
TATHRA HEADLAND PRECINCT PLAN

STAKEHOLDER CONSULTATION SUMMARY



DECEMBER 2021

Acknowledgment of Country

The land on which we live and work is aboriginal land. Aboriginal people have lived on the Australian continent for at least 65,000 years. Non-aboriginal people have lived in Australia for just 230 years.

As a practice, we are working towards an understanding of that fact, and how it might inform our relationship to the land, its original people, and the work that we do. We acknowledge that we have a long way to go. Our studios are located on Gadigal, Ngunnawal and Whadjuk country in Sydney, Canberra and Perth respectively.

We wish to acknowledge the Traditional Custodians of the lands and waters of the Shire of Bega, the people of the Yuin-Monaro Nations; the Tadjera-Munji-Djiringanj, Thaua, Bidawahal, Nulliker, and Manaroo, and show our respect to elders past and present.



CLIENT

Bega Valley Shire Council

PROJECT TEAM

Landscape Architecture: PLACE Laboratory

Civil | Traffic and Transport: WSP

Quantity Surveyor: Alex Feng

DOCUMENT CONTROL

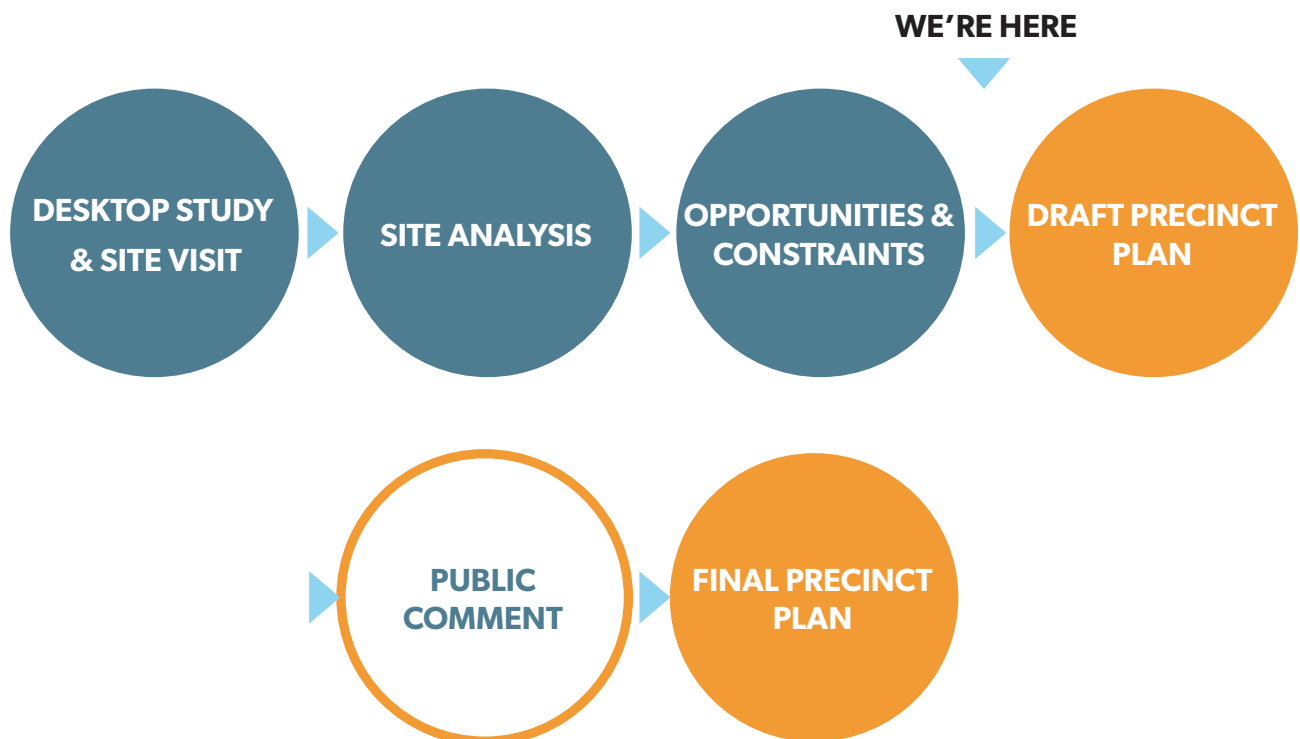
Revision	Description	Date of Issue
A	ISSUE FOR REVIEW	12.10.21
B	ISSUE FOR REVIEW	25.10.21
C	ISSUE TO COUNCIL	26.10.21
D	RE-ISSUE TO COUNCIL	10.12.21

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ABOUT THE PROCESS

PROJECT BACKGROUND

Under the NSW Government's COVID-19 stimulus program, Bega Valley Shire Council was awarded \$7.81 million to contribute towards the restoration of the iconic Tathra Wharf.

