

PLACE PARTNERS

Place Making Consultancy

INTEGRATED ENGAGEMENT REPORT

HAWKS NEST TOWN CENTRE REVIEW



DRAFT
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INTRODUCTION

Place Partners and City Plan Services have been engaged by Great Lakes Council to undertake a review of the Hawks Nest business centre.

The purpose of this review is to establish the appropriate size and location of the Hawks Nest Business Area and to determine whether other opportunities exist elsewhere in Hawks Nest for the provision of commercial or mixed use development.

This review will build on previous work with the Hawks Nest community and will result in the development of a Masterplan. The Masterplan will identify community needs and guide future development in Hawks Nest, taking into consideration the unique natural values of the town.

There were three different methods of engagement:

- > Online survey – 229 respondents
- > Two community workshops – 100 attendees
- > Stakeholder telephone interviews – Held with four key stakeholders

This report is a synthesis of the findings across all methods of engagement. It is comprised of five sections relating to the topics of the review:

- > Location
- > Change of zone (size and shape)
- > Place character
- > Short term opportunities for change
- > Long term opportunities for change

KEY

Online Survey

Term	Percentage of respondents
Less than a quarter	<25%
Around one third	25-40%
Around half	40-60%
Majority	60-80%
Vast majority	>80%

Workshops

Term	Number of attendees
Some attendees	<5
Many attendees	>10

SYNTHESIS OF ALL ENGAGEMENT FINDINGS

LOCATION

This section refers to the community's position regarding the location of the existing business area.

The community is open to the idea of relocating the business centre, however would generally prioritise revitalising the existing business area in its current location.

The community sees the value of the beach and the river as the major attractions of Hawks Nest and can see the value of a long term vision to transition and create retail and commercial activity in these areas. However, when unprompted, location was not seen as a major factor in the lack of success of the existing centre. In addition community members expressed concern regarding the practicality of enforcing any large scale transition of location.

Source	For relocation	Against relocation
Online survey	<ul style="list-style-type: none"> › The majority (74%) of respondents think that creating retail and commercial activity near the Surf Club is either a great opportunity, or they are interesting in knowing more before they decide › The majority (72%) of respondents think that creating retail and commercial activity near the river is either a great opportunity, or they are interesting in knowing more before they decide › Other places in Hawks Nest that were proposed by respondents to create retail and commercial activity in addition to the Surf Club or river include North Hawks Nest, Jimmy's Beach, near a marina, the bush land on Tuloa Ave, the Golf Club and at Winda Woppa. 	<ul style="list-style-type: none"> › Around half of respondents do not consider creating retail and commercial activity elsewhere in Hawks Nest › Less than a quarter (13%) of respondents think that the wrong location for a centre was one of the main issues facing the Hawks Nest village › The majority (74%) of respondents either strongly agree or agree that the priority for the Hawks Nest business area is to revitalise the existing business in its current location
Workshops	<ul style="list-style-type: none"> › Upon considering the rezoning of the existing commercial area and relocating the commercial area to another location, 74 attendees made positive comments, whilst only 23 attendees made negative comments › Positively, attendees see the possibility of utilising the amenity of the beach or river to encourage a successful commercial area that does not compete with Tea Gardens. This can also take advantage of any possible future marina. 	<ul style="list-style-type: none"> › Negatively, attendees recognise the large costs associated with moving the commercial area including the acquisition of land and commercial viability
Stakeholder interviews	<ul style="list-style-type: none"> › "In the wrong place – should be near active recreation, near the beach or river" (John Dunning) 	<ul style="list-style-type: none"> › "Location is exactly where it should be", "don't think there will be support for moving" (Hugo Elstermann)

CHANGE OF ZONE (Size & Shape)

This section refers to the community's position regarding the size and shape of the existing business area which could be altered by changing the size of the area zoned B1 Neighbourhood Centre.

The community is not aligned about reducing the size of the commercial zoning, however, they recognise the correlation between the small population and the ability to sustain a centre. They understand that the current population and demographics do not adequately support a successful commercial and retail core in Hawks Nest.

The community recognise the need to increase the permanent population in order to support a commercial area, but are not as supportive of denser development that would potentially alter the existing character of the area. The community want the Hawks Nest business area to be successful, yet use Tea Gardens centre more regularly as Hawks Nest does not have what they need.

Source	Retain the size of the B1 zone	Reduce the size of the B1 zone
Online survey	<ul style="list-style-type: none"> › Around half (43%) of the respondents strongly disagree or disagree that the priority for the Hawks Nest business area is to remove some of the retail/commercial space › Almost no respondents (1%) think that no businesses or facilities are essential to be located in Hawks Nest 	<ul style="list-style-type: none"> › Less than a quarter (17%) of respondents strongly agree or agree that the priority for the Hawks Nest business area is to remove some of the retail/commercial space › Less than a quarter (15%) of respondents think that there is too much retail/commercial space for the population
Workshops	<ul style="list-style-type: none"> › Putting more housing near commercial areas may cause conflicts e.g. noise › Converting to an R3 zone will not guarantee permanent population › Converting to a B4 mixed use zone risks continuation of existing situation › Dense R3 developments may destroy ambiance of the area 	<ul style="list-style-type: none"> › Converting to an R3 zone will promote development and potential population growth, including a potential backpackers' accommodation › Converting to an R2 zone will allow developments to fit in with the existing streetscape › Mixed use zoning (B4) would still allow for future commercial growth and diverse land uses
Stakeholder interviews		<ul style="list-style-type: none"> › "It's obviously too big" (John Dunning) › "Centre doesn't have the population to support it" (Kevin and Anne Haskew) › "Potentially could be more compact" (Hugo Elstermann) › "Existing shops have to stay, but zoning needs to change – it's stagnant", "Increase the permanent population!" (John Dunning)

PLACE CHARACTER

This section refers to how the community views the current and future place character of Hawks Nest and its commercial area.

The community appreciates the natural elements of Hawks Nest including its waterways, flora and fauna. This gives the town a peaceful, quiet, relaxed atmosphere.

The community would like to see Hawks Nest village become an attractive place with an active café and restaurant culture. It would like to retain the pristine environmental qualities and develop a friendly and caring community. The area needs to cater for a variety of different people, particularly in relation to age diversity.

	Now	Future
Online survey	<p>Repondents were asked what is the best thing about Hawks Nest Village. Responses include:</p> <ul style="list-style-type: none"> > Retail e.g. Newsagent, bakery, chemist > Atmosphere/feeling/energy e.g. peace/quiet, relaxed > Natural elements e.g. flora/fauna, natural beauty > Beach/waterways e.g. Jimmy's Beach and the river 	<p>Respondents were asked to describe their ideal future Hawks Nest Village in three words. Responses include:</p> <ul style="list-style-type: none"> > Attractive > Café/restaurant culture > Everyday shopping > Vibrant > Community > Accessible > Natural
Workshops	<p>Hawks Nest's point of difference identified by attendees include:</p> <ul style="list-style-type: none"> > Waterways e.g. beach, bay, river, lake > Koalas > National park > Nature > Pristine 	<p>Attendees would like to see Hawks Nest become:</p> <ul style="list-style-type: none"> > Friendly/caring > Pristine/clean > Modern/contemporary > Provide for young to old people > Be a family friendly holiday destination
Stakeholder interviews		<ul style="list-style-type: none"> > "There is an active arts and crafts committee in Hawks Nest" – could potentially assist with any future revitalisation/place making (Trevor Jennings)

SHORT TERM OPPORTUNITIES FOR CHANGE

< 6 months

The community have themselves identified many actions that they can do to improve the Hawks Nest business area:

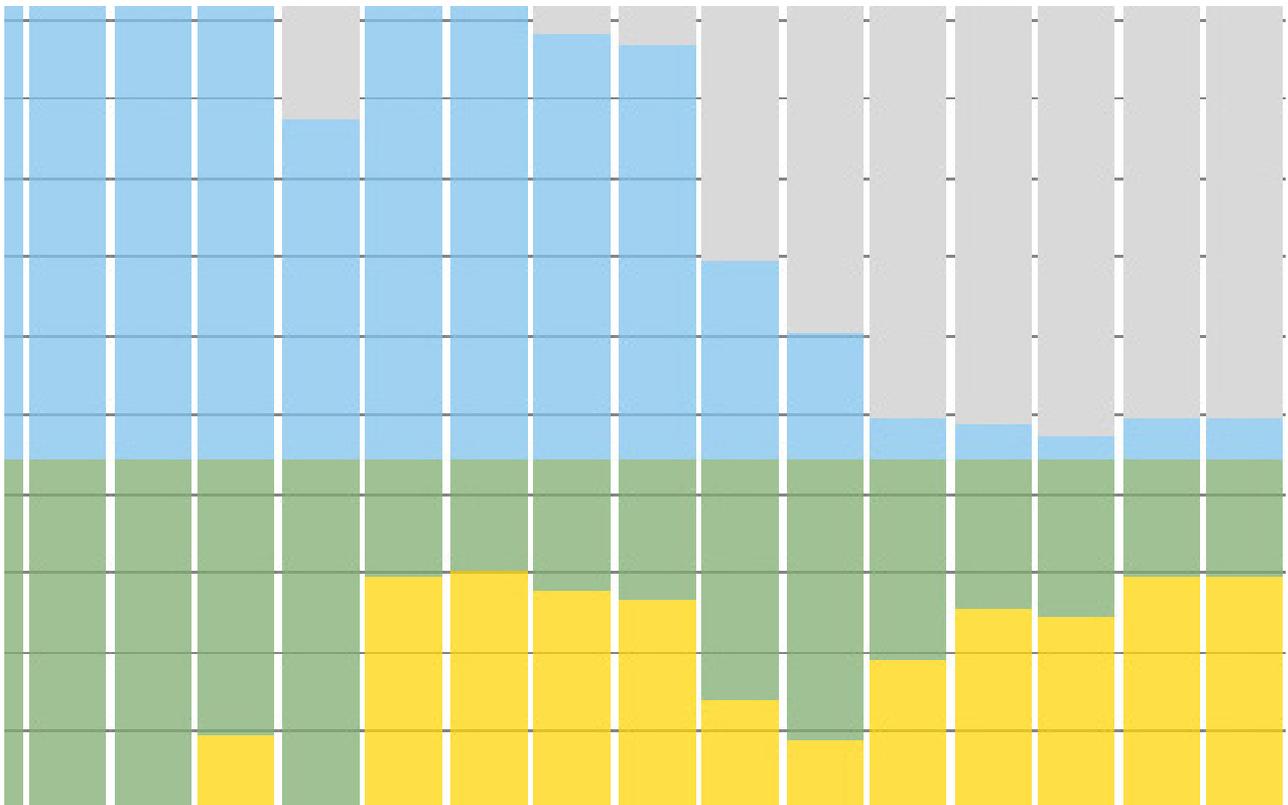
- > Improve existing commercial shopfronts through working bees, incentives (e.g. grant money) etc
- > Tactical urbanism to make use of vacant lots – improvements to public space
- > Summer ‘pop ups’ or temporary vendors to activate the area during the high tourist season (summer), or other seasonal services during peak demand
- > Utilising local businesses and services by encouraging residents to shop more local
- > Art and creative interventions such as murals or community gardens
- > Marketing improvements e.g. Hawks Nest Map, app
- > Engage with local creative artists and writers in Hawks Nest to assist with any short term improvement and generate ideas
- > Clean/maintain the area on an ongoing basis

LONG TERM OPPORTUNITIES FOR CHANGE

> 6 months

The community has shown a desire to have commercial or retail activity present in Hawks Nest. However, competition with Tea Gardens and the lack of a permanent population to support local businesses in Hawks Nest result in high vacancy rates and a lack of investor activity. Any future retail or commercial activity should:

- > Not compete with Tea Gardens
- > Build a food economy – including cafes/restaurants
- > Consider boutique retail that utilises artistic and cultural talent in the area, tying in with the strong environmental values
- > Attract different age groups into the area e.g. through backpacker accommodation
- > Consider shop top housing to encourage activation of the area, yet limit the density to maintain aesthetics
- > Any development contributions should be directed towards improving beach/river facilities
- > Condense the retail and commercial area to encourage usage and supply that supports the local population
- > Relax planning restrictions and incentivise development and new businesses in existing area
- > Plan for community facilities to support ageing population e.g. medical centres
- > Consider implementing shade facilities for the Plaza in Hawks Nest
- > Better transport between Tea Gardens and Hawks Nest and the ferry terminal
- > Encourage more permanent residents
- > Creative interventions e.g. outdoor events, bike meets, movie nights



HAWKS NEST TOWN CENTRE REVIEW

Online Survey Report

DRAFT

October 2014

01 INTRODUCTION

Place Partners and City Plan Services have been engaged by Great Lakes Council to undertake a review of the Hawks Nest business centre. The purpose of this review is to establish the appropriate size and location of the Hawks Nest Business Area and to determine whether other opportunities exist elsewhere in Hawks Nest for the provision of commercial or mixed use development.

This review will build on previous work with the Hawks Nest community and will result in the development of a Masterplan. The Masterplan will identify community needs and guide future development in Hawks Nest, taking into consideration the unique values of the town.

As part of the community engagement element of the project, Place Partners facilitated an online survey. This document is a summary of the findings of this online survey.

METHODOLOGY

The online survey was available online via Survey Monkey. It was open between September 22, 2014 and October 22, 2014. The link to the survey was advertised in a project letter that was sent to all households in Hawks Nest, on the Great Lakes Shire Council website and on the Tea Gardens Hawks Nest Community Noticeboard on Facebook.

