



DRUMMOND COVE BEACH FRONT

Community Engagement Report and Design Guidelines

DRAFT FOR COMMENT

Drummond Cove Progress Association
Draft: 01
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1. PURPOSE

CoDesign Studio (CoDesign) was engaged by the Drummond Cove Progress Association (DCPA) to facilitate a participatory “design week” - an intensive community engagement program - with the Drummond Cove community, about their aspirations, priorities and vision for the (Future Project/Changes at Drummond Cove). The key outcome from this community engagement is the production of a set of Design Guidelines that will assist the community and the DCPA to develop specific future plans for the Drummond Cove Beachfront.

This report documents the methodology of the participatory community engagement program and the relevant findings, culminating in a set of design guidelines. This document should be used as a guide to assist the community, through the DCPA and the City of Greater Geraldton (CGG) to resolve and execute plans for the beachfront environment at Drummond Cove.

As the first piece of community-led design work to take into account the changes underway in the Drummond Cove area, it is understood that the ideas in this document and expressed during the community Design Week are guidelines that need individual development for their final implementation. In many respects this document is just a first step in what should be a slow, but steady transition to a beachfront that is a widely valued and shared community asset.



Design Week Launch. Sunday Feb 2, 2014.



Heritage Morning Tea. Tuesday Feb 4, 2014.

2. CONTEXT



a) Location - Drummond Cove is a coastal settlement located about 12 km from Geraldton and 380 km north of Perth, WA.



b) Surrounds - the population of Drummond Cove is approximately 1,150 people (2011 Census), with a median age of 33 years. 83% of residents are Australian born and 92.8% speak English as their first language.



c) Study Area (nearmap aerial photography)

3. BACKGROUND

3.1 CURRENT SITUATION

The land to the east and west of Whitehill Road was conferred to the City of Greater Geraldton, from the Shire of Greenough and the City of Greater Geraldton, with the power to lease until the 31st of December 2016. From this date, as a consequence of the West Australian Planning Commission's policy to return all coastal land within 150m of the high water mark to foreshore reserve, all houses to the west of Whitehill Road will need to be vacated with all existing structures removed. The land that makes up what is known as 'Old Drummonds' and constitutes everything between the boat ramp at Seacrest way and the John Batten Hall carpark will be reverted to the Crown and become part of the foreshore reserve. Most of the residents and owners of the informal beachside houses that currently occupy this land, have accepted that it is time to move, however wish to have a role in deciding what will replace them.

3.2 POLICY FRAMEWORK

Those who held leases on these properties to the west of Whitehill Road will be provided with the opportunity to purchase new properties on the east side. Existing leasehold tenants on the east side of Whitehill Road will have the option to purchase their current land as a freeholding.

The local government has acknowledged that the changes may cause significant financial hardship and stipulated that, following consideration on a case-by-case basis, would allow for providing assistance in qualifying situations. Funds were originally identified by the City of Greater Geraldton in 2008 to provide additional concession to those on the west side. This was to include tenure payments and clean up bonuses. These funds are no longer clearly articulated in any existing budget and the extent of support for current leaseholders now seems very limited.

3.3 COMMUNITY RESPONSE

In addition to private attempts using legal representatives, the local community made a considerable push to overturn the decision to remove the houses to the west of Whitehill Road. In February 2007 residents rallied in Geraldton to protest against the Planning Commission's decision. This was followed by a community organised 'Save Old Drummonds' campaign that culminated in the presentation of a petition signed by 1,034 people to the Legislative Assembly of the Parliament of Western Australia and attempts to have the properties heritage listed. The petition called "To continue the leases along the West side of Whitehill Road as they bare significant heritage value of this unique coastal settlement and are essential to maintaining the cultural and social integrity of the Drummond Cove and Geraldton community"; but ultimately was unsuccessful in attempts to overturn the decision.

ALMOST EXTINCT

SAVE OLD DRUMMONDS!
A community project

**SAVE DRUMMOND COVE,
KEEP THE WEST SIDE HOMES!**

EVERY VOICE MATTERS -
Preserve the historical beauty that is unique to Geraldton, keep the West-side Homes!
Take control of our future, or the State Government and land developers will!

GERALDTON, IT'S TIME TO SPEAK OUT!
SIGN OUR PETITION OR EMAIL THE MINISTER alannah-mactieman@dpc.wa.gov.au

3. BACKGROUND

3.4 HISTORY OF DRUMMOND COVE

Drummond Cove falls within the Yamatji Country of Western Australia. Prior to the arrival of foreign settlers it was home to many Aboriginal groupings that fished and hunted the land – their presence at Drummond Cove is evident in the remains of a shell midden at the northern end of the bay.

In the early 1800s Drummond Cove had begun to be used by American whalers as a place for them to smuggle contraband liquor and tobacco ashore for the new lead mines developing further north. Its relative distance from the main settlement at Champion Bay, soon to be called Geraldton, helped them avoid the authorities located there, and as a result the bay was known as Smugglers Cove.

In 1851 William Burgess was appointed magistrate and thought that the main port and town should be established at Drummond Cove due to an abundance of water in the area, easy access to inland towns and the absence of drifting sand dunes. The shallow depth of the cove and the large number of rocks presented a challenge for shipping however and Geraldton was finally chosen as the main settlement.

In 1852, Nicol Drummond was appointed Sub-Protector of Aboriginals for Champion Bay and its surrounds. He could speak the local Aboriginal language and communicated with the tribes in the area. He was newly married and built a stone and thatch cottage for his wife Mary who lived there until Nicol's death. To memorialise Mary's loss, and with the smuggling activity long since forgotten, the bay was rechristened Drummond Cove.

Macedonian families moved into the area in the early 1930s. They established tomato gardens along the side of Chapman Road, which they harvested and sold during the Second World War.

Cray Fishermen, including families such as the Barker's and Thomson's, began arriving seasonally in the early 1940s. They constructed shacks in the dunes overlooking the cove, near to where they would pull their pots from the reef.

From the late 1930s families such as the Criddles' would holiday in the area, camping along the beach. By 1947 other farming families such as the Battens', Murphy's, and Norris's had begun spending their summer holidays camping by the ocean at Drummond Cove, bringing all their supplies and using tents and utes for sleeping before constructing make-shift shelters.

In 1950, although initially privately owned, the Upper Chapman Road Board became the titleholders of 30 acres of land surrounding the cove. It was soon dedicated as a Beach Camping and Recreational Reserve. The board soon laid out 24 cottage blocks along the beachfront. An annual lease of £5 per year was charged for beachfront blocks, with £4 for those at the rear.

Leases were slowly extended to encourage leaseholders to develop more substantial properties, and by the time the Shire of Greenough acquired the land in 1964, a small community had developed, with new families such as the Cants and the Eastoughs building cottages. During this time leases had slowly started extending from 3 years, to 10 years, to 21 years, promoting further development, and increased building restrictions had brought some order and structure to the cottages in the area. By 1967 more blocks were released across the road from the original properties prompting the further growth of the development.

During this time the Drummond Cove Progress Association worked hard to have the Shire of Greenough introduce water, telephone lines, and power to the previously unserved area. Prior to this water was collected off the houses rooftops and topped up by the public water pump at the top of the hill overlooking the cove.



4. PROJECT METHODOLOGY

4.1 COMMUNITY ENGAGEMENT APPROACH

IMMERSION IN DRUMMOND COVE

The CoDesign team was immersed in the Drummond Cove community over the Design Week engagement period Feb 2-9th 2014, living in one of the beachfront residences. This strategy helped the team to gain a first-hand, genuine experience of the place and provided them with a detailed insight of the landscape environment and the people who live there. Engaging with the context in this way allowed thorough preparation for the design phases of the project.

