

# appendix a

## issues report



# issues report

november 2001

Prepared



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Prepared



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## 1.0 Background information

This Issues Report is a summary of matters identified during the initial Council briefings, site inspections and analysis of background information for environmental and urban beautification of River Street Ballina.

The Issues Report is the first phase in producing a 'masterplan' that will assist Council in improving the physical environment, business and community activities within the Ballina central business area.

There are a number of issues which typically feature in the planning of any town centre improvements programme. Significant issues relating to traffic circulation, parking, pedestrian access, the building forms and street environment have been identified and analysed as part of the Ballina improvement programme. The visual forms and functions of the retail centre, its location and market catchment will be examined to formulate ideas for improvement of the town centre.

Business and community facilities within the centre need to be examined to determine people's needs for services, shopping, entertainment and recreation within the central business area. A careful review of the Town Centre's physical functions will be undertaken to ensure that the business centre accommodates the best aspects of its location, natural and built environment and regional service functions.

The major objectives of the study are as listed:

1. Provide an environment which ensures the safety and comfort of its users
2. Enhance the functional and visual amenity of the streetscape including public facilities such as shade, footpaths, street furniture, outdoor dining facilities and the introduction of appropriate plant species.
3. Establish a visual marketing theme design for the central business area. Incorporate design elements that are unique to Ballina's location and regional services.
4. Project manage, in association with Council, appropriate community consultation with respect to all components of the project including landscape and overall theme, engineering and traffic design, retail strategy, use of public space, and funding arrangements.
5. Prepare a detailed design, drawings and specifications for the first construction stage of the beautification and redevelopment of River Street.



View east down River Street

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## 2.0 Introduction

In November 2001 Environmental Partnership Pty Ltd, Landscape Architects and Urban Designers was appointed by Ballina Shire Council for the preparation of a master plan and implementation programme for the River Street Beautification and Redevelopment Project.

The project will consist of four major phases:

- Concept Masterplan Phase
- Detailed Design Phase 1.
- Documentation Stage 1.
- Construction Phase 1.
- development of a themed master plan
- priority area
- documentation including expenditure
- assistance with quality control inspection/project management

The initial Concept Masterplan phase will involve the following items:

### 2.1 Data Collection & Evaluation

- Photographic study of the Town Centre
- Site inspection and identification of existing constraints and opportunities
- Coordination meetings with a Project Steering Committee
- Preliminary meetings with relevant authorities - services (power, Telstra etc)
- Preliminary meetings with local Business Associations and Chamber of Commerce
- Identification of regional cultural and tourist events that may be held in the central business area
- Preparation of Issues Report identifying project constraints/opportunities

### 2.2 Site Assessment & Appraisal (summarised in this report)

Evaluation of background information and identification of urban design issues, opportunities and constraints within the Business Centre.

#### Master Plan Options

Development of design options and preliminary costings based on the opportunities identified during the site assessment phase.

### 2.3 Selection of Preferred Masterplan

Proposals will be made regarding a possible Stage One improvements priority for discussion with Council's Project Steering Committee. The design options and costs will be presented to Council for selection of a preferred scheme and material finishes.

### 2.4 Graphic Material

Perspective sketch and coloured graphics identification of the selected preferred Masterplanning scheme with illustrative sketch material.

### 2.5 Public Exhibition

Sketch graphics and brochure material (master copies only) are to be prepared including a questionnaire for the Public Exhibition to encourage public comment on the proposals for the beautification and redevelopment of River Street.

The report and masterplan proposals will be submitted to the Project Steering Committee for approval prior to Public Exhibition.

### 2.6 Finalisation of Masterplan Report

Following the Public Exhibition and amendments (fine tuning of the project) the final report and recommended Masterplan and Stage One development strategy would be presented to Council for adoption.

Construction of stage one will be completed prior to September 2002 subject to availability of funds.

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### 3.0 Consultation and project analysis

The overall River Street Beautification and Redevelopment Project involves close liaison with Council Officers in analysis to identify infrastructure issues. Community issues including local and business matters and opportunities have also been assessed to assist Council in defining urban designs that will encourage economic growth as well as enhancing the streetscape environment for all users. On-going consultation with interest groups and community representatives from the local area, Business, Community and Council will provide further background information on community needs and expectations.

