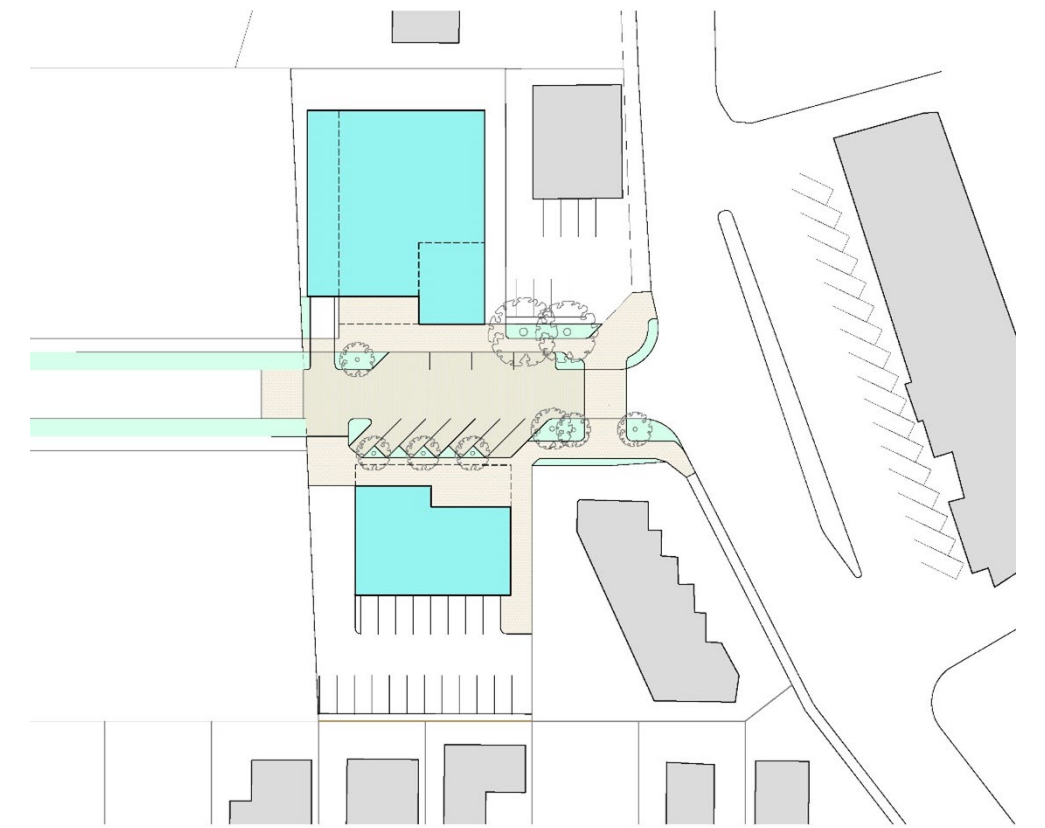
Based on the Urban Design Principles established on prior pages, we have assessed the two scenarios to determine a recommended solution, based on the key measures of success for quality public domain and success retail.

The planning must also consider how the space is activated in quiet off-peak times and how the offer can be clearly identifiable as belonging to the community.