TARGET DEMOGRAPHIC

The community engagement process provided a variety of options to ensure a range of opportunities to participate. As the focus of the project was on the western study area between Whitehill Road and the beach, the priority with which people were approached to participate was as follows:

1. People who live on the leased land between Whitehill Road and the beach,
2. People who have an understanding of the origins and history of the old Drummond Cove settlement,
3. Children of school age, who live in Drummond Cove,
4. People who are part of new Drummond Cove neighbourhood and live close to the beachfront



The activities undertaken (described below) were designed to allow a progression from shared understanding, define shared values, develop guiding principles and finally design guidelines.

Step 1: INFORMATION GATHERING (February 2-4)

Conversations, interviews, and focus group meetings were held with the community to understand what is, and has been, important to them about living in Drummond Cove. A Survey questionnaire collected information regarding their aspirations for the Beachfront's future look and feel and established priorities for future development themes. See Findings 5.2, and Appendix 1. A Places of Importance Mapping Exercise identified locations of meaning within the Beachfront area. See Findings 5.3, and Appendix 2.

Step 2: VALUE MAPPING (February 4)

A Value Mapping workshop that consolidated these aspirations and important places into a map, representing agreed features of community value in the Drummond Cove Beachfront. See Findings 5.4.

Step 3: DEVELOPMENT OF GUIDING THEMES (February 6)

The CoDesign Team ran an internal workshop to draft the over-arching principles of what the community said they valued in Drummond Cove as it is today. These Principles were then presented to the community in a Participatory Design Workshop for refinement and better understanding through their application to desirable features of the beachfront.

Step 4: REFINEMENT OF THEMES AND PREPARATION OF DESIGN GUIDELINES (February 7-8)

The refinement of the principles and the annotated landscape plan outputs of the Participatory Design workshops were then, consolidated and organized into Stages 1, 2 and 3 of the Design Guidelines Report (this document) according to the timeframe appropriate to their scale and the process required to execute them.



4. PROJECT METHODOLOGY

4.2 COMMUNITY ENGAGEMENT ACTIVITIES

Promotion Prior to Design Week (January 27-31)

- Letter box flyer drops, and door knocking, undertaken by the DCPA prior to Feb 2nd 2014.
- Social and print media listing on the DCPA and CoDesign Facebook page, Everything Geraldton, The Guardian local newspaper, and notification through the City of Geraldton website.

Design Week Launch (February 2)

- Introduction to Design Week process and events at John Batten Hall. Approx 80 People attended.

Survey Questionnaire (February 3-4)

- Four key questions addressing what people love about Drummond Cove, what they think the Beachfront is missing, what look and feel the Beachfront should reflect, and what needs the future beachfront should meet.
- Refer to Appendix 1.

Places of Importance Mapping Exercise (February 3-4)

- Mapping exercise located favourite places as well as areas and features that are memorable, reflective, fun, and scary.
- Refer to Appendix 2.

Door to Door Interviews and Drop-In Sessions (February 3-4)

- Letter box drop of Questionnaire and Mapping Exercise. Drop-In Session and door knocking for interviews to understand why the Beachfront is valuable and important to the people of Drummond Cove. Conducted by CoDesign Studio from the 3rd – 4th Feb 2014.

Youth Engagement (February 4)

- Meeting school children at their morning bus stop to hand out flyers and run short interviews, then riding the bus with them into Geraldton to engage with all the children on each bus. 4th Feb 2014. Approx 26 youth responses collected.

Community Workshops (February 4, 6, 8)

- Heritage Morning Tea by invitation 4th Feb 2014. 11 People attended.
- Adults Value Mapping Workshop. 4th Feb 2014. Approx 55 People attended.
- Youth Value Mapping Workshop. 4th Feb 2014. 29 youth attended.
- Participatory Design Workshop. 6th Feb 2014. Approx 65 people attended.
- Design Guidelines Presentation and Feedback. 8th Feb 2014. Approx 75 People



Riding the school bus with engagement activities. Tuesday Feb 4, 2014.



Participatory Design Group 1. Thursday Feb 6, 2014.

5. FINDINGS

5.1 INTRODUCTION

Across the week, findings from one activity informed the content of the next activity, allowing the progression from broad statements about what people loved through to design decisions about built features and their locations. This section presents the condensed findings as they related to this progression and references the Appendix for the data or activity that produced the finding.

5.2 ENGAGEMENT IN NUMBERS

Adults	
Knowledge of Drummond Cove Community Design Week.	230+ ppl.
Participation in Design Week Activities	Approx 105 ppl
Youth - Under 18s	
Knowledge of Drummond Cove Community Design Week	60+ ppl.
Participation in Design Week Activities	Approx 40 ppl.

With various meetings in the street and door knocking that resulted in feedback and ad hoc additional information, the estimate of total engagement has been arrived at through counting attendance at all events and meetings and estimating other engagement including emails, phone calls, and informal meetings. Between 340 - 360 participants engaged in the activities through the week.

PROCESS

STEP 1: INFORMATION GATHERING

'5.3 Response to Survey Questionnaire' and '5.4 Places of Importance Mapping Exercise' outline the Information Gathering processes used to develop a shared understanding of the Beachfront area.

STEP 2: VALUE MAPPING

'5.5 Value Mapping Workshop' outlines the Value Mapping process used to develop a shared understanding of the Beachfront area used to understand the Beachfront community's shared values.

STEP 3: DEVELOPMENT OF GUIDING THEMES

'5.6 Analysis of Engagement Activities' provides a brief explanation of the process through which the CoDesign team used the information gathered in Step 1 and Step 2, to draft the over-arching principles that define Drummond Cove, for presentation to the community at the Participatory Design Workshop.



5. FINDINGS

5.3 RESPONSE TO SURVEY QUESTIONNAIRE - Q1. "WHAT DO YOU LOVE ABOUT DRUMMOND COVE?"

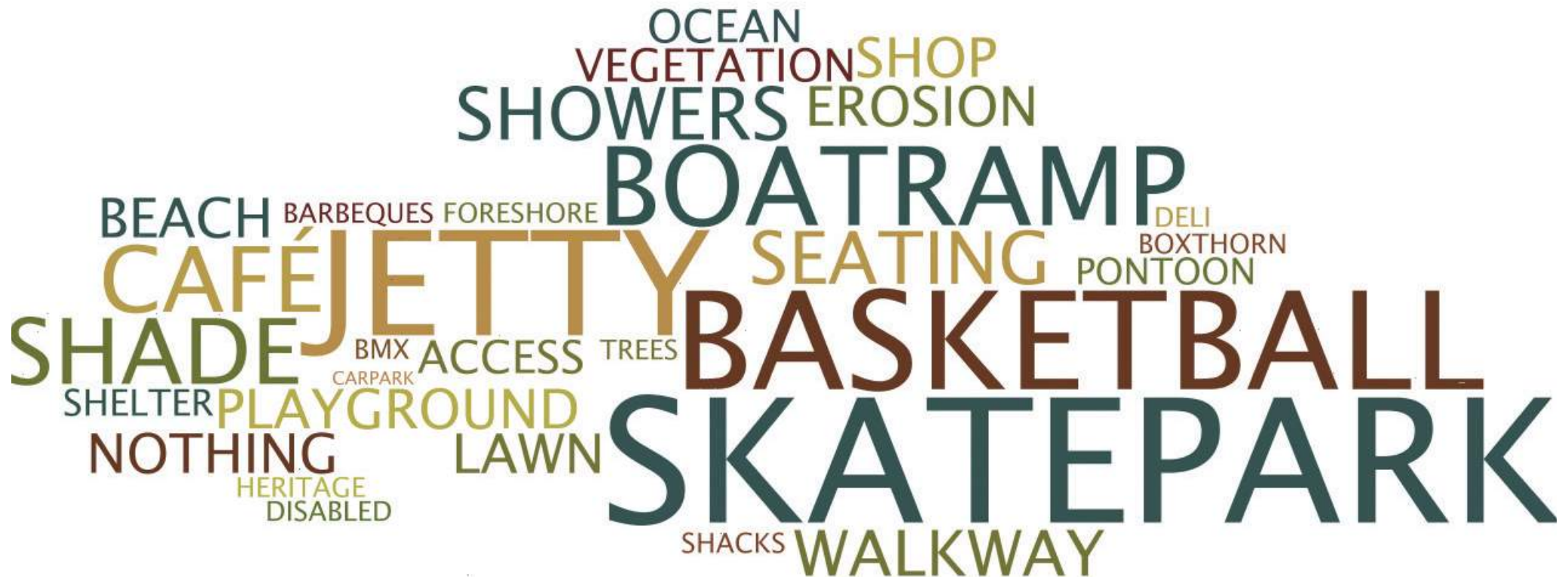
Participants presented a range of perspectives on what they love, and would like to see retained in their community. The qualities and features in each of the responses has been categorized with keywords, and the number of times a keyword arises across the surveys determines the size of the word in the pictured word cloud below. The majority of the responses talked about the beach, highlighting it as a place of important personal, social, and recreational value. The skatepark featured prominently in youth responses as a place to both hang out and play. The area around Batten Hall was also prominently discussed, accenting its importance as a gathering place for the community. A large number of responses underlined the existing landscape character – people place high importance on the peaceful, quiet and undeveloped quality of the space.



