



# My Place: Avalon

Avalon Beach Place Plan




northern  
beaches  
council

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### **Acknowledgement of Country**

We acknowledge the Traditional Custodians and their Country on which we gather today. By these words we show our respect to all Aboriginal people. We acknowledge Elders past, present and emerging and the spirits and ancestors of the Clans that lived in this area.

## Message from the Mayor



The people of Avalon Beach have developed a vision for Avalon Beach as:

'A relaxed and peaceful coastal village, embracing and nurturing the natural environment, celebrating creativity and community connection.'

Council is working with the community to make Avalon Beach a great place for all people to enjoy, now and long into the future.

The Avalon Beach Place Plan articulates a clear and compelling vision for Avalon Beach's urban landscape, identifying short-term improvements as well as long-term priorities.

Our detailed and thorough community consultation process with the locals of Avalon Beach allowed us to engage with many people

and gave us critical insights into the values and concerns most people care about and what that they believe Avalon Beach should be like in the future, from social, natural, environment, economic and cultural perspectives.

Avalon Beach is the first village within the Northern Beaches to undergo a place planning process of this kind.

The Avalon Beach Place Plan presents a historic opportunity to realise the community's vision.

I thank everyone for their active involvement.

A handwritten signature in black ink that reads "Michael Regan". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Michael Regan  
Mayor







## Introduction

### The My Place approach

Northern Beaches Council is working to create great places that are vibrant, safe, inclusive and sustainable right across the Northern Beaches.

We have initiated 'My Place', a place planning approach to planning, design and management of local town centres.

The approach focuses on people's connection to their local area and encourages them to work with us.

Our approach requires us to watch, ask questions of and listen to the people who live, work and relax in a particular 'place' to discover their needs and their aspirations.

Community participation and involvement is essential during all aspects of My Place, so that we can develop a Place Plan that truly reflects community expectations and aspirations.

***It takes a place to create a community, and a community to create a place.***

Avalon Beach is the first centre to undergo the My Place planning process. We refer to this as My Place: Avalon.

Specific emphasis has been placed on ensuring that all members of the community have an opportunity to engage with the process and to share their ideas and thoughts about what is best for Avalon Beach now and in the future.

The outcome of this approach is a Place Plan, which is an evidence-based framework to enhance the physical and social aspects of a 'place'.

The Avalon Beach Place Plan identifies and considers the features that make Avalon Beach such a special and unique place. It identifies what the community values most and provides an action plan that align changes with the community's current and future needs and aspirations.

Place plans are not developed in isolation; they sit within a broader strategic planning framework that includes the Greater Sydney Region Plan, North District Plan, Towards 2040 (our Local Strategic Planning Statement) and other local policies such as local environmental plans and development control plans.

### What is Place Planning?

In essence, place planning is about working with the community to develop local solutions for local problems.

The Avalon Beach Place Plan was developed with the local community through extensive community engagement activities.

The Place Plan centres on public domain improvements and programs that aim to support and build capacity within the local community.

The plan will not incorporate any changes to the current land use planning controls applying to the area in Pittwater Local Environmental Plan 2014, such as building heights, zonings and density, and only minor amendments to Pittwater 21 Development Control Plan, including urban design guidelines and Avalon Beach Local Character Statement.

## Strategic Planning Framework



## Key Features of the 'My Place' Approach

- Allow the community to genuinely shape the outcome of the process & plan

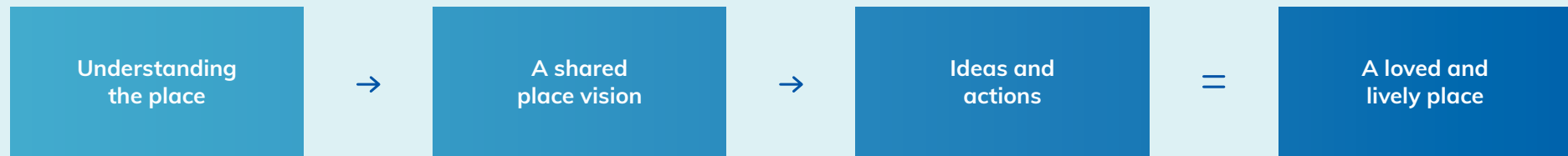


- Ensure the community's ideas and views are heard

- Be inclusive and representative of the whole community



## Our process



## The process in detail



## How to read this plan

### Local context

Sets out what we know about Avalon Beach.

### Community vision

Outlines the community's desires and aspirations for Avalon Beach.

### Guiding principles

Reflect the community's vision guiding the preparation of the Plan.

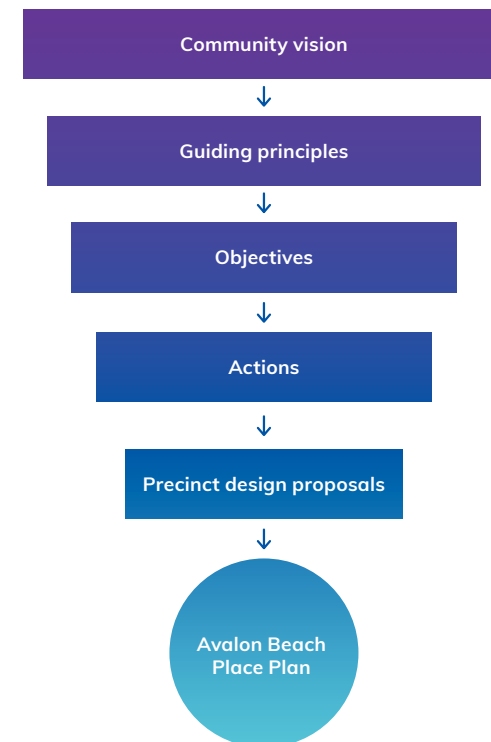
### Objectives

Set the overall purpose and specific goals that underpin each guiding principle.

### Actions

Represent the individual initiatives and projects to achieve the objectives.

## Preparation and development of Avalon Beach Place Plan





## What we know about Avalon Beach

### Our Place

Avalon Beach is a coastal village on the northern peninsula of the Northern Beaches, flanked by a popular surf beach on the east and Pittwater on the west. The area is renowned for its natural beauty, laidback atmosphere and robust arts and culture scene.

The area is characterised by sustainability culture and is known for its distinctive 'Avalon' style.

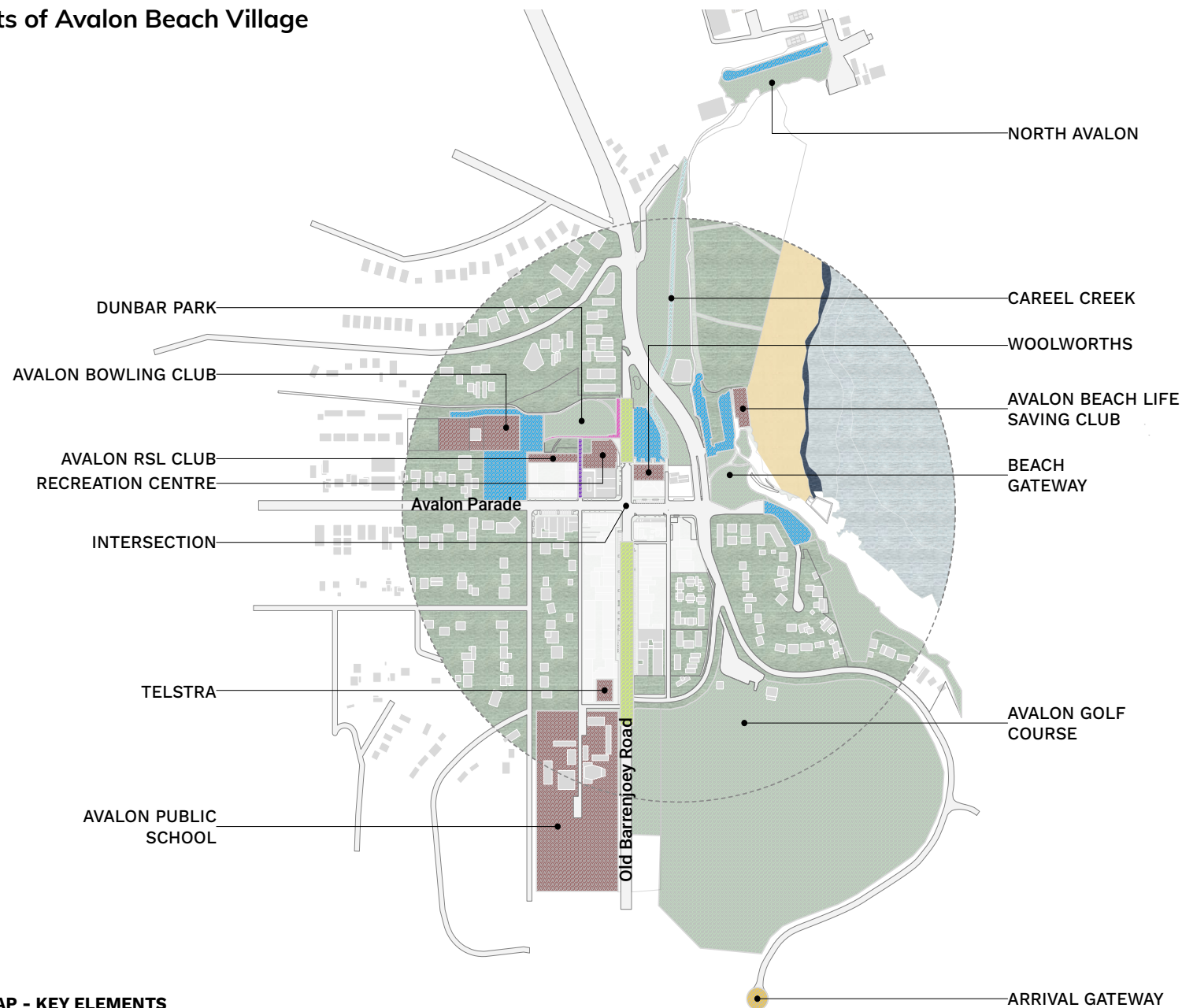
The Place Plan is focused on the area within 400 metres of Avalon Beach village centre. However a broader area of influence stretches northward to Palm Beach and encompassing the suburbs of Clareville and Bilgola Plateau is also considered.

Avalon Study Area Map





## Key Elements of Avalon Beach Village



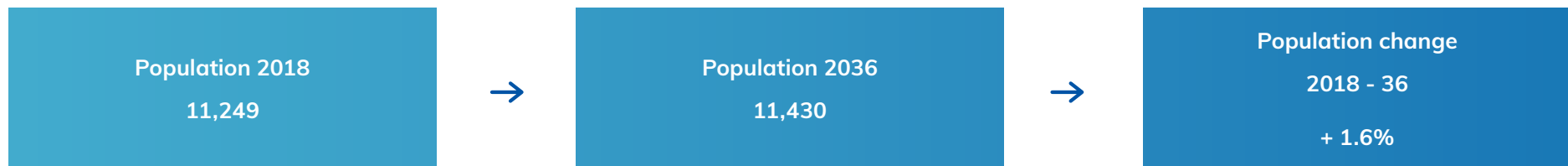
**MAP - KEY ELEMENTS**

## Our Community

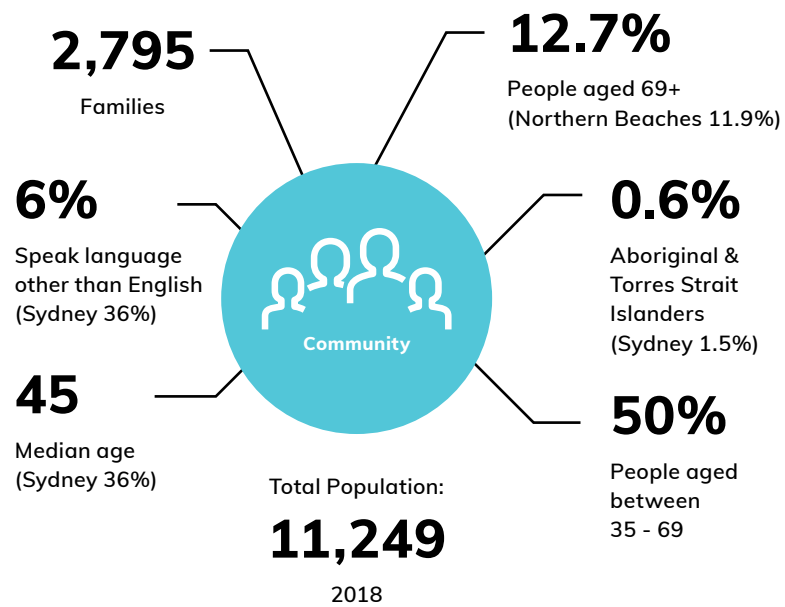
Avalon Beach enjoys a strong sense of community with many active community groups, high rates of volunteering and a history of community-led arts and cultural programming.

The area remains relatively constant and by 2036 the population is likely to increase by 1.6%. The Avalon Beach population is getting older with a median age of 45 years compared to 36 for Greater Sydney. The groups where we see the most growth is the pre-retiree and retiree age groups.

### Population

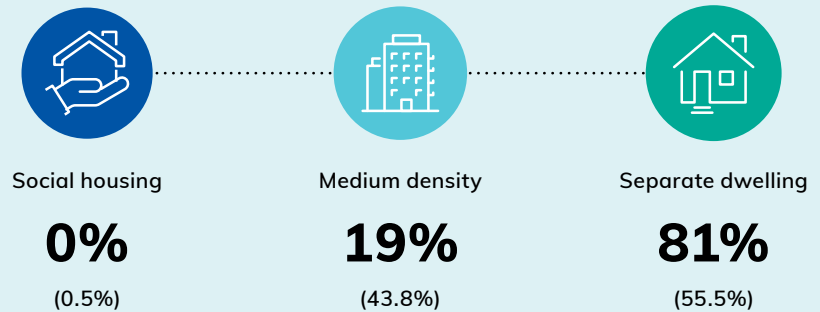


## Community snapshot



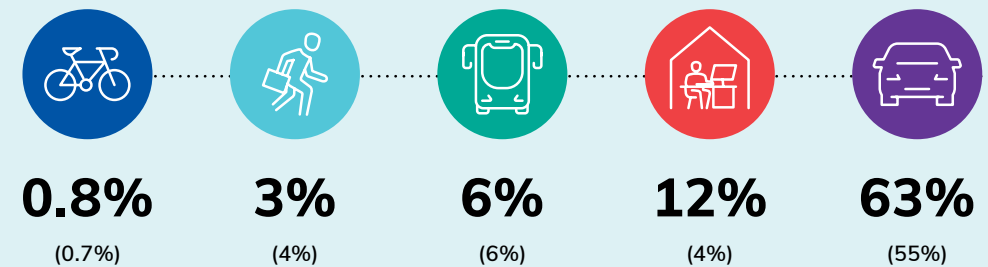
## How do people live?