## SCENARIO 1



## SCENARIO 2

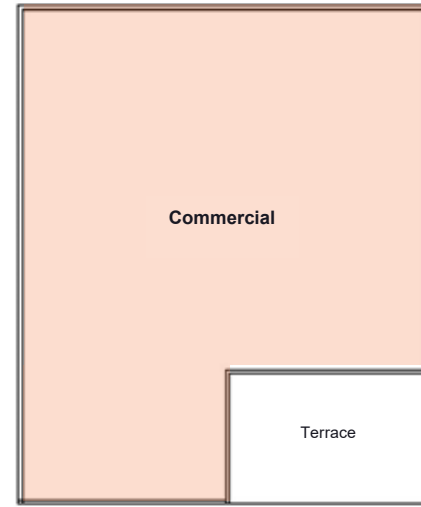
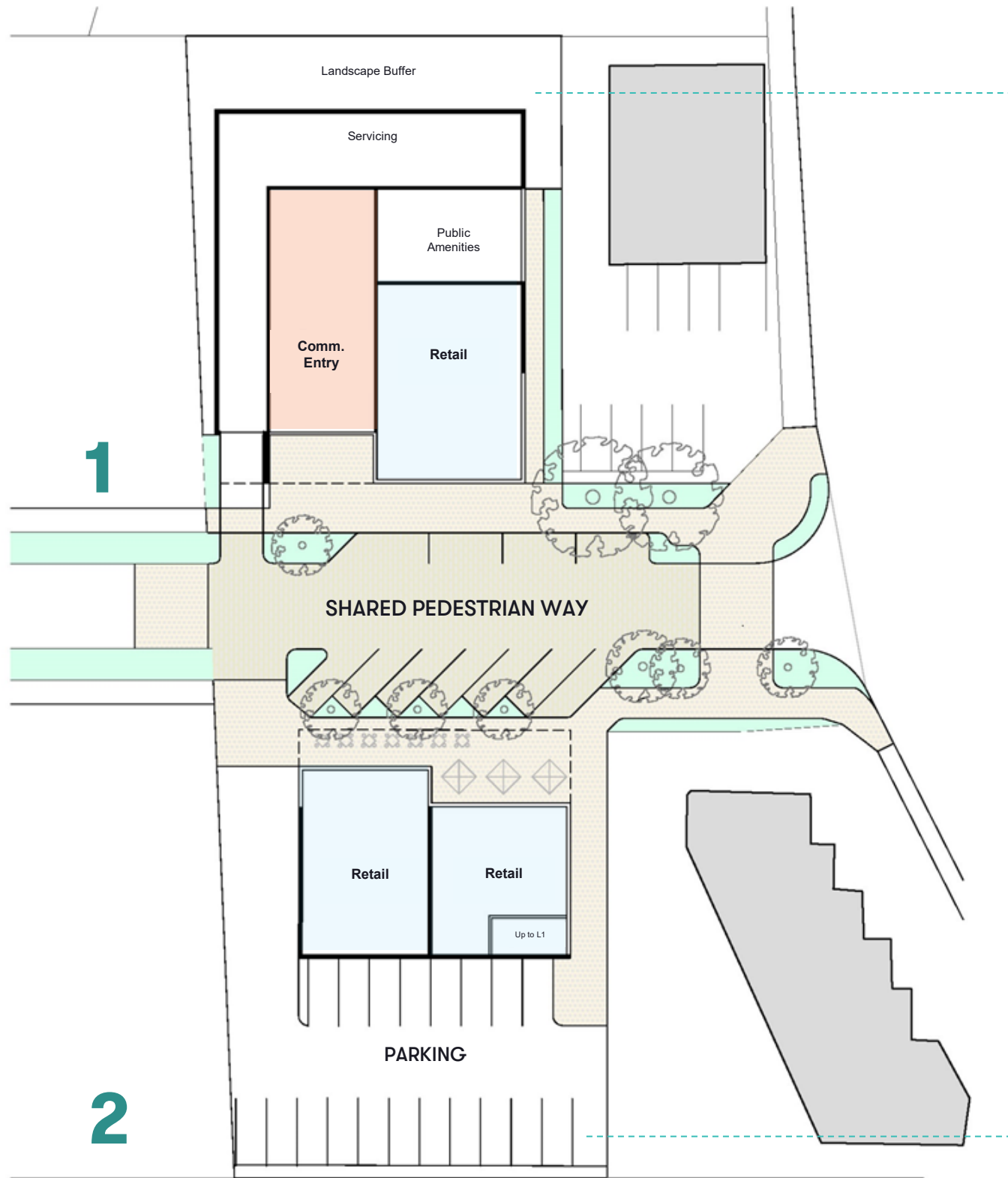


<b>Visual connection to existing retail or clear identity</b>	✓	Some clutter in visual connection however the plaza affords the opportunity to have a clear identity.	✓	Reasonable visibility by virtue of the street connection and continuity of a 'public' road.
<b>Connected and Permeable street and public domain</b>	✗	Public domain is pedestrian connected but the street connection is poor.	✓	Yes. The street is a continuation of the public network and allows for good permeability into the site and estate.
<b>Walkable + defined footpaths that prioritise pedestrians</b>	✓	Single sided footpath into the site only. Reasonable pedestrian connection	✓	Footpaths located on both sides of the street with capacity to close off the street in peak or event mode.
<b>Clarity between public and private space</b>	✗	The public domain is unclear as to whether it is part of the retail development or genuine public space.	✓	Yes. Clarity in footpaths and pedestrian zone.
<b>High sense of security and surveillance</b>	✗	No. Passive surveillance is good when the retail is open. Otherwise represents entrapment point	✓	Yes. Continued passing vehicles and pedestrians due to the permeability of the site.
<b>Discouraging of anti social behavior</b>	✗	After hours the design poses challenges for discrete anti social behavior and safety considerations.	✓	Yes. The public domain is highly visible and provides for two ways in and out of the site.
<b>Passing vehicles for retail success with clarity of parking</b>	✗	No. Parking is one way in and out. When parking is full, there will be confusion, frustration + traffic generation	✓	Yes. Retail is provided with passing 'trade' with customers driving past prior to entering the parking.

