# PLACE PARTNERS Placemaking Consultancy

**AVALON VISIONING WORKSHOPS 1 & 2 OUTCOMES REPORT** Prepared for Northern Beaches Council, NSW 19 July 2018

#### PROJECT BACKGROUND

Northern Beaches Council is undertaking a planning process in collaboration with the local community, to develop a Place Plan for Avalon. The Place Plan is an action-oriented strategy focused on the community's connection to place. It establishes an area's vision and path forward, allowing incremental change that is aligned with the current and future community needs.

#### The Place Plan aims to:

- create places designed for people
- > attract the right uses to the right places
- provide a focal point for employment and deliver high quality urban design outcomes
- > improve connectivity in and around the centre, especially for pedestrians
- > recognise the importance of streets as community spaces and destinations

As part of this place planning process Place Partners were engaged to facilitate two visioning workshops to capture aspirations for local place identity, identify priorities for the future of the village and ideas for change.

## THE VISIONING WORKSHOPS

Two three hour workshops were held in Avalon on Saturday 30<sup>th</sup> June and Wednesday 4<sup>th</sup> July. Stakeholders were invited from a range of community organisations, educational institutions, businesses and residents' groups. 41 people attended the two workshops which took both groups through the same content and processes, as such, this report includes the combined findings from both workshops.

The objectives of the two visioning workshops were to:

- > Ensure all interested parties can have the opportunity to participate in the process
- > Align community and council around a shared vision
- > Engage the community to think about all perspectives of Avalon, and how they would explain its story
- > Allow the community to engage with any prospects for opportunity and change

ACTIVITY	DATE	ENGAGEMENT	#
Workshop	30 June 2018	Community Visioning #1 – 3 hours	7
Workshop	4 July 2018	Community Visioning #2 – 3 hours	34

#### The desired outcomes were to:

- > Share the project aims and process with key local stakeholders
- > Provide the community with an overview of Avalon's current context; demographics, past engagement findings etc
- > Share the Avalon Place Score engagement findings
- > Understand the issues that the community would like to prioritise for the future
- > Understand the attributes that the community believe represent the identity of Avalon
- > Identify opportunities and ideas for the future of Avalon

#### ATTACHMENTS:

- > List of workshop attendees and their affiliation
- > Summary of key findings from workshops
- > Full list of responses and ideas

## WORKSHOP ATTENDEES

NAME	AFFILIATION
Robert Deane	Avalon Badminton Club
Peta Clark	Barrenjoey High
Gerd Hollander	Avalon Computer Pals for Seniors
Catherine Kerr	Clareville & Bilgola Plateau Residents Assoc.
Billy Bragg	Avalon Community Garden
Julia Souter	Counselling & Psychotherapy
Alex Mc	Council
Sam Garner	Avalon Palm Beach Business Chamber
David Watson	Beach Without Sand – local surf shop
Sue Boaden	Barrenjoey Alliance for Arts & Culture
Craig Boaden	APA / PCA
Ros Marsh	Avalon Preservation Association
Peter Mayman	APA
Laura Field	Early Ed – Play for All
Simone Sinclair	Avalon Palm Beach Business Chamber
Maurie Overy	ABBC
Beatrix Twibill Hall	Barrenjoey High
Axel Akerman	Barrenjoey High
Jayne Denslure	Resident Cinema group
Miranda Korzy	Northern Beaches Greens
Greg Roberts	SIRA
Justene Gordon	Avalon Youth Hub – Burdekin Assoc.
Sally Mayman	Barrenjoey High School P&C Assoc. parent
Richard West	Palm Beach & Whale Beach Association Inc
Roger Sayers	APA
Leo Foster	Barrenjoey High
Adam Inger	Barrenjoey High
Rudy Nicholson	Barrenjoey High
Joel Walter	Barrenjoey High
Ben Walter	Barrenjoey High
Anna Walter	Avalon resident
Sam Creecy	Avalon resident
Helen Trollope	Avalon Hockey Club
Ben Trollope	Avalon Hockey Club
Clr Ian White	Councillor
Robert Hopton	Project Director, Avalon Beach Surf Life Saving Club

Carol Altman	Avalon Bowling
Marita Macrae	Director, Pittwater Natural Heritage Association
Pru Wawn	The Greens Member, Protect Pittwater
Janet Forrester	Communications Manager, Clareville and Bilgola Plateau Residents' Assoc.
Conrad Grayson	Member, Avalon Preservation Association
Clr Ian White	Councillor, Northern Beaches Council