The survey was 16 questions long. It has provided a mixture of quantitative and qualitative data. Qualitative data has been manually sorted into categories. Percentages in this document have been rounded and may not equal 100%. Number of responses have been listed in brackets (n).

229 respondents attempted the survey. Of these, 208 completed the entire survey.

The table to the right compares the respondent profile (people who completed the survey) to the demographic profile of Tea Gardens/Hawks Nest (ABS). Every effort has been made to achieve a fair cross section of the community. However, due to the nature of an online survey, certain groups (e.g. Youth (under 19) and the elderly (over 65)) have been underrepresented.

	Respondent Profile	Demographic profile*
Age		
0-9	0% (0)	8%
10-19	1% (3)	9%
20-34	10% (22)	8%
35-49	24% (54)	13%
50-64	36% (83)	24%
65+	29% (67)	38%
Gender		
Male	41% (95)	50%
Female	59% (134)	50%

* Based on Tea Gardens - Hawks Nest (SA2, ABS, 2011)

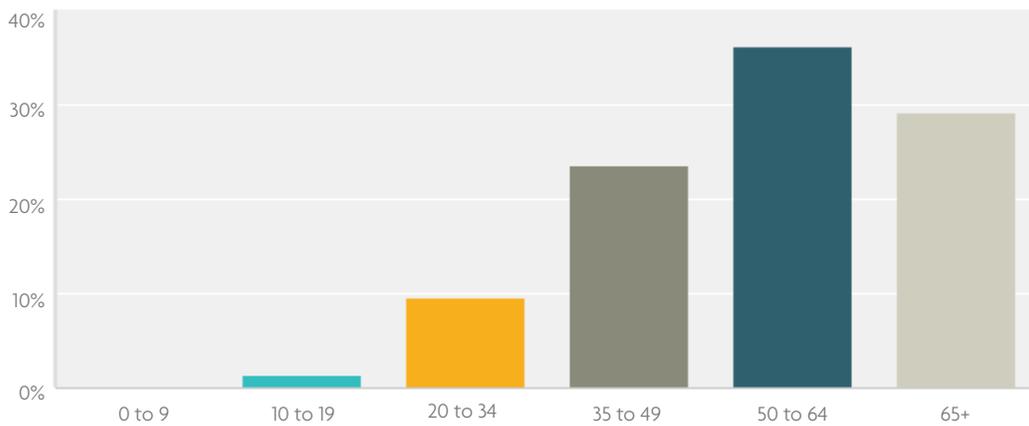
01 SURVEY RESULTS

Q1. WHAT IS YOUR AGE?

229 respondents answered this question. Only one answer was permitted.

The responses are as follows:

Age	Responses
0-9	0% (0)
10-19	1% (3)
20-34	10% (22)
35-49	24% (54)
50-64	36% (83)
65+	29% (67)



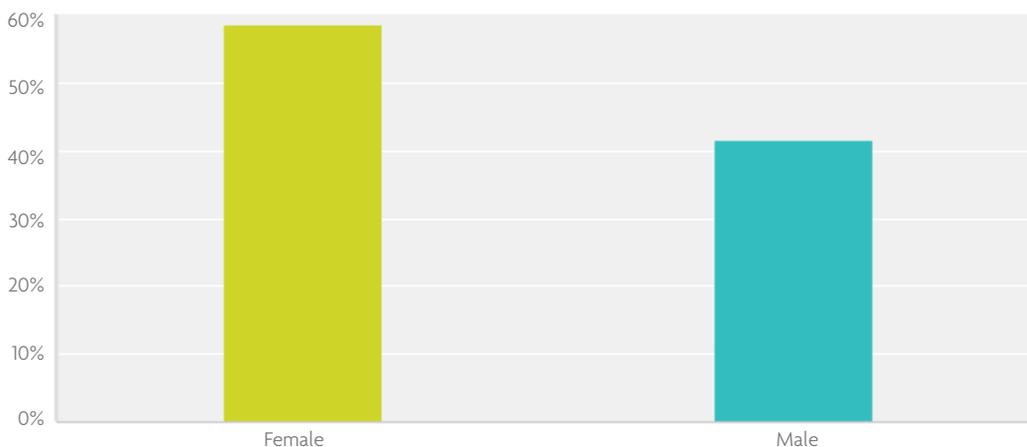
Age of respondents

Q2. WHAT IS YOUR GENDER?

229 respondents answered this question. Only one answer was permitted.

The responses are as follows:

Gender	Responses
Female	59% (134)
Male	41% (95)



Gender of respondents

Q3 WHICH STATEMENT BEST DESCRIBES YOUR RELATIONSHIP WITH HAWKS NEST?

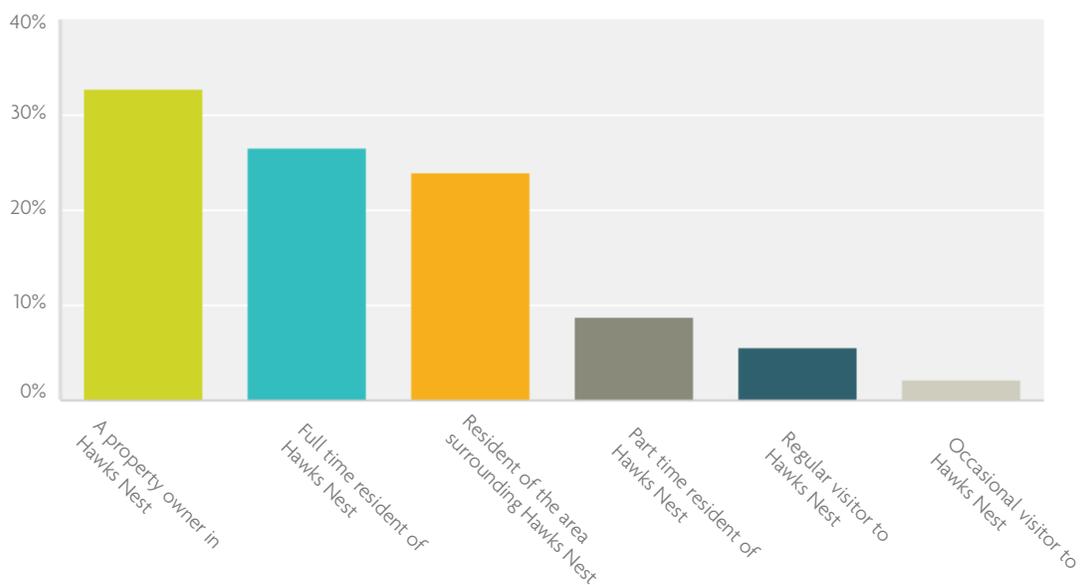
229 respondents answered this question. Only one answer was permitted.

Responses are as follows:

Statement	Responses
A property owner in Hawks Nest	33% (75)
Full time resident of Hawks Nest	27% (61)
Resident of the area surrounding Hawks Nest	24% (55)
Part time resident of Hawks Nest (e.g. I live in Hawks Nest on weekends)	9% (20)
Regular visitor to Hawks Nest (e.g. I visit every summer)	6% (13)
Occasional visitor to Hawks Nest	2% (5)

23 respondents provided comments in addition to the answer they provided. These comments have been manually sorted into categories as follows:

Property owner, not a full time resident (11)	<ul style="list-style-type: none"> › Owner of a rental/holiday property in Hawks Nest (8) › Property owner in Tea Gardens (2) › Property owner who spends half the year in Hawks Nest (1)
Business owner/business interest (4)	<ul style="list-style-type: none"> › Business owner (3) › Tea Gardens real estate agent (1)
Ex resident/investor (3)	<ul style="list-style-type: none"> › Previous resident, now regular visitor (1) › Former resident who wants to return (1) › Ex holiday house owner (1)
Full time Tea Gardens resident (2)	<ul style="list-style-type: none"> › Full time Tea Gardens resident (2)
Other (3)	<ul style="list-style-type: none"> › Owned Hawks Nest property for 38 years (1) › Future resident (1) › Owned house there for 38 years (1)



Respondents' relationship with Hawks Nest

Q4. WHERE IS YOUR PRIMARY SHOPPING CENTRE (I.E. WHERE DO YOU SHOP FOR WEEKLY GROCERIES AND REGULAR SERVICES SUCH AS BANKING)?

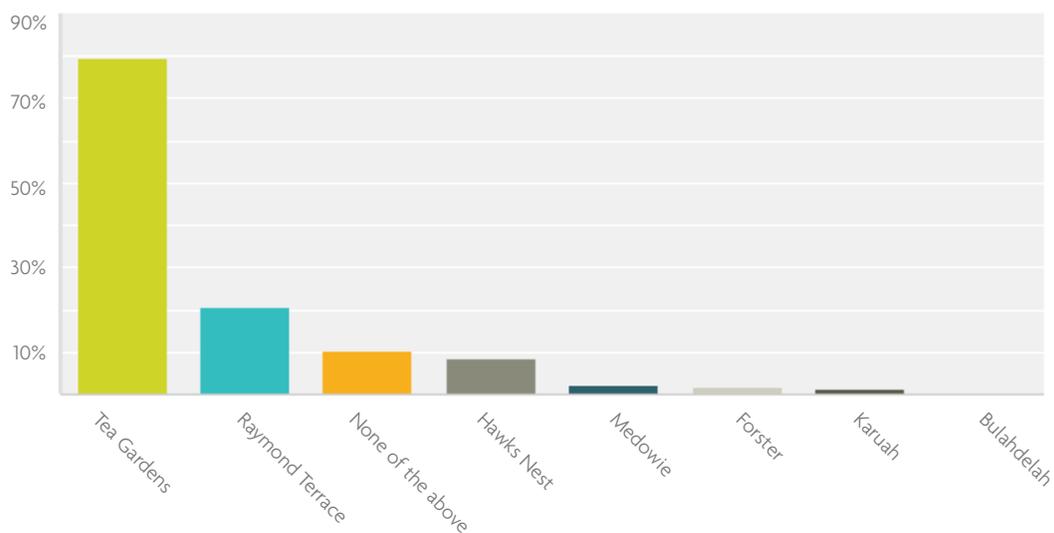
228 respondents answered this question. One respondent did not answer this question.

More than one answer was permitted, resulting in 284 responses. Percentages are listed as a proportion of total responses and will exceed 100%. Responses are as follows:

Shopping location	Responses
Tea Gardens	80% (182)
Raymond Terrace	21% (47)
None of the above. I usually get what I need prior to coming to the area.	11% (24)
Hawks Nest	8% (19)
Medowie	2% (5)
Forster	2% (4)
Karuah	1% (3)
Bulahdelah	0% (0)

15 respondents provided comments in addition to the answer/s they provided. These comments have been manually sorted into categories. Some respondents gave detailed answers that transcended multiple themes and were manually split, resulting in 20 responses. These responses are as follows:

Partial shopping in Hawks Nest (10)	<ul style="list-style-type: none"> > Try to buy what they can in Hawks Nest (7) > Banking in Hawks Nest (1) > Post in Hawks Nest (1) > ATM in Hawks Nest (1)
Tea Gardens (4)	<ul style="list-style-type: none"> > Coles Tea Gardens (2) > Bi Lo Tea Gardens (1) > Tea Gardens (general) (1)
Other (6)	<ul style="list-style-type: none"> > Maitland (1) > Aldi, Raymond Terrace (1) > Fish co-op (1) > Newcastle (1) > Sydney (1) > Online (1)



Respondents' primary shopping centre

Q5. WHAT IS THE BEST THING ABOUT THE HAWKS NEST VILLAGE?

218 respondents answered this question. 11 respondents did not answer this question.