Part of this grant is being used to develop the Wharf and Headland Precinct Plan to guide the development of the Wharf and headland area to improve its public amenity.

STUDY AREA

The study area is located at the headland with a particular focus on Wharf Road and Bega Street. The site is bound by the coastline and extends west to Andy Poole Drive.

The scenic and rugged coastline of the Tathra Wharf and headland precinct is set in an iconic coastal town with strong tourism draw cards including excellent vantage points for whale watching, perfect fishing locations, and access to local food and produce. It attracts active people through events such as the Wharf to Waves swim and walking tracks like the Wharf to Wharf Walk.

While not including the Wharf itself, the study area will ensure the Wharf is completely considered and integrated.

The study area also includes the track down to Tathra Beach, the new accessible walk around the headland and the terminus of the Wharf to Wharf Walk.

Total area of the study area is 65,950m².

The study area also includes culturally sensitive elements such as the ANZAC Memorial, an indigenous burial site and the Tathra Memorial Park.

The vegetation in the area is also rejuvenated and a reminder of the bushfires of March, 2018.



HOW AND WHY WE ENGAGE

PLACE Laboratory and WSP conducted a series of facilitated virtual workshops with key stakeholders. A range of stakeholders were approached to participate over several days.

Tathra is critical social infrastructure with significance to the whole of the Bega Valley Shire. Engagement is necessary to determine whether the site analysis undertaken by WSP and Place Laboratory meet the expectations and needs of the community.

The focus of this engagement was to seek feedback and to explore how WSP and Place Laboratory can meet the four guiding design objectives:

- Improve active travel links to create a cycle friendly, walkable and safe precinct
- Improve way-finding and connectivity to enhance visitor experience whilst visiting iconic destinations
- Improve functionality of traffic circulation and car-parking to create more efficient use of space

- Improve the visual amenity and viewing corridors to enhance the nature landscape of the headland

Exploring these objectives with a broad stakeholder base will guide the development of the Precinct Plan into its next phase.

WHO WE HEARD FROM AND HOW

Feedback was gathered from multiple stakeholder groups using a range of engagement activities. The stakeholder groups and programs used to facilitate are listed below:

FACILITATION PLATFORMS



Microsoft Teams
a secure video conferencing chat room



Mentimeter
an online voting and survey platform



Google Jamboard
a virtual whiteboard for collaborative drawing and writing



Community Survey
A survey presented via letter drop and online website

CULTURAL CONSIDERATIONS

Bega Valley Local Aboriginal Land Council



COMMUNITY GROUP

- Access and Inclusion Advisory Committee
- Tathra Lions Club
- Tathra Surf Life Saving Club
- Bega Tathra Safe Ride
- Tathra Play Group
- Tathra Chamber of Commerce Visit Tathra
- Tathra Headland and Wharf Access Group



CULTURAL CONSIDERATIONS

Djiringanj Traditional Elders



BEGA VALLEY SHIRE STEERING COMMITTEE

- Project Services Manager
- Leisure and Recreation Manager
- Communications and Engagement Manager
- Works and Assets Manager
- Property Services Manager
- Economic Development Officer
- Strategic Planning Coordinator
- Tathra Wharf Project Manager



LOCALS

- Owner / Occupants residing within project area
- Commercial businesses operating in the project area



COMMUNITY GROUP OUTCOMES

THE AIM OF THIS WORKSHOP WAS TO DISCUSS:

- How the community uses Tathra Headland
- What the area means to the township
- How they would like to see it developed in the future
- How locals and visitors currently use the headland and how their experiences can be improved
- The four objectives guiding the precinct plan

WHO ARE THE LOCALS?

