

# Avalon Beach

a village haven



### Aims & Objectives

This guiding document summarises the thoughts and ideas of The Avalon Beach 'Core Working Group' into an informing document that reflects the 'essence' of Avalon Beach, guiding future planning and development of the local area.

Both private and public organisations are encouraged to engage with this place vision document - to identify, protect and build upon the unique qualities of the area.

### Avalon Beach 'Core Working Group'

The group was formed in 2013 as the result of community leaders' concern for the future of Avalon Beach and surrounding areas.

The group is made up of representatives from the following stakeholder organisations:

- Avalon Preservation Assoc.,
- Avalon Palm Beach Business Chamber of Commerce,
- Palm Beach & Whale Beach Assoc.,
- Avalon Beach Historical Society,
- Pittwater Natural Heritage Assoc.,
- Pittwater Community Arts,
- Eramboo Artist Environment,
- Young Gourmet,
- Sym Studio,
- Avalon SLSC,
- CABPRA,
- Tourism Advisory,
- Avalon Bowling Club,
- Subbranch Avalon RSL,
- Pittwater Councillors - North Ward.

### Methodology & Process

Sym Studio Pty. Limited were requested by the Avalon Preservation Trust to facilitate a place making process - to identify a clear vision for Avalon Beach and its surrounding areas.

This document is the culmination of historical and cultural research, urban character analysis, group discussion and local knowledge.

- Place Vision Summary Document (part 1)
- Place Vision Appendix (part 2)

It is the intention of Pittwater Council to undertake a broad based 'place making' process for Avalon Beach in 2016. This will extend to include the general community.

project

COMMUNITY LEADING, PLACE VISION DOCUMENT  
Issue date: 11/01/16

prepared for

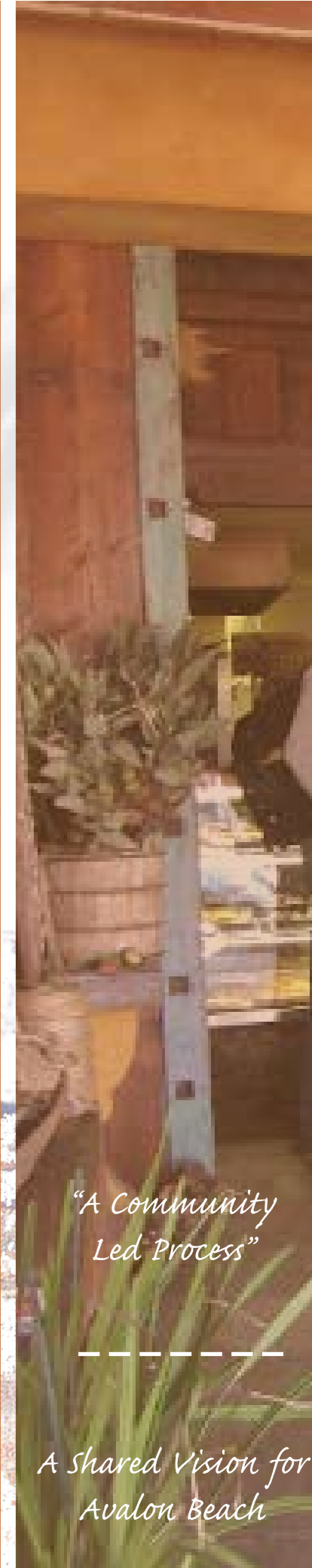
Avalon Beach  
Core Working Group  
& Avalon Preservation Trust

prepared by



Placemaking . Urban Landscape Design .  
Landscape Architecture .  
Suite 4F/6 Jubilee Avenue  
Warriewood-Mona Vale  
www.symstudio.com

Copyright text © sym studio pty ltd. 2015  
Copyright images © sym studio pty ltd. 2015 (unless otherwise credited)



*"A Community Led Process"*

*A Shared Vision for Avalon Beach*

Image Reference: A. Murch, 1963. Operation Centipede, Avalon Surfboat 1963

# Avalon Beach Vision Statement

Encapsulates the essence of a place:

*A casual peninsula village where a multi-faceted community expresses creativity; curates bio-design and values quality of life;  
A haven where a sublime interplay of landform, water & tree canopy connects people with place;  
An active and healthy community that values heritage and nurtures the arts and architecture.  
Local trade favours products and services derived from nature; contextual architecture and unrefined materials that enhance over time.*



## X-Factor

The special quality of the place:

## Village Haven

## Place Driver

The core statement that encapsulates the vision:

Multi-faceted peninsula community  
cultivating creativity, bio-design  
& quality of life.

## Project Driver Intent

Expanded elements of the place driver:

### Haven

A place of Safety & Refuge;  
sanctum, protection, shelter,  
cover, anchorage, concealed,  
retreat, peaceful.

A series of protected vantage  
points with expansive vistas of  
both open and closed waters.

### Peninsula Village

A village grid contained by  
curved roads that respond to  
landform.

Meeting Point with 'fine grain'  
detail.

Pedestrian scale, individual  
shopfront character with variation.

### Multi-faceted Community

Broad spectrum of locals and  
seasonal visitors - of all ages,  
actively engaged in a variety of  
community organisations living in  
unison.

### Cultivating Creativity

Dramatic backdrop, conducive to  
creative exploration.

Incubator for artistic expression.

Schools nurturing students.

Breeding ground for creative  
'startups'.

### Bio Design

Express intersections between  
design, artistic practice and the  
life sciences.

Inspired by nature & natural  
processes.

### Quality of Life

Continuance of life & vitality;  
**present in all things.**

Spirit of Place is active,  
energised & **prosperous.**

**People prioritise health,  
wellbeing & work-life balance.**

## Driving Principles

The vision toolbox:

1

### Cultivate Creativity

Create all-age incentives  
to incubate ideas; facilitate  
mentoring; incentivise expansive  
thinking.

Support the creation of ideas.

2

### Preserve Historic Cultural Heritage

Identify, respect and reference  
history.

Let genius loci (spirit of place)  
inform The Place of today &  
tomorrow.

Celebrate the arts & architecture.

3

### Connect

Reinforce 'multi-mode'  
movement; access & linkages to  
conveniences, landform & water.

Acknowledge connection to the  
region incl. Mona Vale & Sydney;  
use technology (NBN) to access  
the global community.

4

### Quality Design

Reflect context.

Take inspiration from 'naturally found'  
local materials that are durable &  
enhance over time.

Reflect 'fine grain' & pedestrian scale.

5

### Environment & Climate

Protect, supplement &  
emphasise landform, water &  
tree canopy.

Expose the processes of the  
natural environment.

Provide human protection,  
shelter & comfort.

6

### Flexible Startup Hub

Facilitate the exchange of  
information; provide physical &  
virtual hotspots; promote bio-  
design products & services; nurture  
home based industry; cater to  
transient & casual work practices.