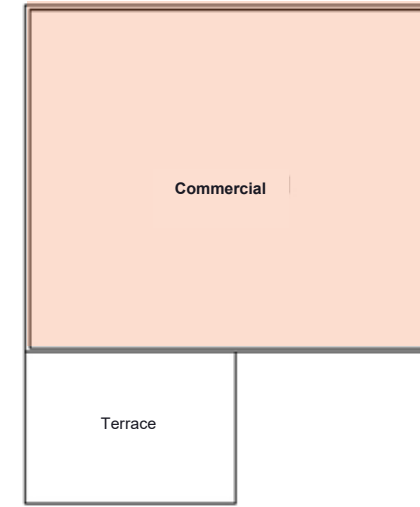


Recommended Solution

# RECOMMENDED SOLUTION



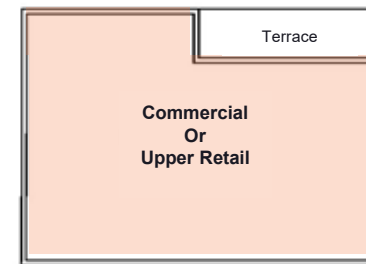
LEVEL 1



LEVEL 2

## BUILDING 1

- GROUND FLOOR RETAIL
- COMMERCIAL OVER WITH OPTIONS OF UPPER LEVEL RETAIL F&B
- PUBLIC AMENITIES
- SERVICING
- OPTION OF BASEMENT PARKING TO BE EXPLORED