Avalon Beach% (Greater Sydney%)



## How do people get to work?

Avalon Beach% (Greater Sydney%)





## Your Say: Avalon Beach

### Community engagement

Community consultation is at the heart of My Place: Avalon. We undertook a range of engagement activities with the Avalon Beach community to gain a clear understanding of their thoughts, passions and aspirations.

After our initial community consultation in May and August 2018, we presented our findings in My Place: Avalon Spotlight on Avalon - Snapshot and community engagement summary, January 2019 (Spotlight on Avalon document). Spotlight on Avalon reported on more than 1,500 contributions and thousands of ideas that reflect the aspirations, visions, values and priorities of this eclectic coastal community.

Our additional community engagement built on and refined the initial work.

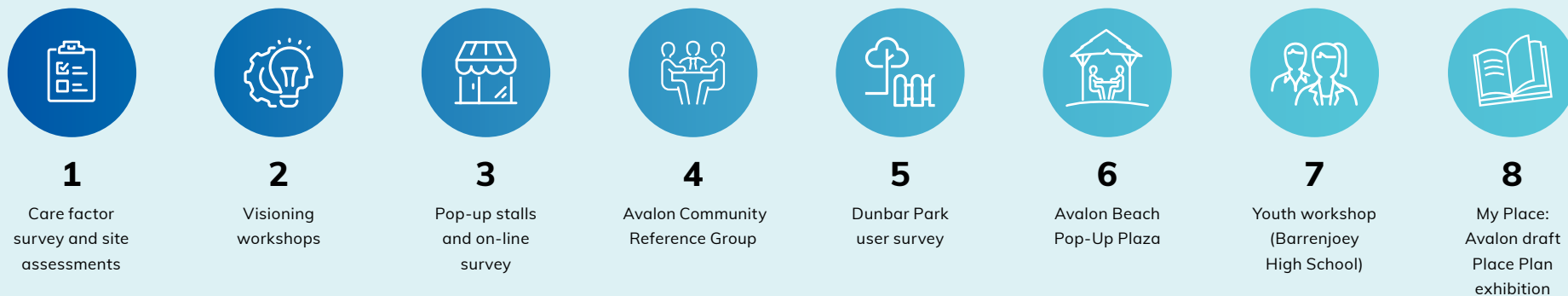
We established an Avalon Community Reference Group which represent a broad cross section of the Avalon Beach community who hold an intimate understanding of the area. The Reference Group helped us to further develop the key issues and actions for Avalon Beach.

From these activities, we've been able to present a clear community vision for the future and a range of local solutions and actions to achieve the vision.

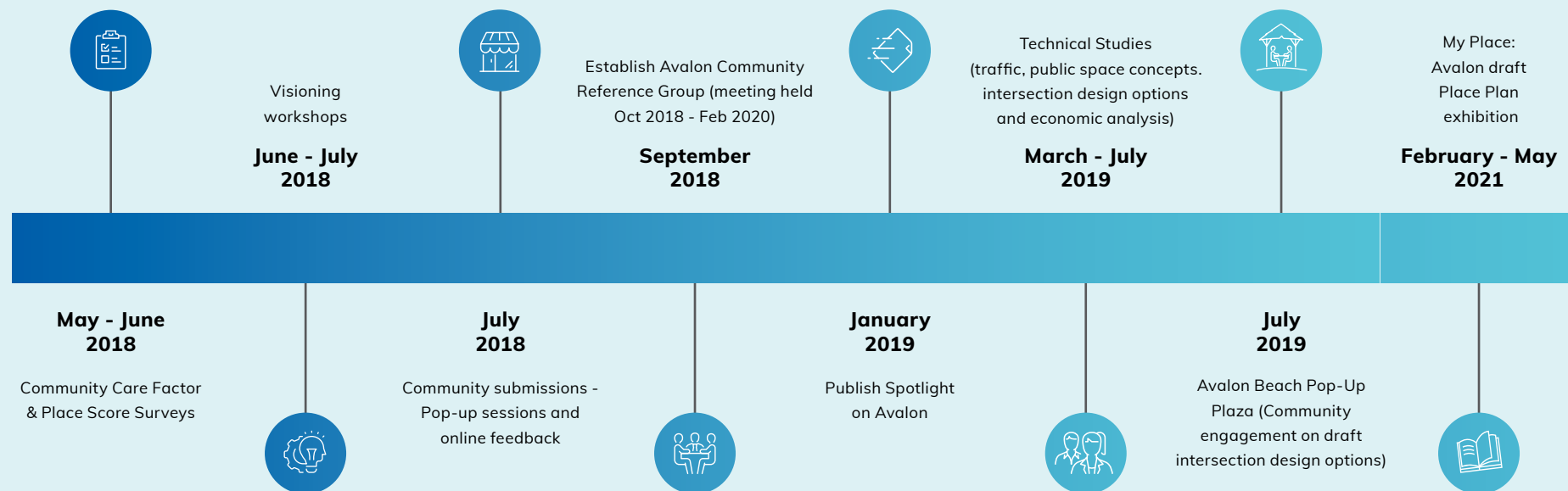




## Consultation activities



## Consultation timeline





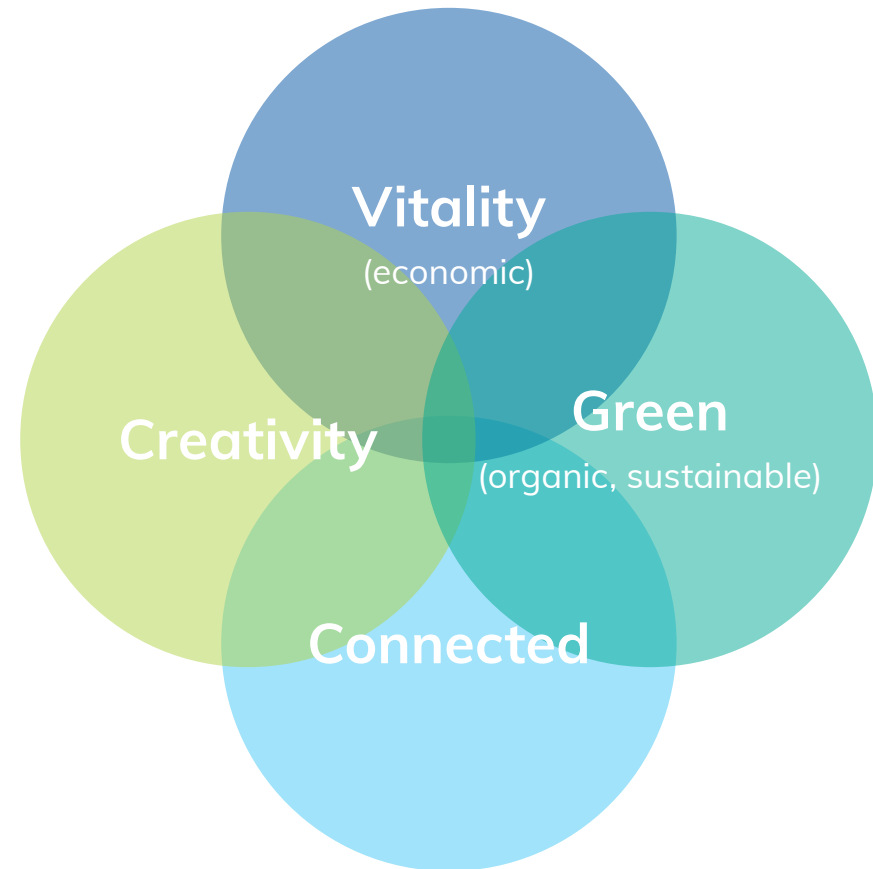
## Vision

### Community vision

The community vision developed with the local community has informed the development of the Place Plan and will guide decision making.

The community's vision is that Avalon Beach in 2030 will be:

***“A relaxed, peaceful and vibrant coastal village, embracing and nurturing the natural environment, celebrating creativity and community connection.”***



## The journey ahead

How are we getting there?

We have already started making progress and taking small steps towards the vision through a range of quick wins and the commencement of associated projects, including:

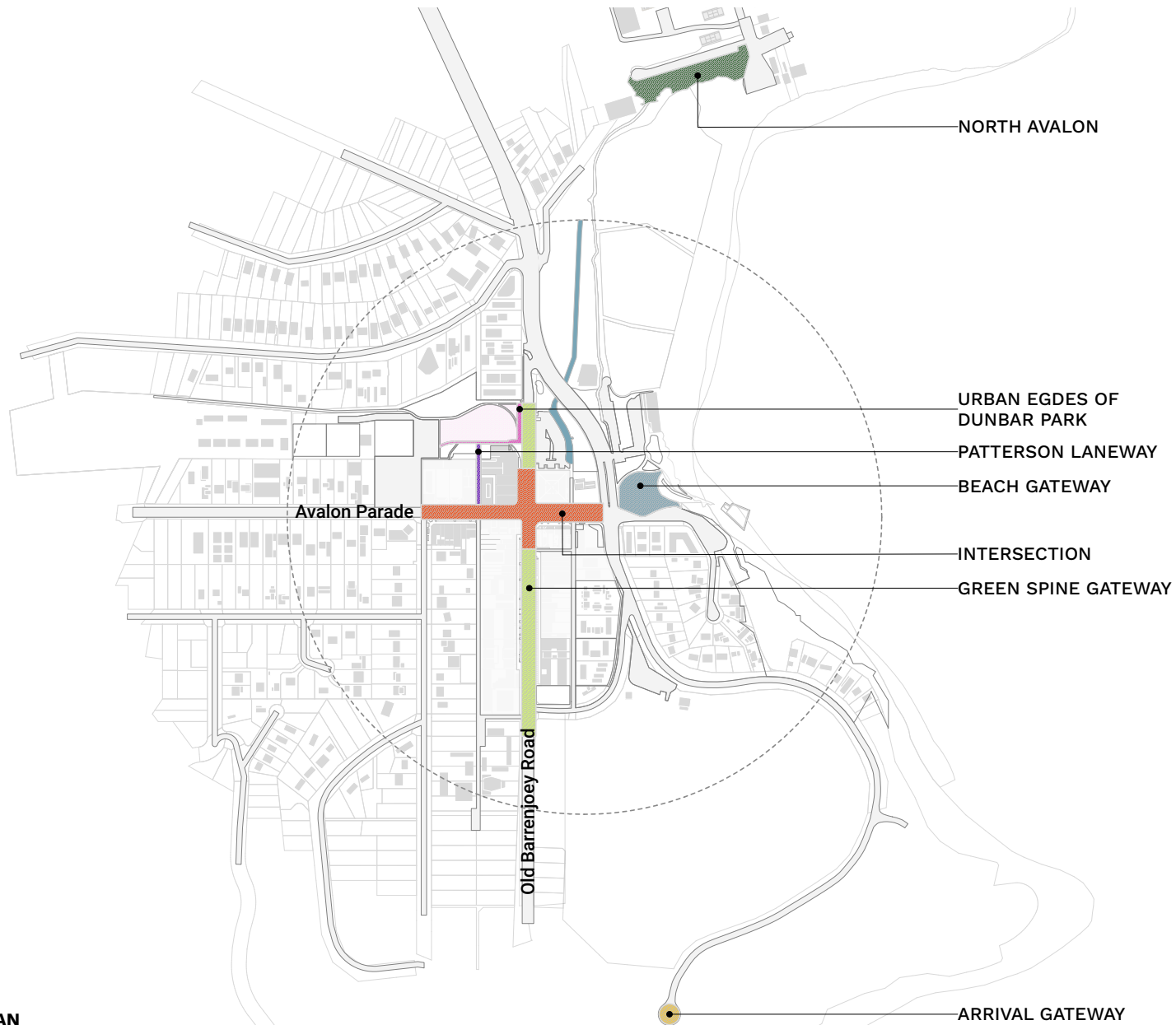
Dunbar Park  
Christmas tree lights  
2019

Dunbar Park  
playground improvements  
2021

Avalon Beach  
netball and half court  
basketball courts  
2021

Northern Beaches Coast  
Walk Public Art Trail





MAP - AVALON PLAN



## Guiding principles

Five interlinked key principles will guide the realisation of the community's vision.

The Place Plan is underpinned by guiding principles identified by the community and includes short term and long term actions.

The guiding principles are underpinned by an integrated, sustainable planning approach that balances, economic, environment, social and cultural impacts and opportunities.



Green and Clean



Vibrant and  
Diverse Economy



Improved  
Connections



Community Culture  
and Creativity



Active and  
Distinctive Spaces





## Green & Clean

Stewardship of the natural environment that protects and enhances the unique local ecosystem.

### Objectives

- Increase the urban tree canopy and create quality green streets and public spaces.
- Manage, protect and enhance the natural environment and biodiversity of the area, with a focus on Avalon Beach Village and surrounding area.
- Empower the community to embrace waste avoidance, reduction and re-use.

### Actions

- Incorporate recycling waste bins (customised with local artist works) into streetscape enhancement works.
- Investigate opportunities to naturalise Careel Creek and stormwater drainage systems within and surrounding the Avalon Beach Village.
- Integrate landscape design with water and stormwater management.
- Increase tree and vegetation planting throughout Avalon Beach, with species endemic to Avalon Beach to increase biodiversity.
- Incorporate features into landscape works to support local fauna and biodiversity.
- Encourage walking and cycling throughout Avalon Beach Village centre to decrease greenhouse gas emissions.
- Protect the quality and quantity of existing native bushland and open space from encroachment from new development.
- Incorporate sustainability outcomes such as green architecture and Biophilic design, into development approvals process, where possible.
- Integrate greenery and vegetation into buildings, laneways and car parks, such as green laneways, green walls and roofs and green pavement treatment.





Green roof



Green walls



Green pavement treatment



Solitary native bee/insect hotel

### Vibrant and diverse economy

Providing a vibrant and diverse local economy for growth and resilience that reflects the uniqueness of the area.