## Council members:

Andrew Pigott	Northern Beaches Council
Anne-Maree Newbery	Northern Beaches Council
Karen Buckingham	Northern Beaches Council
Liz Brown	Northern Beaches Council
Joyce Jiang	Northern Beaches Council
Brenden Gavin	Northern Beaches Council
Nikki Griffith	Northern Beaches Council

#### **ENGAGEMENT FINDINGS**

#### THE FUTURE CHARACTER OF AVALON

The place character, or look and feel of an area is about capturing the 'essence' of Avalon, what makes it unique and special. The following words reflect the findings of the community attendees in the two workshops.

Our vision for Avalon is for a place that is healthy, green, organic and connected.

For the Avalon community this means:

- a GREEN, ORGANIC and sustainable place that celebrates the natural environment particularly the unique local landscape vegetation by protecting and building its quality and unstructured design
- a CONNECTED community, both physically and socially, where people can walk and cycle around and to the village, where all people of all ages and interests can gather and connect to each other and local business
- a HEALTHY community, both in terms of physical health and activity, as well as social wellbeing, a community that is open and encourages creativity and entrepreneurship

## WHAT VALUES DO THE AVALON COMMUNITY SHARE?

The community is aligned around having a personal and professional investment towards a positive future for Avalon. There is a strong feeling of care and connectedness towards the village centre, and the community wants to see it become more vibrant and sustainable. Key areas where community attendees are aligned include:

- CREATING A GREAT PLACE FOR YOUTH AND FAMILIES participants agree that Avalon can leverage its assets that make it a great place for families and youth. Youth and families have been drawn out of Avalon due to its distant proximity to educational facilities and work opportunities. Youth and families are among the top desired audiences for Avalon as they generate more income for businesses and are active in community events.
- MAINTAINING AVALON'S DISTINCT CHARACTER participants aligned around the fact that Avalon has its own features that make it stand out from its surroundings. This can be given credit to the unique recreational, social, economic, and cultural opportunities on offer here. There are a number of spaces such as the Avalon Golf Club or even the high school grounds that have the potential for multiuse treatment to create a more social and active environment, which would allow Avalon to further enhance its distinctive feel.
- VIBRANT AND SUSTAINABLE LOOK AND FEEL participants agree that one of the biggest assets to Avalon involves natural features and the environment. Open space, native trees and plants, Dunbar Park, and low-density housing all contribute to Avalon being an enjoyable place to experience. There are many ideas from the community that would further improve Avalon's sense of vibrancy and natural features, such as street gardens and retaining tree canopy.

## ARE THERE ANY AREAS OF CONFLICT OR CONCERN?

The community attendees showed that Avalon faces conflicting interests and concerns surrounding inclusiveness, connectivity, population, and vacancy:

- INCLUSIVENESS The sense of community in Avalon seems to be strong for those within the same generation, however, the younger population feels excluded from any decision-making processes and event participation. The younger population has been leaving Avalon as older residents move in, and youth are losing their voice as time moves on.
- CONNECTIVITY AND LINKAGES Workshop attendees are interested in having more direct public transport options to and from the Sydney CBD but are concerned that this will cause additional congestion. Making it easier for pedestrians to walk around is another area of concern that can be improved in correlation with street changes.
- POPULATION GROWTH Workshop attendees raised the interests to make the local businesses survive throughout all periods and to have longer trading hours, however, the demand for maintaining low-density housing and enjoying the peaceful environment will restrict the future business growth of Avalon. Introducing a mixed demographic with the influx in population is also a concern as most attendees wish to retain Avalon's current personality and feel.
- RETAIL AND VACANCY RATES Although Avalon Village has low vacancy rates when compared to the surrounding Northern Beaches suburbs, the properties that are vacant are in some of the most active locations in the area. Holiday houses being used only during Summer periods contributes to lack of Winter activity in Avalon, affecting businesses and social life.

## WHAT ARE THE COMMUNITY'S ASPIRATIONS FOR THE FUTURE OF AVALON?

The workshop participants discussed throughout various stages of the workshop what their individual and group aspirations were for the future of Avalon. These three words capture the attendees' aspirations for the future of Avalon:

NATURAL – Elements of the natural environment is an attribute that the attendees agree can always be improved upon in Avalon as it provides a sense of vibrancy and energy that transforms a space, while also keeping the area relaxed and green. Encouraging environmental sustainability by retaining tree canopy for new developments and by maintaining sustainable low-density developments. Open space environments can be improved with more outdoor cafes and restaurants, in addition to more outdoor events and activities. Street gardens filled with organic edibles is another aspiration that most attendees were on board with.

