



Project Summary

ENQUIRY BY DESIGN WORKSHOP ANALYSIS, PLANNING AND RESEARCH

Brief Outline

Pacific Pines is a residential estate located south of Lennox Head village. The staged construction of this estate commenced in 1990. The balance of the site, now owned by Petrac, shares boundaries with existing residential developments and the Ballina Nature Reserve. Parts of the site enjoy views to the northern end of Seven Mile Beach and over Ballina Nature Reserve towards Alstonville Plateau.

The 80ha site was sold in January 2007 with an existing approved master plan in place for 524 residential lots, a tavern, a community hall, a childcare centre and a local shopping centre.

With all their projects, Petrac is committed to engaging with the local community and stakeholders to achieve the best project outcome for all parties. Petrac is one of very few private companies that have embraced and pioneered utilising the process described as an Enquiry by Design (EBD) workshop.



The EBD produced a revised Concept Plan together with indicative detailed designs for the whole site. The Concept Plan addressed the street and lot layout, neighbourhood centre design, street types, park designs and housing mix. The EBD also produced building design and character concepts for the commercial, residential and retirement components of the development.



The process has enabled all parties and the community to be involved in the development of what will become a key element of Lennox Head. It has helped Petrac to fast-track the development with the confidence of knowing it has the support of all interested parties.

Over the life of the project the community and other parties will be kept up to date on the development through the internet site at the web address www.enquirybydesign.com.au. The site has received over 1300 visits in the first 8 months enabling the community to continue the journey with Petrac and the master

Significance of the Design Workshop

In many ways an Enquiry by Design workshop is like a rocket launch. After a long period of preparation, success takes place in a short burst of highly directed energy. Multi-disciplinary experts must collaborate, under pressure to achieve results. And the launch is only the beginning. It is a highly efficient, time and cost effective, stakeholder-collaborative, design based suite of processes for resolving complex urban projects.



Roles of those involved

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Consultant	Role
Ecologically Sustainable Design Pty Ltd	Design Workshop Leader
Deicke Richards Pty Ltd	Lead Urban Designer & Landscape Architect
Geolink Pty Ltd	Town Planner & Ecology
Annand Alcock Urban Design	Urban Design
BN Group	Architect – Retail
Studio 39	Architect – Tavern
Ardill Payne & Partners	Civil Engineers
Architectural Practice Academy Qld	Architects – youth development
Landpartners Qld	Urban Design
Peter Edgeley Pty Ltd	Illustrator