Representatives have been appointed by Council for the Project Steering Committee, to act as a reference group of the various interests and groups within the River Street locality ensuring a close liaison with the local community and effective consideration of the local business and community issues.



River Street



Western entry point



Pedestrian crossing River Street



Existing mature street trees



River side marina



Old Courthouse building

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### 4.0 Issues

The majority of issues relating to the existing nature of Ballina town centre have been identified in previous studies (refer Ballina Town Centre Reports July 1995 ERM Mitchell McCotter Pty Ltd). To define the development options for the River Street Improvement programme however, a further analysis has been conducted to redefine those issues and to establish the effects on design for the beautification of the town centre.

#### 4.1 Perceived public issues

Issues as identified in the public survey undertaken in 1995 included:

##### Main Street - River Street Precinct

- Shopping closed early Saturday afternoon
- Main street lacks attractions
- No 'atmosphere', looks boring, no character in the town centre other than cars
- Insufficient parks and places to 'sit and eat'
- Limited entertainment especially for the under 18's
- No cultural facilities, no Art Gallery etc
- Town Centre is dirty and 'uncomfortable'
- No acknowledgement of the river or waterfront beautification
- More river front areas, shade trees and cycleway links needed
- Safe pedestrian crossings required
- Weekend entertainment
- More eating places, picnic areas multi-deck parking
- Pedestrian crossings require lights especially during peak summer holiday periods
- Traffic congestion - by pass system required
- Better use of the river, and links to Town Centre



Poorly defined vehicular entry points to Town Centre



Pedestrian safety near intersections and crossings



Overhead power lines  
- limitation for street tree growth



Visual extent of roadway - lack of shade and shelter

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## 4.2 Summary of issues

The following is a summary of the issues as identified in the public consultation (1995) and site analysis by this consultancy project team in November 2001. All major issues have been listed within four (4) categories:

### 4.2.1 Traffic and parking issues

#### • Poorly defined vehicular entry points to the Town Centre

#### possible actions

Develop new traffic signage and a sense of arrival to the River Street precinct.  
Redirect 'through traffic' around town centre to relieve congestion in River Street.

#### • Lack of consistent signage and visual identification within town centre

Visual identity required at vehicle entry points.  
Establish an inner car parking link road system with appropriate signage to 'off street' parking areas.

#### • Volume of through traffic

Introduce 'off street' parking with direct pedestrian access to River Street where possible.  
Redirect 'through traffic' to bypass the town centre.

#### • Pedestrian safety near intersections and crossings

Improve road crossing for pedestrian safety at roundabouts.  
Define kerb extensions at road crossings.  
Improve pedestrian lighting.

#### • On-street parking

Define on-street parking bays and access signage to off-street parking.  
Angle parking to some side streets required.  
Provide shade to parking areas along River Street.  
Establish River Street as the main pedestrian precinct.

#### • Visual extent of roadway



Pedestrian safety across roads



Shade trees required to reduce scale of road way and define parking areas



Off-street parking requires definition and signage from River Street, landscaping and shade trees

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## 4.2.2 Business activity issues

### possible actions

#### • Lack of visual definition to Town Centre facades

Guidelines need to be provided to reduce impact of above awning advertising - upgrade built environment.  
Create 'village trading' atmosphere with a coordinated quality visual appearance of the Town Centre.

#### • Shop and premises appearance

Improve lighting and amenities for pedestrians.  
Provide additional seating and shaded rest areas along River Street.

#### • Shop displays, advertising and visual theme

Provide unified building facade treatments to reinforce up market Town Centre image.

Masterplan strategy and design required for streetscape and riverfront theme - marketing of Ballina central business area.

Provide flag/banner displays for publicity of retail and community events within the central business area.

#### • Coordination/Information/marketing

Improve community focused attractions held in the business centre - entertainment/recreation.  
Local business liaison with Council Town Centre market activities.  
Develop town centre as an active market place that provides an outlet for local produce, community entertainment and recreation.