This was an open ended question producing qualitative data. The answers have been manually sorted into categories. Many respondents gave detailed answers that transcended multiple categories and were manually split, resulting in 428 responses. Responses are as follows:

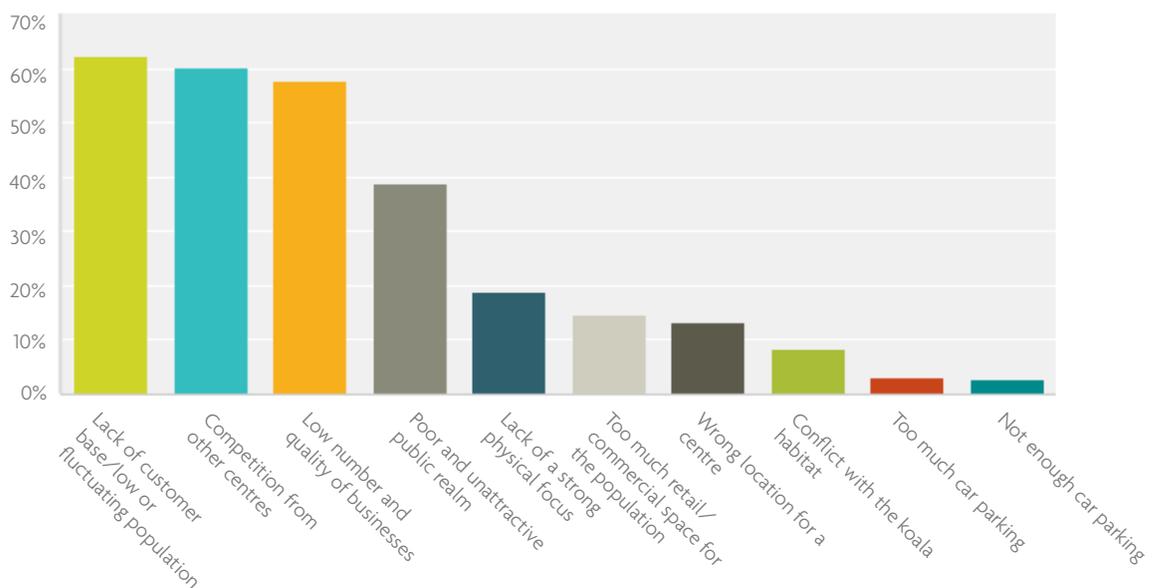
Retail (114)	<ul style="list-style-type: none"> › Newsagent (35) › Bakery (26) › Chemist (18) › Bottle shop (6) › Local businesses (generic) (6) › Restaurants (5) › Post office (4) › So-Lo (3) › Surf shop (3) › Takeaway/fish and chip shop (3) › General store (2) › ATM (1) › Cafes (1) › Pie shop (1)
Atmosphere/feeling/energy (57)	<ul style="list-style-type: none"> › Peace/quiet (28) › Relaxed (9) › Atmosphere (5) › Beauty (4) › Country feel (3) › Holiday feeling (2) › Great climate (2) › Unpretentious (2) › Serenity (1) › Amenity (1)
Natural elements (41)	<ul style="list-style-type: none"> › Flora/fauna (incl. Koalas) (19) › Nature/natural beauty (16) › Environment (2) › Environmental balance (1) › Views (1) › Sandy soils (1) › Flat land (1)
Beach/waterways (40)	<ul style="list-style-type: none"> › Beach (27) › River (6) › Waterways (3) › Water activities/fishing (2) › Port Stephens (2)
Sociality (33)	<ul style="list-style-type: none"> › Friendliness (15) › Safe (6) › Community (5) › Good lifestyle (4) › Meeting place (2) › Personal contact with traders (1)
Accessibility (32)	<ul style="list-style-type: none"> › Convenience (11) › Walkability (8) › Accessible (5) › Easy to cycle (3) › Easy parking (3) › No traffic (2)
Location (31)	<ul style="list-style-type: none"> › Proximity to river/beach (15) › Location (generic) (9) › Close to home/central (7)
Nothing/was once a good village (26)	<ul style="list-style-type: none"> › Nothing (9) › Used to be a good village (9) › Not a lot (3) › Very boring (1) › Sports store owners are rude (1) › The road out (1) › In a poor location (1) › Shops/restaurants closed (1)
Small/village/undeveloped (25)	<ul style="list-style-type: none"> › Village (7) › Small (6) › Not like Nelson Bay (4) › Not suburban/characterless (3) › Lack of high rise (3) › Intimate (1) › Low key (1)
Facilities (13)	<ul style="list-style-type: none"> › Golf club (9) › Parks (3) › Sporting facilities (1)
Other (16)	<ul style="list-style-type: none"> › Variety (2) › Good walkways/footpaths (2) › No concrete curbs (1) › Clean (1) › Iconic beach shacks (1) › Mall upgrade disappointing (1) › All retail should be in Tea Gardens (1) › Many opportunities to improve (1) › No malls (1) › Bare feet (1) › Unsure (1) › High standard of artists/writers (1) › Raffles at local clubs (1) › Beautiful, but no land for sale (1)

Q6. WHAT DO YOU THINK ARE THE MAIN ISSUES FACING THE HAWKS NEST VILLAGE?

217 respondents answered this question. 12 respondents did not answer this question.

Respondents were asked to select up to three issues, resulting in 608 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. Responses are as follows:

Issue	Responses
Lack of customer base/low or fluctuating population	62% (135)
Competition from other centres	60% (131)
Low number and quality of businesses	58% (125)
Poor and unattractive public realm	39% (84)
Lack of a strong physical focus (e.g. landmark)	19% (41)
Too much retail/commercial space for the population	15% (32)
Wrong location for a centre	13% (29)
Conflict with the koala habitat	8% (18)
Too much car parking	3% (7)
Not enough car parking	3% (6)



Main issues facing Hawks Nest

43 respondents provided comments in addition to the answers they provided. These comments have been manually sorted into categories. Some respondents gave detailed answers that transcended multiple themes and were manually split, resulting in 53 responses. These responses are as follows:

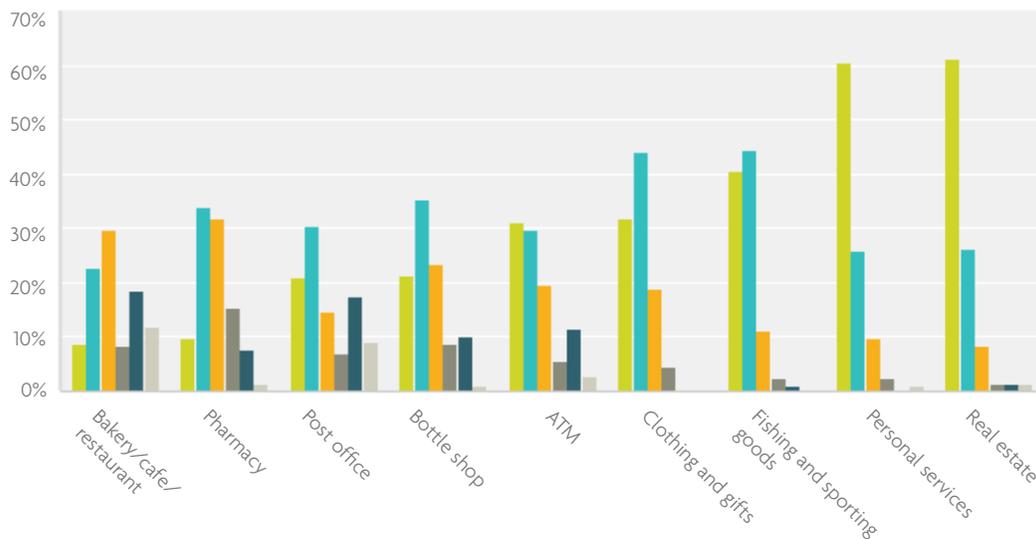
Retail (13)	<ul style="list-style-type: none"> › No supermarket/anchor (4) › Oversupply/competition close by (4) › Online shopping (2) › Need longer trading hours (2) › Nowhere for coffee (1)
Too many regulations (8)	<ul style="list-style-type: none"> › High rates (incl. Parking) for new businesses (6) › Lack of incentive for new businesses (2)
Population (7)	<ul style="list-style-type: none"> › Lack of permanent population (5) › Too much holiday accommodation (1) › Visitors need to be made more welcome (1)
Aesthetics (7)	<ul style="list-style-type: none"> › Looks run down/shabby (5) › Ageing buildings (1) › Poor maintenance (1)
Location (3)	<ul style="list-style-type: none"> › Scattered locations (1) › Location is good (1) › Should be closer to beach (1)
Lack of support (3)	<ul style="list-style-type: none"> › Lack of local support (2) › Neglect from Council (1)
Access (3)	<ul style="list-style-type: none"> › Need more signs to availability of car parking (1) › Lack of public transport (1) › Difficult to access from Tea Gardens (1)
Other (9)	<ul style="list-style-type: none"> › All of the above (2) › State of slow death (1) › Old bottle shop owner holds too much property and is not developing (1) › Economic insecurity (1) › Cause and effect (1) › Not enough places to sit (1) › Trees not cared for (1) › Rubbish needs to be cleaned up (1)

Q7. WHICH OF THESE SHOPS OR SERVICES IN THE HAWKS NEST BUSINESS AREA DO YOU USE AND HOW OFTEN?

216 respondents answered this question. 13 respondents did not answer this question.

Only one answer was permitted per shop/service. Percentages are listed as a proportion of respondents per shop/service. The responses are as follows:

	Don't use	Rarely	Once a month	Once a fortnight	Every day
Bakery/cafe/restaurant	9% (19)	23% (49)	30% (64)	8% (18)	12% (26)
Pharmacy	10% (21)	34% (73)	32% (69)	15% (33)	1% (3)
Post office	21% (45)	31% (66)	15% (32)	7% (15)	9% (20)
Bottle shop	21% (46)	35% (76)	24 % (51)	9% (19)	1% (2)
ATM	31% (67)	30% (64)	19% (42)	6% (12)	3% (6)
Clothing and gifts	32% (69)	44% (95)	19% (41)	5% (10)	0% (0)
Fishing and sporting goods	41 % (88)	44% (96)	11% (24)	2% (5)	0% (1)
Personal services (e.g. Beautician)	61% (131)	26% (56)	10% (21)	2% (5)	1% (2)
Real estate (rental payments, holiday enquiries)	61% (132)	26% (57)	8% (18)	1% (3)	1% (3)



Respondents' frequency of visits to Hawks Nest shops/services

51 respondents provided comments in addition to the answers they provided. These comments have been manually sorted into categories. Some respondents gave detailed answers that transcended multiple themes and were manually split, resulting in 64 responses. These responses are as follows:

Shop/service (responses)	Frequency (if listed)
Newsagency (26)	<ul style="list-style-type: none"> › Daily (6) › Often/most days (3) › Fortnightly (2) › Weekly (1) › When in Hawks Nest (1) › Monthly (1) › 6 times a year (1)
So-Lo (7)	<ul style="list-style-type: none"> › Once a month (2) › Weekly (1)
Take away (3)	<ul style="list-style-type: none"> › Weekly (1) › Monthly (1)
ATM (2)	<ul style="list-style-type: none"> › Quarterly (1) › Whenever in Hawks Nest (1)
Cafe (2)	<ul style="list-style-type: none"> › Would use if there was a good one (1)
Restaurants (e.g. Benchmark) (2)	<ul style="list-style-type: none"> › Once a week (1)
Pharmacy (2)	
Bottle shop (2)	
Bakery (2)	
Club (1)	<ul style="list-style-type: none"> › Weekly (1)
Gift shop (1)	
Grocery shop (1)	
Clothing (1)	
Community hall (1)	
Post office (1)	
Would use a medical facility if there was one (1)	
Used to use the bike shop when there was one (1)	
Other (8)	<ul style="list-style-type: none"> › Use services when in Hawks Nest, which is infrequent (7) › NB: One respondent said that this survey needs to determine the problem that needs to be solved, not push towards a predetermined solution

Q8. WHAT ARE THE MAIN REASONS YOU DON'T SHOP MORE OFTEN AT THE HAWKS NEST BUSINESS AREA?

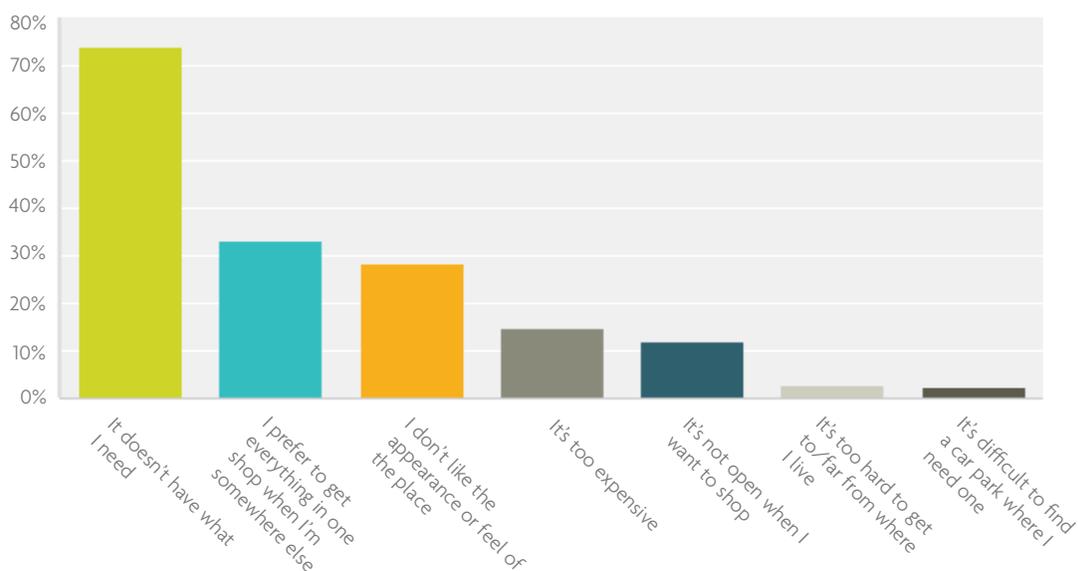
215 respondents answered this question. 14 respondents did not answer this question.

Respondents were asked to list up to three issues, resulting in 360 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. Responses are as follows:

Reason	Responses
It doesn't have what I need	74% (159)
I prefer to get everything in one shop when I'm somewhere else	33% (71)
I don't like the appearance or feel of the place	28% (61)
It's too expensive	15% (32)
It's not open when I want to shop	12% (26)
It's too hard to get to/far from where I live	3% (6)
It's difficult to find a car park where I need one	2% (5)

46 respondents provided comments in addition to the answers they provided. These comments have been manually sorted into categories. Some respondents gave detailed answers that transcended multiple themes and were manually split, resulting in 50 responses. These responses are as follows:

Retail offer (30)	<ul style="list-style-type: none"> › Not enough variety (11) › Tea Gardens is more convenient (7) › No grocery store (7) › Everything has closed (3) › Not enough quality e.g. coffee(2)
Not from Hawks Nest (9)	<ul style="list-style-type: none"> › Not in Hawks Nest frequently (6) › Don't live in Hawks Nest (3)
Other (11)	<ul style="list-style-type: none"> › No village feel (2) › No shops with supplies (1) › Place is terminal (1) › Should be closer to the beach (1) › Arcade was lost to fire (1) › Empty shops should be pop ups (1) › Mall is ugly (1) › Setting not connected to natural features (1) › Terrible survey! Bias the findings with predetermined answers (1) › Inefficiencies and inaccuracies in Council communications (1)



Respondents' main reasons for not shopping more often at the Hawks Nest business area

Q9. IF YOU COULD DESCRIBE YOUR IDEAL FUTURE HAWKS NEST VILLAGE, WHAT THREE WORDS WOULD YOU USE?