LEVEL 1

## BUILDING 2

- GROUND FLOOR RETAIL WITH COMMERCIAL OVER (OR UPPER RESTAURANT)
- PUBLIC PARKING

GF

OCEAN ←



# SECTION

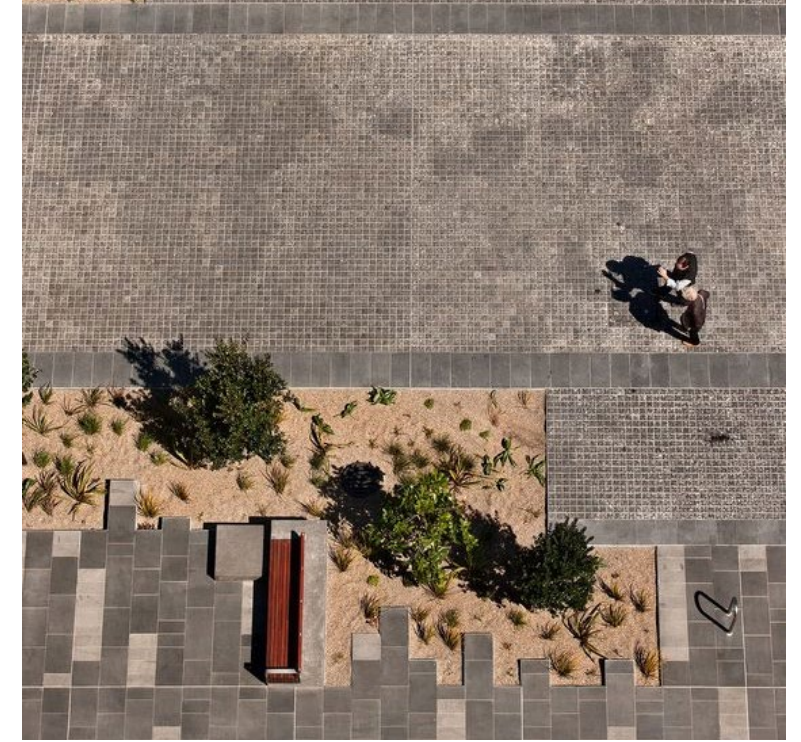


# BENCHMARK IMAGERY

## Contemporary Coastal Neighbourhood



## Pedestrianized Street





# BENCHMARK IMAGERY

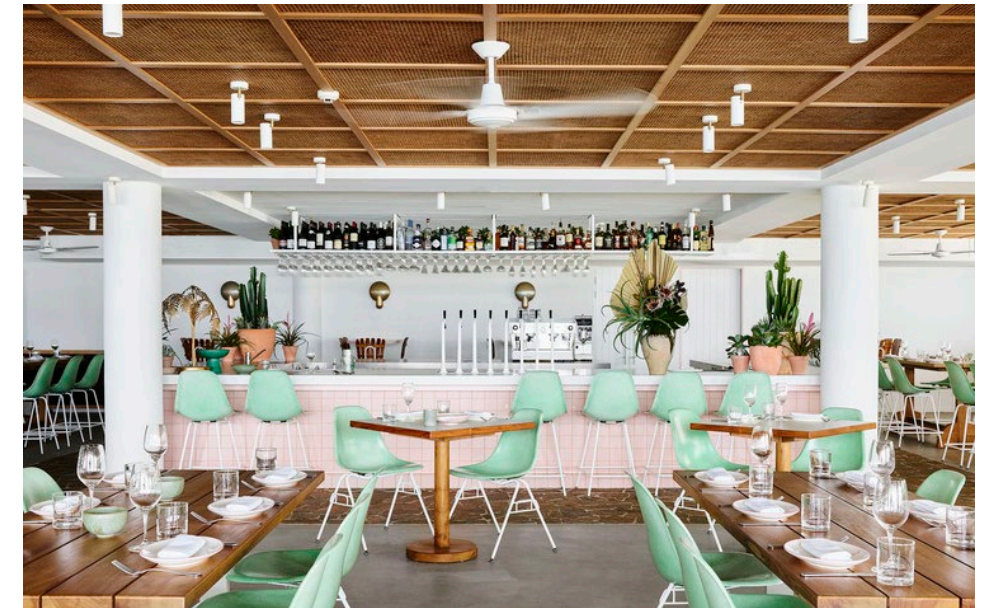
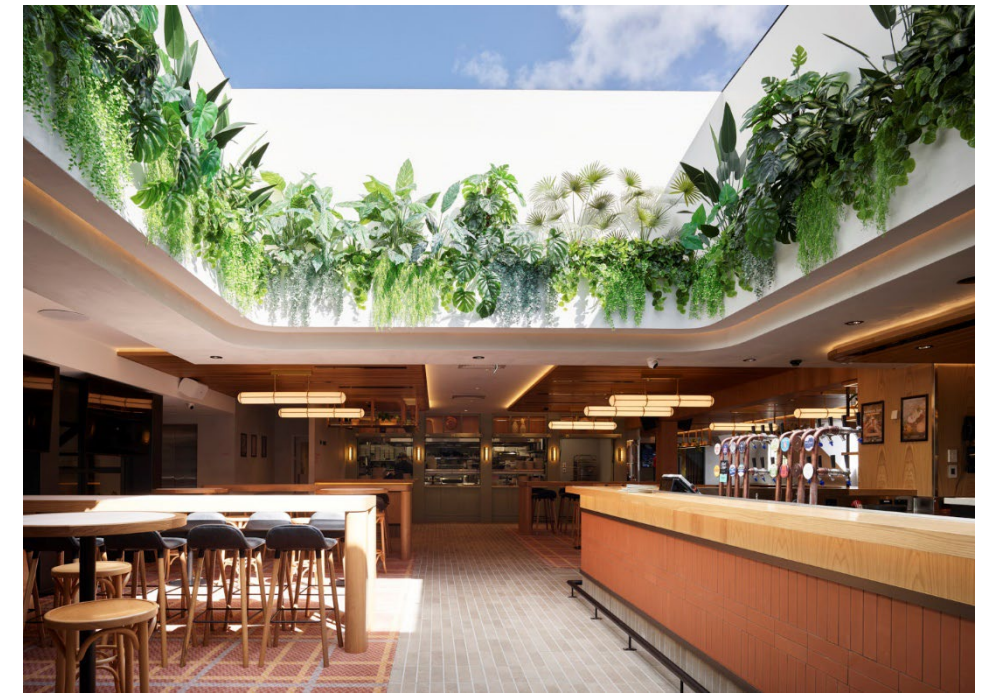
Fine Grain and Engaging Retail



Active Ground Plane



A New Social – F&B Offers





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