Reduce visual confusion/clutter of above awning advertising



River side activities should be encouraged in the Fawcett Street river frontage area



Appropriate fresh produce and active retail markets could draw people to the Town Centre and river front



Activities and recreational opportunities and access are required to the river front - extend waterfront promenade  
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#### 4.2.3 Town and streetscape issues

- Utilising footpaths and street frontages to maximise public amenity

#### possible action

Extend and re-pave footpaths to provide clean quality paving finishes

Maximise street tree planting to provide strong visual theme elements and improved climate

Landscaped treatments to provide 'green' image within the Town Centre

- Public facilities within the centre

Provide street front rest areas with clearly signed public toilet facilities to business centre

- Extensive strip shopping with no Town Centre focus

Establish a 'town square'

Establish a strong visual identity and link between town centre and riverside area

- Lack of informative and visual signage

Provide more community activities within the business centre - markets for promotion of local produce, attractions to encourage people to stay and enjoy Ballina Town Centre

- Public amenity

Redevelop graphic concept for signage and themed promotion of Ballina

Improve street furniture: seats, table/seal units, litter bins etc to create visual uniformity, upgraded infrastructure and public amenity within the Town Centre



Activities and recreational opportunities are required to enliven the river front site



Riverside pathway and cycleway will form important links through site connecting River St



Direction signs and landscape treatments are required to divert through traffic and define precinct entry



Streetscape treatments are required to reduce the scale of River Street

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#### 4.2.4 Community issues

- Public spaces lack interest and activity

#### possible action

Establish access to the river frontage incorporating activities such as weekend markets, entertainment and community events.

- Widely spread services and shopping facilities not well defined

Provide a strong visible and physical pedestrian access between the waterfront and River Street.

Incorporate 'spaces' for eating and rest areas.

Improve signage, shop front and advertising standards to create a 'village atmosphere' with after hours activity such as sidewalk Restaurants and Cafes.

- Vehicle dominated existing streetscape

Provide street tree planting and other landscape treatments to public areas and street frontages.

- Progress positive initiatives for streetscape development including independent Town Centre management/promotions

Possible weekend promotions/markets promoted and held in Town Centre. Activities and events located at the river front/ Town Centre.

- Management and promotion of the Centre

Development of a Town Centre festival programme that can be funded and implemented with the support of and benefit to all community groups and local businesses.

Form a representative group to assist Council in achieving the objectives of the Masterplan - Project Steering Committee. Take responsibility for funds for maintenance/promotions of the Centre.

Establish a separate Company to actively manage and promote the Town Centre with representatives from Council and the retailers community. Ensure the Company is self funding, with initial set up funds provided from a special town centre levy rate

Provide shade trees that will mature into a tree lined boulevard providing shade and shelter. Use selected night lights to highlight trees (avoid use of palms which provide little shade value)



Management and promotion of centre should include events and festival entertainment



River front parkland should incorporate activities and spaces for retail and recreation



Street tree planting changes the scale of roadways and provides shade for pedestrians and cars

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#### 4.25 River connection issues

#### possible actions

- Poor current image with little recreational activities
- Improve pedestrian access to the river
- Upgrade community recreational opportunity and activities

Develop an image related to the Richmond River and associated recreation, tourism, and business activities of the area.

Improve public access between the river and Town Centre through linkages and directional signage.

Increase public activities and recreation along the river.

Possible redevelopment of wharf area: visual sail shade structures linking river to the Town Centre.

Family recreation activities: possible interactive water play fountain, pelican feeding etc to 'activate' the river frontage.

Provide a market area that relates to the river and Town Centre retailing.

Provide local produce and crafts markets etc.

Encourage night use of the waterfront area.



Richmond River: need for recreation facilities, access etc



Large volume of through traffic on River Street



Shop displays and advertising - lack of consistent facade treatments and visual themes