210 respondents answered this question. 19 respondents did not answer this question.

This was an open ended question producing qualitative data. The answers have been manually sorted into categories. Not all respondents provided three words, resulting in 614 responses. Responses are as follows:

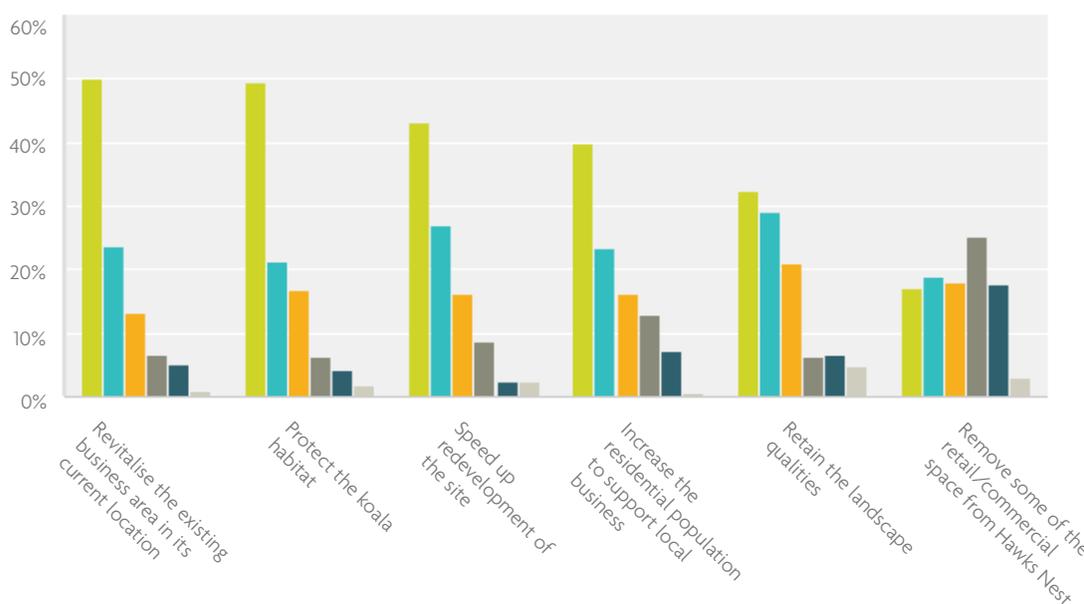
Theme	Includes words such as:	Responses
Attractive	Welcoming, clean, ambiance, aesthetic, popular, inviting, bright, fresh, exciting, memorable etc.	61
Cafe/restaurant culture	Food, cafes, restaurant, dining, take away, coffee etc.	57
Everyday shopping	Groceries, supermarket, Woolworths, Aldi, anchor tenants, Big W, butcher, newsagent, self sufficient, fresh produce etc.	48
Vibrant	Colourful, atmosphere, convivial, high energy, fun, alive, busy, full of life etc.	46
Community	Friendly, social, local, village, communal, family, children etc.	42
Accessible	Transport, parking, opening hours, convenience, easy, bike friendly, ferry etc.	42
Natural	Beach, trees, water, green, landscaping, koalas, unspoilt, aquatic, eco friendly, sustainable, eco architecture etc.	41
Development - for	More people, more stable population, more business, progressive, greater customer base, shop top housing, marina etc.	38
Revitalised in current location	Upgrade, consolidate, compact, versatile, occupied, cohesive, central etc.	25
Slow	Quiet, relaxed, casual, small, cheap, traditional, low key, rustic etc.	23
Variety	Diversity, choice etc.	23
Boutique retail	Markets, surf shops, etc.	21
Alternative	Creative, funky, unique, arts, interesting, eclectic, cultured, organic, character etc.	21
Modern	New, contemporary, up to date etc.	20
Development - against	Less population, low rise, not Nelson Bay, no high rise, reduced commercial etc.	12
Planned	Orderly, coordinated, useful, well designed, efficient, practical etc.	11
Quality	Affluent, high class, sophisticated, chic, cosmopolitan etc.	11
Services and facilities	Retirement village, community hall, seating, better footpaths etc.	10
Things to do	Recreation, entertainment, cinema, activities etc.	10
Positive	Good, great, happy, more attention, nice etc.	9
Comfortable	Cosy, pleasant, safe, enjoyable, shade etc.	8
Negative	Nothing, no future, demolish	8
Successful	Prosperous, opportune, supported, optimistic, relevant etc.	7
Nostalgic	No change, like it was in the past, heritage	7
Touristic	More tourism, caravan parks, resorts	6
New location	Move to near the waterfront	4
Like other places	Mediterranean, Sausalito, not 'the Bay'	3

Q10. TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS? THE PRIORITY FOR THE CURRENT HAWKS NEST BUSINESS AREA IS TO:

210 respondents answered this question. 19 respondents did not answer this question.

Only one answer was permitted per statement. Percentages are listed as a proportion of respondents per statement. The responses are as follows:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Revitalise the existing business area in its current location	50% (105)	24% (50)	13% (28)	7% (14)	5% (11)	1% (2)
Protect the koala habitat	50% (104)	21% (45)	17% (35)	6% (13)	4% (9)	2% (4)
Speed up redevelopment of the site	43% (91)	27% (57)	16% (34)	9% (18)	2% (5)	2% (5)
Increase the residential population to support local businesses	40% (84)	23% (49)	16% (34)	13% (27)	7% (15)	0% (1)
Retain the landscape qualities	32% (68)	29% (61)	21% (44)	6% (13)	7% (14)	5% (10)
Remove some of the retail/commercial space from Hawks Nest	17% (36)	19% (40)	18% (38)	25% (53)	18% (37)	3% (6)



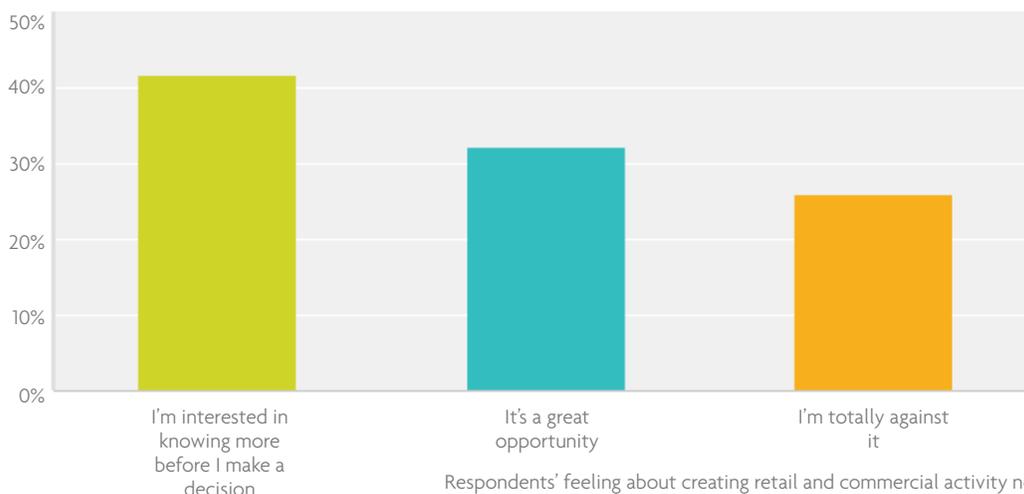
Respondents' level of agreement with the above statements

Q11: HOW DO YOU FEEL ABOUT CREATING RETAIL AND COMMERCIAL ACTIVITY NEAR THE SURF CLUB?

208 respondents answered this question. 21 respondents did not answer this question.

Only one answer was permitted. The responses are as follows:

Answer choice	Responses
I'm interested in knowing more before I make a decision	42% (87)
It's a great opportunity	32% (67)
I'm totally against it	26% (54)

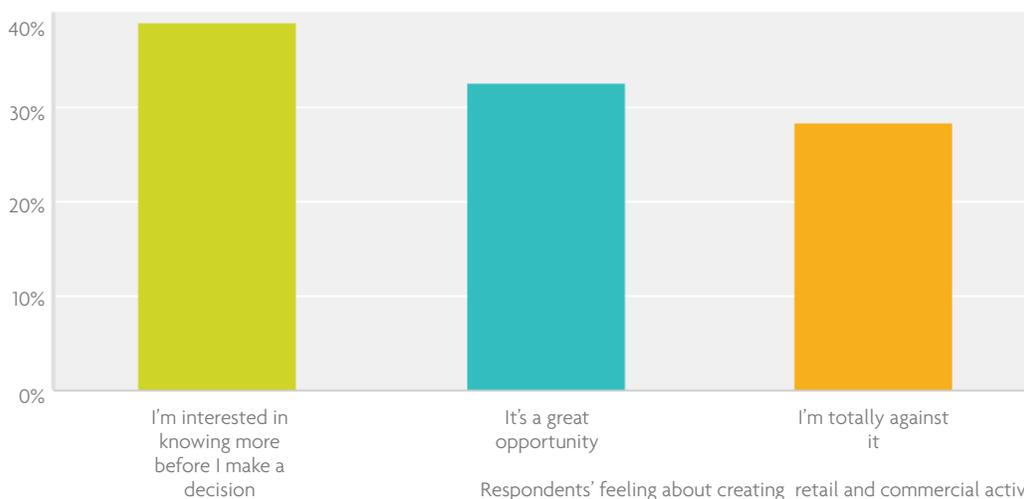


Q12: HOW DO YOU FEEL ABOUT CREATING RETAIL AND COMMERCIAL ACTIVITY NEAR THE RIVER?

208 respondents answered this question. 21 respondents did not answer this question.

Only one answer was permitted. The responses are as follows:

Answer choice	Responses
I'm interested in knowing more before I make a decision	39% (81)
It's a great opportunity	33% (68)
I'm totally against it	29% (59)



Q13. IF ANYWHERE, WHERE ELSE WOULD YOU CONSIDER CREATING RETAIL AND COMMERCIAL ACTIVITY IN HAWKS NEST?

116 respondents answered this question. 113 respondents did not answer this question.

This was an open ended question producing qualitative data. The answers have been manually sorted into categories. Responses are as follows:

Location	Responses
No move/revitalise in existing location	63
Bennett's Beach/Surf Club/caravan park/sporting fields	9
Near water (general)	8
North Hawks Nest/Mungo Brush Road	7
Jimmy's Beach	4
Near a marina	4
The bush land on Tuloa Ave	4
Golf club	2
Winda Woppa	2

Note: 13 respondents did not provide any alternate location in their answer. These responses have been excluded.

Q14. WHAT DO YOU THINK ARE IMPROVEMENT PRIORITIES FOR PUBLIC INFRASTRUCTURE IN HAWKS NEST?

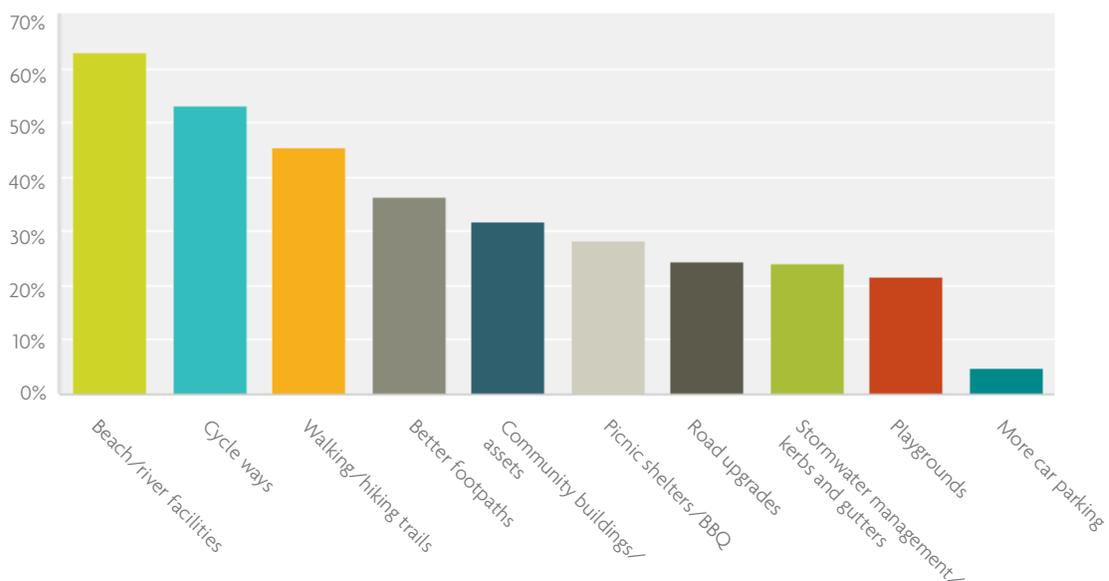
208 respondents answered this question. 21 respondents did not answer this question.

