

Businesses pick up merit awards for urban design

TWO Ballina Shire businesses have picked up merit awards in the 2007 Mayne Investments Northern Rivers Urban Design Awards.

The awards are held biannually to recognise good and appropriate urban design in the local region.

Of the eight projects awarded, Ballina Shire is home to three.

"This year we had a particularly strong line up of projects," said awards chair and Ballina Shire local Steve Connolly.

Ballina Shire Council's Ballina Town Centre DCP

and Petrac's 'Community Planning for Pacific Pines' were both awarded in the planning, analysis and research category, and Swell Property's new arcade 9092 Lennox was awarded in the commercial category.

"Swell's project at Lennox is the only built example and its popularity shone out over the Christmas break," said Mr Connolly.

"Let's hope the pre-planning by Petrac and Ballina Shire Council will produce development of similar quality."

Award judges identified Ballina as a signifi-

cant regional centre 'with strong assets of an open grid street pattern containing key uses alongside a broad river with a beautiful outlook over to coastal heath land beyond'.

"The DCP employs strong urban design principles in seeking to consolidate and reinforce these assets and to reconnect the town with the river," the award judges said.

"It is a well-considered and thorough document that will provide strong clarity for future development within the town centre precinct."