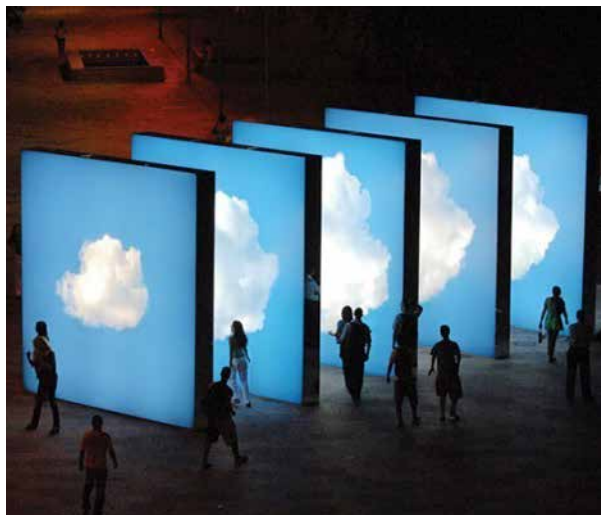
#### Objectives

- Establish a diverse and resilient local economy that services and supports the needs of the local community and celebrates Avalon Beach's unique character.
- Support local businesses, especially in the winter months, through a diverse range of programs and initiatives.
- Create opportunities for an evening economy.

#### Actions

- Create an annual program of events that celebrate the unique character of Avalon Beach.
- Extend on the Connected Through Creativity 2029 through a busker program to provide entertainment in designated areas of Avalon Beach Village in collaboration with local businesses.
- Develop an online business walkabout map, promoting Avalon Beach businesses and attractions to visitors and the wider Greater Sydney area.
- Trial a monthly market with a focus on fresh produce, arts and crafts.
- Encourage unique and diverse retailers by working in collaboration with local businesses to establish mentoring programs and initiatives to support local start-up businesses and young entrepreneurs.
- Encourage temporary uses in vacant shops, supported by the Avalon Town Centre Retail Analysis, to retain a vibrant village.
- Encourage landowners and developers to utilise vacant land within Avalon Beach Village for temporary uses, installations and events.
- Develop a How to Guide on event planning, permit processes and approvals to encourage small-scale community-led projects.
- Maintain the integrity of the existing land zoned B2 Local Centre to retain a range of retail, business, entertainment and community uses in Avalon Beach Village.
- Work with local businesses to run a 'Shop Local' campaign to highlight the importance of supporting local retailers.





Temporary evening activations



Temporary treatment of vacant shops



Temporary street activity



Monthly market days



Unique local businesses



Live music and performances



### Improved Connections

Connecting the community through better links to and within Avalon Beach Village with a focus on sustainable modes of travel and linking bush to beach.

#### Objectives

- Prioritise people over cars by improving accessibility for all and increasing walking and cycling opportunities to and within Avalon Beach Village.
- Improve the functionality, safety and pedestrian experience of the intersection of Old Barrenjoey Road and Avalon Parade.
- Ensure the provision and management of parking spaces is sufficient to meet anticipated demand, outside summer peak periods.

#### Actions

- Implement the recommendations of the Avalon Beach Parking Study including an integrated signage plan, simplified parking controls and the relocation of long-stay parking spaces.
- Establish a framework to collaborate with Transport for NSW to optimise public transport routes and improve amenity and frequency of services.
- Renew and construct new footpaths and create wide pavements that link activity areas, transport and beach, as recognised by the Avalon Pedestrian Accessibility and Mobility Plan (PAMP) and Walk Northern Beaches.
- Create a low-vehicle speed pedestrian environment throughout Avalon Beach Village by using urban design and traffic calming methods within the Village.
- Stage the upgrade to the intersection of Old Barrenjoey Road and Avalon Parade including trial of a temporary one-way shared zone to inform permanent road and streetscape improvements.
- Incorporate bicycle facilities in strategic locations throughout the Village.



Encourage cycling



Prioritise people over cars



Make it easier for people to walk within the village



Make it safer and more enjoyable place for pedestrians



Create low-vehicle speed environment

## Community Culture and Creativity

Supporting a cohesive community connected through creativity and respecting cultural heritage.

### Objectives

- Embrace and build on the Connected Through Creativity 2029 Northern Beaches Arts and Creativity Strategy.
- Support, promote and celebrate Avalon Beach's creative and cohesive community culture.
- Celebrate and promote cultural places and acknowledge and recognise Indigenous culture and stories.

### Actions

- Increase opportunities for art in public spaces, including street art, art installations and sculptures that complement the character of Avalon Beach.
- Foster opportunities to celebrate the communities creativity through village laneways, open spaces, vacant shops and land via outdoor installations and outdoor galleries, art boxes and pop ups.
- Incorporate and encourage art in public spaces, performance spaces and cultural activities in community places to increase vibrancy.
- Explore opportunities to establish new or expand existing film festivals.
- Expand opportunities presented by the Coast Walk Public Art Trail to encourage people to detour off the trail and explore Avalon Beach Village.
- Recognise and celebrate the local heritage of the area, both Indigenous and non-Indigenous, through interpretative information, signage and an online heritage trail.
- Create a sense of arrival into the Village through local art and signage that reflects the heritage and creativity of the area.
- Install wayfinding signage directing to key places within the Village and adjoining recreational areas.





Wayfinding



Expand existing festivals and events



Art and sculpture installations



Celebrate local creative culture

### Active and Distinctive Spaces

Creating flexible and distinctively unique public spaces that enhance community interaction and experiences.

#### Objectives

- Improve the overall look and feel of the Avalon Beach Village and create unique places for people to meet, gather and relax.
- Promote natural surveillance and safety through street activation and improved lighting in key locations.

#### Actions

- Enhance and activate spaces within Avalon Beach Reserve and north Avalon car park.
- Provide a range of ambient lighting within the Village.
- Identify opportunities to ensure playgrounds are inclusive, adapted and safe for multiple age groups.
- Advocate for multi-use of existing spaces and facilities such as school grounds outside of operational hours.
- Install outdoor seating throughout the Village and Dunbar Park to provide places for people to meet and gather.
- Provide a range of outdoor activities, exercise and sporting structures in open space areas that complement the natural setting.
- Continue to explore opportunities to improve and upgrade the design of laneways, with a focus on alternative pedestrian connections, opportunities for art and more landscaping.
- Prepare urban design guidelines and controls for Avalon Beach Village that reflect the unique and distinctive character of the locality, embrace sustainability concepts, exemplary and biophilic design.





Ambient lighting



Street furniture to provide opportunities for people to gather and relax



Outdoor activities in strategic locations



Exercise stations in open space areas



## Place Precincts

We have grouped Avalon Beach Village into three distinctive place precincts based on existing and future activities.

These precincts provide diverse opportunities for positive change aligned to the guiding principles. This includes enhancing community spaces and streetscapes, creating active and lively places for the community to meet, gather

and relax, improving connections throughout the Village for pedestrians, cyclists and vehicles and providing new facilities for young people.

The place precincts are Coastal Fringe, Village Hub and Southern Gateway.



Village Hub Precinct



Coastal Fringe Precinct



Southern Gateway Precinct



### **Village Hub Precinct**

Centrally located, the Village Hub Precinct provides a diverse range of retail, commercial, open space and civic uses to support people residing in the surrounding suburbs extending beyond Avalon Beach.

The Village is a destination for the community to meet, gather and enjoy the diverse offerings.

The Village is a great place for pedestrians, with connections throughout the Village, along laneways and other links. There are opportunities to improve walking links between the Village and surrounding residential areas.

The area features smaller blocks and generally low scale development of two or three storey buildings.





## Village Hub Precinct

### Designing the place

Upgrade the intersection.

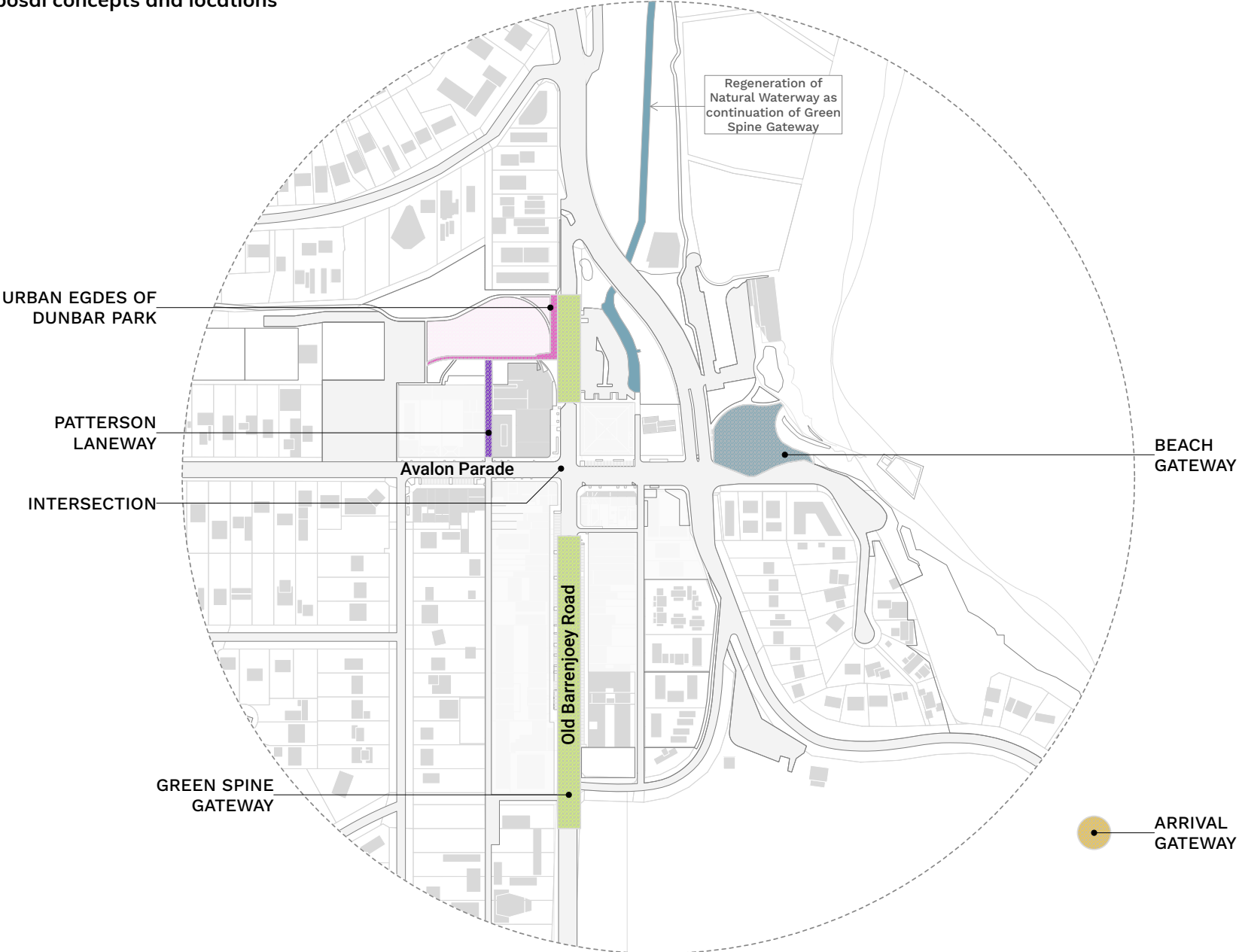
Upgrade the streetscape and public areas along Avalon Parade and Old Barrenjoey Road, incorporating new pavement treatments, street furniture, ambient lighting, landscaping and public art.

Improve Dunbar Park and playground.

Redesign Patterson Lane as an example of uplifting underutilised laneways into lively and active places with a variety of uses.







MAP KEY STUDY AREAS

## Intersection design

The question of what to do with the intersection of Old Barrenjoey Road and Avalon Parade is a hotly contested issue. Information gathered from the community over the past 25 years has consistently raised and identified safety concerns for both vehicles and pedestrians.

Overall the community feedback received during consultation strongly supported a pedestrian plaza for this space, followed by a shared zone. There are a number of traffic movement and distribution challenges for the broader road network associated with a pedestrian plaza. Given this, the preference from a traffic perspective is a shared zone.

Intersection improvements will achieve a greater balance between pedestrian and vehicle movement to create a safer pedestrian environment within a causal and laid-back village atmosphere.

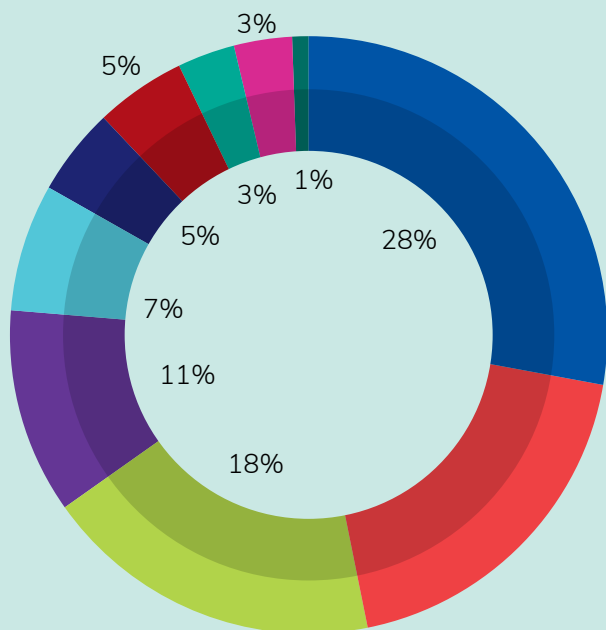
In moving forward, a temporary one way south bound shared zone of Old Barrenjoey Road north (between Avalon Parade and the current entrance to the Woolworths car park) will be established for a trial period (minimum of six months).

This will allow the footpath to be widened and the street to be pedestrianised. The installation of street furniture and vegetation will also allow the community to use and experience the space in a new way.

The trial will also provide the opportunity to test the street design concept in real-time so that people can voice their views and provide feedback before a permanent street design is endorsed.