Respondents were asked to list up to three issues, resulting in 694 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. Responses are as follows:

Public infrastructure priority	Responses
Beach/river facilities	63% (131)
Cycle ways	53% (111)
Walking/hiking trails	46% (95)
Better footpaths	37% (76)
Community buildings/assets	32% (66)
Picnic shelters/BBQ	28% (59)
Road upgrades	25% (51)
Stormwater management/kerbs and gutters	24% (45)
Playgrounds	22% (45)
More car parking	5% (10)

50 respondents provided comments in addition to the answers they provided. Not all respondents provided an answer relating to the question, resulting in 44 responses. These comments have been manually sorted into categories. These responses are as follows:

Public infrastructure priority	Responses
Accessibility (e.g. Ferry stops, car parking, boardwalks, shuttle bus etc.)	14
Environmental initiatives (e.g. Tree planting, maintenance etc.)	10
Improved shopping area (e.g. Finish the mall, aesthetic improvements etc.)	6
Public space (e.g. Playground improvements)	5
Entertainment (e.g. Use golf club facilities for entertainment, sporting facilities)	3
Marina	3
Tourism (e.g. Welcome sign, caravan parks)	2
Communications (e.g. Faster internet)	1



Improvement priorities for public infrastructure in Hawks Nest

Q15. WHAT BUSINESSES OR FACILITIES ARE ESSENTIAL TO BE LOCATED IN HAWKS NEST?

208 respondents answered this question. 21 respondents did not answer this question.

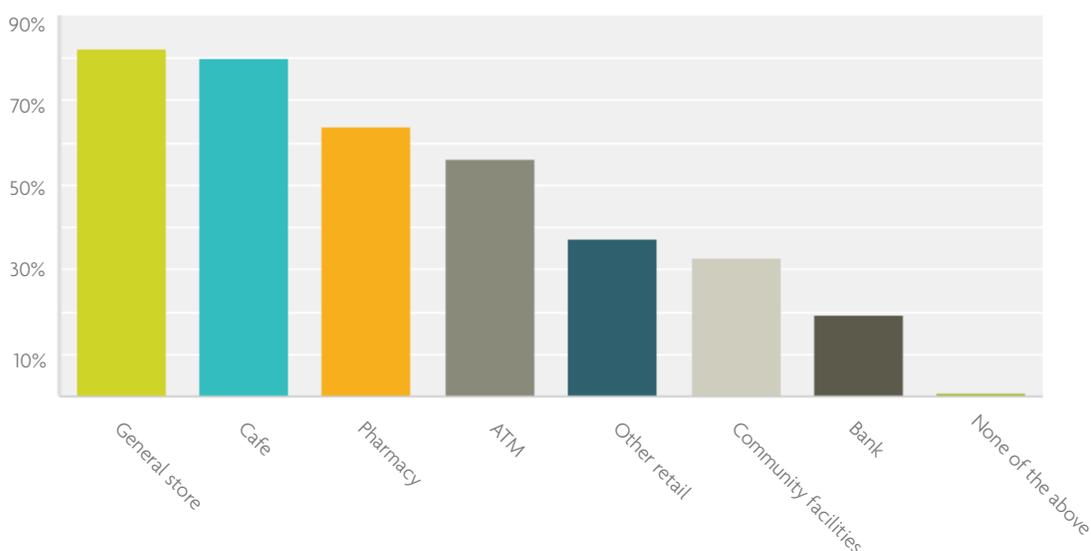
Respondents were asked to list up to three businesses/facilities, resulting in 776 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. Responses are as follows:

Business/facility	Responses
General store	82% (171)
Cafe	80% (167)
Pharmacy	64% (133)
ATM	56% (117)
Other retail (e.g. Clothing, bottle shop)	38% (78)
Community facilities (e.g. Library, community hall)	33% (68)
Bank	19% (40)
None of the above	1% (2)

62 respondents provided comments in addition to the answers they provided. These comments have been manually sorted into categories. Some respondents gave detailed answers that transcended multiple themes and were manually split, resulting in 101 responses. These responses are as follows:

Business/facility	Responses
Bakery	10
Newsagency	10
Homewares/discount/gift shop	7
Restaurant	7
Cafe	6
Supermarket	6
Takeaway shop	5
Medical centre	5
Hairdresser	4
Post office	3
Delicatessen	3

Other businesses/facilities include specialty stores (2), antique shops (2), service station (2), bottle shop (2), butcher (2), real estate agent (1), child care centre (1), ATM (1), beautician (1), bike hire (1), community facilities (1), camping and bike store (1), fresh food (1), high end retail (1), bank (1), veterinary practice (1), function area (1), golf club (1) and shop (1). 9 responses did not relate to the question and were excluded.



Businesses or facilities essential to be located in Hawks Nest

Q16. WHAT SHOULD BE THE FOCUS FOR REVITALISATION OF THE EXISTING BUSINESS AREA?

208 respondents answered this question. 21 respondents did not answer this question.

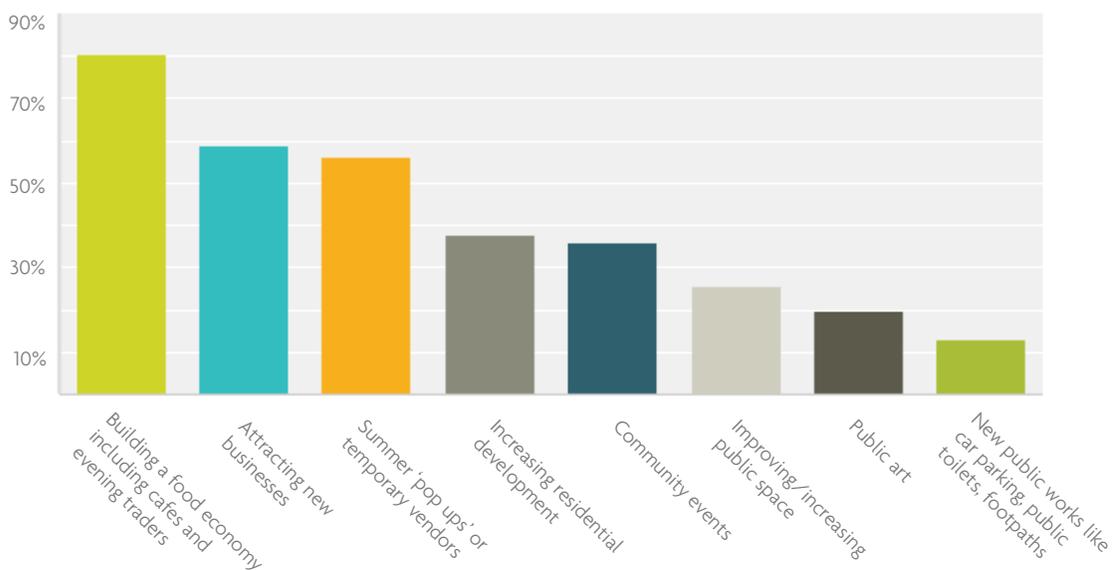
Respondents were asked to list up to three revitalisation strategies, resulting in 683 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. Responses are as follows:

Revitalisation strategy	Responses
Building a food economy including cafes and evening traders	81% (168)
Attracting new businesses	59% (123)
Summer 'pop ups' or temporary vendors	56% (117)
Increasing residential development	38% (79)
Community events	36% (75)
Improving/increasing public space	25% (53)
Public art	20% (41)
New public works like car parking, public toilets, footpaths	13% (27)

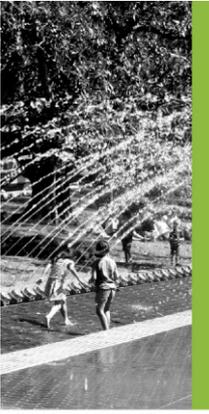
44 respondents provided comments in addition to the answers they provided. These responses are as follows:

Revitalisation strategy	Responses
Environmental initiatives	6
Attract permanent residents	4
Improve tourism opportunities	4
Attract anchor tenant	3
Building a food economy	3
All of the above	2
Build a retirement village	2
Entertainment venues	2

Other revitalisation strategies include reduce the commercial area (1), increase public space (1), cycleways (1), create a DCP (1), markets (1), landscaping (1), change centre location (1), pop up shops (1), reduce environmentalism (1), public infrastructure (1), more efficient businesses (1), clean Hawks Nest (1), create a village atmosphere (1) and create a marketing and branding strategy (1). 2 responses did not relate to the question and were excluded.



Focus for revitalisation of the existing business area



**PLACE
PARTNERS**

Place Making Consultancy

WORKSHOP ENGAGEMENT REPORT

HAWKS NEST TOWN CENTRE REVIEW

DRAFT

16 October 2014

www.placepartners.com.au

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INTRODUCTION

Place Partners and City Plan Services have been engaged by Great Lakes Council to undertake a review of the Hawks Nest business centre.

The purpose of this review is to establish the appropriate size and location of the Hawks Nest Business Area and to determine whether other opportunities exist elsewhere in Hawks Nest for the provision of commercial or mixed use development.

This review will build on previous work with the Hawks Nest community and will result in the development of a Masterplan. The Masterplan will identify community needs and guide future development in Hawks Nest, taking into consideration the unique natural values of the town.

As part of the community engagement element of the project, Place Partners facilitated two workshops with members of the community – an evening workshop and a daytime workshop. This document is a summary of the findings from the two workshops. The proceedings and exercises completed were the same for both workshops. The data from the two workshops are presented together to allow for comparison.

EVENING WORKSHOP

The evening workshop was held with members of the community at the Tea Gardens Hawks Nest Surf Life Saving Club, between 5.30pm-7.30pm on Wednesday, 8th October, 2014.

WORKSHOP ATTENDEES

A total of 58 attendees were present at the workshop.

Name	Affiliation
Chris Lock	-
Alan Blanch	Resident
Marie Blanch	Resident
Donna Woolnough	Daughter of Resident
Colleen Woolnough	-
Robin Parker	-
Colin Gatwick	-
Patricia Gatwick	-
Sue Bowen	-
Bob Ziehlke	-
Dianne Candy	Resident
Leigh Allen	Resident
Debbie Mutton	Business owner/ Resident
Graham Benson	Resident
Ross Coggan	Owner
Pat Beggs	Resident
Bryan Simpson	Landlord
Chris Klimek	Landowner
Libby McCann	Resident
David Olsen	Resident
Les Beggs	Resident
Jaueen Simpson	Landlord
Adrian Ryan	Resident
Jean Ryan	Resident
Kathy Gowers	Resident
Aidan McCann	-
Anne Stuart	-
Bob Stuart	-

Mike Wilson	-
Roger Middleton	Resident
Karen McCormick	Resident
Mark McCormick	Resident
Alocoque Welsh	-
Tony Welsh	-
Tricia Welsh	-
Robin Parkin	Child of Resident
Trevor Cook	Resident
Alison Howell	Resident/ Business Owner
Roger Humphreys	Resident
Ron Duyce	-
Suzan Bailey	Resident
Anne Johnson	Resident
Graeme Hackworthy	Myall Pharmacy
Reen Cassin	Resident Tea Gardens
George Cassin	Resident Tea Gardens
John Laverick	Tea Gardens Properties
Margaret Laverick	Umbrette Pty Ltd
Cathy Humphries	14 Eagle Ave, Hawks Nest
Linda Doyle	33 Shoreline Drive Tea Gardens
Chris Dunning	3 Admiralty Avenue
Bob Lander	CJHA
John Dunning	Sheargold Group
Shelly Larkin	Resident
Linda Conroy	Resident
Glenn Conroy	Resident
Carol Warren	Commercial Property Owner
Tim Taylor	Commercial Property Owner
Hanna Abdulla	-

Kylie Legge represented Place Partners and Shay Gill represented City Plan Services.

DAYTIME WORKSHOP

The daytime workshop was held with members of the community at the Tea Gardens Hawks Nest Surf Life Saving Club, between 9-11am on Thursday, 9th October, 2014.

WORKSHOP ATTENDEES

A total of 42 attendees were present at the workshop.

Name	Affiliation
Shirley McCloghry	-
Leanne Mortimer	-
Michael Blyfield	-
Mrs Blyfield	-
Mick Rumble	-
Ken Stoner	-
Kathy Parkinson	19 Kingfisher Avenue Hawks Nest
Chris Shelly	Hawks Nest
John Parkinson	-
Gordon Bartlett	Patangast Hawks Nest
J Anseliner	113 Booner Street Hawks Nest
Chris Mobbs	-
Brenda Street	-
Stewart Derwin	-
Robert McShane	-
Barbara Ross	-
Mr Campbell	Resident
Mrs Campbell	Resident
Rita Abdullah	-
Hugo Elstermann	-
Ann Hill	Kiewa Street Hawks Nest
John Hill	Kiewa Street Hawks Nest
Kowan Reynolds	North Street Tea Gardens
Vicki Mitchell	Myall Street Tea Gardens
Jill Harvey	8,/9-11 Beach Road Hawks Nest
Graeme Patterson	22 Morang Street Hawks Nest
Kerry Patterson	22 Morang Street Hawks Nest
Ivy Stevenson	Hawks Nest
Darby Neville	33 Binda Street Hawks Nest
Stephen Palmer	-
Olga Komlsenovc	21 Moola Street Hawks Nest
Tony Brookes	-
Annette Cook	-
Michael Thornhill	-
Trish Gratwick	-
Colin Gratwick	-
Patrick Lam	3/41 Booner Street Hawks Nest
David George	5/41 Booner Street Hawks Nest
Amanda Clarke	-
Bridge Clarke	-
Andrew Clarke	-
Jenny Williams	3 Yamba Street Hawks Nest

Kylie Legge represented Place Partners and Shay Gill represented City Plan Services.

SUMMARY OF FINDINGS

EXERCISE ONE: CHALLENGES AND OPPORTUNITIES

Attendees were given two post-it notes, one pink and one yellow. They were asked to note what they believed to be the key challenge impacting the success of businesses in Hawks Nest and write it on the pink note and also to identify their key opportunity for the future and write it on the yellow note. Responses were then collected and categorised by theme. The purpose of this exercise was to expose any potential opportunities or challenges for business in the area that were previously unknown.