Participants were asked: who are the locals of the Tathra Headland and how to best improve their experience? Their responses are captured below:

- Cyclists
- Parents with prams
- Children and teenagers
- People seeking a peaceful space for reflection
- Families
- Fishermen
- Walkers
- Joggers
- Locals
- Cafe goers
- Bird Watchers
- Whale Watchers
- Conservationists
- Mountain Bike Riders
- Food Lovers
- School Children
- Surfers
- Nippers

PRIORITIES IDENTIFIED

- Retain and enhance the existing landscape character of the headland.
- Celebrate the towns slow and gentle pace and wild appearance
- Use natural materials (such as local rock, timber, matt finishes and low-key elements)
- Tathra is home to many exciting community lead projects which could be recognised in the plan (e.g., WWII dug-out conservation works, revegetation works, and the Wharf to Wharf Walk.)
- Actively engaging with nature is important to this town

CHALLENGES IDENTIFIED

- The headlands landform physically separates land uses and community activities.
- Cycle and pedestrian connectivity is hindered due to incomplete travel networks.

ASPIRATIONS FOR FUTURE TATHRA:

- Sharing and showcasing local stories
- Increased Indigenous interpretation, participation and business opportunities.
- Complex ecologies and views that could be better understood and celebrated.

WHAT WE NEED TO PROVIDE TO IMPROVE THEIR EXPERIENCE:

BETTER FOOTPATHS

BETTER SIGNAGE

SHADY AND PROTECTED SEATING SPACES

SAFETY FOR YOUNG CHILDREN AROUND PATHWAYS

SAFE CROSSING FROM THE POST OFFICE TO THE IGA

CLARITY FOR PARKING - SO BUSES, CARAVANS AND VISITORS CAN PARK.

EASE OF MOVEMENT AND DIRECTIONAL SIGNAGE, STORIES, GUIDED WALKWAYS

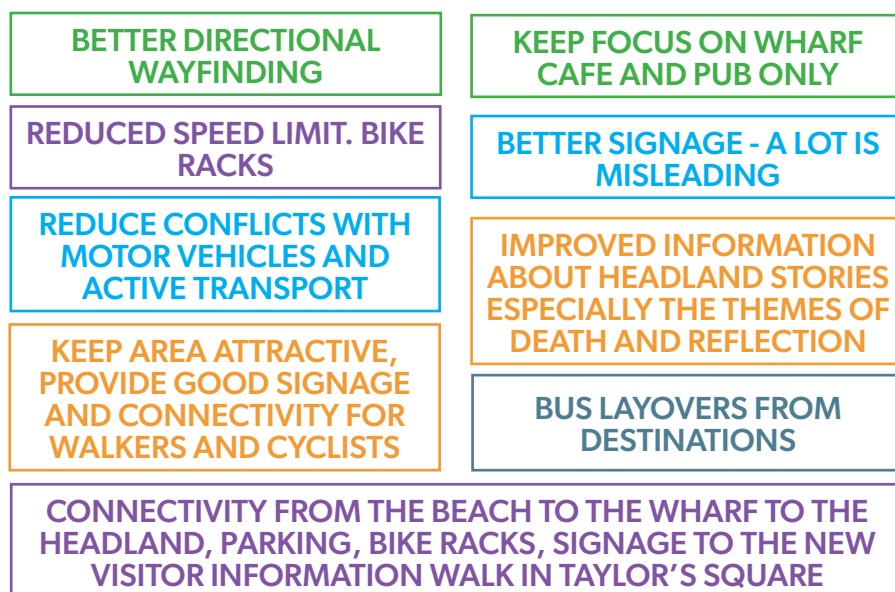
ACCESSIBILITY, INTERPRETIVE AND CLEAR DIRECTIONAL SIGNAGE. DEFINED PARKING. SEATING. LARGE VEHICLE PARKING ONLY IN ONE PLACE.

WHO ARE THE VISITORS?

Participants were asked: who where the visitors of the Tathra Headland and how to best improve their experience? Their responses are captured below

- Interstate visitors
- International Visitors
- Gray Nomads (RV/Caravans)
- Families
- Adventure seekers
- Surfers
- Van lifers
- Canberrans and Victorians
- Sea travelers
- Cyclists
- Tourists
- Walkers from Merimbula
- Day visitors
- Whale Watchers
- Bus layovers

WHAT WE NEED TO PROVIDE TO IMPROVE THEIR EXPERIENCE:



IF TATHRA HEADLAND AND THE WHARF WERE A PERSON, CHOOSE THREE WORDS THAT DESCRIBE THEM...

Participants were asked to describe Tathra headland as if they were a person, how this person looks and acts, and what their values would be. The point of this is to create a character that the design brief can respond to. It also gets people engaged and active in the discussion about the place that's important to them.