CONNECTIONS – Attendees agree that more can be done throughout Avalon to improve social, cultural, physical and economic connections. In addition to better access and more regular intervals to and from the Sydney CBD, walking activities can be introduced for all ages including directional and wayfinding signage competitions, and dog days. Creating a car-free pedestrian plaza from Old Barrenjoey Rd to Avalon Pde will benefit retail and restaurants, encouraging increased social and physical interactions.

COMMUNITY – Attendees agree that the community is friendly towards each other, but a lack of avenues for displaying social interactions is an increasing issue. A sense of community is strong among Avalon's residents, but there is a lack of activities or things to do during the day and at night. There is a potential to utilise existing spaces such as high school grounds at night for an outdoor cinema, or Avalon Golf Club as a creative art space.



#### THE CHALLENGES THAT AVALON SHOULD PRIORITISE

- **1. STREET DESIGN, SAFETY AND WALKABILITY** Designing, implementing and maintaining safe street design with better accessibility and linkages for pedestrians.
- **2. POPULATION STAGNATION** Keeping Avalon relaxed and comfortable while also encouraging businesses to invest here longer-term, which will occur if population increases.
- **3. LACK OF YOUTH ACTIVITIES** High suicide rates among youth and many young families leaving Avalon can be attributed to lack of activities among other reasons. There is a severe lack of night life and art programs for youth.
- **4. DECISION-MAKING TRANSPARENCY** Attendees feel as though the minority is making all important decisions that do not relate to what the majority desire and need.
- **5. AFFORDABLE HOUSING AND MAINTAINING LOW-DENSITY DEVELOPMENT** A great issue related to population stagnation throughout Avalon involves the high rental prices, low-density developments, and not enough variety in property choice. Affordable housing is a challenge when this is the situation, considering Avalon attendees wish to maintain the local character.
- **6. REGULAR PUBLIC TRANSPORT** The lack of transport options to and from the Sydney CBD, and the travel time is a challenge for Avalon. Pedestrian and vehicle congestion is also a challenge within the Avalon Village.
- **7. OPPORTUNITIES FOR YOUNG POPULATION** In addition to activities and transport, nearby educational facilities and job prospects can keep the young population in Avalon as there would be a reason to stay.
- **8. RETAIL VARIETY AND VACANCY** Avalon Villages' vacant shops and lack of variety are a challenge for the village centre, especially as attendees do not wish for franchises to take up the space. High rental prices and minimal activity in Winter are major reasons as to why there is little room for creative and long-term business ventures.

## WHAT ARE THE COMMUNITY'S IDEAS FOR CHANGE?

The participants shared numerous ideas for change and aspirations that could occur in Avalon. The following provides a high-level summary categorised by key themes:

- INCREASED COMMUNITY ACTIVITIES Intergenerational activities with retirees and children teaching each other their skills, monthly noodle markets, utilising vacant spaces for outdoor cinema and art workshops, encouraging walkability with 'dog days', holding competitions for children involving street/footpath signage, outdoor chess boards, carols on the beach, street theatre, film festivals, community-held clubs, volunteer groups.
- RETAINING THE AMOUNT AND QUALITY OF NATURAL ENVIRONMENTS green and open spaces, natural light, fresh air, reduced noise and air pollution. Suggested planning controls on tree canopy retention include amending planning laws and policy where trees are not cut down for every development or some are at least retained. For instance, instead of 10m make it only applicable for those trees that are 8m or closer.
- **ENHANCED STREETSCAPE ENVIRONMENT** better connectivity, more vibrant art and vegetation, re-route buses through Barrenjoey Rd, refreshing laneways and pavement, car-free pedestrian plaza from Old Barrenjoey Rd to Avalon Pde.