## Avalon Pop Up Plaza - intersection change



- Full closure (28%)
- No preferred option selected (19%)
- Option two - shared zone (18%)
- Unrelated comments (11%)
- No change (7%)
- Roundabout (5%)
- Option one - minimal change (5%)
- Option three - one way (3%)
- Avalon Preservation Association option (3%)
- Traffic lights (1%)













## Avalon Beach bus route concept

### Relocation of Old Barrenjoey Road (north) bus stop

The existing bus stop and layover located in Old Barrenjoey Road (north) will need to be relocated as part of the temporary trial of the one way south bound shared zone. We have liaised with Transport NSW and the new service provider to develop an alternative option, including revised route for the 191 and 192 bus services. The bus stop and layover will be relocated to Barrenjoey Road, north of the Shell service station. The relocation will improve connectivity between the local bus service loop and bus services that connect Avalon Beach to Mona Vale, Dee Why, Manly and the City.

The 191 and 192 bus routes will operate as a figure 8 style service.





Potential design solutions - temporary installation for the trial shared zone.



Informal opportunities for people to gather and relax



Unique furniture that reflects the community's artistic flair



Using timber and stone



Appropriate planting to soften area and create vibrancy



Repurpose objects to inject creativity

## Streetscape improvements

Proposed improvements include:

Resurfacing footpaths and roads

Street planting and landscaping

Street furniture

Art and performance spaces

Bicycle facilities

Improved street and ambient lighting

The streetscape today is characterised by inconsistent footpath paving and street furniture, untidy streets and laneways and underutilised street width in Old Barrenjoey Road (south).

Some elements are compatible with the style and character of Avalon Beach and these elements will guide the design and types of materials used for future improvements.





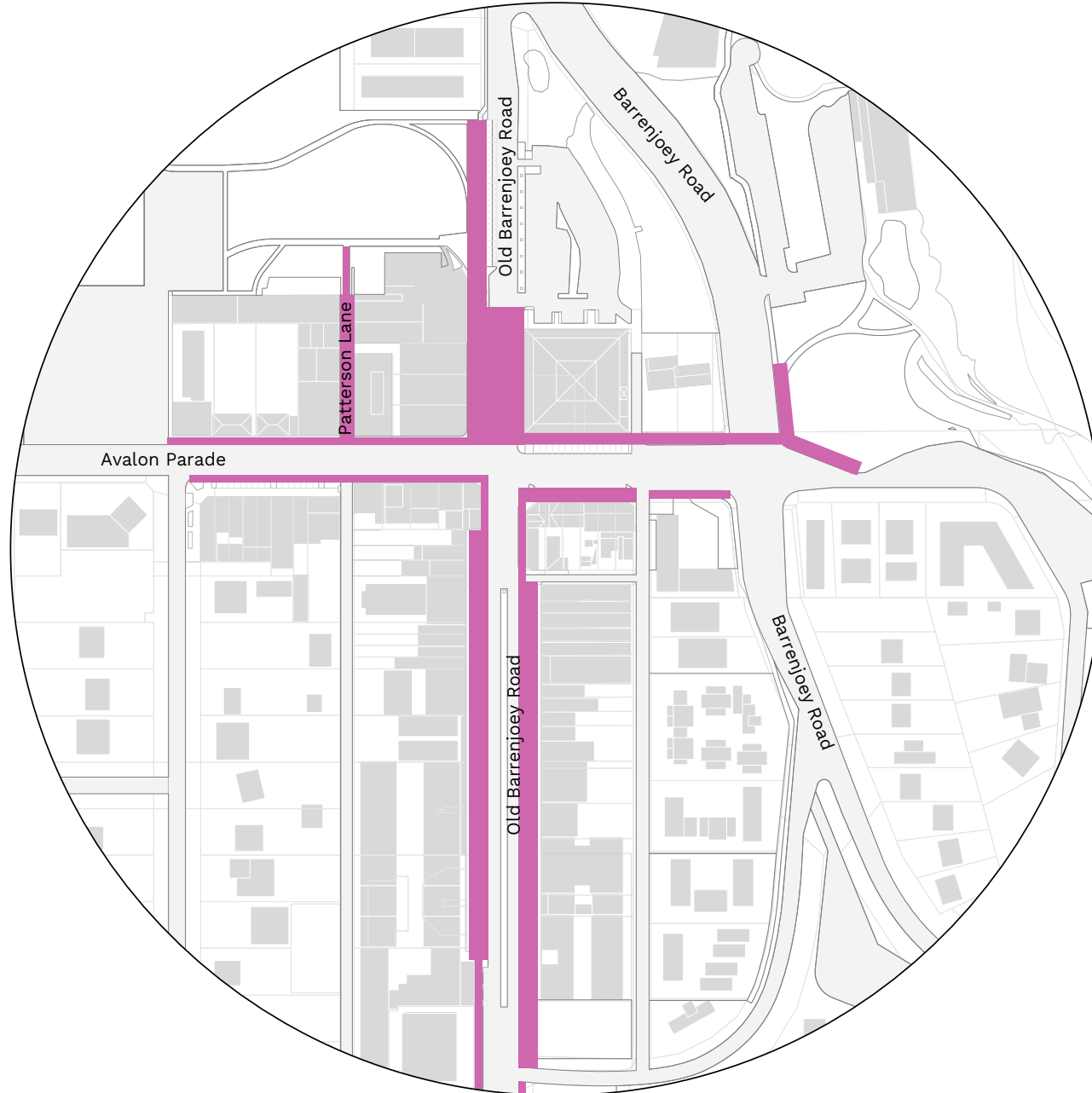


## Resurfacing

Streets can be quality spaces that support businesses and community interactions:

Widening the footpath in specific localities and resurfacing existing roads, footpaths and pathways will create a more uniform and attractive appearance. Creating a more enjoyable and safer place for pedestrians and retaining the casual vibe of the Village.





## Bicycle facilities

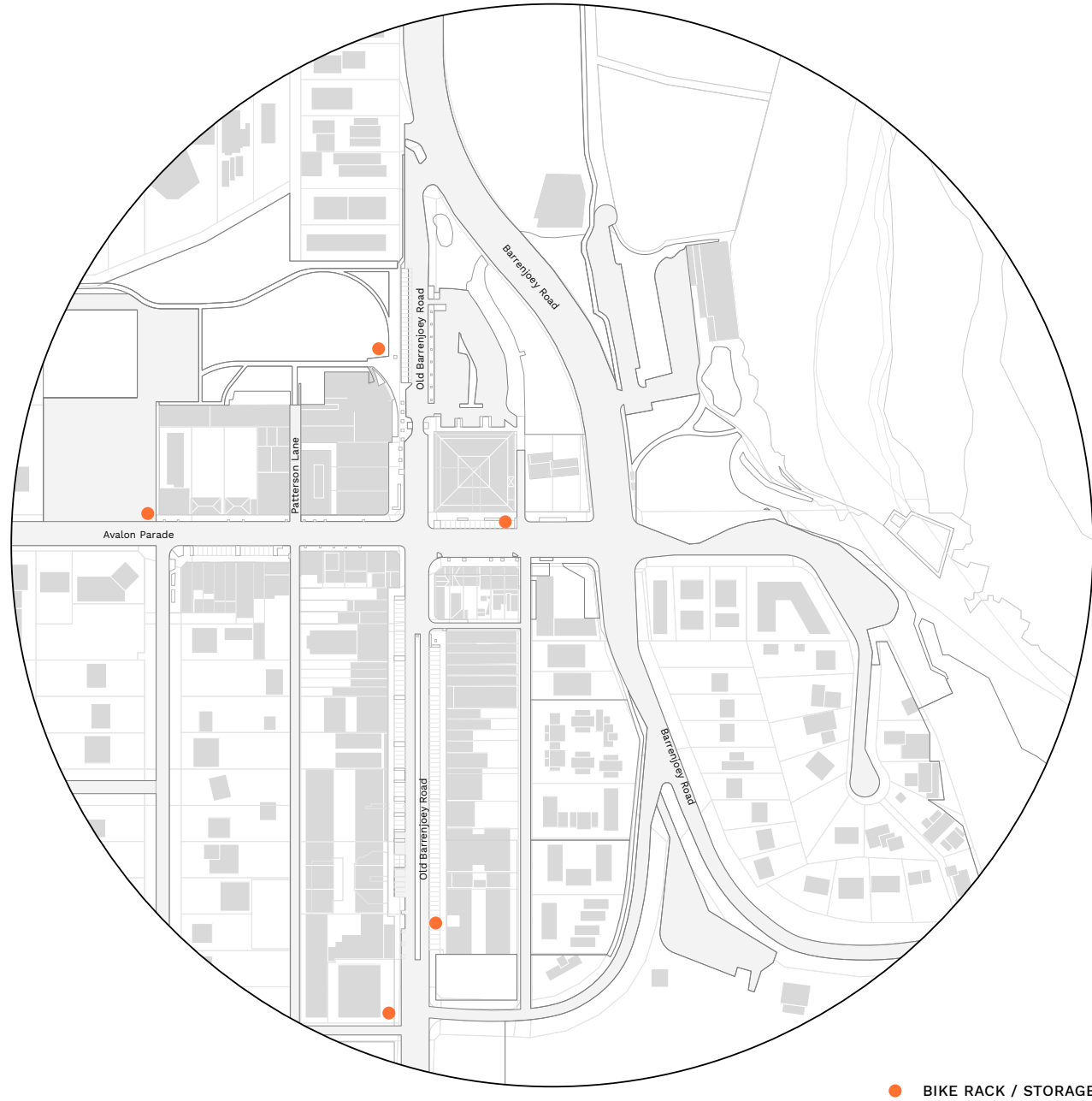
Cycling increases physical activity to promote and maintain good health, reduces greenhouse gas emissions, reduces traffic congestion and helps improve the flow of traffic.

The Northern Beaches Bike Plan 2020 aims to expand, improve and maintain the Safe Cycling Network. The Network is a safe and connected cycling environment that enables people of all ages and abilities to move safely between places and into residential areas.

Recreational cycling on the Northern Beaches has experienced a resurgence during the COVID-19 pandemic with more people than ever choosing this form of transport. Bicycle storage structures will be provided in strategic locations throughout the Village to support and encourage the local community to cycle to the village centre and beach.







● BIKE RACK / STORAGE

## Street furniture

Well-designed street furniture throughout the village will enhance the sense of liveliness and provide comfortable places for people to meet and gather.

Potential design solutions are informed by appropriate existing streetscape elements that reflect the unique style and laid back vibe of Avalon Beach. Furniture items includes:

- street benches and plinths
- garbage bins that support recycling and reflect the creative flair of the area, such as an NBN Rapt with Art project
- bollards
- wayfinding

### Potential design solutions



Bespoke timber benches in strategic locations



Bollards using natural material



Integrate local artwork into universal street elements



Combine the use of concrete, sandstone and timber.





## Street planting

The natural beauty of Avalon Beach will be drawn into the village with increased street planting, garden beds and trees to provide a more comfortable, beautiful and healthy environment.

The focus is to increase the urban tree canopy and integrate greenery and vegetation not only into the streets and laneways, but also the built form.

Careel Creek could be regenerated to provide a green spine extending northwards and a valuable connection to Avalon Beach Reserve.

## Potential planting solutions



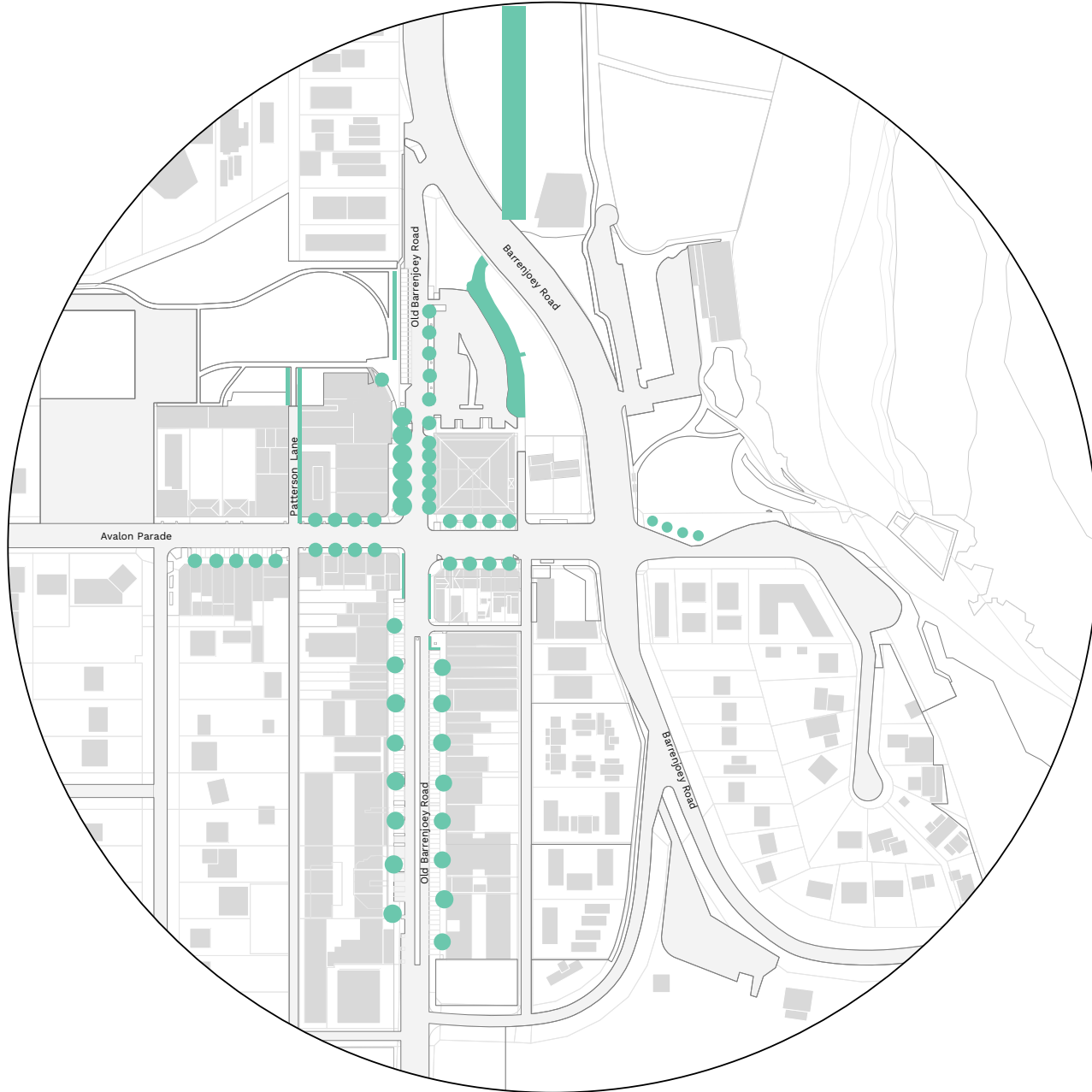
Planting to incorporate endemic native species



Regeneration to increase biodiversity and habitat values

Image source: McGregor Coxall





## Arts and performance

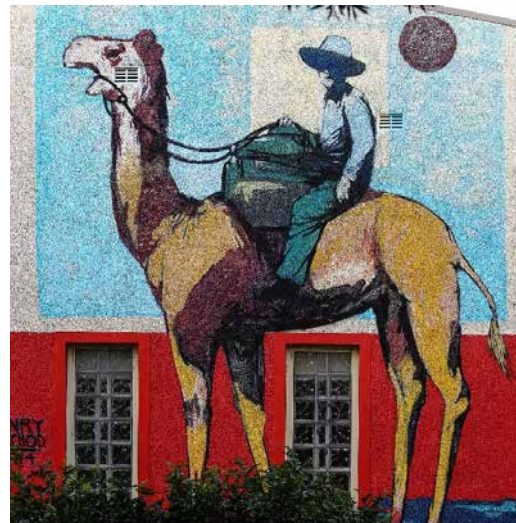
A range of public infrastructure in key locations throughout the Village will be designed for performances and bring people together. Elements include shelters, platforms and stages that incorporate power to support events such as busking, music sessions, outdoor cinemas and markets.