The word cloud is the depiction of these values, with commonalities between people's responses being larger. As we can see the most dominant characterisation is 'Ocean lover' and being attuned with nature and wild places.



JAMBOARD

Participants were asked to place imagery that they thought best suited the character of Tathra or not.

STREETSCAPES



THIS IS TATHRA



too urban.
plants are
good



THIS IS NOT TATHRA

WAYFINDING AND INTERPRETATION



Like the
concept - but
different
choice of
material



easy to read.
Needs to be
consistent
across whole
town.



THIS IS TATHRA



stories are
important but
not the
existing sign

THIS IS NOT TATHRA

ACTIVITIES



THIS IS TATHRA



establishing
plants is
difficult due
to rabbits and
kangaroos



THIS IS NOT TATHRA

Bega Valley Shire conducted an online survey to provide those that live or have businesses immediately adjacent to the site boundary along Bega Street, Service Lane, and Wharf Road, to have the opportunity to provide their thoughts and ideas for consideration.

THIS AIM OF THESE CONSULTATIONS WAS TO DISCUSS:

- What is loved the most about Tathra
- How comfortable is the precinct
- How is the attractiveness perceived of the area
- How safe is the precinct currently
- What changes would be good to make for the long term

ASPIRATIONS FOR FUTURE TATHRA:

- Safer and connected pedestrian and cycle paths
- Improved parking
- Improved traffic management
- Shaded seating areas / picnic areas
- Long vehicle/bus set down areas connecting to path network
- Keep balance of natural character
- Additional end of trip facilities
- Improve lighting

Refer to appendix 'B' for full summary.

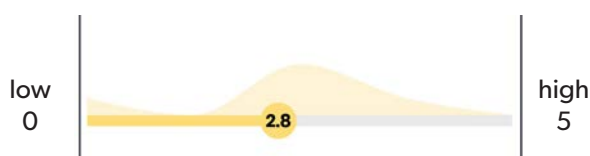
HOW DO YOU RATE THE PRECINCT IN TERMS OF IMAGE AND ATTRACTIVENESS OF THE STREETS AND PARKS ?



A below average rating is likely due to:

- Hard infrastructure (roads, kerbs and paths) are due to be repaired or at the end of their life-cycle.
- Signage and ad hoc projects do not have a uniform design language
- Plantings are sparse in landscaped areas
- Power lines and car parks prevent access to some of the best vistas in town.

HOW DO YOU RATE THE PRECINCT IN TERMS OF COMFORT?



The comfort of the precinct is given an average rating and could benefit from:

- A cohesive and connected pedestrian network
- Increased pedestrian shared areas
- More opportunities for protected seating areas
- Improved connections to key destinations and an added sense of arrival

HOW DO YOU RATE THE PRECINCT IN TERMS OF SAFETY?



A below average rating is likely due to the that:

- Current roads widths are wide with unclear areas to cross the road
- Access to key destinations can only often be accessed by car
- Mixed mobility access is precarious in some areas

CULTURAL CONSIDERATIONS

THE AIM OF THESE CONSULTATIONS WAS TO DISCUSS:

- How to best represent Indigenous cultural heritage
- How to care for the Burial site in town
- The four objectives guiding the precinct plan
- What does the ideal Tathra look like?

PRIORITIES IDENTIFIED:

- Creating a yarning space away from significant cultural sites
- Signage for plants, signage for burials.
- Cultural significance should be highlighted more.

- Bushfire recovery projects to implement indicator plants (species that indicate animal movement and provide medical properties and nourishment.

CHALLENGES IDENTIFIED:

- Protection of the burial grounds found on site.
- Wherever new infrastructure is put in there is likely to be cultural heritage material in the ground. Assessment required.

ASPIRATIONS FOR FUTURE TATHRA:

- Many plants require interpretation. They should be part of the sequence of the walkways.
- Identify the existing plants in the area and use these in the design
- Opportunity for burial site to create awareness and enhance cultural learning.
- Business opportunities for local Indigenous groups
- Increased youth engagement
- Cultural walks, tours, ceremonies and local produce.
- Design a yarning space and accompanying garden



PROJECT STEERING COMMITTEE OUTCOMES

The Bega Valley Shire steering committee was invited to provide feedback on the current condition of the Tathra Headland and Wharf. Expertise was sought from the:

- Project Services Manager
- Leisure and Recreation Manager
- Communications and Engagement Manager
- Works and Assets Manager
- Property Services Manager
- Economic Development Officer
- Strategic Planning Coordinator
- Tathra Wharf Project Manager

THE AIM OF THIS WORKSHOP WAS TO:

- Evaluate the objectives used to develop the precinct plan
- Identify any gaps in our draft scenarios and evaluate them
- Provide a high level summary of community workshop

MAJOR PRIORITIES IDENTIFIED WERE:

- Buses require a place to stop on the headland allowing passengers to get out and walk around
- Improve access and signage into car parks.