5. FINDINGS

5.3 RESPONSES TO SURVEY QUESTIONNAIRE - Q2. "WHAT DO YOU THINK IS MISSING AT THE FORESHORE?"

Participants presented a range of perspectives on what they think is missing in their community. The suggestions and ideas presented in each of their responses has been categorized with keywords, and the number of times a keyword arises across the surveys determines the size of the word in the pictured word cloud. A large number of the responses from the youth revolved around the skatepark which functions as the social hub for them. They called for it to be upgraded and expanded, as at present it is small and lacks variety. The youth also pushed for a basketball hoop to be installed, to provide a greater variety of activity for them. Amenities like showers and barbeques were frequently requested, and calls for a small community run café, shop, or deli were also mentioned a lot. Improvements to the boat ramp, which can be dangerous on days with large swells, was also high polling, predominantly for safety and access reasons.



5. FINDINGS

5.3 RESPONSES TO SURVEY QUESTIONNAIRE

Q3. "LOOK AND FEEL"

Half of the 'youths' surveyed indicated that the 'modern' look and feel was most appealing. This could potentially be attributed to the fact that they associated the 'modern' look with more recreation opportunities, which many of them desire, as outlined in Question 2. In contrast adults surveyed showed a strong preference for the more 'natural' options, as many of them wanted to retain the existing low-key character of the Beachfront that makes Drummond Cove so distinct. Refer to bar chart at top right.

Q4. "PRIORITISING THEMES"

Participants were asked to prioritise the themes below:

- Recreational - places of play, sport and activity
- Natural - planting, grasses and vegetation (rather than walls, paving and furniture)
- Socialising - shelter and facilities for gathering
- Heritage / History - honoring history and memory

Despite the emphasis given to heritage and history in qualitative information and one-on-one discussions, other themes were ranked as having a higher priority. From the data collected each theme has been given a score out of 100, which is indicative of its comparative rank. The priorities of adult respondents were less distinct than those of youth respondents, who quite strongly prioritised recreation and socialising above other themes. Refer to bar chart at bottom right.

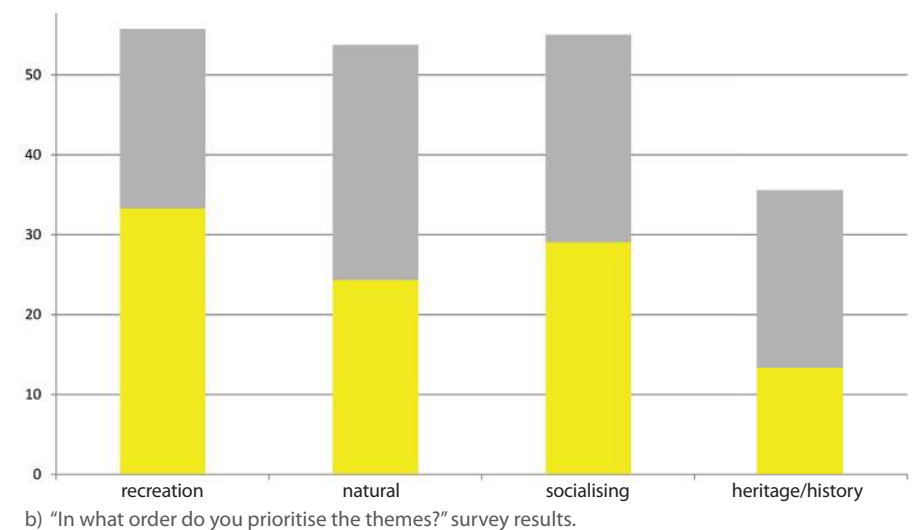
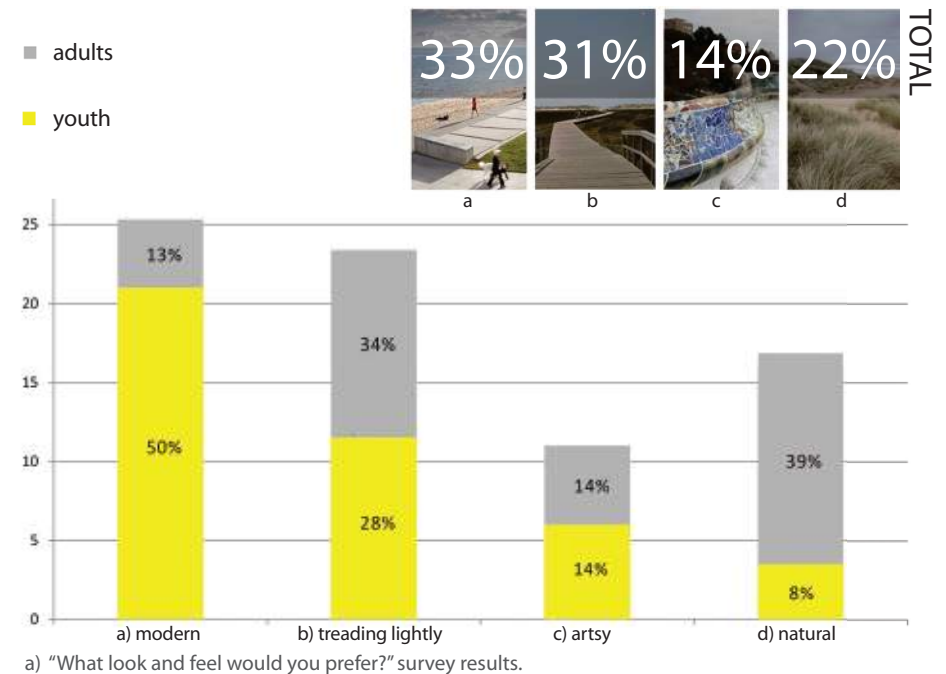
PRIORITIES OF ADULTS:

- Score/100
- 1. Natural - 29
 - 2. Socialising - 26
 - 3. Recreation - 23
 - 4. Heritage - 22

PRIORITIES OF YOUTH:

- Score/100
- 1. Recreation - 33
 - 2. Socialising - 29
 - 3. Natural - 24
 - 4. Heritage - 14

Across all groups priority was given to maintaining the natural appeal of the beachfront while in addition to this, there was a general desire to increase the amenity available and access in the area.



5. FINDINGS

5.4 RESPONSE TO 'PLACES OF IMPORTANCE' MAPPING ACTIVITY

The Places of Importance Mapping Activity was an A3 survey that showed a map of the beachfront area on it, and presented 5 place-based questions in boxes, allowing participants to provide as much or as little information as they wished. This activity was designed to gain an understanding of how people relate to and identify with the beachfront, as it exists and begin to build up a picture of significant locations and places of common value within the Drummonds Cove study area. Refer to Appendix 2.