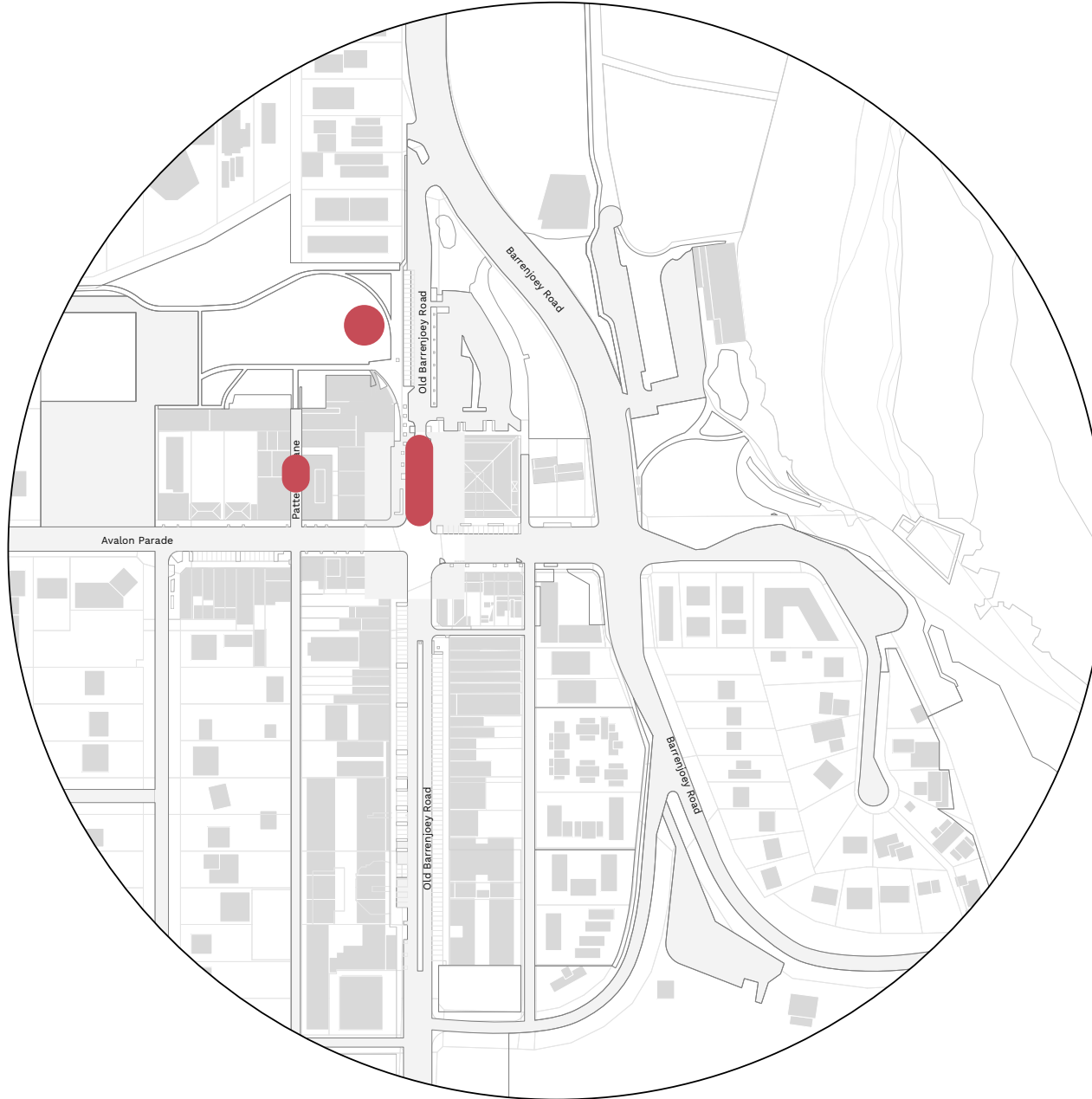
Spaces to support local performances



Street art to enliven the streetscape and laneways







## Lighting

Creating a vibrant, safe and enjoyable night-time environment requires additional layers of lighting, extending beyond traditional street lights. The approach is to provide additional lighting along Old Barrenjoey Road and Avalon Parade and key destinations and pedestrian linkages such as Patterson Lane, Dunbar Park and Avalon Beach.

Proposed lighting will incorporate architectural feature lighting, promenade lighting and up lighting of key natural elements.

### Possible design solutions



Lighting in key destinations



Feature lighting to activate spaces



Continuous well lit connections



Ambient lighting

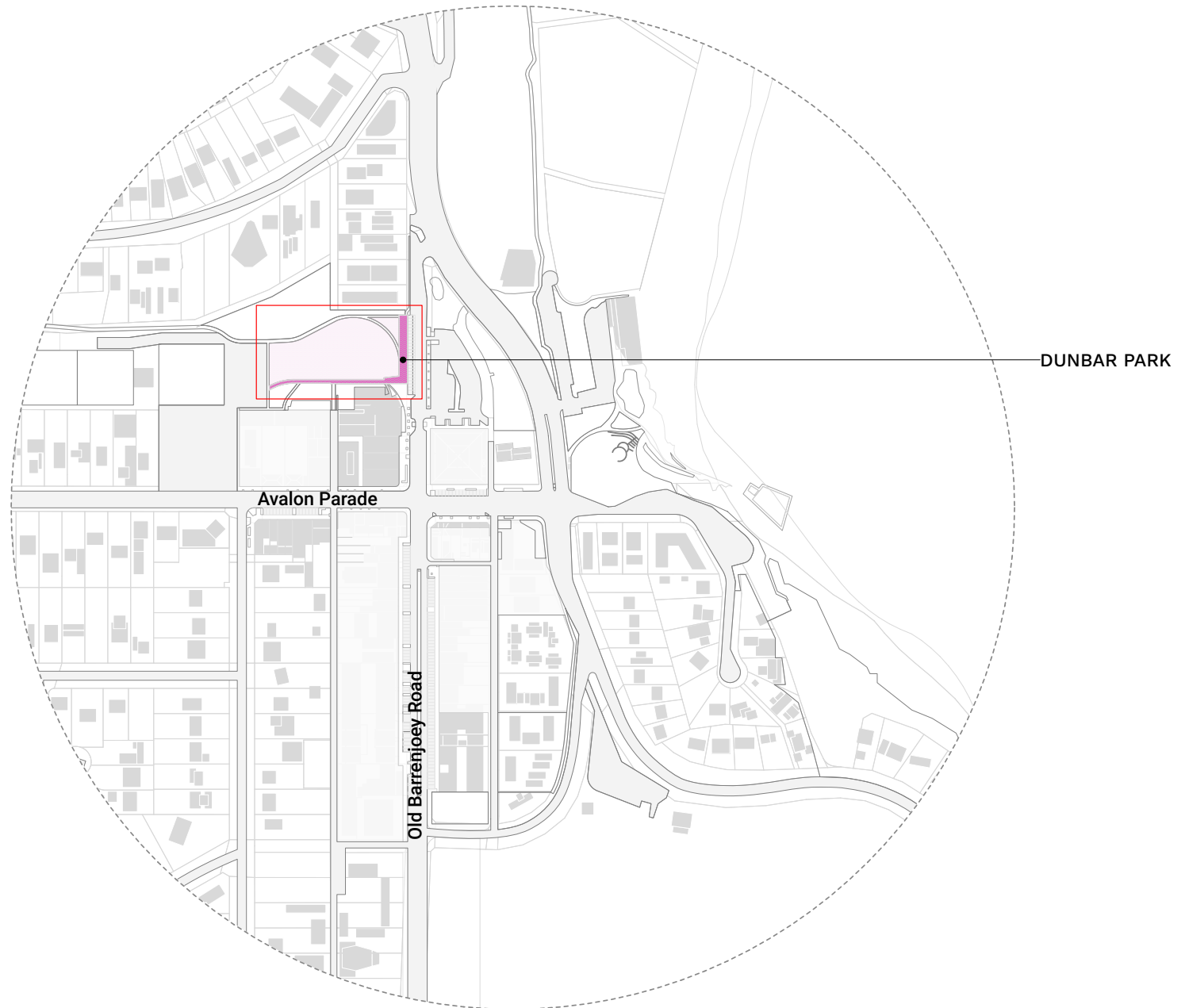




## Dunbar Park improvements

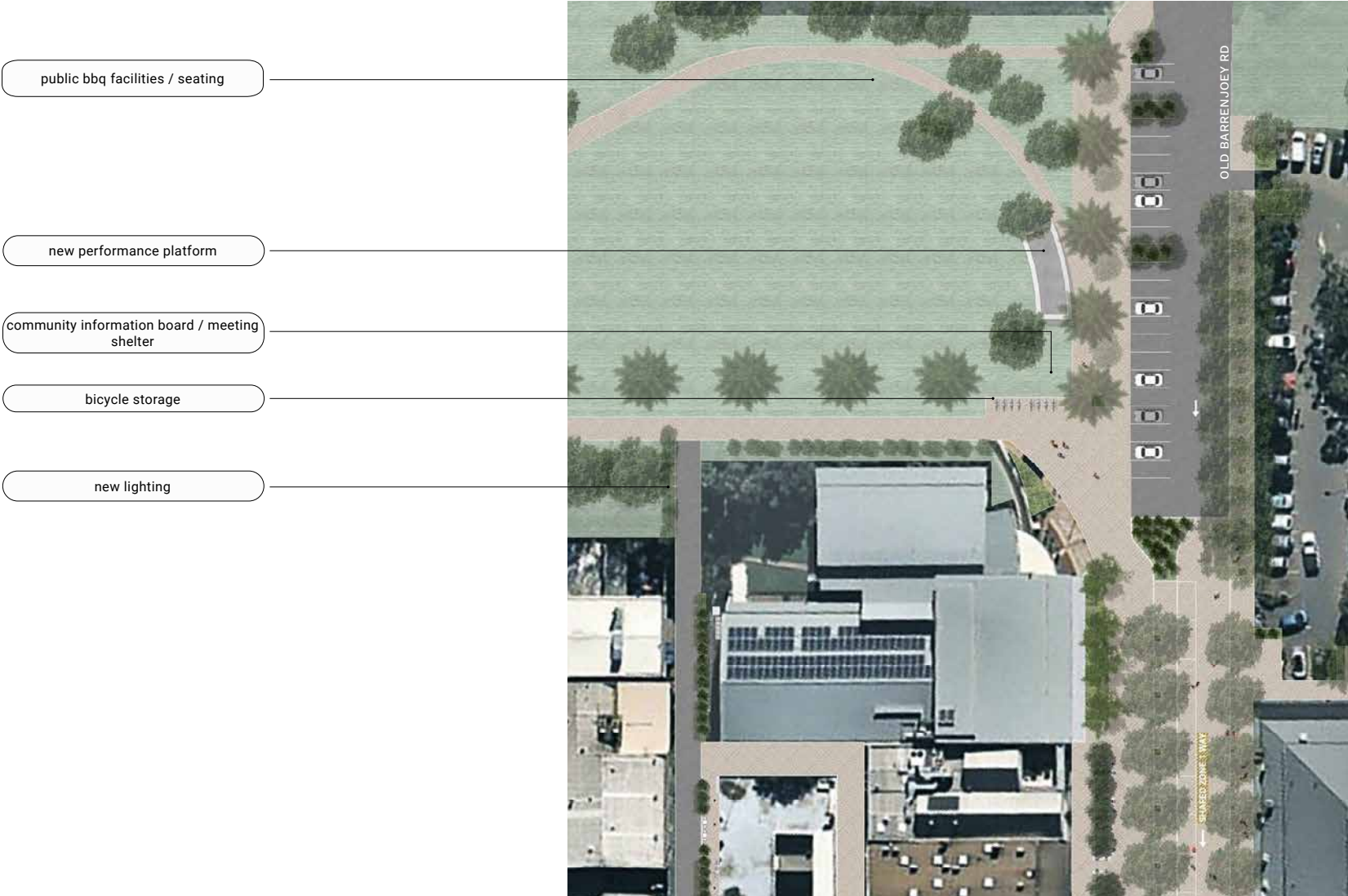
A range of improvements for Dunbar Park will make the park more appealing and useable for a range of activities, including performances and events and comfortable places for people to meet, gather and play.

- add additional lighting, to provide a sense of liveliness and safety.
- increase public seating to provide opportunities for people to gather and relax, including seating, picnic benches and tables.
- increase native planting.
- install new bike parking structures.
- increase footpath width and wooden seating platforms along the park edge.
- provide a shelter for shade and weather protection along with opportunities for arts and a performance venue.
- extend access to toilet facilities for park users.