CHALLENGES IDENTIFIED:

- Cliff Place and Wharf Road junction requires an upgrade
- Pedestrian safety is poor
- Currently parking is informal and often done at any possible location
- Pedestrian network degraded and incomplete

ASPIRATIONS FOR FUTURE TATHRA:

Trailers and campers require turning circles to exit the headland.

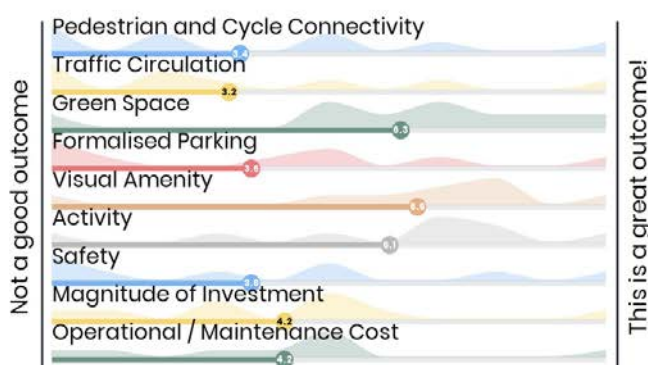
DESIGN ADVICE

- The public toilets and pump station at Wharf are in good condition - pump station was renewed less than 10 years ago.
- Unpaved movement network to other key destinations is lacking.
- Two problematic intersections, Bega St/ Service Lane and Cliff Place/ Wharf Road - Southbound traffic turns onto service lane. Retaining the two intersections is not a good outcome
- Vehicle clearances will need to take into account Passenger Service Class vehicles. S-liners don't travel through Tathra's main roads and don't need to be accounted for.

ACTIONS

- Cliff Place and Wharf Road junction requires an upgrade
- Upgrade Pedestrian safety and complete network
- Provide formalised parking.

EVALUATING THE EXISTING SITE CONDITIONS

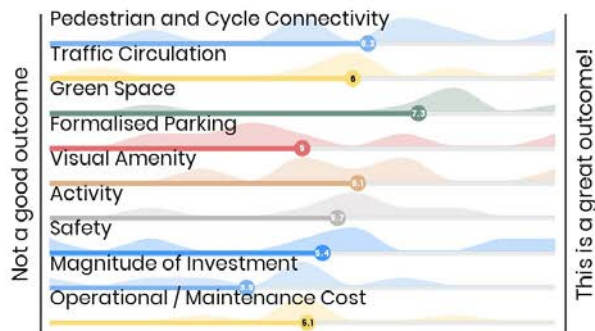


RANKING THE EXISTING SITE CONDITIONS

Participants were asked to rank (from 0-10) the current conditions of the Tathra Headland and Wharf .

EVALUATING THE PROPOSED SCENARIOS

SCENARIO A. - ONE WAY RING ROAD



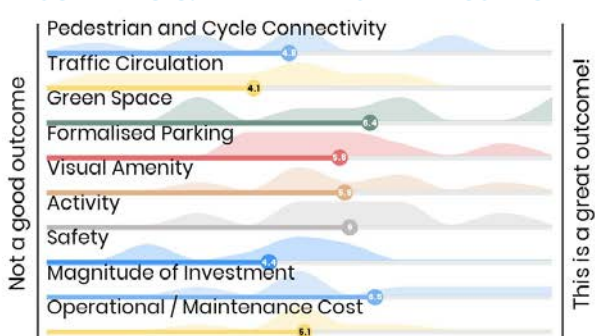
A. Prioritises a one way loop road with shared zones. Cultural trails and parks span some of the site

SCENARIO B. - TWO WAY LOOP



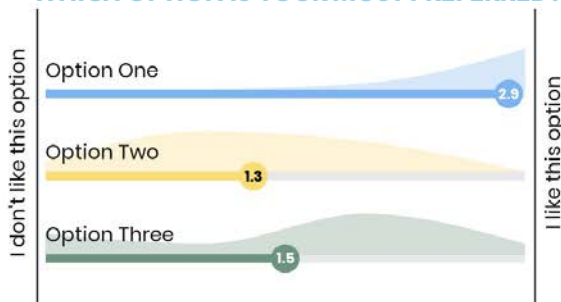
B. Proposes a two way loop road with shared zones. Cultural trails and parks span most of the site

SCENARIO C. - EXTENDED SHARED USE ZONE



C. Prioritises increased shared zones and parkland with a mix of one way and two way traffic

WHICH OPTION IS YOUR MOST PREFERRED?