Appendix 3 consolidates the information found on these maps. Existing residences (personal value), the beach (communal value) and skatepark (social value) featured prominently.



5. FINDINGS

5.5 COMMUNITY VALUE MAPPING WORKSHOP OUTCOMES

Fifty-five current and former Drummond Cove residents attended the Value Mapping Workshop provided the residents of Drummond Cove with the opportunity to come together in groups and identify places of personal and community, ecological, and built landscape

value within the Beachfront area. This information informed a value map identifying key places and routes, social spaces and infrastructure, and environmental characteristics.

Skatepark

The skatepark functions as an important community recreation and social gathering space for the youth.

Batten Hall Area

Batten Hall, the playground, gazebos, barbeques, and public toilets, are important to the community as they provide a key large scale social gathering place.

Streets and Beach Access

The residential streets and the beachfront immediately in front of the existing shacks present a social barrier for those who don't live close by as they are uninviting and exclusive in character.

Dune Vegetation and Shoreline Trees

The existing trees and dune vegetation are key environmental characteristics that provide an important ecological corridor for local plants and wildlife, and contribute to the landscape quality by stabilising the dunes and providing shade for beachgoers.



Existing Houses and Built Infrastructure

The shacks and built infrastructure found throughout the Beachfront, including the pontoon and beach shelter, are important places of social, personal and community value.

Ocean

The ocean within Drummond Cove is important as its reefs and use for swimming, snorkelling and fishing, provide both key environmental services but also important social and recreational infrastructure.

5. FINDINGS

5.6 ANALYSIS OF ENGAGEMENT ACTIVITIES

By collating the data collected through the Places of Importance Mapping Exercise and Value Mapping Workshop, and by assembling the qualitative information from Questions 1 and 2 and calculating the quantitative results from Questions 3 and 4 of the Survey Questionnaire, the CoDesign team noticed some significant trends, that would inform the development of the overarching principles.

Questions 1 and 2 highlighted the importance of having places to gather in groups and also spots where one could enjoy the beach on their own. The Heritage Morning Teas and discussions with long-term residents during the Places of Importance Mapping Exercise highlighted the need to recognise the site's recent history, as it has shaped the development of the cove as a whole.

The strength of the community and the relationships between the people and the landscape were also considered important, as many of people felt a sense of ownership in regards to the Beachfront and its use. The importance of having barbeques, toilets, showers, and other amenities for people to use the area for recreation and gathering was highlighted with the high priority placed on socialising and recreating in response to Question 4. The environment and the importance of the trees and sand dunes to people's sense of place, was highlighted by the high priority placed on it in response to Question 4. The ocean featured significantly as a place to recreate and enjoy in the Places of Importance Mapping Exercise.

It was also noticed that youth needs were distinctly different from those of the adults, as highlighted by their largely different responses to the Questionnaire. A family friendly lifestyle also featured prominently in the reasons why people love Drummond Cove. People constantly discussed the importance of access to the beach in their responses to the Questionnaire, as many considered the current situation inhospitable.

Finally the laid-back lifestyle at present influence the majority to choose a style and theme in the Questionnaire that doesn't promote a fast-paced, overdeveloped, heavy infrastructure beachfront.

6. GUIDING PRINCIPLES

Drawing on statistical and qualitative engagement activity results, one-on-one discussions and stories the CoDesign team, through an internal workshop, arrived at these principles representing all the aspirations and existing value the community identified.



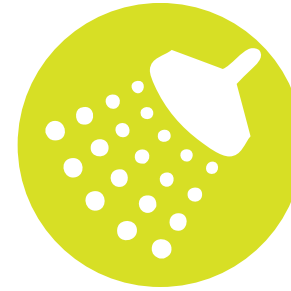
SCALE + USAGE



LANDSCAPE
CONTINUITY



COMMUNITY OWNERSHIP
+ THE 'SELF-MADE'



AMENITIES FOR
RECREATION



ENVIRONMENTAL
MANAGEMENT



WATER RECREATION
+ THE OCEAN



YOUTH NEEDS



PROVISION FOR
FAMILIES



ACCESS
+ CONNECTIVITY



LOW-KEY LIFESTYLE

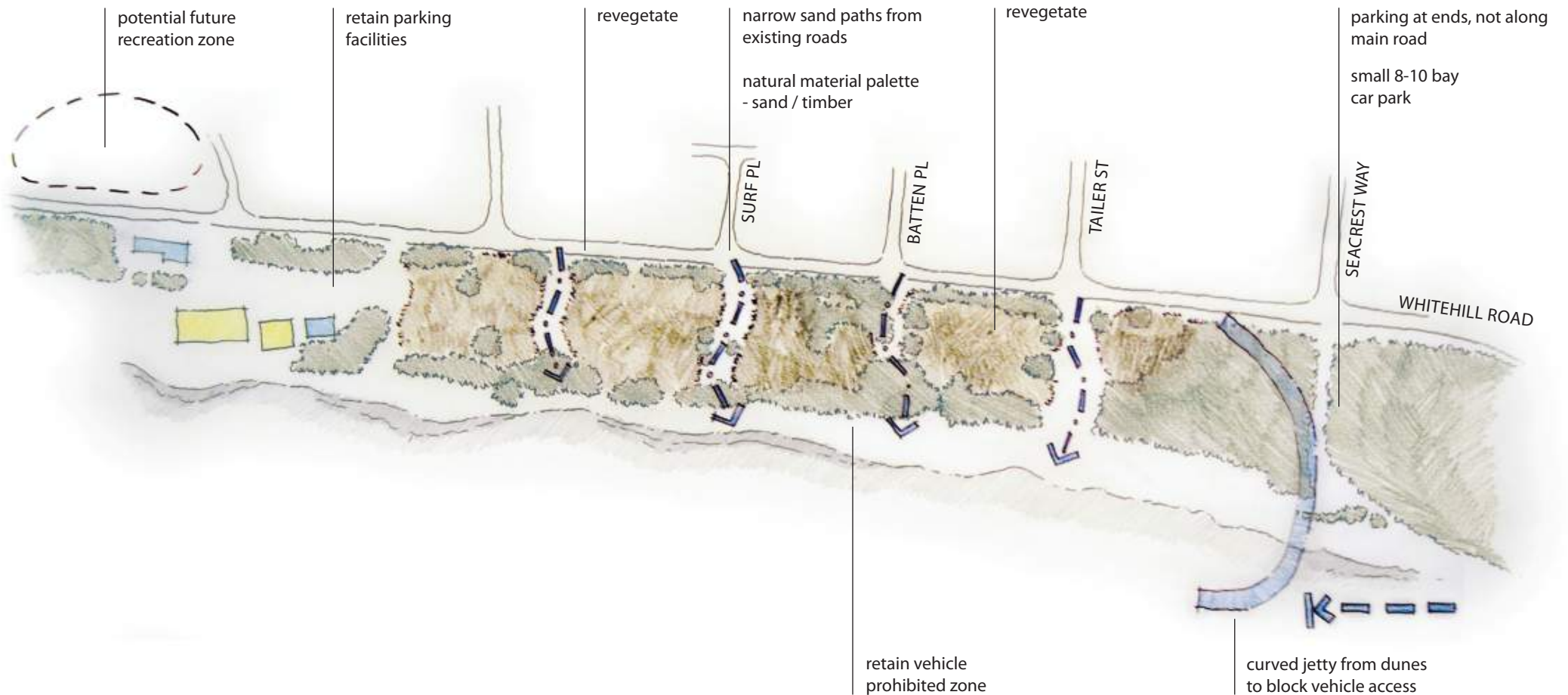
6.1 PARTICIPATORY BEACHFRONT DESIGN - GROUP 1



Each group was asked to collaboratively design around a particular set of principles, the first group focused their attention to:

- Access + Connectivity
- Low-Key Lifestyle

This exercise allowed people to consider desirable outcomes, related to how existing routes, points of entry and qualities might be preserved, enhanced or changed.



