

Outcomes of Business And Traders' Workshops



The business and traders' workshops provide a forum for the participants to have an ongoing active role in the preparation of the Master Plan for the town centre precinct.

The Tweed Heads business and traders' workshops were structured to facilitate participants' involvement in identifying key issues and opportunities and to explore challenges and success factors for the town centre.

Workshop outcomes:

Session1. Identify opportunities for business and traders:

- Planning and Urban Design Opportunities
 - Attracting investment by allowing flexible design and maximum floor space
 - Creating a focused common precinct
 - Create a lively place (well lit and patrolled)
 - Bring people into Tweed Heads town centre by creating investment incentives and mixed use precinct (avoid being forced into too much commercial development)
 - Use Jack Evans Boat Harbour as focal point (we must incorporate a master plan)
 - Demographics- get right input across age groups in urban design
 - Create quality vibrant areas for people
 - Develop more accommodation
 - Encourage appropriate building heights
 - Design for safety and stability after dark
 - Develop community facilities for children including playgrounds etc.
 - Showcase Jack Evans Boat Harbour
 - Provide more recreational facilities i.e. Entertainment, picnic areas etc.
 - Provide urban design guidelines for the precinct with flexibility in mind
 - Create a clear vision for the area
 - Address the issues of land use conflicts
- **Economic Development Opportunities**
- Educational Precinct
- Encourage university expansion (TAFE, Southern Cross University, Bond University, Griffith University)
- Provide opportunity for entertainment i.e. get some fun people around, increase accommodation density, let people do some fun things
- Improve developers' confidence in the town centre precinct
- Provide links to education and business
- Provide incentives for development, industry/private sector
- Create family focused activities (understand where locals live, spend(disposable income), play

- Provide products mix to suit people's need and attract a greater market share
- Create opportunities for youth/young adults' activities
- Address cross border issues (cost of doing business in NSW)

Traffic and Access Opportunities

- Develop more inbound access (internal)
- Make easy access from Queensland to Tweed Heads with plenty of parking ie. light rail, connecting boardwalks
- Locate transit centre in Tweed Heads (in partnership with Gold Coast City Council)
- Improve circulation of and safety (how to get people to the key locations)
- Address physical constraints to accessing Tweed i.e. Bypass river etc.

Other Opportunities

- Develop strategy to attract people from different age groups
- Provide incentives and encouragement for business start up
- Develop strategy for population growth within the town centre precinct
- Include planning provisions that encourage the desirable form of development by allowing a floor space bonus
- Provide policing and other measures to improve safety within the precinct
- Target visitors and design to their needs
- Investigate and promote the competitive advantage of Tweed Heads

Session 2: Three groups were formed to workshop ideas with the assistance of facilitators. Focus groups were invited to discuss the following topics to generate group-based ideas:

- Planning and urban design
- Traffic and Access
- Economic development strategy

1. Planning and Urban Design

Opportunities	Challenges To aspire to do something	Success Factors Therefore we must:
Minimise land use conflict	<ul style="list-style-type: none"> ○ Foreseeing/identifying ○ Information dissemination ○ Communication 	<ul style="list-style-type: none"> ○ Early consultation of likely/possible conflicts (ownership)
Achieve clear vision amongst community and convey it to investors	<ul style="list-style-type: none"> ○ Diversity of views and interests 	<ul style="list-style-type: none"> ○ Facilitate open and informed debate
Achieve more	<ul style="list-style-type: none"> ○ Clarify goals 	<ul style="list-style-type: none"> ○ Performance based