**MAP - DUNBAR PARK**









## Indicative design solutions



Design palette of natural materials



Open space art exhibitions



Installations to celebrate local artists and creatives



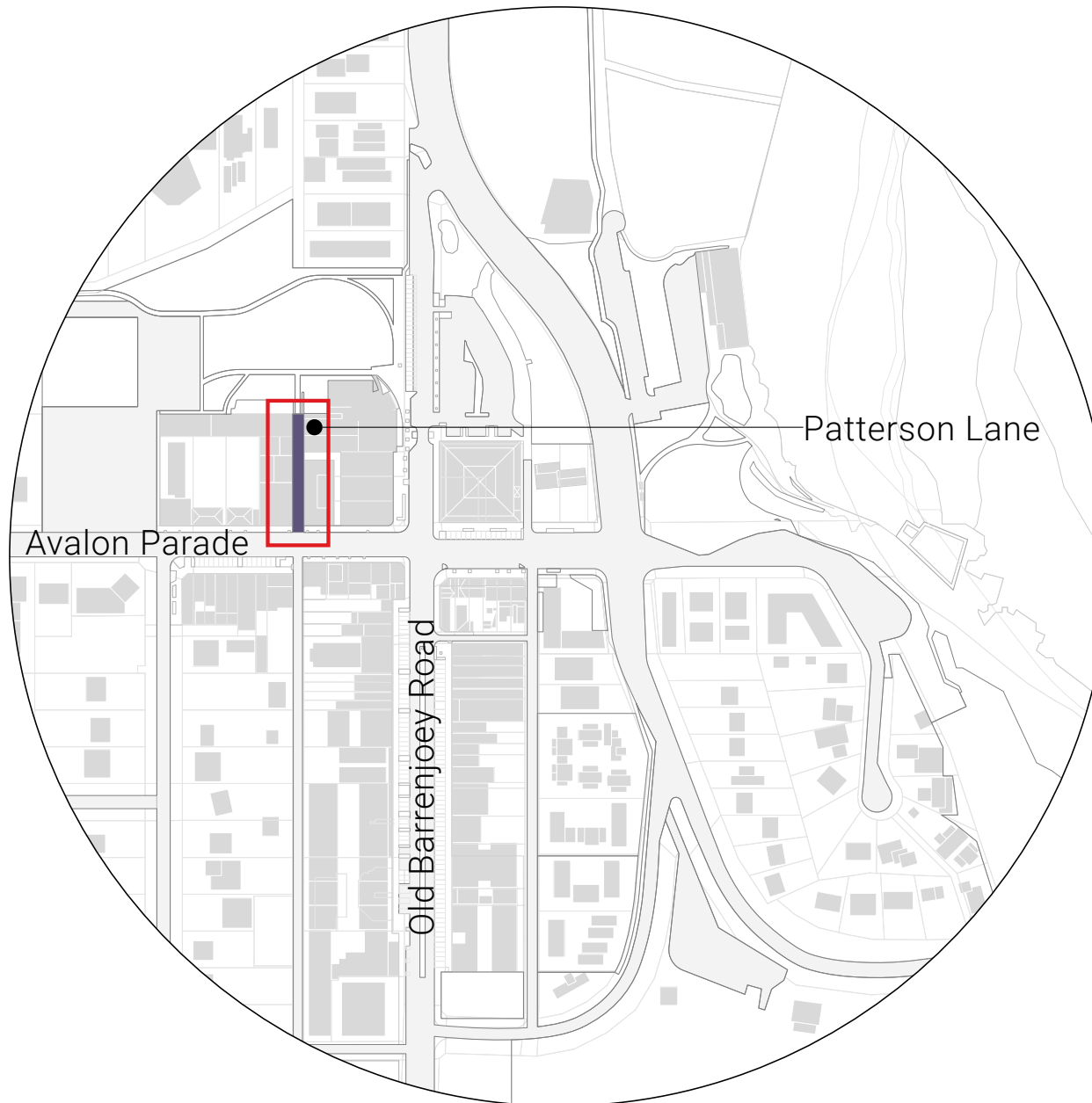




### Patterson Lane redesign

A range of improvements will activate Patterson Lane and bring more people into the area.

- reinforce and improve pedestrian connection between Dunbar Park and Avalon Parade
- add lighting to provide a sense of liveliness and safety.
- increase public seating
- incorporate planting to green and soften area.
- encourage the opening up of facades to create activity along the laneway.
- provide shade and weather protection to the commercial area via awnings or landscape treatments using cable trellis and vining.
- incorporate street art and installations, with an emphasis on local creatives.





consolidated efficient waste management

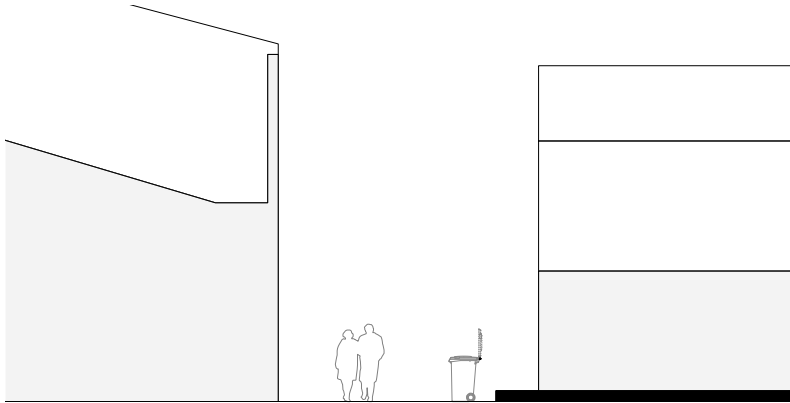
more local art opportunities

new lighting

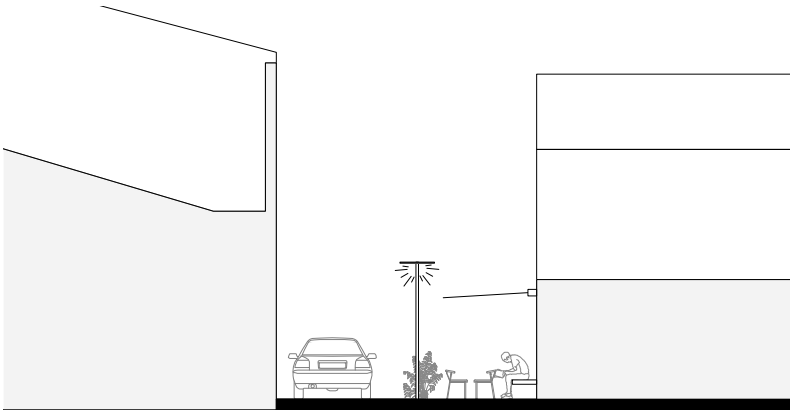
awnings to commercial areas

path widening

new planting



EXISTING



PROPOSED

SEATING  
LIGHTING  
FOOTPATH  
NEW AWNING  
PLANTING















Art in public places with emphasis on local creatives



Street furniture and activity



Reflect indigenous history



Increase pedestrian connectivity through laneways





Green design



Celebrate creativity



Provide a roster of different art displays



### Coastal Fringe Precinct

The Coastal Fringe Precinct encompasses the natural areas of Avalon Beach and the foreshore area. It extends from the rock platforms of Bilgola Headland to the south and stretching north towards Avalon Headland and North Avalon lookout. Barrenjoey Road forms the western boundary of the precinct, providing physical separation from Avalon Beach Village.

Distinguishing features include the natural beauty of the area, incorporating prominent coastal vistas, vegetation and a linear open space system that connect people from the beach, Avalon Headland and the residential suburb of North Avalon.

The precinct reflects the strong local connection to beach and surf culture.

Avalon Surf Life Saving Club (SLSC) is a key feature and a focus for social interactions and gatherings.





## Coastal Fringe Precinct

### Designing the place

Improve pedestrian connections linking village to beach.

Widen the footpath with distinct paving.

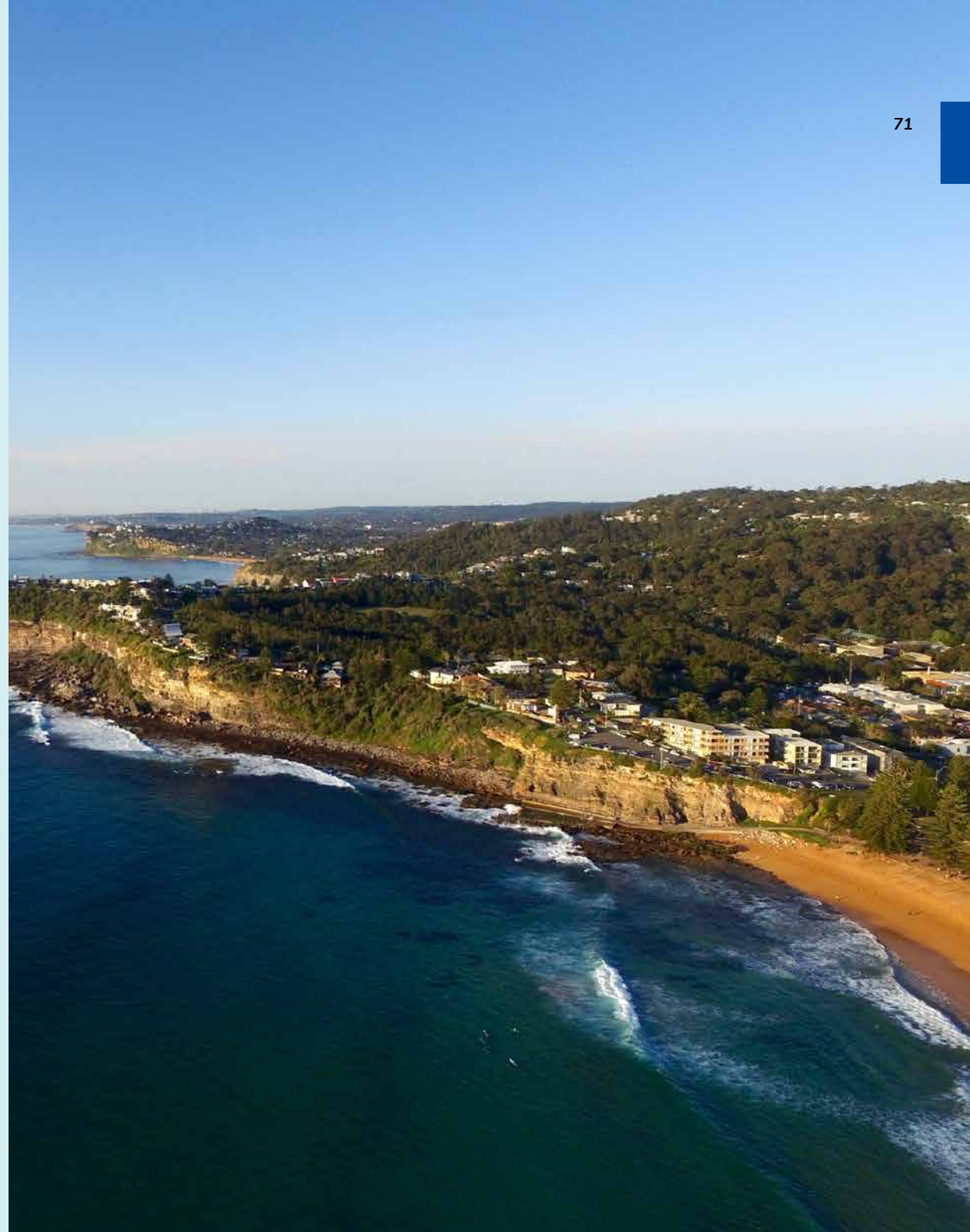
Incorporate new planting along Avalon Parade.

Provide new public seating.

Improve the bus shelter.

Enhance North Avalon Beach car park and reserve.

Protect and enhance environmental values.





## Key design proposal concepts and locations



## Beach Gateway

Proposed improvements focus on creating a functional and attractive entry statement and a stronger connection between Avalon Beach Village and the beach.

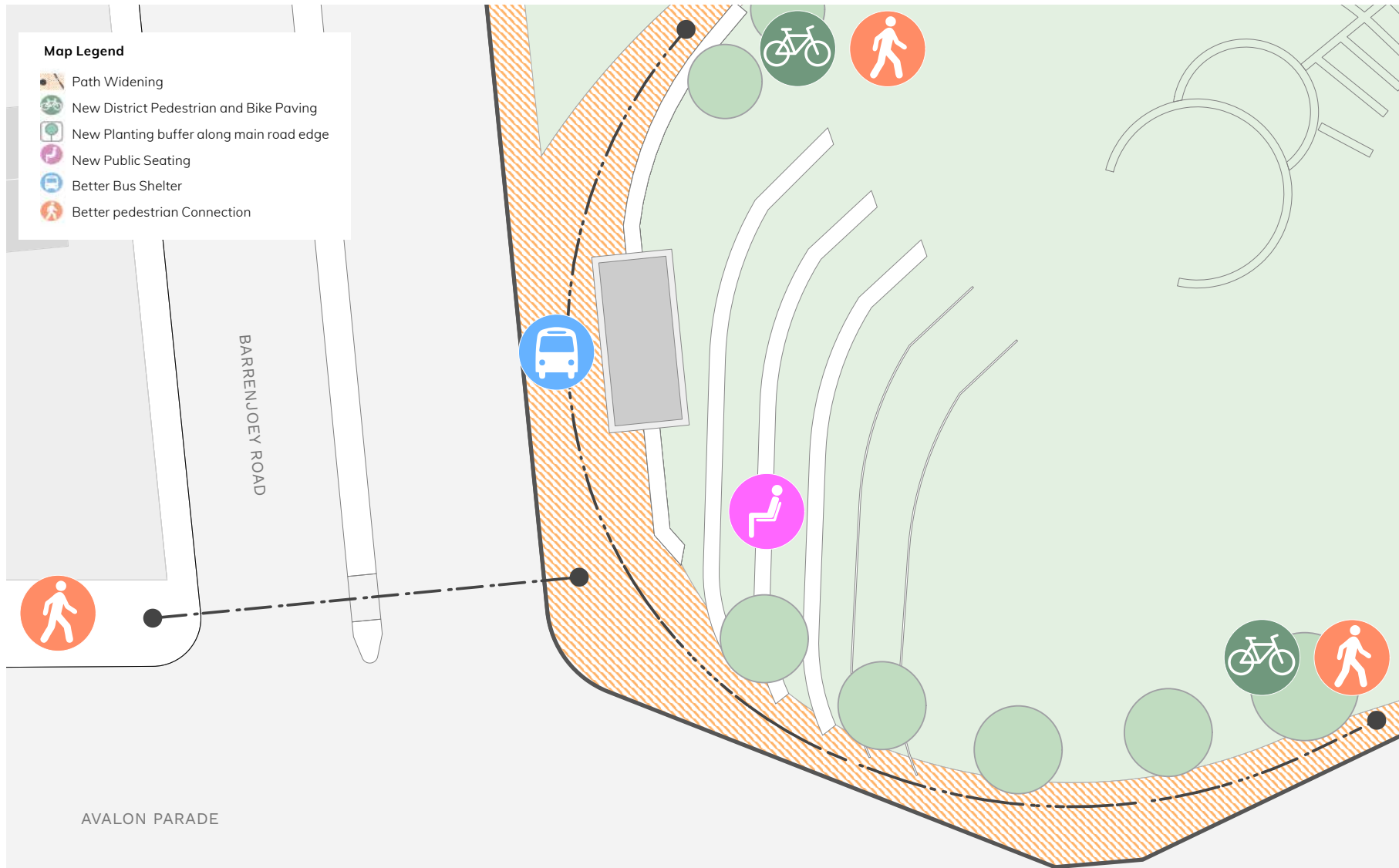
The entry to Avalon Beach Village and beach does not celebrate the areas scenic beauty. The area is dominated by the utilitarian transport corridor of Barrenjoey Road and an inaccessible embankment that masks the beauty and vistas of Avalon Beach and the foreshore beyond.