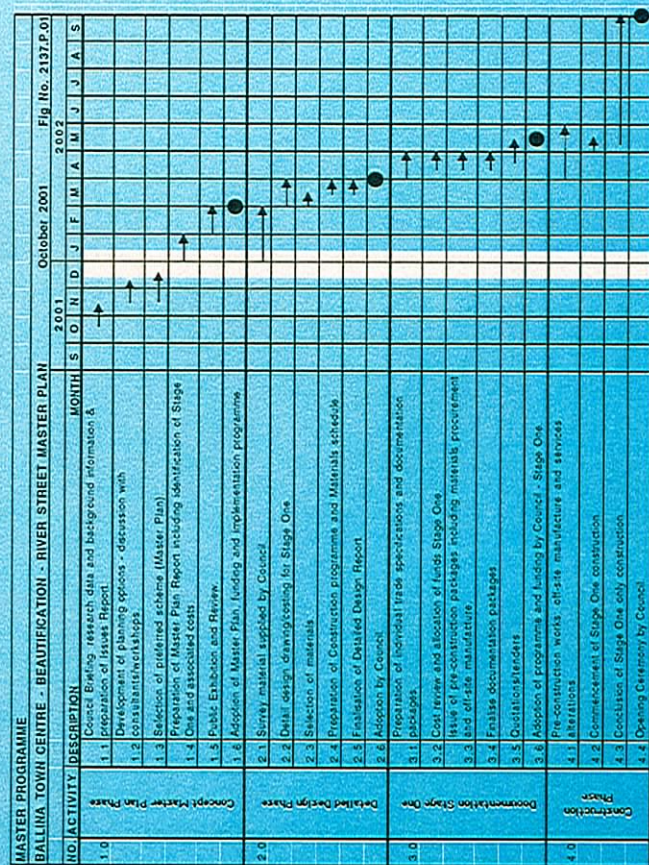


Lack of pedestrian amenity along footpaths  
Need for visual unity in streetscape elements

#### 5.0 Programme

The following is an outline summary of the planning process including analysis, consultation meetings, design, and documentation work to be undertaken throughout the four phases of the River Street Beautification and Redevelopment Project for Ballina Shire Council.

Note: The project consultancy team includes:-  
Landscape Architects/Urban Designers  
Engineers - Civil Hydraulic and Lighting  
Architects  
Community artists



Christmas holiday period





## 6.0 Constraints summary

The following is an outline summary of possible constraints to the beautification and redevelopment of River Street. These constraints are grouped into the same four (4) categories that have been used to define the issues.

### 6.1 Traffic and parking

Further definition of traffic flows need to be assessed together with Council's traffic engineers. Currently River Street has temporary 'nose in' angle parking to both sides of the street, with temporary roundabouts at the intersections of Grant, Moon, Cherry and Martin Streets. These traffic changes are to be assessed over the Christmas holiday period, however it is generally agreed that the current combination of angle parking and roundabout assists vehicle traffic flow through the town centre.

The Christmas holiday trial period is unlikely to see an easing of traffic congestion within the town centre unless the major central pedestrian crossing has some form of pedestrian control. Even with this traffic management the problems of congestion over the holiday period will re-occur as pedestrian volumes increase and traffic is encouraged to use River Street as a major vehicle thoroughfare.

The current parking and traffic system do not discourage 'through traffic' from entering the River Street precinct. The visible effect of this current layout is that the vehicle traffic and car parking dominate the town centre with little or no improvement in pedestrian amenity.

Traffic speeds remain a problem within the River Street precinct. There remains a need to divert 'through traffic' past the town centre and develop off-street parking and a car park ring road link system with the central business area. Clear directional signs are required to the key vehicle entry points and to the major off-street car parking areas. Short term car parks need to remain in River Street with some reduction in road carriageway widths and construction of a median strip to reduce traffic speeds.

### 6.2 Business activities

Improvements in business activities within the River Street precinct needs to provide a different environment, services and goods that are not necessarily in direct competition with the larger regional shopping facilities of the K-Mart and Woolworths complexes, e.g. speciality shops, regional/local goods, promotion of individual community services etc.

Some of the current problems relate to the lack of a definable and distinct town centre that provides a different 'market place', pedestrian amenity, recreation and entertainment opportunities for both visitors and the local community. The establishment of a 'town square' will assist in providing a physical focus to promote community and retail activities that will attract not only visitors but also provide entertainment for the local community.

The town does not relate to any natural feature, such as the river frontage and has no distinctive architectural merit in the buildings adjoining the River Street precinct. There needs to be a distinct 'theme' developed that relates to the centre's natural setting (river frontage) activities (retail market) and improved environment (quality pedestrian amenities). The visible clutter of signs and advertising (above awning advertising) needs to be reduced and controlled using a coordinated visual theme established throughout the Town Centre.