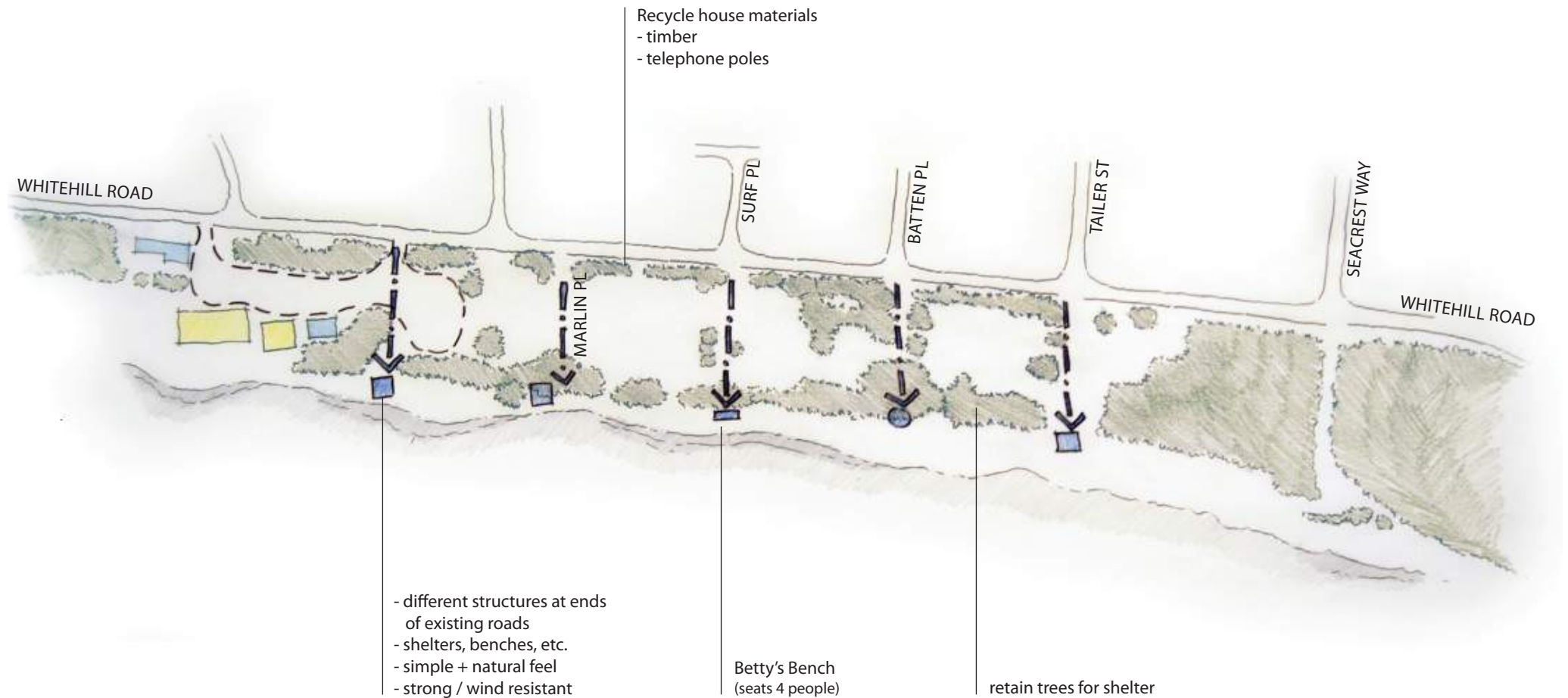
6.1 PARTICIPATORY BEACHFRONT DESIGN - GROUP 2



Each group was asked to collaboratively design around a particular set of principles, the second group focused their attention to:

- Landscape Continuity
- Scale + Usage
- Community Ownership + the 'Self-Made'

This exercise allowed people to consider desirable outcomes, related to how the living memory of the place might be celebrated and how the community could engage with the existing.



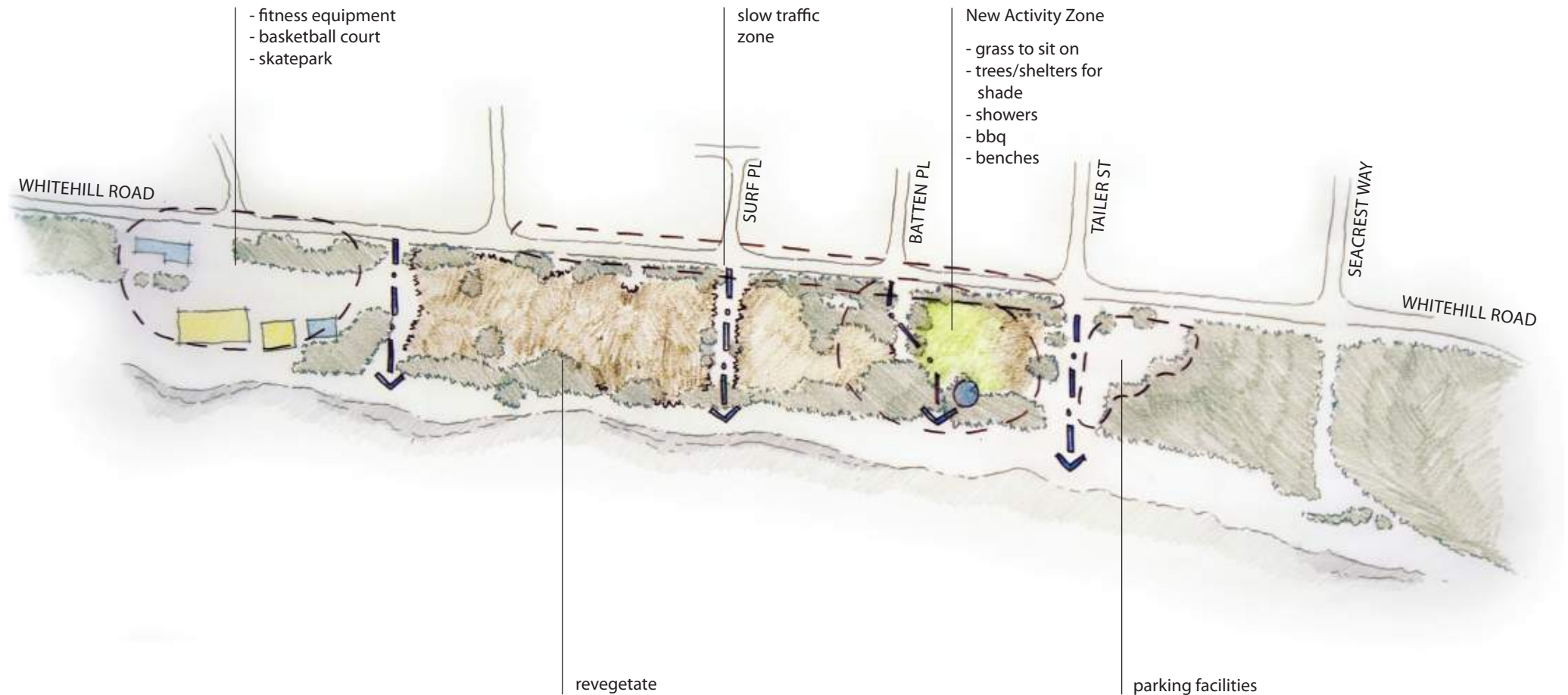
6.1 PARTICIPATORY BEACHFRONT DESIGN - GROUP 3



Each group was asked to collaboratively design around a particular set of principles, the third group focused their attention to:

- Water Recreation + the Ocean
- Environmental Management
- Amenities for Recreation

This exercise allowed people to consider desirable outcomes, related to what amenities could facilitate greater recreation and social activity and how to reconcile these with environmental considerations.