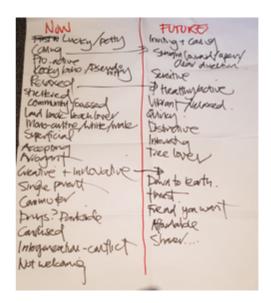
- **CAR ACCESSIBILITY AND PARKING** Implementing tiered parking spaces coupled with vertical gardens; Bowling Green Lane is a suggested location.
- **COMMUNITY CONNECTIONS AND CULTURE** Indigenous acknowledgement through signage and labelling on heritage features, enhanced communication regarding advertisements for local activities, utilising existing spaces such as high school grounds at night.
- MORE ACTIVITY DURING WINTER PERIODS Council- and Chamber-funded lighting and vegetation throughout the village, transforming natural elements into Christmas theme during Winter (Christmas in July).

## WORKSHOP 1 & 2 ACTIVITIES - DETAILED FINDINGS

#### **DISCUSSION - PERSONALITY**

Over 2 workshops, all participants were asked to imagine Avalon as a person you were having dinner with and "How would you describe Avalon now?". After people spoke up and formed an extensive list of defining characteristics, participants were then asked to describe "How would you want Avalon to be 10 years from now?". Certain characteristics crossed over, and others were improvements over previous descriptions.





The dominant themes across Avalon's features currently include generous, creative and relaxed, but also suffering from mental health issues. Avalon's future looks to have a healthier lifestyle and increased community involvement.

When asked about defining Avalon in its current state, respondents described Avalon as someone who volunteers, is healthy, status-driven, friendly, casual, relaxed, generous, a greenie, environmentally-conscious, arty, musical, asset rich, lucky, entrepreneurial, pro-active and old. Other characteristics defining Avalon involve being mono-cultural, conflicting with other generations, petty, a heavy drinker, on drugs, suffers mental health issues like depression, is the underbelly, isolated, cash-poor and mono-cultural.

Looking towards the future for Avalon, participants see it as healthy both physically and mentally, generous, involved, connected physically and socially, accepting, opportunistic and having environmental leadership. Future Avalon is also a tree lover, interesting, distinctive, sensitive, inviting and caring, down-to-earth and honest.

A key point to take away from this activity are that mental health and isolation are Avalon's key issues that the community wishes to change, and participants want to rid Avalon of these issues by encouraging a more community-oriented village. Another change people want to see is for Avalon to be more inviting and welcoming, in addition to constantly being distinctive and interesting.

## INDIVIDUAL #1 – CHALLENGES AND OPPORTUNITIES – OVERALL FINDINGS BETWEEN THE 2 WORKSHOPS:

Participants were given two coloured sets of post-it notes and were asked to individually identify any challenges and opportunities that Avalon is facing. These were categorised under Avalon's themes, with an extra theme for any miscellaneous responses. Any repeat mentions are identified by the number near the point.

Theme	Challenges	Opportunities
STREET DESIGN, SAFETY AND WALKABILITY	Safe street design (8x)  Design and maintenance of roads and street edges (5x)  Pedestrian accessibility/linkages to Avalon Beach	Better connectivity around intersection (6x) Street art and streetscape (2x) Dunbar Park to Beach connection Pedestrian mall north of Avalon Pde Re-route buses into Barrenjoey Rd
ECONOMIC VIBRANCY	High rental costs (5x) Summer-oriented village, no activity in Winter (2x) Overdevelopment Overpopulation Unrecognised arts/cultural precinct	More unique retailers (4x) Enhancing the Village's character via art (3x) Street stands and pop-up stores (3x) Partnership between council and business owners Cinema underutilised
COMMUNITY CONNECTIONS AND CULTURE	Diverse activities (10x) Night life (4x) Retain Avalon feel (3x) Reactivating the cinema (2x) Less young families	More facilities, events and spaces (6x) More attention to activities (2x) Indigenous acknowledgement (2x) Utilising existing spaces – high school grounds at night, etc.
NATURE, ENVIRONMENT AND SUSTAINABILITY	Encouraging recreational park usage Regulating tree lopping Maintenance of native plants and trees	Street shade canopies (2x) Maintaining low density housing (2x) Maintaining cleanliness Street gardens Dunbar Park
CLEANLINESS AND MAINTENANCE	Infrequent cleaning Unkempt and messy streets More care related to recycling/waste	Overall increase in maintenance/cleaning (4x) Open re-sell centres More bins around the Village
TRANSPORT	Minimal bus routes, especially getting to CBD (3x)	Bike paths and storage (5x) Increased signage for sites and walks
MISCELLANEOUS	Vacant houses Keeping Avalon as it is	Revitalisation of existing spaces (2x) Medium density development (2x) Sporting facilities Dog parking stations Limiting senior housing

## **GROUP WORK #2 – SETTING THE AGENDA**

Workshop 1: In groups of 3-4, participants were asked what the greatest challenges for Avalon are in terms of sustainability and success. The challenges discussed by the participants surrounded four key themes regarding population, artistic expression, environment, and transportation.