Street tree planting provides shade and can enhance the Town Centre environment

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## 6.3 Town and streetscape improvements

Generally River Street is an open vast car park and traffic space with little relief from climatic extremes. The scale of the street does not relate to people and the cars and vehicles dominate the majority of the public open space. There do not appear to be distinct pedestrian flow patterns and little on-street amenity i.e. seating, shade and shelter.

Boulevard tree planting is required, however undergrounding of power lines is a constraint in establishing shaded streets that are in scale with the road widths. Street furniture, signage and access to public riverside parklands all require improvement.

## 6.4 Community issues

The establishment of a central people's meeting space, a 'town square' has been proposed adjoining the river frontage at Fawcett Street. This needs to be promoted as an active centre with facilities for retail markets, entertainment and family recreation to be a fully successful attraction within Ballina central business area. Additional shaded footpath space is required especially adjoining areas of high pedestrian flow, cafes and other on-street trading activities.

Design concepts are being developed based on the boating and fishing activities of Ballina, together with a theme that reflects Ballina's unique river side location and tropical climate and produce. Community involvement and the establishment of a venue for festival events within the Town Centre area will assist in improving the economic activity of the Town.



Community and public entertainment events can draw visitors and create interest and activity along the river front



Local fresh produce could become a draw card for visitors and stimulate activity along the river front

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## 6.0 Opportunities

### Design opportunities

There are a number of visual and physical opportunities for improvements within River Street and in particular the Fawcett Street river side parkland. These opportunities relate as stated before to both the natural physical environment and the need to develop an active vibrant town centre that provides retail amenities (Town Centre marketplace) entertainment and family recreational facilities. Major design opportunities are as listed:

### 6.1 Traffic and parking

#### Highway traffic

Establishment of landscaped entry points at key locations on the highways with 'themed' displayed planting and clear signage directing traffic (through traffic) around River Street to other parking areas within the Ballina Town Centre.

#### Parking

Establishment of a ring road parking network which directs traffic away from River Street to areas of off street parking. 'Themed' landscaping and signs will be required to provide definition to the car park ring road system.

#### River Street parking

Traffic entering the River Street precinct (central business area blocks) are predominantly looking for short term parking. This traffic movement must be slowed down to car park speed (increase pedestrian safety) and have easy access to on-street angle parking.

The opportunity exists to decrease traffic speeds and expand the existing footpaths to provide improved pedestrian amenity. This will require a reduction of the current maximum parking and vehicle traffic lanes, however to achieve significant physical improvements additional pedestrian boulevard space will be required. This can only be achieved by reducing the extent of road width and extending the existing footpath areas.

It should be noted that the number of car parking spaces is not the main issue for retail shopping, rather clear access to as many spaces as possible with the majority being short term parking. Provision must be made to relocate shop staff 'all day' parking away from prime on-site parking areas. To achieve a satisfactory level of traffic and parking movement some parking time limit restrictions will need to occur.

Additional width of footpath areas provides the opportunity for improved pedestrian street lighting and the establishment of a boulevard with shade avenue tree planting throughout the Town Centre.

### 6.2 Business activities

The establishment of the Fawcett Street riverside parkland provides a unique opportunity to establish a 'people space' within the town centre and a focus for community and business activities. It also provides an opportunity to build on Ballina's past history as a port including maritime services and commerce.

Establishment of a central wholesale/retail fishery and fresh tropical produce marketplace within this central area could become a focus of regional significance for visitors and the local community. Advantages related to these activities could include family recreational and entertainment events and facilities adjoining both the river and the central business area (River Street).

The establishment of a management group and ongoing promotion of the Town Centre will also be important in maintaining the centre as an active and vibrant 'people' space complete with entertainment and recreation spaces.

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## 6.3 Town Centre strategies

Establishment of widened footpaths will provide further opportunity for on-street promotions including cafe/restaurant etc. Night markets (twilight summer food markets) could also be promoted with Fawcett St. waterfront parkland in the central block of River Street.

Every opportunity should be made to maintain the Town Centre as an active people space.

The link between the parkland and River Street is critical, as is the establishment of widened footpaths with quality pavements, street furniture and avenue shade trees. The provision of quality street furniture and display planting accent lighting, brightly coloured shade sails and flag/banner displays to promote retail and community events will stimulate the shopping activities with the business area.