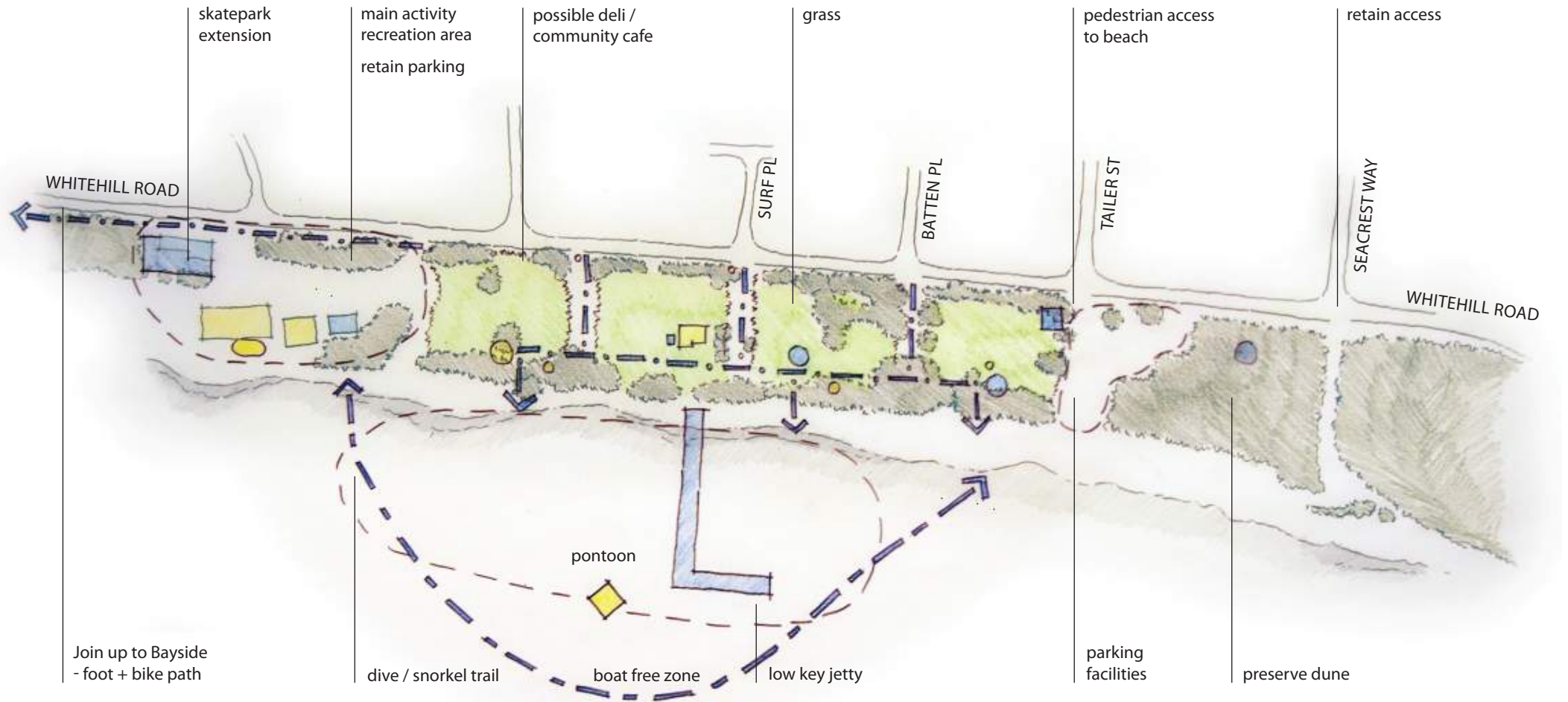
6.1 PARTICIPATORY BEACHFRONT DESIGN - GROUP 4



Each group was asked to collaboratively design around a particular set of principles, the fourth group focused their attention to:

- Youth Needs
- Provision for Families

This exercise allowed people to consider desirable outcomes, related to how a family oriented approach might be taken and how the need for activities and spaces for young people might be addressed.



7. DESIGN GUIDELINE - PRINCIPLES

INTRODUCTION

The principles identified below are informed by the values outlined by the Drummond Cove community. They will be used to understand the priorities the community have articulated and then guide the design and development of projects large and small for the Drummond Cove Beachfront.



SCALE

Providing places that allow for different scales of activity, and different types of interaction between people, moving from the smaller individual scale, through to the larger public scale.



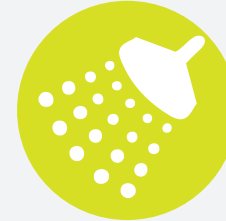
CONTINUITY

Maintaining and providing places and routes that recognise and actively preserve the Beachfront's past. Through continuity of landscape features, remembering is encouraged and the past remains a lived reality.



COMMUNITY

Recognises places and features that have been created by past and present Drummond Cove community. Keeping alive the spirit of care, ownership and interpretation of the beachfront environment to provide opportunities for arts, 'self-made' and other community projects within the landscape.



AMENITIES

With the slow but steady population growth forecast for Drummond Cove and the surrounding areas, further amenities catering for outdoor recreation by a wide range of community members need to be planned for and designed in keeping with adjacent development at the beachfront.



ENVIRONMENT

Involves the management of the ecological environment with reference to both conservation of universally valuable natural systems and development of strategies for balancing human activity with those systems.



OCEAN

Acknowledges the activities that take place within the bay at Drummond Cove, and plans for their protection and enhancement.



YOUTH

Projects and initiatives that develop particular places and zones that meet the needs of and improve the wellbeing of people in Drummond Cove under the age of 18 years.



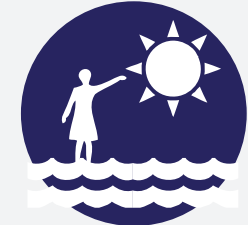
FAMILIES

Consider the experience of and needs of families, particularly with young children that promote and provide for their use of the Beachfront.



CONNECTIVITY

Ensures appropriate access for people and vehicles to, and between the current and future planned places within the Beachfront area.



LIFESTYLE

Promotes relaxed, calm, and down-to-earth activity that define the laid back lifestyle people currently value at Drummond Cove.

8. DESIGN GUIDELINE - STAGES

INTRODUCTION

With the final date for a complete transition to public open space at the Drummond Cove beachfront being December 31st 2016, the guidelines have been arranged around the following timeframes:

Stage 1. Present to Dec 31, 2016

Stage 2. Immediately after Dec 31, 2016

Stage 3. Further Development

Staging of the guidelines allows for important time to build up around project details and generate community buy-in for implementation. Its also allows for an iterative approach to the beachfront as it changes. This means that a total inflexible plan is not created, but that guides are in place for ideas to be developed, implemented and then reviewed. Adjustments can be made and the overall plan updated.

A final important feature of staging the development is that funding targets are created for the Drummond Cove community, the DCPA and the CGG allowing projects to attract broad community support, and an accompanying strategy for development according to their scale. There are a range of funding sources available to execute projects at Drummond Cove. Refer to Recommendations in Chapter 8.



- Managing the transition
- Research
- Identify built elements to preserve
- Maintain existing assets



- Strengthening existing activity nodes
- Reinforce local community identity
- Strategic revegetation



- New projects to improve beachfront amenity
- Additional assets incl shade, seating, activity, and ocean rec areas

DESIGN GUIDELINES - STAGE 1 PRINCIPLES

Description

Stage 1 of the community development for Drummond Cove will encompass the processes for removal of existing structures, and the resulting management of the beachfront dune system. In this stage further research around historical and environmental issues should be undertaken, and the community processes started through the Drummond Cove Community Design Week

continued. Prioritising projects, researching funding options and developing the design can be lead by the community, ensuring the local community stay in control of the development of their beachfront. Activity in Stage 1 can be understood through their relationship to the themes and their icons below.

SCALE



By maintaining the existing beach shelter in front of Marlin Place, the community infrastructure at Batten Hall and its surrounds, and replacing Betty's Bench, allowance for both large scale social interaction and smaller individual moments will be maintained.