Workshop 2: In groups of 3-5, participants were asked what the greatest challenges for Avalon are in terms of sustainability and success. The challenges discussed by the participants as being the most pertinent to Avalon related to themes of culture, affordability, transportation, and community.

CHALLENGE	DETAILS
POPULATION	In terms of population, the current stagnation in the region will not support Avalon Village's viability so something needs to be done to remedy this. The influx of properties being abandoned and only used for holiday homes has resulted in smaller populations during the Winter times therefore, decreasing activity and business in the area. Another challenge relates to the uncertainty as to whether residents would enjoy a larger population that is attracted to Avalon for its vibrancy or restricting that and continuing to maintain Avalon's quiet and relaxed feel, which unfortunately is not a sustainable long term approach.
ARTISTIC EXPRESSION	Avalon faces the challenge of reducing the high suicide rates among the region's youth population. Making Avalon an arts destination by implementing more effective arts programs for creatives in schools and repurposing the cinema are some of the challenges Avalon should tackle to welcome youth activities. There is a need for maintaining a relaxed atmosphere while at the same time enhancing the artistic culture.
ENVIRONMENT	Environment is a dominant theme as many participants are passionate about retaining the tree canopy, claiming that current planning laws are inadequate. The challenge revolves around planning controls: specifically replacing the vegetation loss on private properties and public spaces, particularly native trees and plants.
TRANSPORTATION	Transportation is another major challenge for Avalon residents. More effective and efficient public transport is needed to take people to and from Avalon into the city at regular intervals. In terms of pedestrian connectivity, there is the issue of making it safer and easier to move around the Village. Traffic management is another challenge as roads are constantly crowded in the area. Pedestrian and vehicle congestion is a prominent issue across Avalon.
AFFORDABILITY	In terms of affordability, one group wishes to maintain a low-density environment across Avalon as that is a major characteristic of the region's uniqueness and restricts population influx. However, the same group desired affordable housing. This is a challenge that relates back to the first workshop, in that the participants do not want an increase in population but at the same time want it to be more affordable. Affordability is also an issue due to Avalon's environment being a summer destination and the number of holiday homes that also impacts Winter trading and activity. This has a direct effect on the businesses in the area, resulting in businesses opening up only for summer periods as these periods are the most active.
COMMUNITY	Another challenge for Avalon involves community, where participants believe young people do not have enough opportunities or reasons to live in Avalon over other suburbs closer to Sydney's CBD. There is the challenge of welcoming a mixed demographic and inviting visitors during Winter periods, although some participants enjoy Avalon for how it is currently.

## **GROUP WORK #3 - IMAGE PLAY**

Both Workshops provided each group with a bundle containing at least 8 images relating to a specific topic coupled with an A3 Image Play sheet and were asked to assign each image in terms of whether Avalon should consider having "Definitely Yes", consider partially "Maybe", or should never be considered "Definitely No". The group members justified their answers. Workshop 1 comprised three groups of 2-3 members each and Workshop 2 had six groups comprising 4-6 members each.

Workshop 1 topics included: Retail Space and Built Form, Street Furniture/Planting, and Street Edges/Paths. Workshop 2 topics included: Retail Space and Built Form, Night Time, Street Edges/Paths, Public Space, Street Furniture/Planting, and Public Art/Activation.

TOPIC	DEFINITELY YES	MAYBE	DEFINITELY NO
RETAIL SPACE AND BUILT FORM	Encouraging natural light. Art gallery. Open spaces, cafes. Bike garage. educational entertainment, unique shops, inviting storefronts (bookshelf). Food outlets (casual). Shopfronts with plants and greenery.	Modern architecture. Formal restaurants surrounded by greenery. More of the same.	Franchises like 7/11, Nandos, abandon uniqueness. Tall buildings, highrises, apartments. Retail. Concrete aesthetic. Additional buildings. Woolworths.
STREET EDGES / PATHS	Abundance of shade. Open, wide footpaths. Trees around shops. Limestone material. Increased seating. Pavement artwork. Street shops.	Vegetation but no space for people. Seating too close to street. Concrete material quality.	Sterile, uninspired paths. Narrow footpaths and tall buildings. Abstract paths.
STREET FURNITURE / PLANTING  DEFENTIALY YES  DEFENTIALY YES	Green walls. Trees planted around footpaths and pathways. Seating around natural elements. Landscape and infrastructure cooperation. Street gardens. Socially connected seating. Seating in sunlight.	Water fountain. Permeable pavement.	City-feel, concrete, hard furniture, bland. Barren benches lacking purpose. Lots of shade. Furniture proximity to streets. Contrived/artificial design.
PUBLIC SPACE	Informal but not extreme. Well-maintained footpaths. Fuzzy edges.	Fancy and expensive infrastructure. Fountains – wasted energy.	Hard spaces. Formal areas. Concrete footpaths. Don't want Dee Why or Double Bay.