A high level of maintenance will enable the streetscape treatments to remain clean and vibrant in appearance and ensure the successful establishment of the street landscape treatments

The opportunity also exists for increased recreational options with location of a children's riverside playground and expansion of the river walk and cycleway system. It is envisaged that the cycleway will be separated from the riverside walk to improve pedestrian safety and amenity.

Activities along the river frontage should look to restore the working waterfront including pick-up, loading/unloading etc of people and produce from Richmond River and the coast. These activities along with local fresh food produce can form the basis for an active 'Town Centre' market.

## 6.4 Community issues

Reduction of the car oriented 'above awning' advertising along River Street and introduction of quality graphics will improve the built environment of the Town Centre. Providing an avenue of large shade tree planting and wider footpaths and narrower road lanes will reduce traffic speed and transform River Street into a pedestrian boulevard. Improved pedestrian lighting provides the opportunity for people to enjoy a safe environment that can be used at night, summer evening restaurants and cafes, with outdoor dining facilities along sections of River Street.

On going management and promotion of the town centre will be essential in establishing and maintaining an active people place that generates use, trading, recreation, community and business opportunities. The design options being developed for the upgrading of the central business area will take into account all the issues. Constraints and opportunities outlined in this initial report will provide quality urban improvements to the River Street and riverfront areas to establish Ballina as a quality family environment with facilities for shopping, recreation and community entertainment.



Community interests and activities should be encouraged in the river front areas



Maritime history of Ballina may provide design themes for the riverfront area

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# appendix b

## engineering reports

### Transport Issues

#### River Street Traffic and Parking Configuration

The preferred option for River Street reduces the dominance of the roadway by providing a minimum traffic lane to service the angled car parking and hence achieve an improved balance to pedestrian and urban design elements of the streetscape. Parking is maintained as drive in and orientated at a 45° angle to maximise its provision. The parking space dimensions are proposed such that the front of the vehicle will overhang the kerb and street furniture will be arranged to accommodate this.

The proposed traffic lane has a width of 3.8m which is suitable for the manoeuvring of vehicles into and out of the 45° angle parking spaces. A minimum of 3.5m is required for this movement. A central median of 1.8m width is proposed with kerbs that can be mounted by vehicles if necessary. The median will encourage slow vehicle speeds and require traffic to stop when parking manoeuvres are being undertaken.

The philosophy that allows River Street to function as a slow speed traffic environment with reduced capacity for through traffic movement is that an alternative local C.B.D. bypass route is available. Good directional signage and other visual cues will be used to encourage drivers to use the appropriate route for their journey. River Street therefore becomes part of the town centre circulation network for access to on and off-street car parking.

The speed of traffic in River Street will be slower under the proposed cross-section such that cyclists become part of the traffic stream and pedestrians are presented with more time to decide when to cross the traffic stream. This arrangement is considered most appropriate for a shopping street where all traffic movements should be local in nature and managed to suit the pedestrian environment.

### Stormwater/Hydraulics Issues

#### Roadworks and Pavements

It is proposed to widen footpaths in River Street Ballina by approximately 2 metres as part of proposed beautification works. There are three basic options for modifying the road and footpath profile:

1. Maintain kerb levels by flattening footpath crossfalls. This will require some modification to the road profile by either increasing road crossfall or lowering of the entire road surface.
2. Lower kerb levels to retain existing footpath crossfalls. This will require more drastic modifications to the road profile than for Option 1.
3. Raise kerb levels by forming a swale in the footpath so that the kerb rises in parallel with the road crossfall. This will require separate drainage pits in the footpath swale but would allow the road profile to remain unchanged.

It is understood that the area experiences some flooding problems, which would discourage the adoption of Option 2. Option 3 is less desirable than Option 1 as it creates potential for much greater nuisance flooding and ponding in the footpath area. Option 1 is therefore recommended, as it will have virtually no effect on flooding.

ballina river street beautification

It is anticipated that, in order to maintain or improve existing road crossfalls, the full width of road would be reconstructed to new levels. This will require careful checking of levels to ensure flood ways crossing or using River Street are not affected or that sags are not created in River Street itself.