The results from the two workshops are as follows:

OPPORTUNITIES:

THEME	EVENING - Responses	DAYTIME - Responses
Business Opportunities (29)	Opportunity for a Marina – shops, restaurants, sports hire facilities (bike, kayak, surfboard) (3)	Provide more shops
	Opportunity for a supermarket (2)	Opportunity for a supermarket (i.e. Woolworths) in Hawks Nest
	More commercial business near Surf Club (3)	Opportunity to redirect development in a better direction
	New businesses should be unique to Hawks Nest	Revive current shopping and provide a general store
	Promote village atmosphere with more restaurants	Attractive coffee shop
	Social/Community Centre to attract people from Hawks Nest/Tea Gardens to centre	Plenty of space and vacancies to create combined village and community location
	Opportunity for a shopping centre	Farmers Market on regular basis (alternate days to Tea Garden Markets)
	Pop up shops during peak season	Pop up shops that compliment permanent businesses during summer and spring
	Shops to cater to the appropriate demographic	'Technology Hub' – Promote the technology industry so people can work from Hawks Nest without having to leave
	Services for elderly/ retirement village – use of vacant land for retirees (2)	-
	Co-op shops	
	Beautify area to make it more appealing to shops/businesses	
	Sailing School	
Competition – diversity of activities for younger people		
Attract Visitors and Residents (26)	More activities for tourists – i.e. cafes (3)	Attract holiday makers and people through 'iconic symbol' or attractions such as putt putt golf, theatre, restaurants, coffee houses, antique shops and dress shops (2)
	Bus service/transport between Tea Gardens and Hawks Nest (2)	Lively, people and family friendly and active minded environment
	Attract a more permanent population by lessening the business area and increasing residential opportunities (2)	Attract permanent residents. Locals to be committed, positive and prepared to work (2)
	Proposed ferry stop at Hawks Nest – with stops between shop and beach	Fast ferry from Nelson Bay
	Tourists who will come out of school holidays and they are not catered for	Backpackers/YHA/hotel

	on the beach or the river at Hawks Nest (ie Boat ramp, Bennetts beach).	
	Chamber of Commerce needs to do more to attract businesses – i.e. through organised events	More dual occupancy opportunities
	Colleges or Institutions for study or training – to appeal to a younger demographic	Encourage a move from holiday accommodation to local full time living
	Attract residents of Tea Gardens to Hawks Nest businesses	Courtesy moorings on Hawks Nest side
	-	Attractive for retirement
		Preschool, primary school
		Sporting Facilities/ Events
Marketing/ Promotion (13)	Marketing to promote the area (i.e. ferry traffic) (3)	Promote river, bay, beach – within 2km of each other (2)
	Incentives such as coffee vouchers	Promote National Park, Koalas and proximity to Newcastle, Maitland and Sydney (2)
	Promote year round activities that would encourage financial commitment from investors	Advertise holidays in the winter months
	Promote tourist drive from Tea Gardens to Bulahdelah	Promote sporting events
	-	Promote 'local' atmosphere – word of mouth advertising
Planning (12)	Council to be more lenient when a shop owner/ tenant wants to open new businesses	Zoning Changes (4)
	Increase residential opportunities (2)	Increase residential densities
	Rezone large vacant land parcels for 'over 55' development	Reduce the present commercial area and rezone the bottom area to accommodate retirement village
	Better use of open spaces	Appeal to the NSW government to sell the large parcel of land in the middle of Hawks Nest to developers – to provide more land for residential use and increase population.
Upgrades to existing areas and facilities (9)	Rebuild Surf Club (with additional shops)	Upgrade Surf Club as main attraction (restaurant/café overlooking water) (3)
	Utilise Surf Club – convert to a coffee shop or restaurant	Local visitors centre is totally run by volunteers and not fully supported by local businesses – opportunity to change this.
	Upgrade current buildings and infrastructure	Modernise
	Improve Public Transport	Accommodate golf carts on roads
	Convert vacant car parks to buildings that incorporate interested groups	-
Environmental (1)	-	Koalas need a corridor

CHALLENGES:

THEME	EVENING - Responses	DAYTIME - Responses
Population (35)	Seasonal Population/ Permanent population not large enough (8)	Population fluctuation – holiday makers versus residents. Seasonal population impacts on businesses (5)
	Diminishing population due to lack of local employment especially for young people (6)	Challenge to get more permanent residents (6)
	Demographics/catering for two groups – residents (mostly retirees) and holiday makers (4)	Aged population - not enough employment opportunities for younger people and families to live permanently in the area (4)
	Lack of people in the north Hawks Nest area	-
	Negative growth in the area over the last 7 years demonstrated by declining property prices and average age/fixed income residents.	
	Houses taken over by tenants of a low socio-economic background	
Amenity (23)	Lack of diversity in existing services (3)	Diversity of product for needs/interests of such a wide age range of customers
	Rundown, 'ugly', 'drab' buildings (3)	Presentation of overall area – looks 'tatty' including entrance to town off highway (2)
	Appearance of empty premises/unattractive shopping precinct (2)	No high rise
	Commercial area fragmented by residential properties	Too many units/flats catering to a transient population
	Lack of facilities for youth	No high school to attract families
	No reason for residents of Tea Gardens to cross bridge	No incentive to be there
	Low density of services	Not accessible (disabled access)
	People spend most of their time at the beach	-
	No motel at golf club	
	No hotel/restaurant overlooking the beach	
Competition (18)	Competition from businesses in Tea Gardens (3)	Challenge to provide an alternative shopping experience to Tea Gardens
	Too many shops, unsustainable businesses (2)	Too many businesses, not enough people
	Non-local landlords/fewer owner occupiers (2)	Rentals too high
	Commercial area too big (2)	Attract major developer
	Impact of Myall Quays Shopping Centre on Hawks Nest	Challenge to increase weekend trade and demand
	Need major employer	-
	No healthy competition	
Duplicated businesses		
Planning (13)	Council restrictions – lack of a proactive response (2)	Council to be less obstructive to business and more helpful (3)
	Make car park available to the public	Car parking needs to be changed
	Lack of flexibility in relation to State government planning regulations to cater to individual local requirements	-

	e.g. parking requirements for new businesses, strict DA requirements (2)	
	Current zoning lacks flexibility of uses (2)	
	Lack of marketing of available retail	
	Section 94 contributions	
Access (8)	Lack of transport / No shuttle bus between towns (4)	Lack of transport
	No passing traffic (2)	Ferry to nowhere?
Other (6)	Koala protection 'greatly overblown'	Too much time spent on koalas
	Future of Hawks Nest unknown	Land costs too high for services supplied
	Ownership of area –what do they want?	No signage indicating centre except for large 'SHOPS' sign

EXERCISE 2A: POINT OF DIFFERENCE

Attendees were asked to identify what they saw as the point of difference for Hawks Nest. This exercise aimed to reveal what residents believe is unique about Hawks Nest, that can be built upon to develop the place character.

The results from the two workshops are as follows:

EVENING - Responses	DAYTIME - Responses
Water – beach, bay, river, lake	Waterways/Beach
Koalas	Koala
National Park	National Park/ Yacaaba Headland
Nature – 250 species of birds (equal to Kakadu National Park)	Close to amenity and environment
No pollution	Pristine/ clean air
Cycling Opportunities	Flat land – bike/family activity
Complimentary	Quiet/ peace
Proximity to Sydney – closest surf beach	Windsurfing
Aging permanent demographic	Retirement Villages
No traffic lights	No traffic
Golf club	Golf Club (all weather)
Airport	Visitor Information
Opportunity for Marina	-
Diverse people (background) – talented, clever, artistic	
Friendly population	
Walkable	

EXERCISE 2B: PERSONALITY

Attendees were asked to suggest desired personality traits of the Hawks Nest business centre as if it were a person they were to meet at a dinner party. The purpose of this exercise is to determine how the local community would like to people to feel about the Hawks Nest business centre.

The results from the two workshops are as follows:

EVENING - Responses	DAYTIME - Responses
Caring	Nice People
Pristine/clean	More modern/ contemporary
Young to old	Younger
Family holiday	Family Friendly
Village atmosphere	Community Atmosphere
Adventurous/explore	Vibrant
Secure/Safe	Safe
"Walk on the wild side"	Active Minded
Unpretentious	Neglected
Relaxed	Sleepy Hollow
Feeds soul	
Comfortable	
Unique	
Escape	
Unwind/ renew	
Salty	

EXERCISE 3: PLANNING OPTIONS

This exercise was designed to test a number of possible planning options for the Hawks Nest business centre with the community. These planning options (Options 1A, 1B, 2 and 3) were formulated by City Plan Services. Attendees were given a worksheet and were asked to consider the positives and negatives of each option as they were presented by Shay Gill of City Plan Services.

Summary of responses

The table below is a summary of the number of positive and negative comments per planning option. It is an indication of how each option was perceived by the community. The number of comments listed is a summation of both the evening and daytime workshops.

Planning option	Positive comments	Negative comments
1A - Rezone portion of existing commercial land to R3 Medium Density Residential	36	32
1B - Rezone portion of existing commercial land to R2 Low Density Residential.	20	15
2 - Rezone portion of existing B1 Neighbourhood Centre zoned land to B4 Mixed Use zone.	21	12
3 - Rezone existing commercial area. Relocate commercial area to another location.	74	23

Each scenario and the responses given by attendees across the two workshops are as follows:

Option 1A

Rezone portion of existing commercial land to R3 Medium Density Residential.



POSITIVES (37):

THEME	EVENING - Responses	DAYTIME - Responses
Attracting People and Business (19)	More people (but what demographic?)	More people in the area
	Increase population, FSR	Increase the population
	Provided demographics change good idea - need more live in residents	Backpackers would be good for the town and would put Hawks Nest on the map as a destination. Backpackers travelling through the town would have somewhere they can stay together and talk
	More people/retired/mixed age	Will provide more patrons for smaller area
	Backpackers all year round	Opportunity for backpackers
	Caters for community needs	Development should include family friendly playground/park
	More shops together may be more attractive	More 'tenant'/residents will increase demand for local businesses
	Would reduce spread out nature of commercial area	Single/two storey housing that people live in permanently.
	Will improve viability of existing businesses and attract new ones	Existing businesses are too large
Amenity (5)	Allows for backpacker facility, senior living - increased employment	
	Separate opportunities for development to cater for variety of interests	-
	With higher density, can provide more green space	
	More retiree accommodation	
	Allows commercial	
Compatibility with Existing Built Environment (5)	Mixed use/better use	
	Medium density in keeping with surrounding zoning	Buildings too high
	Retains current height restrictions	Two storeys, change corner dwelling
Environmental Benefits (3)	Compatible with current plans of major owner	-
	Retains koala trees (2)	Convert 'red' area to koala park (instead of a residential area) as a

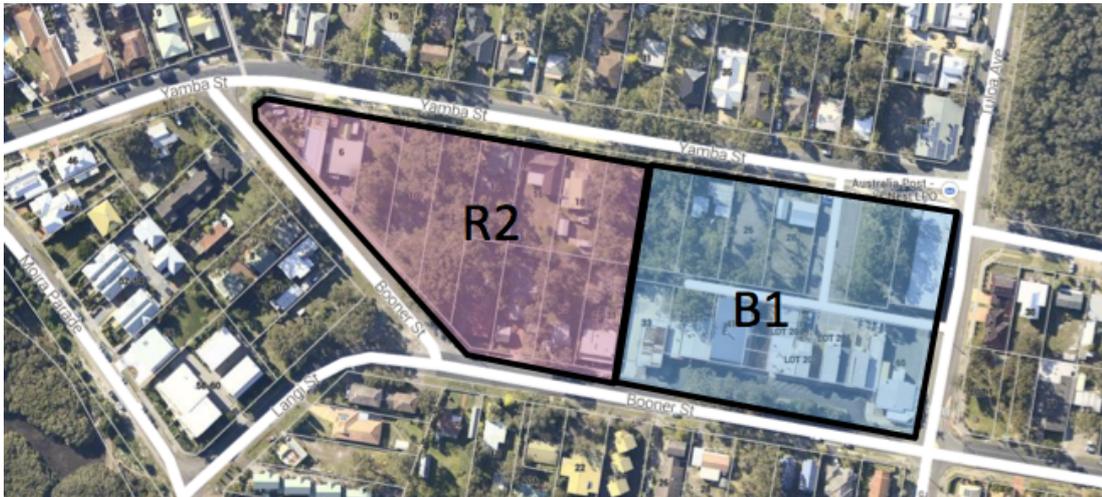
		tourist attraction for the town
Other (4)	Convenient	Zoning to be more flexible
	Doing nothing is not an option as nothing new would ever happen	-
	Better use of space	

NEGATIVES (32):

THEME	EVENING - Responses	DAYTIME - Responses
Character/ Ambience (8)	High rise/medium density would destroy ambience of area	Three storeys is too high to maintain village feel (4)
	Holiday accommodation - height and bulk is a concern	Instead we need to beautify the main street e.g. tables and chairs by eateries and shrubs in pots
	Not another Nelson or Shoal Bay	-
Population (7)	Unsure about what demographic it will attract	Unsure about backpackers
	Not permanent population	Prefer permanent residents, not 'out of towners'
	High density housing will be used as holiday letting and does not help build permanent population to assist businesses	Would require conditions that residents live in their residences and support local shops.
	Too many people in one place	-
Commercial Concerns (5)	Doesn't enhance current businesses	Commercial area too large and needs a complete rebuild – nothing actually changes
	We need commercial land for future	Owners may not want stand alone housing as it is not a viable development opportunity
	Find the right investor	-
Feasibility (4)	Cannot build small lot housing	Costs involved
	LEP limit too low	-
	Cannot sell existing medium density properties close to commercial area	
Environment Effects (1)	Effect on the environment	-
Other (7)	Costs imposed by council for DA	Council needs to be more relaxed
	Not big enough but better than existing situation	Use land for retirement village, backpackers, koala visitors centre or education centre.
	No good if they are only investments	No sheltered areas
	Self interested groups seem to be able to veto viable proposals	-

Option 1B

Rezone portion of existing commercial land to R2 Low Density Residential.