CONTROL VIS	Scenery.  No barriers to entry. Increased greenery.		Large/tall areas. Bitumen.
PUBLIC ART / ACTIVATION  OFFICE ART / ACTIVATION  OFFICE ART / ACTIVATION  OFFICE ART / ACTIVATION  OFFICE ART / ACTIVATION	Less-crowded and open air. Interactive and usable art.	Large scale nightlife activities.	Gratuitous and unoriginal. Cliché. Don't want to copy Melbourne's vibe.
NIGHT TIME	New vibrancy, more inviting areas. Outdoor dining. Music atmosphere. Long trading hours. Alfonso's Café. Activating cinema and surroundings.		Same old Avalon. Bland and uninspired lighting and spaces.

## **WORKSHEET #4 – IDEAS AND INSPIRATION**

This worksheet asked participants in groups to come up with No Cost (\$0), Low Cost (\$5,000), and High Cost (\$10,000) ideas for making Avalon a place they aspire to live in and be a part of. Ideas were considered so that attendees could think about ways that they themselves can potentially contribute to the activation of the region. The responses are as follows:

NO COST (\$0)	- Encouraging/increasing walkability through activities (dog day, kids more involved with signage, stencil competition for footpath signage)
(+-)	- Public access to art (murals, artist shows, public dancing, street art)
	- Clubs (volunteer groups, cinema club, local restaurants, etc.)
	- Film club (summer movie nights, indoor days)
	- Young artist submissions for graffiti/paint
	- Council-donated vegetation (plants/trees)
	- Getting more people involved in the 'green team' or other local groups
LOW COST	- Intergenerational activities (monthly noodle markets, utilise vacant spaces for retirees + kids to mentor one another)
(\$5,000)	- Pop up stands (Bands, workshops, theatre)
	- Hop-on hop-off community bus with bike racks
	- Car-free pedestrian plaza from Old Barrenjoey Rd to Avalon Pde
	- Outdoor chess board
	- More night trade for businesses during summer (Council- and Chamber-funded lighting and vegetation, transforming large tree into Christmas theme in July)
HIGH	- Carols on the beach, film festivals, street theatre
COST	- Repurposing & Retaining cinema as community asset (inclusive community creative
(\$10,000)	hub through crowdfunding & sponsorship)
	- Refreshing laneways/pavement (Intersection) – similar to Port Macquarie
	- Tiered parking space @ Bowling Green Lane – environmentally sympathetic with
	vertical garden
	- Northern Old Barrenjoey Rd closure – developing a Plaza with public seating

## **OPTIONAL WORKSHEET - PRIORITY FOR THE FUTURE OF AVALON**

In this activity, participants were given the option to fill out this form asking their Priority for the Future of Avalon, "What opportunity would you prioritise to make Avalon a better people place?", "What challenges does it address?", and "In what ways will activating this opportunity benefit your community?". Nine people responded and their responses are summarised below:

- Year 7 student) More choices for bike riders and walkers safety, transport, storage, parking
- Year 7 student) Bus services running earlier and later connectivity, linkages
- Vibrant village with interesting businesses viable in Winter as well as Summer offering retail discounts in Winter
- > Plaza connecting Dunbar Park changing traffic flow, increase in green space, central artistic space, night markets, connecting spaces for all ages
- Environmental sustainability by limiting pollution and sustainable building practices –
   community, infrastructure, business, opportunity,
- > Improved footpaths and streets that are well designed and connected commitment to high quality, celebrates Avalon's distinct lifestyle, pride, connections.
- Outdoor community seating and social areas improved economy, social health, better use of town resources
- Establishment of Avalon Creative Art Space using Avalon Golf Club exhibition space, education, creativity, inclusive, destination