CONTINUITY



By constructing paths where existing roads are, renovating the existing beach shelter, replacing Betty's Bench, keeping mailboxes and street signs as playful reminders of previous function, and protecting existing vegetation continuity and memory is preserved in the landscape. Some cottages (subject to additional analysis and community consultation) could be refurbished to serve community functions if they are within designated activity zones.

COMMUNITY



The renovation of the existing beach shelter and the construction of Betty's Bench provide opportunities for the community to come together for a build day, which would be followed by an approval process from the council. This promotes care through ownership, and a sense of belonging within the community.

AMENITIES



All community amenities surrounding John Batten Hall are to be maintained in their current form during Stage 1. In addition the establishment of a 'land bank' on the existing public open space found north-west of the beach front on Whitehill Road takes into account the future amenity needs of Drummond Cove's growing population.

ENVIRONMENT



By keeping as much of the existing vegetation and as many of the trees as possible, as well as revegetating the sand dunes and cottage plots, the ecological quality of the site is improved and the current ecological corridor created by the existing dune vegetation is enhanced. See Recommendations for further research into environmental considerations.

OCEAN



By keeping the existing ocean and beach access for vehicles and boats at either end of the cove, as well as through the construction of paths to the beach where existing roads, the ability to use the water for social and recreational activities is maintained.

YOUTH



The land bank that is to be established on the existing public open space, acknowledges the future needs of the youth. It will provide a space for the future development of places that will contribute to their overall wellbeing. Maintenance of the skate park and shelter will ensure this location remains a place of meeting and activity for youth.

FAMILIES



Through the renovation of the existing beach shelter, and by constructing paths where existing roads are, access and use of the beach is made safer and more welcoming for families, particularly those with young children.

CONNECTIVITY

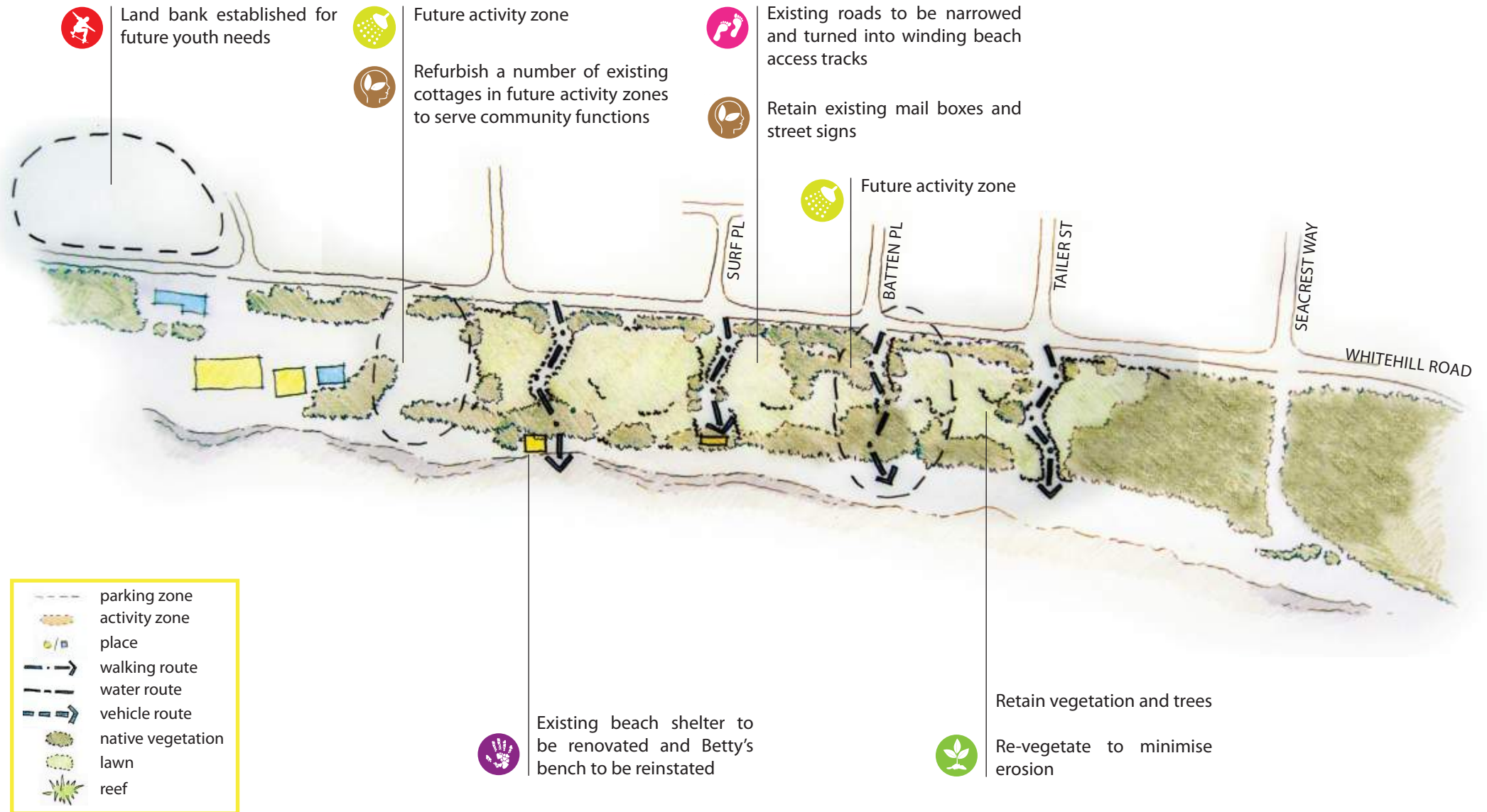


By constructing paths where existing roads are, the connection from Whitehill Road to the beach is formalised and made more accessible to a wide variety of beach users.

LIFESTYLE



The revegetation of the sand dunes and cottage plots, and thus the minimalizing of built infrastructure on the beachfront, reflects the low-key, unobtrusive lifestyle of Drummond Cove. This is further enhanced by formalising beach access, with the beach itself made more inviting and welcoming as a result.





existing shacks



retain trees and access



reinstate Betty's bench



improve beach access



retain letterboxes



revegetate and keep cottage for potential community cafe

DESIGN GUIDELINES - STAGE 2 PRINCIPLES

Description

Stage 2 of the community development for the Drummond Cove beachfront encourage resources to go towards strengthening existing activity nodes and improving the amenity which they offer. Focusing on the youth perspective, a slight increase in usage across the whole area, improvements to management of natural systems from quality research, and an important

historical project involving the community design and construction of sensitive beach shacks. In addition, Stage 2 dune management will allow for future activity zones within the dune area by using a mix of temporary and long term stabilising approaches. Beachfront development in Stage 2 can be understood through how they relate to the themes below.

SCALE



The development of new beach shelters, shade and seating locations at the northern activity node, and the construction of a jetty as the southern activity node, will provide new places for people to gather at both the larger public scale and in more intimate ways.

CONTINUITY



The construction of new beach shelters along the beachfront, will reference the type and shape of previous shelters that were constructed along the shoreline. This physically recognises the beachfront's past built form and social use, while also reinforcing the original street locations to these people. There is the potential for the refurbishment of existing cottages to serve community functions within the designated activity zones. This is subject to additional analysis and community consultation.

COMMUNITY



By collectively constructing new beach shelters that reference earlier ones in their type and shape, through a community build day, the current resident's maintain their strong sense of ownership. By sharing ownership and creating a built connection to the past, a sense of belonging is reinforced.

AMENITIES



The increased capacity for vehicles to park at the southern activity node provides amenity for Drummond Cove's growing population. The fish cleaning station at the southern activity node, new beach shelters, and increased shade and seating at the northern node all provide for people's outdoor recreational needs.

ENVIRONMENT



Further revegetation, erosion management, weed control, and the use of fencing to restrict vehicle access to vegetated areas, will improve the ecological quality and the strength and resilience of the natural systems and environment.