creative/attractive structures		standards <ul style="list-style-type: none"> ○ Look at other local government authorities
Greater use of public space especially Jack Evans Boat Harbour	<ul style="list-style-type: none"> ○ Key stakeholders' agreement ○ Maintenance ○ Residents' agreement 	<ul style="list-style-type: none"> ○ Develop a master plan for use ○ Provide infrastructure i.e. Barbeques and toilets etc.
<ul style="list-style-type: none"> ○ More residential accommodation in the CBD ○ More short stay accommodation in the CBD 	<ul style="list-style-type: none"> ○ Identify type/standard and viability ○ Change to tower town 	<ul style="list-style-type: none"> ○ Research market opportunities ○ Come to consensus about final form
Quality accommodation	<ul style="list-style-type: none"> ○ Attract four star accommodation 	<ul style="list-style-type: none"> ○ Identify respective tourism and residential precincts ○ Understand the market (market research)
Quality accommodation	<ul style="list-style-type: none"> ○ Make Jack Evans Boat Harbour and the river a key driver for redevelopment 	<ul style="list-style-type: none"> ○ Clarity of vision ○ Improved safety 24 hours ○ Improved water quality and surrounding facilities ○ Provide use for community events
Quality accommodation	<ul style="list-style-type: none"> ○ Integrated planning approach 	<ul style="list-style-type: none"> ○ Flexible guidelines ○ Appropriate building heights
Public safety	<ul style="list-style-type: none"> ○ Provide a safe, welcoming environment 	<ul style="list-style-type: none"> ○ Identify perceived problems ○ Include safety into urban design ○ Commitment and appropriate resources from state government ○ Community consultation involving the real stakeholders
Public safety	<ul style="list-style-type: none"> ○ Provide a destination with clear and easy access for pedestrian and vehicle 	<ul style="list-style-type: none"> ○ Safety must be incorporated in master planning ○ Develop a signage strategy ○ Develop a clear hierarchy of roads

		<ul style="list-style-type: none"> ○ Develop alternative transport options eg. light rail
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2. Traffic and Access

Opportunities	Challenges To aspire to do something	Success Factors Therefore we must:
Redevelop as a safe place	<ul style="list-style-type: none"> ○ Design to encourage pedestrian movements 	<ul style="list-style-type: none"> ○ Mix attractions 24 hours ○ Visibility ○ Lighting
Circulation of visitors and residents	<ul style="list-style-type: none"> ○ Identify corridors ○ Identify destinations 	<ul style="list-style-type: none"> ○ Signage and maps ○ Physical markers i.e. streetscape, trees and bollards
Facilitate access	<ul style="list-style-type: none"> ○ Physical constraints i.e. river and bypass ○ Complex roads ○ Few place to moor yachts 	<ul style="list-style-type: none"> ○ Clear signage on major roads ○ Encourage creation of facility to moor larger boats
Light rail to Tweed and Coolangatta and possibly Murwillumbah and Tweed Coast	<ul style="list-style-type: none"> ○ Costs (stock and resumption of land) 	<ul style="list-style-type: none"> ○ Lobby governments (after searching issues and realities)

3. Economic Development

Opportunities	Challenges To aspire to do something	Success Factors Therefore we must:
Minimise costs and difficulties of business on borders	<ul style="list-style-type: none"> ○ Australian Constitution 	<ul style="list-style-type: none"> ○ Use taskforce and other vehicles to identify mutual advantages and solutions with a view to persuade governments and local representatives
Greater retail mix	<ul style="list-style-type: none"> ○ Increase demographic range 	<ul style="list-style-type: none"> ○ Create employment opportunities ○ Create positive environment for investment
Greater youth/young adults' activities and social magnets	<ul style="list-style-type: none"> ○ Difficulties in attracting investment targeted so specifically 	<ul style="list-style-type: none"> ○ Explore opportunities near Jack Evans Boat Harbour
Greater entertainment facilities	<ul style="list-style-type: none"> ○ Capital risk ○ Difficulty identifying what will work 	<ul style="list-style-type: none"> ○ Create and market the precinct as a conference and a convention destination
Greater culture opportunities	<ul style="list-style-type: none"> ○ Identify and promote opportunity to investors 	<ul style="list-style-type: none"> ○ Encourage and support initiatives of Land Council ○ Encourage more use and activities in Jack Evans Boat Harbour
Identify investment opportunities	<ul style="list-style-type: none"> ○ Timely development of infrastructure 	<ul style="list-style-type: none"> ○ Research history ○ Identify competitive advantages ○ Develop strategy to attract investors

Business and education link	<ul style="list-style-type: none"> ○ Use the resources of the university to address business needs 	<ul style="list-style-type: none"> ○ Make business aware of the importance of education partnerships ○ Find out what the business needs are (market and research) ○ What can the university do for business?
Business and education links	<ul style="list-style-type: none"> ○ Attract private sector investment 	<ul style="list-style-type: none"> ○ Develop a master plan that incorporates clear principles and flexibility and is not over prescriptive ○ Develop a clear understanding of cross-border impediments
Business and education links	<ul style="list-style-type: none"> ○ Attracting mixed recreational and entertainment activities 	<ul style="list-style-type: none"> ○ Consult with all user groups regarding their needs ○ Audit all facilities ○ Identify spending patterns of key groups ○ Identify key attractors