POSITIVES (20):

THEME	EVENING - Responses	DAYTIME - Responses
Attracting People and Businesses (10)	May encourage more development	Will provide more patrons for smaller area (2)
	May encourage more permanent population than option 1A	More people in the area/increase the population (2)
	Less commercial premises, increase in low residential allotments	A 'surrogate' pre-retirement village
	-	Diverse use of land (not units) including a motel, resort or backpackers Located on key link road
Compatibility with Existing (5)	More of the same - maintains low density living	Lower height of buildings 'fits in' aesthetically with the surrounding development (2)
	-	Lower height of buildings will ensure that views to the natural landscape/water are not obstructed
	-	Best option to satisfy locals and surrounding development
Environmental Benefits (3)	Bush setting / koalas etc	-
	Good for koalas	
	No green benefit	
Other (2)	-	Existing businesses are too large
		We don't need more units - improve existing buildings

NEGATIVES (15):

THEME	EVENING - Responses	DAYTIME - Responses
Commercial Concerns (4)	Noise issues associated with commercial area	Less interest from developers (who will fund the development?)
	Low density means not enough demand for services (existing or new)	Commercial area too large
Population (4)	Reduces population	Prefer permanent residents, unsure about backpackers
	-	Risks increasing number of vacant residences in non peak periods May still not attract enough new residents to fill the commercial sites
Feasibility (3)	Lots not small enough	-
	Requires larger lots	
	Would need to find buyers for residential lots	
Environmental Effects (1)	Unless there is a dedicated park, most trees will be gone	-
Other (3)	No commercial - does not cater for community activities or services	Height restrictions need to be watched – to align with village character (4)
	-	Council needs to relax development regulations as costs can be overwhelming for new businesses and young business owners (3)

Option 2

Rezone portion of existing B1 Neighbourhood Centre zoned land to B4 Mixed Use zone.



POSITIVES (21):

THEME	EVENING - Responses	DAYTIME - Responses
Commercial Opportunities (9)	Good for business	Many opportunities
	Allows for extra business for future growth	Tiny development better than none
	New opportunities - backpackers, restaurants	Provides more options i.e. backpackers
	Opportunity to establish a boutique range of services/facilities that promote/utilise local specialities, unique experiences (beach driving, canoeing etc)	-
	Opportunity to improve the look of existing	-
	Might be a compromise that will encourage some development	-
Diversity of Uses (5)	May enable council office to be moved plus add a community centre	Moving away from neighbourhood centre services that currently exist e.g. Hawks Nest Hall - Department of Health and Council offices etc.
	Opportunities for a variety of uses - supermarket aged care facility	Maintains some neighbourhood centre options e.g. seniors centre, larger community hall, M.O.W. Existing park could be expanded as a result. Contributions via V.P.A could contribute to neighbourhood centre
	Creates a variety of uses	-
Residential Benefits (2)	Handy for residents	-
	Allows for extra housing for future growth	-
Other (4)	Creates atmosphere	Existing businesses are too large
	Largely status quo	-
	Best current option with least structural change	-
Population (1)	-	Increase the population

NEGATIVES (12):

THEME	EVENING - Responses	DAYTIME - Responses
Commercial Concerns (5)	Too many shops	Big development required
	Too much commercial, not sustainable	Commercial area too large
	-	Would be good to keep all the shops in one location
Population (2)	Needs more clients/ demand	-
	Seasonal demands/short duration	
No change (3)	Could produce what is existing	We do not feel 20 more houses will change anything
	Encourages existing situation	-
Other (2)	Not a good long term solution	Height restrictions (two storeys) should be maintained

Option 3

Rezone existing commercial area. Relocate commercial area to another location.



POSITIVES (74):

THEME	EVENING - Responses	DAYTIME - Responses
Commercial Opportunities (35)	Create viable centres around the beach and river with environmental amenity	Relocate commercial area to beachfront (3)
	Move the business district to the beach adjacent to the golf club. Provide businesses which are boutique and do not compete with Tea Gardens. Shops/Cafes with great food and ocean views. Plus basic services such as pharmacy, post office and newsagency	Create a marina on Jimmys Beach and base business Centre around (to help with beach erosion) (2)
	Marina on the river	Marina complex on river with shopping complex/hotel (2)
	Do not move centre but enable marina based business at Moira Parade	Leave commercial centre where it is, but allow development of restaurants and facilities on beach and river.
	Café/Restaurant at the beach (no other shops)	Small scale marina development on Moira Parade e.g. jetty with café/shops
	Rezone Surf Club to allow operation of a restaurant upstairs	New village near Surf Club with hotel
	Need to redevelop the Surf Club	Invest in Surf Club (i.e. café) (4)
	Develop Surf Club for more water activities. Hire facilities, coaching (surfskies etc), icecream/cheap food, lead into park area, restaurant/function area for hire, workshops/art classes, multipurpose centre	More development at Surf Club end of town – cafes on walkway by beach. Provide incentives to developers so that costs are more affordable (3)
	Rezone current business area to mixed/ residential. Put in holiday accommodation and aged care (multiple options from small self care units to hostel/nursing home. Current shops could be converted to provide services to nursing home/ health care etc and holiday accommodation	Build units where existing shops are
	Not competing with Tea Gardens commercial area	Caravan or Tourist park development in Mungo Brush area
Competition with Nelson bay areas and Hawks Nest can then be advertised as Waterways destination	'Pop up' Commercial zoning	

	Conserve existing commercial zoning for future - centralised and convenient area	Shops including bakery, coffee shop, newsagent, butcher, restaurant and fruit shop
	Council to develop car park - common area for businesses to overcome high start up costs	-
	Opportunity for increased services to cater to an ageing population	
Attracting Business and People (21)	Locate tourist and leisure focused businesses on waterway and ocean front - bring tourists and income to the area	Better for tourist activities – seasonal concerts, open air theatre etc. (3)
	Promote area to attract more people (both visitors and residents)	Free shuttle bus from ferry and transport people over the bridge from the Tea Gardens ferry stop, to Coles and to the beach (3)
	New opportunities for small businesses	Make incentives for shop owners to relocate to the beach area
	Backpackers facility	Mixed use/backpackers precinct
	-	Cultural/café centred around existing shop precinct
		Connect the Surf Club to the Golf Club with a promenade along the beachfront (raised platform over the dunes) (2)
		New Ferry at Hawks Nest to encourage day visitors from Nelson Bay (2)
		Development aimed towards younger people including skate park at beach, outdoor gym equipment, outdoor theatre and outdoor concerts with temporary lighting for summer. Concerts supported by church and family groups
		Utilise boat ramp at Hawks Nest to transport people to the beach
		Promote recreational activities for children– outdoor facilities such as putt putt
	Although population increases over the Christmas period with family, Hawks Nest should be user friendly all year	
Improvement of Existing Areas (9)	Improve walkways/ cycleways connecting residential to business	Continuous cycleway connecting Tea Gardens (Coles) to Hawks Nest (beach) (2)
	No more shops - revitalise existing area	Improve existing buildings
	Need to have a look at golf club FSR and height limit	More boardwalks at Winda Woppa
	Jimmy's beach camping area has potential for more commercial/mixed use for diverse age groups	Hawks Nest Park updated to have skate park, cycleway, basketball half court
Other (9)	Keep all 3 positions and allow development to be suitable for each location	Great idea for Hawks Nest Village
	Corridor for Koalas	Koala Park for visitors
	Compress existing area	Promote 'flow' from Tea Gardens over bridge.
	A new vibrant start	Need to open the Mungo Brush Road area and change the zoning on the eastern side.
	Aesthetically better located	-

NEGATIVES (23):

THEME	EVENING - Responses	DAYTIME - Responses
Feasibility (9)	Moving commercial area is not economically viable	Very costly (3)
	Zoning/permitted use and planning regulations	To enhance medium density would be harder
	Availability of sites	Longer timeframe
	Need to acquire the land	-
Concerns for existing (6)	Detrimental to existing owners	Objections from existing businesses
	What do you do with existing commercial/ residential properties?	Revive the current shopping area as we own shops in Booner Street
	-	Misses customers who are travelling to other attractions including the National Park and Golf Course Dependent on willingness of businesses between beach and caravan park to move
Population (2)	Needs more people - permanent population	Will not work out of summer season due to seasonal population
Environmental Concerns (1)	Tree management	-
Other (5)	Chaos	Resistance from local residents
	Should not be moved as it is already centrally located	Leave main shopping precinct where it is on main road.
	-	No medical centre or small hospital which would provide employment for younger population and provide facilities for the aged population

OTHER COMMENTS

A small number of attendees across both workshops provided additional comments in this exercise that were not directly related to any of the planning options that they were encouraged to discuss.

Additional comments provided by attendees at the **evening workshop** are as follows:

- Why provide more commercial blocks when we already have empty shops?
- Rationalise parking areas
- Try to attract viable supplier market
- Council needs to be more proactive and sensitive to the needs and dynamics of this area and not compare Hawks Nest to Forster/Tuncurry
- Council need to be more lenient when potential businesses want to open a new business. Not expect them to provide car spaces for every 20sqm of shop space. The population of Hawks Nest is either holidaymakers or permanent residents who want to walk or cycle.
- Do not split the precinct. Doom for both, too far for either area to walk to.
- Less commercial land footprint in Hawks Nest
- Increase opportunities for koala habitat
- Provide increased opportunity for differentiation to occur between T.G, Nelson Bay residential suburbs and the Hawks Nest community culture.
- Hawks Nest needs to develop its own character and atmosphere far removed from T.G i.e. all business should have boutique style entrances with colourful awnings (plants etc), speciality shops, small mixed businesses etc, souvenir shops etc.
- Current location (business Hawks Nest) is easily accessible from T.G (20 minute walk)

Additional comments provided by attendees at the **morning workshop** are as follows:

- Revisit planning areas or zones in 2-3 years to set direction of development.
- Is there funding? None of these options address the issue satisfactorily and will not solve the town's problems.
- Simply rezoning will not change the issue of a decrepit shopping/commercial area.
- Suggest a government grant for new businesses to give them an incentive to undertake the development (i.e. cafes, restaurants, pubs, retail boutiques, radiology centre and other medical practices.)
- Introducing a small Woolworths/IGA store would introduce competition for the Coles in the area.
- Hawks Nest Centre needs more care and maintenance from council workers. I have asked several times to have the area between the parking and road (in front of the shops) on Booner Street to be cleaned up, but no luck. Leaves, bark, dead shrubs are all ugly and untidy. Since Bi-Lo and Myall Quays, all focus has been on Tea Gardens. Release more land in Hawks Nest for houses.
- Hundreds of private rental in Hawks Nest – how do we tap into this potential?

EXERCISE FOUR AND FIVE: REVITALISATION IDEAS AND DOTMOCRACY

Attendees were given a worksheet where they were asked to come up with short, medium and long term ideas to help revitalise the Hawks Nest business area.

In the Daytime Workshop, responses were shared and written up on the wall after attendees had completed the worksheets. Each attendee was given one sticky dot and were asked to vote on what idea they liked the most. The results of this 'dotmocracy' process can be found following the list of short, medium and long term ideas.