OCEAN



The enhancement of the southern activity node, with a no-boating zone, jetty, fish cleaning station, and parking facilities, promotes the current use of the site as a key boating, fishing, and swimming location. It will provide more ocean based recreation opportunities and protect those close to shore from boats and other water based vehicles.

YOUTH



By providing a new basketball and netball hoop, shaded seating, and a drink fountain at the northern activity node, the existing youth hub at the skatepark is enhanced, with more places for young people to safely socialise.

FAMILIES



The jetty and no-boating zone as the southern activity node, as well as the community built beach shelters which introduce shade and seating, provide a place for families to safely and comfortably enjoy the beachfront.

CONNECTIVITY



The development of parking facilities and increased capacity for vehicles at the southern activity node provides easier beach and ocean access for boats and people. While the shared community beach shacks allow ad hoc meetings and connection.

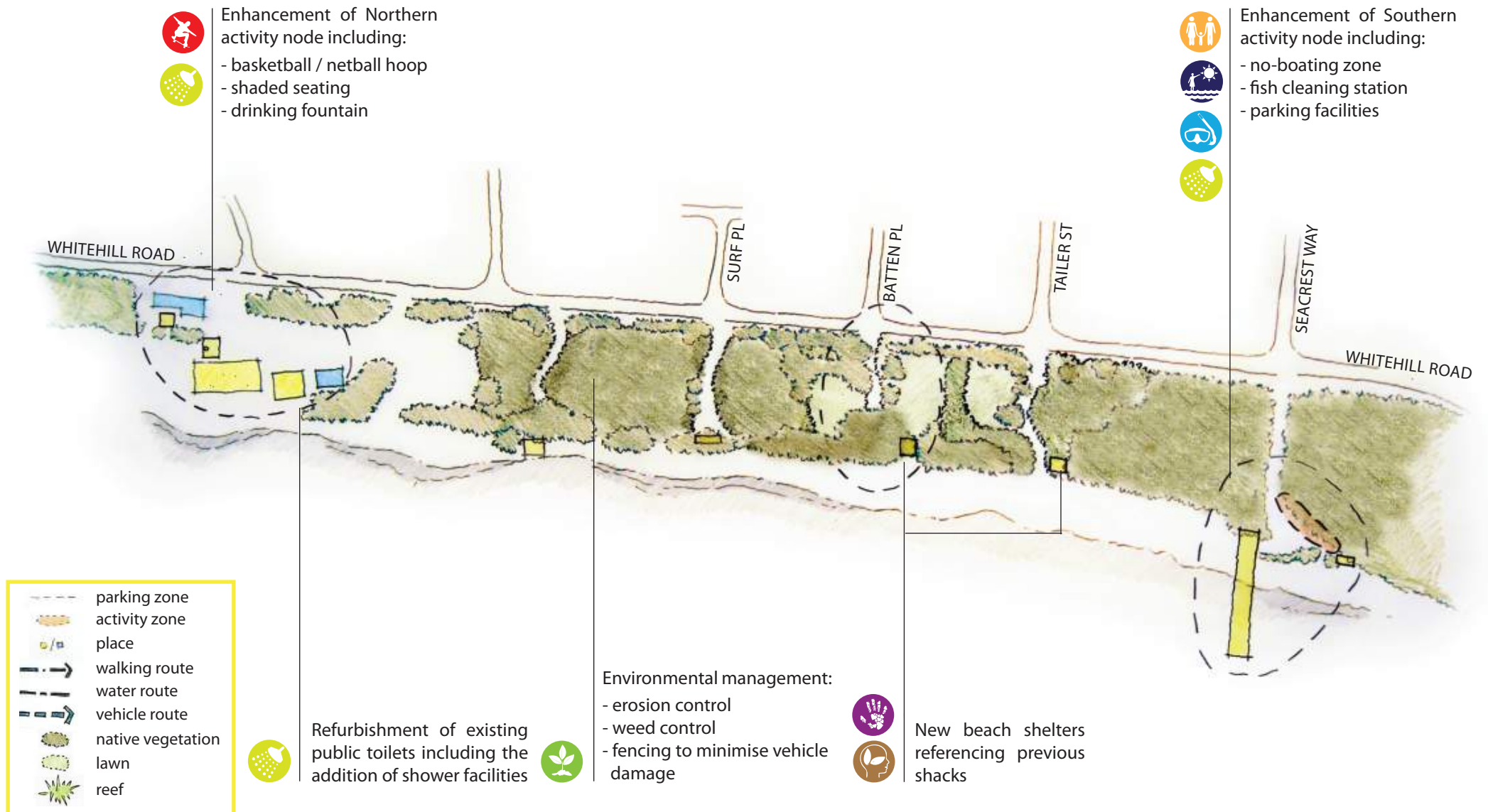
LIFESTYLE



The southern activity node will be low-key and appropriate in size, type, and materiality, reflecting the relaxed, ocean focused lifestyle that is presently valued in Drummond Cove.

STAGE 2 LOCATION

IMMEDIATELY AFTER DEC 31, 2016





basketball facilities



improve southern beach parking



construct beach shelters



introduce beach showers and better toilets



jetty



provide more shelter near skatepark

DESIGN GUIDELINES - STAGE 3 PRINCIPLES

Description

Stage 3 in the community development of the beachfront entails discreet projects that can be perused separately or together in bigger developments depending on the growth of the community and the level of community mobilisation around their value. Stage 3 assumes a certain increase in population, though is not reliant on population alone for justification. At

Stage 3 there is a combination of preservation and development of the community asset base which will keep Drummond Cove recognisable by today's terms, while supporting it to become a vibrant and unique community driven neighbourhood.

SCALE



Varied scale in stage 3 will be determined by the growth in the community and the shared interest in further amenity. A new central activity area with options for increased parking is outlined, providing opportunities for bigger groups to gather, while existing shacks and secluded sections of the beach maintain more isolated options.

CONTINUITY



Building on the living history in Drummond Cove establish a heritage project with current and past community members to create a lasting memorial to the origins of the area.

COMMUNITY



Community assets for Drummond Cove expanded to include a community run and owned business and activation of the land bank for use by the community.

AMENITIES



Increased vehicular access to the south and central activity nodes allows a greater number of people to access the beach and justifies additional showers, toilets, and BBQs within a sheltered parkland area. This amenity will be based on demand and growth in the use of the area.

ENVIRONMENTAL



Operational revegetation and erosion management by the community and the CGG, will continue to improve the ecological quality and resilience of the natural systems and environment. Research to better understand the erosion pattern on this coast to become a priority.

OCEAN



The enhancement of the southern activity node to include small boat moorings to the south of the jetty, and a boat ramp appropriate to scale of boating activity in the area. A dive trail and pontoon to the north of the jetty would complete the ocean recreation picture.

YOUTH



Increasing the skate park footprint, and adding footpaths to improve accessibility to young people will reinforce the importance of the John Batten Hall area for young people to meet and recreate. Extension to the ocean recreation facilities through pontoon, mooring and dive trail provides further reasons to remain in the neighbourhood. Finally, and of real importance the community café or enterprise will provide much wanted opportunity for pocket money and workforce experience.

FAMILIES



With extensions to parking and amenities the facilities for families to enjoy the location will be significantly improved in phase 3. Footpaths and crossings, showers and toilets, additional youth and ocean recreation infrastructure will mean the area becomes a very family friendly environment.

CONNECTIVITY



Beach access and access to a range of seating and shaded areas will allow better access to the natural assets of the beachfront. Improved streetscape through footpath connection to the skatepark, slow zone and formalised parking adjacent to a community café and at the central activity node will allow a broader range of people meet and access the beachfront.

LIFESTYLE



As activity in the area increases, shielding car parks from the road with vegetation, keeping assets community designed and implemented wherever possible, prioritising walking access to the beach by introducing a slow zone will all maintain a laid back atmosphere in the neighbourhood.