Option One was preferred as it provided the best mix of uses for all users and was thought of being the most cost effective of the three to maintain whilst providing high amenity and access.

NEXT STEPS

Stakeholder feedback has been gathered through this engagement to inform the draft precinct plan.

In considering this feedback the Bega Valley Shire Council will develop a draft precinct plan for further consultation with the broader community, and other Government organisations such as NSW Heritage and Crown Lands.





APPENDIX A.

SCENARIO A. - ONE WAY RING ROAD



SCENARIO B. - TWO WAY LOOP



SCENARIO C. - EXTENDED SHARED USE ZONE



APPENDIX D.

COMMUNITY LETTER DROP RESPONSE SUMMARY

Below is the summary of responses to the survey provided to those that live or have businesses immediately adjacent to the site boundary along Bega Street, Service Lane, and Wharf Road. These responses have been captured in the Community Group Outcomes section.

QUESTION	RESPONSE (# POPULARITY OF RESPONSE)
WHAT DO YOU LOVE THE MOST ABOUT TATHRA HEADLAND PRECINCT?	<ul style="list-style-type: none"> • The views (18) • The food and beverage outlets (pub, restaurant and cafe) (7) • The headland walk and lookouts (5) • It's tourism appeal / visitor attraction (4) • The natural landscape, vegetation and wildlife (4) • The Wharf (4) • The recreational activities including fishing, walking, swimming (3) • The shops (3) • The Pig and Whistle Museum (2) • The Tathra Memorial Gardens (1)
WHO ARE THE KEY USERS OF THE TATHRA HEADLAND PRECINCT AND WHAT ATTRACTS THEM?	<ul style="list-style-type: none"> • Visitors and tourists (13) • Locals (9) • Fisherman (4) • Patrons of food and beverage outlets (3) • Divers (2) • Active people (2) • Dog walkers (1) • The Wharf (9) • The views and the natural beauty (8) • The food and beverage outlets (5) • The shops (5) • The headland walk and lookouts (5) • Events such as the Wharf to Waves (2) • The Tathra Memorial Gardens (2) • The Wharf to Wharf Walk (1) • The Pig and Whistle Museum (1)
WHAT AMENITIES WOULD ATTRACT MORE PEOPLE TO THE TATHRA HEADLAND PRECINCT?	<ul style="list-style-type: none"> • Safer and connected pedestrian and cycle paths (6) • Improved parking (car, long-vehicle, and bus) (4) • Minimal amenities, keep natural (3) • Shaded seating areas / picnic areas (3) • Improved open space and landscape amenity (2) • Improved traffic circulation (1)
WHAT WOULD ENCOURAGE MORE PEOPLE TO WALK OR CYCLE TO AND AROUND THE TATHRA HEADLAND PRECINCT?	<ul style="list-style-type: none"> • Safer and connected pedestrian and cycle paths (9) • Improved traffic management (3) • Wayfinding and directional signage (1) • Bicycle parking (1) • Lighting (1)
LIST 5 IDEAS THAT WOULD IMPROVE THE TATHRA HEADLAND PRECINCT, WHICH COULD BE DONE RIGHT AWAY AND WOULDN'T COST A LOT.	<ul style="list-style-type: none"> • Wayfinding and directional signage (4) • Improved footpaths and cycle paths (3) • Removal of dead wood (2) • Improved parking (2) • Encourage 'park and walk' (2) • Improve footpath to beach (1) • More plantings (1)
WHAT CHANGES WOULD YOU MAKE IN THE LONG TERM THAT WOULD HAVE THE BIGGEST IMPACT?	<ul style="list-style-type: none"> • Improve safety of Wharf Road (4) • Improve roads and drainage (3) • Improve road circulation (3) • Improve parking (3) • Improved footpaths and cycle paths (3) • Improved connection between points of interest and shops (1) • Improve interpretive signage (1)