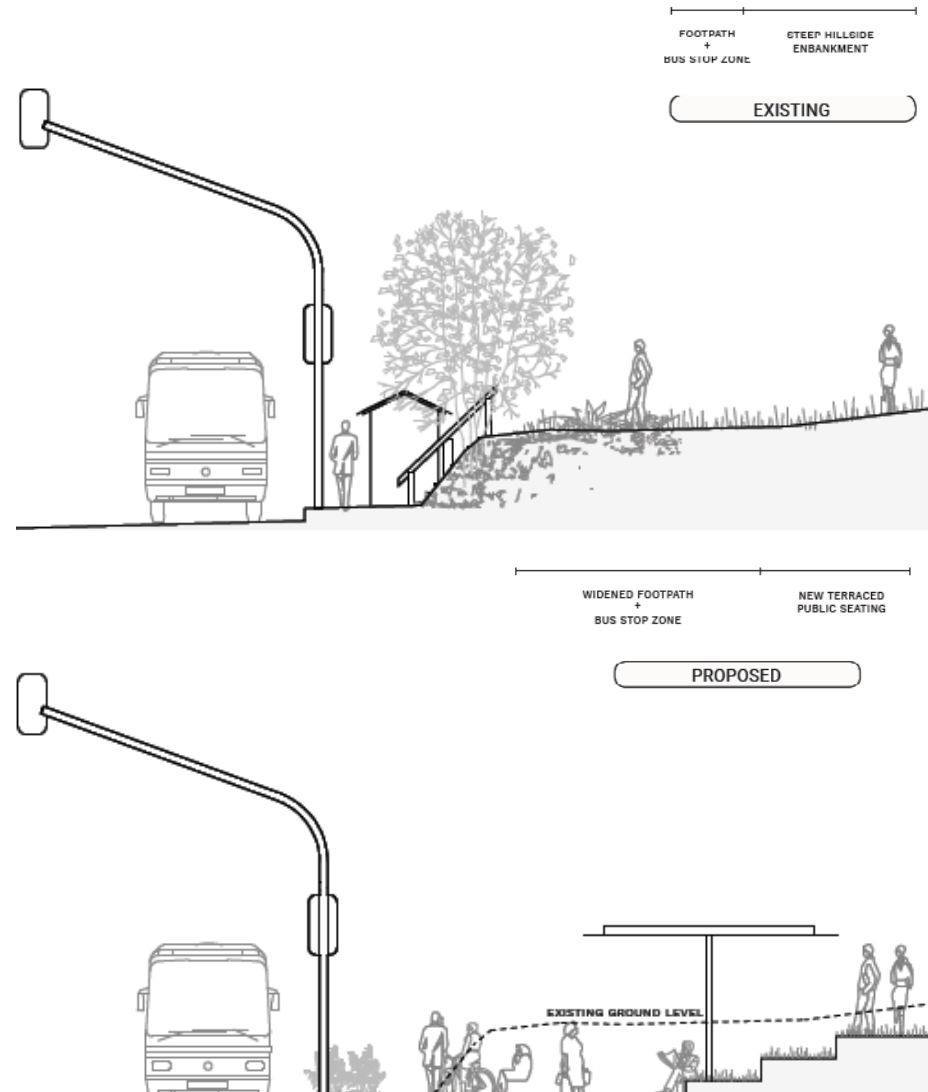
There is poor connection to Avalon Beach, narrow pedestrian pathways and a lack of seating and rest areas to meet and gather.

- Create a terrace embankment on the corner of Barrenjoey Road and Avalon Parade to allow wider footpaths and additional seating for bus passengers.
- Widen footpaths on the eastern side of Barrenjoey Road.
- Make it easier for people to walk between the beach and the Village.
- Add planting along Avalon Parade.
- Introduce bike infrastructure.
- Improve ambient lighting, including the bus zone and shelter.
- Provide new signage.











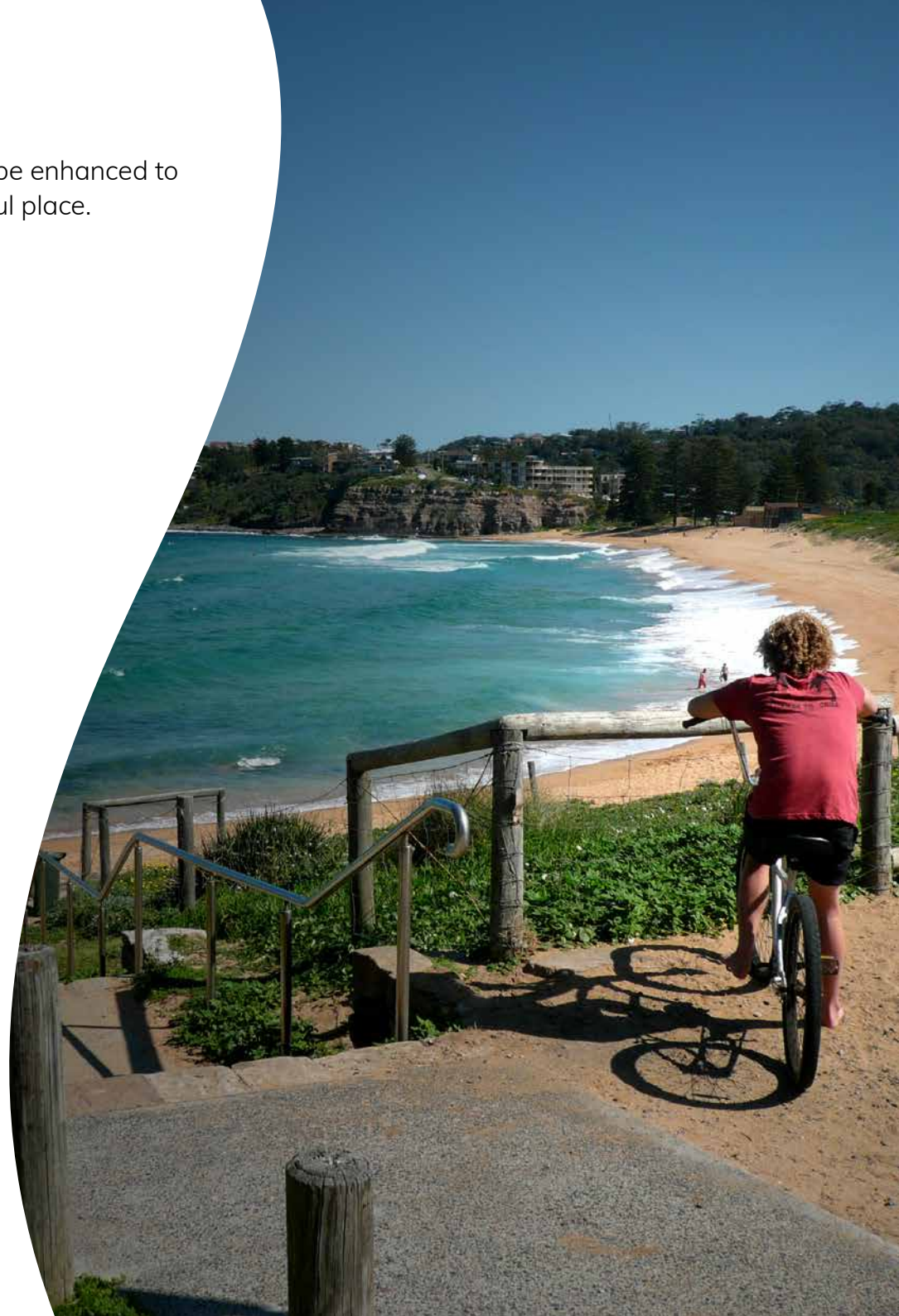
## North Avalon car park and Des Creagh Reserve

The area has a range of unique qualities that can be enhanced to increase use of this naturally beautiful and peaceful place.

Proposed improvements are low key and support the existing relaxed and peaceful vibe of the area.

Additional seating and benches set near the fringe of the landscaped edges will provide options for people of all ages to get together while low scale viewing deck and seating will allow people to relax and enjoy the views.

- provide opportunities for a range of uses such as, informal sport and exercise, children's play and picnic area.
- provide low scale viewing deck with seating to capture coastal vistas.
- add planting in strategic locations.





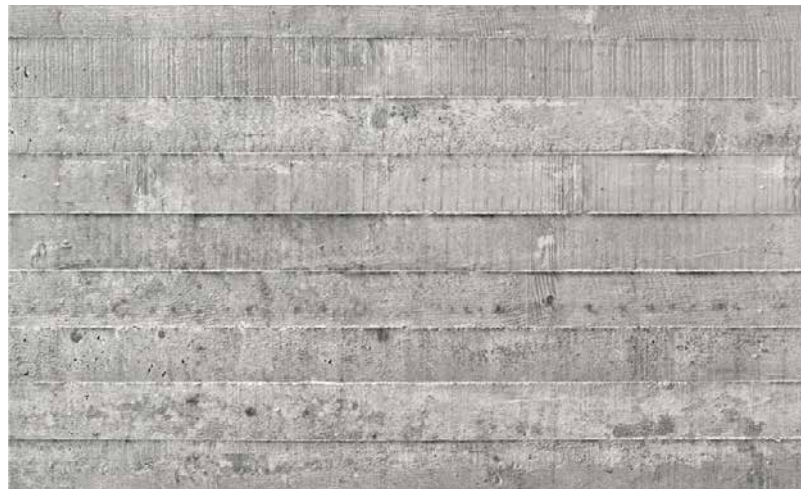






### Potential design and material

- simple design form with traditional and classic beach elements.
- off-form concrete.
- hardwood.





### **Southern Gateway Precinct**

This Southern Gateway to Avalon Beach includes Avalon Golf Club and open spaces.

The Precinct is characterised by established high-value native vegetation that contains areas of high biodiversity and connectivity to surrounding environmental areas such as Angophora Reserve to the west.

Avalon Public School is sited in the west of the Precinct.





## Southern Gateway Precinct

### Designing the place

Explore opportunities to incorporate additional active recreational facilities into the area.

Work with the local community to design a distinctive southern gateway statement.

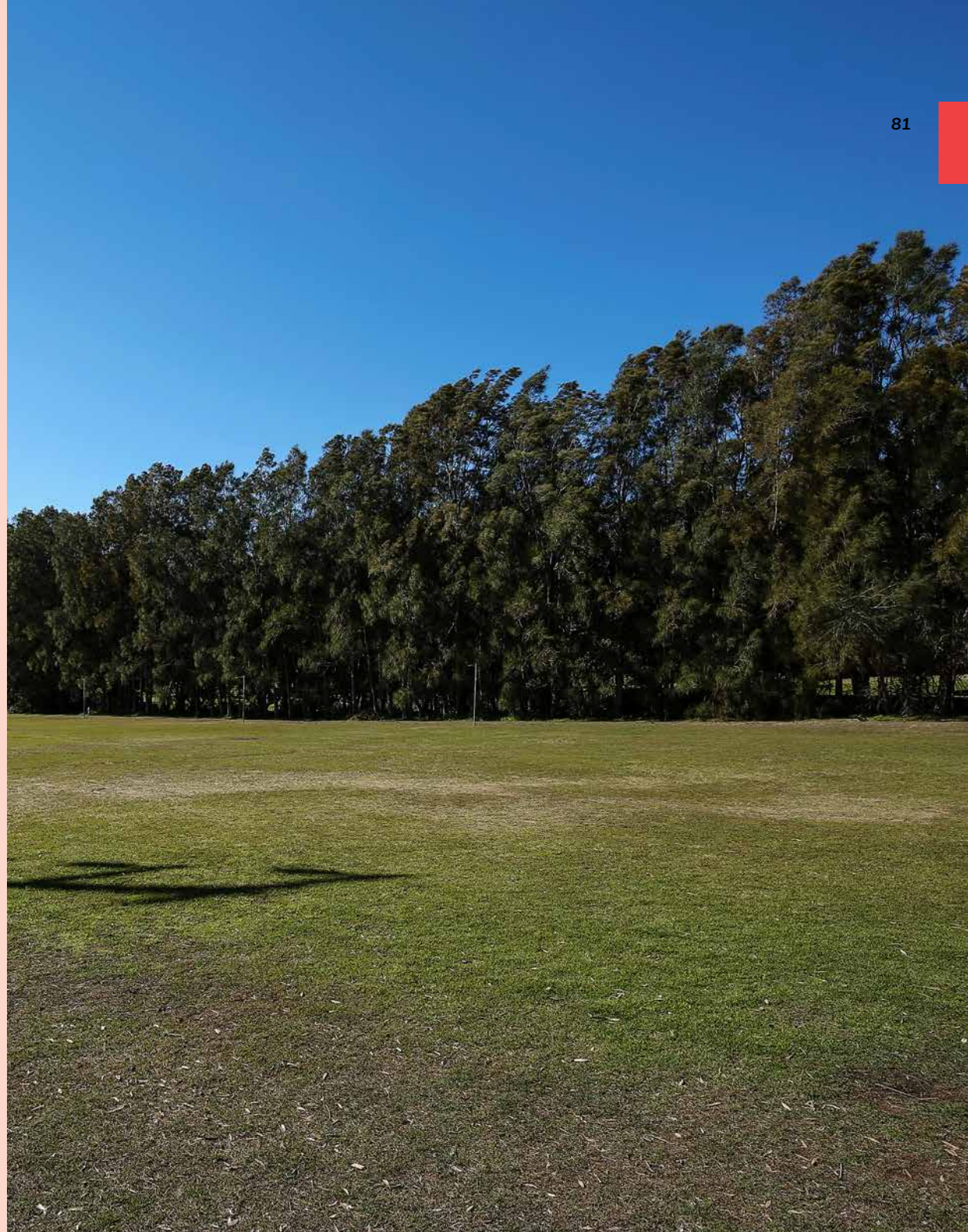
Incorporate wayfinding signage.