Reconstruction of the road would probably entail removal of asphalt, striping of 60mm to 80mm of base, reworking and re-compaction and re-sheeting with asphalt. This methodology would depend on the total depth of existing pavement and the amount of heavy traffic it has experienced. The most practical method of determining the final pavement thickness required is to test by Benkleman Beam or Deflectometer. Several bore holes should also be drilled to confirm pavement depth, pavement material properties and subgrade strength.

If traffic loading is reduced due to diversion of most heavy vehicle traffic, there should be no reason that a reduced pavement thickness will not perform satisfactorily and have an equivalent remaining service life to the existing pavement under existing traffic loads.

Desirable grades are as follows:

Footpaths: Crossfall 1% to 3% Longitudinal grade: N/A

Roads: Crossfall 2% to 4% Longitudinal grade: 0.5% to 10%

Note that desirable minimum grades for asphalt are 2% and for concrete 1% (or 0.5% with laser levelling, accurate screeding and good subgrade)

Pavements should, wherever possible, include subsoil drainage and be above the water table. If pavements are affected by ground-water or are of soft material, pavements can be strengthened with geotextile or geogrid reinforcement. Footpaths should preferably be of segmental paver construction as this allows services to be installed later with minimal damage.

#### Drainage

It is understood that some flooding is caused by river water backing up pipes during high tides. While it may be possible to reduce this impact by installing storm flaps or similar devices on the ends of pipes, this is not usually practical as flaps are commonly held open by trapped debris and are worse than ineffective when storms occur simultaneously with high tides. Maintenance of storm flaps is also difficult. Where pits surcharge due to high tides alone (i.e. pit levels are below high tide level), the only option is to raise pit levels and filling surrounding areas. Where pits surcharge due to hydraulic gradelines being affected by high tailwater during storms, other options such as enlarging pipe capacities or detaining flows upstream may also be possible. Because it is proposed to maintain existing pit levels, there should be no detrimental effects of the proposed streetscape works.

Care should be taken to avoid installing new pits that could surcharge due to high tides. This would mean that blisters and islands may need to have trench drains to avoid trapped low points unless they are on crowns or immediately adjacent to the downstream side of existing pits.

As mentioned previously, flood ways should be carefully considered. It is recommended that flood plans be reviewed to confirm the extent and depth of flooding. If the existing road is flood affected then lowering the crown of the road would not increase the depth of flooding but could reduce the width of road that is above water level.

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# appendix c

## community consultation

### Public Consultation

The community consultation process for this study will include the following items:

#### • Advertisements

Advertisements and articles in local newspapers over the period of the study.

#### • Preparation & Distribution of Brochures

A colour fold out Public Exhibition brochure will be distributed throughout Ballina C.B.D. Shops and businesses within the River Street precinct will receive hand delivered brochure material.

#### • Project Steering Committee

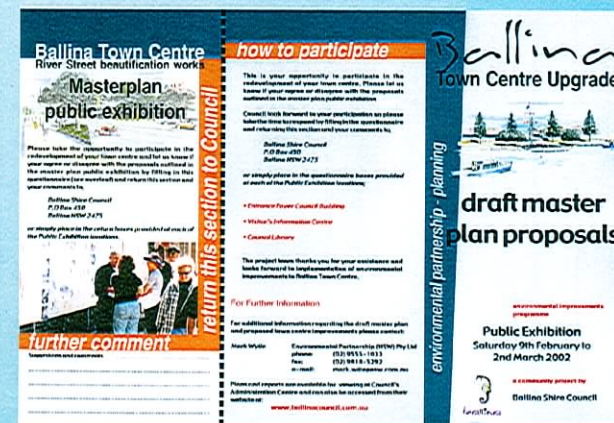
Members of the Project Steering Committee include key representatives of Council and representatives of local business/retailers are actively involved in the consultation process.

#### • Questionnaires

A detailed questionnaire, listing the Masterplan proposals, will be distributed during the Public Exhibition for community feedback. These responses will be assessed to determine the community support for the proposals.

#### • Public Exhibition

An interactive public exhibition will be held on Saturday the 9th of February 2002. The exhibition of the Masterplan is to be on display for three weeks, concluding on Saturday the 2nd of March 2002.



Ballina