A full list of all ideas from the workshops is provided here:

SHORT TERM:

THEME	EVENING - Responses	DAYTIME - Responses
Improvements to Existing Commercial/ Shopfronts	Working bees/volunteers to beautify existing shops	Refurbishing inside and outside of shop
	Shopkeepers encouraged to keep outside of shops in good order	Maintenance of Booner street (cleaning the leaves etc.)
	Revamp Surf Club as per other councils which have provided funding	Coordinated approach to promote what local businesses offer local/holiday makers. Update business brochures and deliver to businesses.
	Revitalising existing commercial area	Improve exterior of motel on Yamba Street with window screens. Encourage guests to visit local businesses.
	Tables and shade in mall area	Clean up koala walks
	Tidy shopfronts	-
Utilise Local Business/ Services	Use local chemist, newsagent, takeaway, community hall etc.	Shopping in Hawks Nest (4)
	Shop local	Market once a month in Booner Street Mall – volunteers to man (3)
	Find a doctor for Hawks Nest Medical Centre	Refer people to Hawks Nest
	Support Benchmark Café	Use existing shops more often
	Already use post office, pharmacy and bottleshop	Christmas gift shopping in Hawks nest to support local business
Art/ Creative Interventions	Paint murals promoting the natural characteristics of the area	Visit Benchmark Café and Chinese Restaurant more often
	Create community garden 'village square'	-
	Pop-up Picture	-
Marketing Improvements	Better marketing of the local area to residents in Hunter region/surrounding area	Hawks Nest Map/ 'Things to do'/ Local Attractions/Businesses (2)
	-	Hawks Nest App
Transport	-	Bus from Ferry to business area
Other	-	Shops – Medical Centre
		Surf Club coffee shop

MEDIUM TERM:

THEME	EVENING - Responses	DAYTIME - Responses
Improvements to Commercial /Public Space	Improve the general appearance of commercial properties and public spaces	Traffic island in main street with poles and flags to add colour. To extend the full length of the street to add vibrancy and visual improvement
	Revamp area around Surf Club to improve tourist experience (place to have a coffee etc)	Visual improvements to main street to create a vibrant atmosphere
	Tidying of existing commercial area - looks tired and scruffy	Form a 'Brains Trust' committee to meet monthly and help develop and mentor new businesses with TAFE and Business Enterprise.
	Clean up all pathways/carparks etc	Clean up shopping areas
	Revitalise the mall and commercial precinct	Beautify the Town Centre – e.g. beer barrels with shrubs along Tuloa Avenue, tables and chairs by the bakery and takeaway eateries.
	Shade for plaza - patrons for restaurant need sun protection	Put shelter over existing mall
	Upgrade Public Toilet facilities	-
	Upgrade road surfaces	-
New Commercial Options	Plan and allow interesting shops or even 'pop up' restaurants	Restaurant/Café near Surf Club
	Council to assist and look individually at new business requests	New Quality Coffee Shop located near roundabout on Booner Street (where former grocery store was)
	Allow mobile food vans to park near beach areas in summer/holiday times	General Store at the corner of Booner Street
	-	New management of existing shops to attract more people.
	-	Summer/holiday pop up shops in vacant shops which compliment present businesses – to attract more people (2)
	-	Create interest through events – markets, coffee shop improvements
Peak Period Incentives	Provide incentives for people to open/operate seasonal services during peak demand	Loyalty program for locals over winter months
	Encourage markets or 'portable' type shopping in peak times in summer	More sales and special buys especially during long weekends and holidays
Marketing Improvements	Market and promote for new businesses to open in existing premises	Incentivise business to open/move to Hawks Nest
	-	Promotion of similar tables, chairs, pot plants etc. in front of shops
	-	Printed publication that lists all businesses, things to do and maps. Printed annually for Hawks Nest and Tea Garden holiday markers. Publication to list all festivals, bike rides, eateries, wet weather activities etc.
	-	Advertise area more extensively
	-	Information Centre for Hawks Nest only
Transport	Transport between Hawks Nest and Tea Gardens	Shuttle bus to ferry and other main attractions in the area (beach, river, shops etc) (2)

	-	Use of Golf Club bus as a shuttle bus from the wharf to the beach.
		Transport between the Ferry and the Shopping Centre
Creative Interventions	-	Plan 2-3 outdoor events for the next two summers – e.g. a concert, a bike meet
		Summer events e.g. movie nights
Planning	-	Continue the consultation process with the community by setting up a 'progress' committee to liaise with Council
Other	-	Complimentary moorings on the Hawks Nest side of the bridge
		Support local - lunch at Benchmark Cafe, visit fabulous Bennetts Beach

LONG TERM:

THEME	EVENING - Responses	DAYTIME - Responses
New Commercial Opportunities	Picture (Movie) Theatre	More usage of Surf Club areas (e.g. restaurant, coffee shop) (3)
	Supermarket (small or big)	Restaurant, coffee shop, icecream shop at the beach (3)
	New businesses	Restaurant at Surf Club
	More commercial activity (possibly portable) near the water - could include tourist businesses as gateway to National Park, boat/ bike/ paddleboard hire, trips to see dolphins/koalas, walking tours	Four person committee to meet with Council every month to inform Council and streamline running of businesses.
	New restaurants	Attract more visitors with more short term attractions at the beach (i.e. café, eatery etc), and the river (outdoor cinema).
	-	Outdoor cinema and concerts in summer
Community Facilities	For baby boomers - concentrate on services for the aged, medical centres/nursing homes/supported accommodation, ask (indecipherable) as a start to update their facilities	Walking tracks along beach, more cycleways (2)
	Plan to allow for centres for community groups (suited to age demographic)	Promenade connecting Surf Club to Golf Club. Open up beach area
	-	Medical facilities i.e. small hospital/radiology practice. With a large ageing population, there are no decent medical facilities. Large Community Centre to replace old buildings – to attract more Tea Gardens and Hawks Nest residents to the area during the day/night.
Marketing		Hawks Nest Map showing walking tracks, beaches, National Parks (2)
		Publish large map of an integrated cycleway from Tea Gardens to Hawks Nest.
		Promote tourist spots in Mungo Brush National Park.
		Promote Hawks Nest as a weekend stay and cycle friendly location.
		Website for community activities ('Walk Wildside') – bike riding etc.
Improvements to Existing	Revitalise the mall and commercial precinct	Revitalisation including more outdoor, alfresco areas and eating areas.
	-	Improvement of businesses
	-	Toilet Facilities at Bennets Beach to be rebuilt
	-	Extend beach viewing along Beach Road – i.e. cutting back 'ugly' vegetation (similar to front of Surf Club parking area)
Attracting New Residents	Encourage more permanent residents - with mixed demographics to choose Hawks Nest/ Tea Gardens as a desirable place to live and work	-
Planning	-	Remove restriction requiring food/ beverage establishments to pay for seating and chairs outdoors

Transport	-	Daily bus run from 9am - 9pm to Coles (Tea Gardens) and to the Beach (Hawks Nest). Bus to run twice hourly
Other	Enforce responsible dog/tree/weed maintenance on private land	Complimentary mooring for visiting yachts.
	-	Koala Park
	-	Lookout at Yacaaba Hedland funded by National Park

The results of the 'dotmocracy' process are as follows. These dots are represented in the table below as votes.

DAYTIME - Responses	Votes
Restaurant/ Café at Surf Club	9
Market in mall/Booner Street	4
Open Air Cinema	4
Shuttle bus/daily bus to Coles, beach, ferry	3
Improve look/feel – flags, beer barrels, shrubs	2
Summer pop up markets to compliment businesses	2
Buy local program/loyalty during the winter	1
Table/Chairs near bakery	1
Shelter over mall	1
Promenade connecting Golf Club and Surf Club	1
Smaller group of locals working together	1

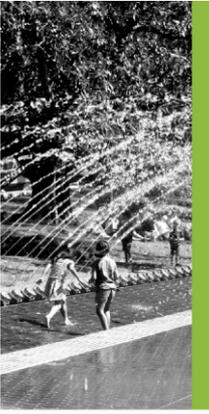
A small number of attendees across both workshops provided additional comments in this exercise that were not directly related to the task they were given, usually because the ideas presented were not short, medium or long term. Other comments were made not relating to any exercise at all.

Additional comments provided by an attendee at the **morning workshop** (related to the above exercise).

- Has Council considered the possibility of waiving the parking levy required to be paid for DAs to occupy the shops presently vacant in the Hawks Nest shopping precinct?
- In light of the ample and adequate amount of parking adjacent to the shop, waiving that cost to potential small businesses could encourage higher occupation of these sites. Two years ago, a plan for a proposed café could not go ahead due to the \$70,000 required as a parking levy.
- Comment after attending meeting 9/10/14: Council regulations and controls on any future development might need to be a variation on those presently in place in order to accommodate the correct and most beneficial development to the area.

Additional comments provided by an attendee at the **evening workshop** (not related to an exercise).

- Increase the residential population to support local business
- Building a retirement village
- Revive the existing business area in its current location
- Finish the mall in Booner Street
- Clean the leaves around the Mall in Booner Street
- Against creating retail and commercial near the Surf Club on the river at present
- Better footpaths
- General Store – e.g Woolworths, IGA, ALDI
- Yamba Street – more residential



PLACE PARTNERS

Place Making Consultancy

STAKEHOLDER PHONE INTERVIEWS

HAWKS NEST TOWN CENTRE REVIEW

DRAFT

16 October 2014

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INTRODUCTION

Place Partners and City Plan Services have been engaged by Great Lakes Council to undertake a review of the Hawks Nest business centre.

The purpose of this review is to establish the appropriate size and location of the Hawks Nest Business Area and to determine whether other opportunities exist elsewhere in Hawks Nest for the provision of commercial or mixed use development.

This review will build on previous work with the Hawks Nest community and will result in the development of a Masterplan. The Masterplan will identify community needs and guide future development in Hawks Nest, taking into consideration the unique natural values of the town.

As part of the community engagement element of the project, Place Partners conducted phone interviews with four key stakeholders within Hawks Nest:

- > Hugo Elstermann – Local business representative
- > John Dunning – Developer (major)
- > Kevin and Anne Haskew – Environmental representatives
- > Trevor Jennings – President of the Hawks Nest Progress Association

The interviews were held prior to the workshops (with the exception of Trevor Jennings, who was overseas). The stakeholders represented a variety of different interests within the Hawks Nest community.

HUGO ELSTERMANN

Local Business Representative
Call at 2.30pm, 30th September

Key issues

- › Declining permanent population base
- › Council requirements stifling development
- › Section 94's – there was a delicatessen with seating that wanted to develop a café/lunch bar, but the cost of parking contributions was too much and the project was abandoned
- › Koalas stifling change
- › Lack of activities to attract people
- › Upon drive into Hawks Nest centre, there are many empty shops. There is not a village atmosphere
- › Broken lights in car park/maintenance
- › Businesses left to Tea Gardens e.g. doctors

Key opportunities

- › Vacant land and properties
- › Cinema (multipurpose e.g. plays for local theatre group)/10 pin bowling
- › Building confidence in area generally
- › Embellish aesthetics of place/colour
- › Set backs for new development – external seating
- › Bike riding
- › Focus on fixing current centre – new development above filling empty
- › Visitors are mostly male – surfers, fishermen
- › Pro marina, including retail
- › Missed opportunity: North Hawks Nest

Community conflict

- › No change vs. environmental focus (koala expansion) vs. general pro development vs marina
- › Businesses in Hawks Nest need to diversify – “one stop shop” e.g. bank, ice, coffee machine now at newsagency

Location of business area

- › Location is exactly where it should be
- › Don't think there will be support for moving
- › Half way between river/beach
- › Potentially could be more compact

JOHN DUNNING

Developer (major)
Call on 30th September

Runs a riverside development north of the shops in Tea Gardens with 800 lots over 10-12 years. Resident of Tea Gardens, used to have a town house.

Key issues

- > It's obviously too big
- > Getting the right mix
- > In the past, younger population who lived there helped businesses
- > Businesses won't survive if dependent on holiday peaks

Key opportunities

- > Increase permanent population!
- > Need a completely different view of the area
- > Try and increase youth access
- > Perhaps backpackers – supports businesses e.g. supermarket, clothes, takeaway, coffee shop
- > Newsagency, chemist, bakery and real estate doing well
- > Closure of restaurant, the café struggles
- > Licquor
- > Future consideration on the site for new retail – more competition
- > Council talking about moving all operations to Tea Gardens including Hawks Nest Hall

Community conflict

- > Biggest challenge
- > Come up with a solution that will actually work

Location of business area

- > In the wrong place – should be near active recreation – near beach or river
- > No chance to get investment to build a new centre
- > Existing shops have to stay, but zoning needs to change – it's stagnant
- > Needs innovation in landuse
- > If moved to another location – need land and only have Council land to use/same at river – not enough space
 - o Car park behind Surf Club opposite beach, with more restaurants
 - o Issue would be parking

KEVIN AND ANNE HASKEW

Environmental Representatives Call on 29th September

Key issues

- › Centre doesn't have the population to support it
- › Continuing to decline
- › Holiday time is when there is activity
- › Even now during school holidays is very quiet
- › Been resident since 1996
- › Medium density housing expanded, but holiday accommodation is the focus
- › Permanent residents have left – scarcity/ lower population/changed zoning meant there is no money for development
- › Development of North Hawks Nest not happening – people thought that would make things better
- › Tea Gardens Centre blew a hole in Hawks Nest Commercial Zone as well as Tea Gardens

Key opportunities

Options talked about by the community:

- › Changing requirements
- › Permitted uses
- › Zones
- › FSR

Personal view

- › It's too large, heaps of empty parking
- › Change some to residential
- › Risk of creating more of the same e.g. holiday

Community conflict

- › Progress Association is a group very keen to see something happen – something to attract more people
- › Make it attractive on a daily basis
- › Not sure if there is anyone against development
- › Pharmacy works, but there is pressure from the new Tea Gardens centre
- › No shops would be bad for the local community, particularly the elderly
- › It's not just about a meeting place – it's also about buying goods that they need

TREVOR JENNINGS

President of the Hawks Nest Progress Association
Call on 20th October

Progress Association

- > Trevor has been president for the last 2 years. Used to be 34 members, now 70
- > Regular articles in local paper
- > Been around for 30-40 years
- > Is an incorporated body with a constitution
- > Think that the businesses need help
- > Unprofessional attitude of shopkeepers
- > Graham in the chemist and Hugo in the newsagent are good
- > Vietnamese baker – needs help to work out:
 - o How to make the business better
 - o Bakes same bread in peak as low
- > 1982: Surf shop has bars on windows. Owner likes the fact that there are quiet times

IGA

- > Progress Association has followed up with the owners and had them come to Hawks Nest. They had some good ideas, wanted to invest, then got nervous and pulled out

Funding

Mall

- > Community building partnerships: State Government - \$50k-\$100k
- > Will get feedback in December

Volunteerism

- > Active arts and crafts committee
- > Galleries in Gardens/Riverwalk
- > But also a lot of entitlement
- > There is interest in doing something

What do they need?

- > Communication with Council
- > Appalled at the way Great Lakes Council responds to community feedback

Small wins

- > What else is happening?
- > Pipe planters – art works
- > Buskers – one day a week
- > Mural on existing wall – advertise artist