Develop a local storytelling trail that links with the Coast Walk Public Art Trail and celebrates the heritage, creativity and community of Avalon Beach.

Explore opportunities to build on the Avalon Workshop in relation to local arts and culture.

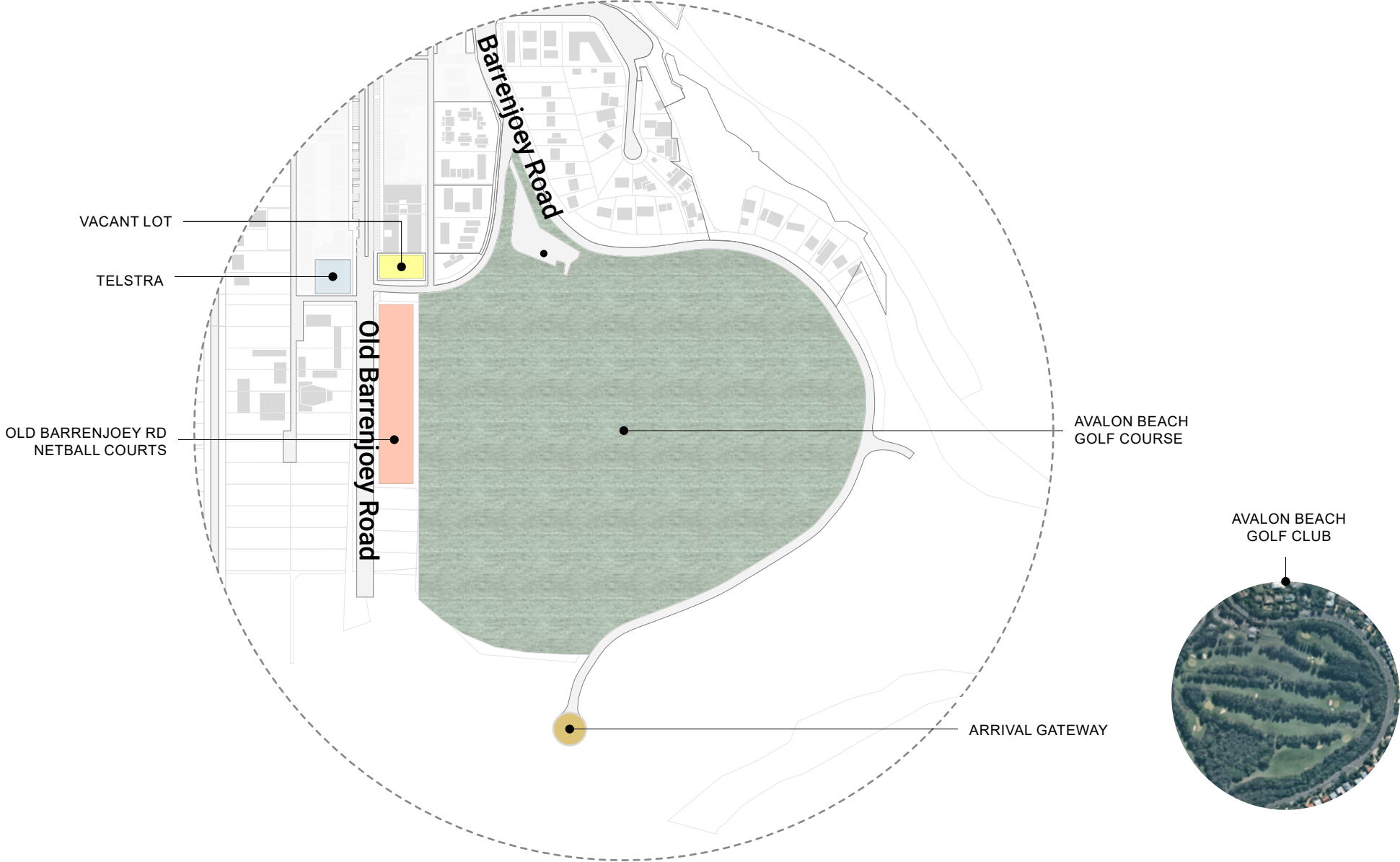
Work with local property owners to develop temporary uses on prominent sites and vacant land.

Create an off-road bicycle facility aimed at young people on section of open space opposite Avalon Public School.





## Key design proposal concepts and locations





Photos by: Kayapa Creative Studio, 2021







Temporary seating to increase activity, create interest in disused and under utilised spaces.



Art in public spaces to enhance and activate empty spaces



Where to next?

Implementation

The Avalon Beach Place Plan is a framework for community-led action. It seeks to achieve the community future vision for the area through actions and precinct design proposals and provides recommendations for enhancing and revitalising Avalon Beach through public space and infrastructure improvements, programmes, events and activations.

Timeframe

The Plan will be implemented through a staged approach, with each action allocated an indicative timeframe for delivery.

Indicative timeframes include:

Quick wins	<2 years
Short-term	1 - 3 years
Medium-term	3 - 5 years
Long-term	5 - 10 years

Funding

The Avalon Beach Place Action Plan recommendations will need a source of funding.





While Council is ultimately responsible for funding there are varied methods of funding available that could be considered These include:

- 1. Council
  - Capital Works Program
  - Section 7.12 contributions
  - Grant applications (State/Federal government)
- 2. Public private partnership
- 3. Crowdfunding







Indicative Cost

Approximate cost ranges are outlined as low, medium, high or significant. The costings are indicative only and represent a general guide.












Key














Low	(\$0 - \$15,000)	
Medium	(\$15,001 - \$500,000)	
High	(\$500,001 - \$5,000,000)	
Significant	(\$5,000,001 upwards)	

## Avalon Beach Place Action Plan














No.	Action	Responsibility	Cost
<b>Quick wins (1-2 years)</b>			
1	Incorporate recycling waste bins in strategic locations (customised with local artist works) into streetscape enhancement works.	Council	
2	As part of streetscape enhancement works increase tree and vegetation planting throughout Avalon Beach with species endemic to Avalon Beach with the intention of increasing biodiversity.	Council	
3	Create an annual program of events that celebrate the unique character of Avalon Beach.	Council Local businesses and/or Local Business Chamber	
4	Develop an online business walkabout map, promoting Avalon Beach businesses and attractions to visitors and the wider area.	Council Local businesses and/or Local Business Chamber	
5	Trial monthly markets, in Dunbar Park, with a focus on fresh produce, arts and crafts.	Council Local businesses and/or Local Business Chamber	
6	Explore opportunities to establish new or expand existing film festivals and outdoor cinema nights.	Council Local businesses and/or Local Business Chamber	
















No.	Action	Responsibility	Cost
7	In-line with the Connected Through Creativity 2029 Northern Beaches Arts and Creativity Strategy develop a busker program to provide entertainment in designated areas of the village in collaboration with local businesses and/or Local Business Chamber.	Council Local businesses and/or Local Business Chamber	
8	Provide pop-up play spaces and active play elements in Dunbar Park, such as table tennis and chess.	Council	
9	Work with local Business Chamber and businesses to run a 'Shop Local' campaign to highlight the importance of supporting local retailers.	Council Local businesses and/or Local Business Chamber	
10	Introduce a staged approach to the intersection upgrade of Old Barrenjoey Road and Avalon Parade including a trial of a temporary one way shared zone to inform permanent road and streetscape improvements.	Council Transport for NSW	 
11	Prepare urban design guidelines and controls for the village centre that reflect the unique and distinctive character of the locality, embrace sustainability concepts, exemplary and biophilic design.	Council	
12	Redesign of Dunbar Park playground to incorporate nature play and universal access.	Council	 
13	Create an off -road bicycle facility aimed at young people.	Council	 
14	Encourage temporary uses in vacant shops, supported by the Avalon Town Centre Retail Analysis, to retain a vibrant village.	Council Local businesses and/or Local Business Chamber	





















No.	Action	Responsibility	Cost
15	Encourage unique and diverse retailers by working with local businesses and Local Business Chamber to establish mentoring programs and initiatives to support local start-up businesses and young entrepreneurs.	Council Local businesses and/or Local Business Chamber	
16	Develop a “How to Guide” to provide information on event planning, permit processes and approvals to encourage small-scale community-led projects.	Council Local businesses and/or Local Business Chamber	
<b>Short-term (1-3 years)</b>			
17	As part of streetscape enhancement works provide a range of ambient lighting within the village and along the southern edge of Dunbar Park to provide a sense of liveliness and safety.	Council	  
18	Improve the pedestrian experience by renewing and constructing new footpaths, creating wide pavements that link activity areas, transport and beach, as recognised by the Avalon Pedestrian Accessibility and Mobility Plan (PAMP) and Walk Northern Beaches.	Council	   
19	Review and amend Dunbar Park Plan of Management and the Ocean Beaches Plan of Management to support actions outlined in the Plan.	Council	
20	Protect the quality and quantity of existing native bushland and open space from encroachment from new development.	Council	
21	Review the Development Control Plan to ensure sustainability outcomes, including green architecture and Biophilic design.	Council	
22	Encourage land owners and developers to utilise vacant land within the village for temporary uses, installations and events.	Council Local businesses and/or Local Business Chamber	
















No.	Action	Responsibility	Cost
23	Work with local property owners to develop temporary treatment and uses, such as street art, planting and seating, on prominent sites and vacant land.	Council	
24	Investigate opportunities for unlimited access to co-located toilet facilities for Dunbar Park users.	Council	
25	Provide a safe pedestrian environment along the Barrenjoey Road corridor to connect the Village with the Surf Club and recreational facilities to the east. Thus connecting the Coastal Fringe and Village Hub precincts safely, whilst acknowledging the requirement for traffic movements along Barrenjoey Road.	Council and Transport for NSW	  
26	As part of the streetscape enhancement works install outdoor seating in strategic locations throughout the village and Dunbar Park to provide places for people to meet and gather.	Council	 
<b>Medium-term (3-5 years)</b>			
27	Implement the recommendations of the Avalon Beach Parking Study, including the preparation of integrated signage plan, simplification of parking controls and relocation of long stay parking spaces.	Council	 
28	Increase opportunities for art in public spaces, including street art, art installations and sculptures that complement the character of Avalon Beach and increase vibrancy.	Council	 
29	Expand opportunities presented by the Coast Walk and Public Art Trail to encourage people to detour off the trail and explore the village.	Council Local businesses and/or Local Business Chamber	 

No.	Action	Responsibility	Cost
30	Install wayfinding signage in key strategic locations throughout all precincts, directing to key places within the village and adjoining recreational areas.	Council	 
31	Advocate for multi-use of existing spaces and facilities such as school grounds outside of operational hours.	Council	
32	Encourage active transport within the village centre by improving the existing pedestrian network connecting the surrounding residential areas to the village centre and increase cycling infrastructure.	Council	
33	Encourage businesses and entertainment that support a vibrant village centre and evening economy, whilst minimising potential noise conflict and balancing the needs of current and future residential uses above street level.	Council	
34	Maintain the integrity of the existing land zoned B2 Local Centre to retain a range of retail, business, entertainment and community uses.	Council	
35	Activate Patterson Lane through a range of improvements focused on enhancing the overall amenity of the area, supporting pedestrian access and providing ambient lighting. Initial work to focus on street art and installations, upgrading pavement treatment and enhancing interface with Dunbar Park to improve amenity and support pedestrian access.	Council	  
36	Foster opportunities to celebrate the communities creativity through village laneways, open spaces, vacant shops and land via outdoor public art, installations, art boxes and pop ups.	Council	 
37	Increase seating opportunities throughout the village for people to gather and relax, including, seating, picnic benches and tables.	Council	 



No.	Action	Responsibility	Cost
38	Provide a range of outdoor activities, exercise and sporting structures in open space areas that complement the natural setting.	Council	 
39	Recognise and celebrate the local heritage of the area, both indigenous and non-indigenous, through interpretative information, signage and online heritage trail. Explore opportunities to link with the Coast Walk Public Art Trail.	Council	 
40	Celebrate arrival into Avalon Beach through local art and signage which reflects the heritage and creativity of the area.	Council	 
41	Explore opportunities to build upon the Avalon Workshop in relation to local arts and culture.	Council	 
42	Activate the edges of Dunbar Park by increasing the footpath width and the provision of benches and seating.	Council	 
43	Provide a shelter in Dunbar Park for shade and weather protection along with opportunities for arts and a performance space.	Council	  
44	Create a low-vehicle speed pedestrian environment throughout the village through urban design and traffic calming methods.	Council	  
<b>Long-term (5-10 years)</b>			
45	Investigate opportunities to naturalise Careel Creek and stormwater drainage systems within and surrounding the village centre.	Council	 
46	Incorporate art in public places, performances spaces and cultural activities in community places to increase vibrancy.	Council	 

No.	Action	Responsibility	Cost
47	Incorporate urban greenery and vegetation into the built form and laneways, such as green laneways and greenways.	Council	 
48	Identify opportunities to ensure playgrounds are inclusive, adapted and safe for multiple age groups.	Council	
49	Continue to explore opportunities to improve and upgrade the design of laneways, with a focus on creating alternative pedestrian connections throughout the village, opportunities for art and increased landscaping.	Council	 
50	Undertake improvements outlined in the North Avalon car park and Des Creagh Reserve design concept, including two sets of picnic tables along the edge of Des Creagh Reserve and exercise equipment along the 'yellow brick road' south bound towards skate park.	Council	 
51	Provide low scale decking and bench seating at southern edge of the North Avalon carpark.	Council	 
52	Undertake improvements to Beach Gateway as outlined in the design concepts, including terracing of embankment on the corner of Barrenjoey Road and Avalon Parade, relocation of the existing bus stop away from Barrenjoey Road and widening of the eastern footpath.	Council	   



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