



PORT MACDONNELL
URBAN DESIGN FRAMEWORK

APRIL 2014

**PORT MACDONNELL
URBAN DESIGN FRAMEWORK
AND PRECINCT MASTER PLANS**

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The report acknowledges the continued support of the State Government and the Department of Planning, Transport and Infrastructure through the 'Places for People program' which funded the project together with the District Council of Grant.



1.0 INTRODUCTION

The District Council of Grant has received grant funding from the Department of Planning, Transport and Infrastructure to prepare an urban design framework and master plan for the township of Port MacDonnell. The funding has been received from the Places for People program which provides grants to local government to enable them to strategically plan, design and develop public spaces of community significance.

The urban design framework and master plan will guide future development of public spaces within the township and will ensure that available money can be spent in an efficient manner, enhancing public spaces and providing the greatest benefit for the community.

A consultant team comprised of MasterPlan SA Pty Ltd (town and country planners), Ian Robertson Design and Outerspace Landscape Architects were engaged by the Council to prepare the urban design framework and master plan.

Key sites considered include the open space parklands, recreation and sporting areas, town entrances, the coastal foreshore, the town centre and key street corridors.

The **Port MacDonnell Urban Design Framework and Precinct Master Plans** “aims to create and link public spaces that promote vibrancy, a sense of place, safety and connectedness by maximising and increasing the quality of public spaces through a focussed and community driven master plan and professional design specific to Port MacDonnell promoting a variety of uses within public realm precincts including planning for town entrances, sports and recreation hub, town centre and foreshore.

Over the years, the **Council has invested substantially in the public realm**, including the provision of community facilities, recreation and sporting facilities, playgrounds and foreshore development, public toilets and the foreshore walkway. Most recently the award winning community complex building has provided the community with modern facilities to support social and business activities for locals and visitors alike.

While there are success stories amongst the public realm achievements, the works have generally been undertaken in an isolated fashion and have not formed part of a larger cohesive plan for the whole township. It is not felt that the town has fully realised the potential that its fundamental assets could provide, in particular the coastal foreshore area.

Without an overarching plan or framework for the future, it is difficult to plan and prioritise such works to ensure that they deliver the maximum community benefit for the public funds that may be available. Additionally, there is a risk that separate investments in public infrastructure may be incompatible and therefore may not have the long-term benefits generally sought when capital works are undertaken.

At the outset of this process, the Port MacDonnell urban design framework and master plan has sought to analyse the existing conditions in the coastal township and to understand the desires and vision of the community through an extensive community consultation program.

Following this, the design team prepared a series of ideas and options for the future development and upgrade of key locations within the Port MacDonnell township. These options aim to **translate the vision of the community into a tangible set of built form outcomes** that are capable of being broken down into individual projects that can be implemented by the Council and the community over a period of time.

The Port MacDonnell Urban Design Framework Consultation Report dated March 2014 summarises the research and consultation process that was undertaken during an intensive three day stay by the project team in November 2013. The design concepts expressed in this report are the direct result of the information received during the three day visit and the community consultation program.

The findings of the consultation report were the subject of a further consultation process held during March 2014 where feedback on the concepts presented were sought from the community over a period of two weeks. Following this, the final urban design framework and master plan was prepared for presentation to Council.



2.0 PLACES FOR PEOPLE: PROGRAM AND FUNDING

2.1 Program

Places for People is a State Government funding program of grants available to Councils to strategically plan, design and develop prominent public places of community significance. The key objective of the program is to assist in **creating new public places** or to **revitalise existing public places** that contribute to the social, cultural and economic life of the community that they serve. The program seeks to assist Councils and communities to:

- enhance public spaces in terms of usability, safety and visual appeal;
- add to their area's vitality;
- develop a 'sense of place' and identity that reflects the local character;
- improve the efficiency and economic performance of town centres and other strategic places; and
- improve the relationship between public and private areas.

The program also seeks to foster the development of an urban design culture within Councils, ensuring a commitment to strategic, collaborative practices and **high quality sustainable outcomes**. The key is that projects need to be carried out on land in the public realm, having free public access.

In fostering a strategic urban design process, the program makes funding available in the categories of:

- strategic urban design;
- design and contract documentation; and
- capital works.

In this way, the program follows a logical process whereby the process starts with high level design covering a wider area before narrowing down to specific projects on which more detailed design is undertaken before capital works takes place. The process therefore seeks to ensure that each project undertaken is part of a logical plan and that, over time, as multiple projects are undertaken, they 'fit' together and realise the goals of the initial strategic urban design process.

2.2 Objectives

In terms of the overall objective of the Places for People program, specific projects like this urban design framework and master plan need to demonstrate how they meet the following objectives:

- increase the useability and function of the public realm;
- innovative and creative design processes and outcomes;
- support for the social, cultural and economic wellbeing of the community;
- improvement of access and linkages;
- maximise opportunities for environmental sustainability; and
- improve safety of the public realm.



2.3 The Urban Design Framework Process

As described by the Department of Planning, Transport and Infrastructure (DPTI), urban design frameworks are designed to provide an **integrated development vision** for specific urban areas and places. They are usually appropriate for larger areas or where the public realm comprises several component spaces.

The development of an urban design framework involves analysing and understanding the existing conditions of a specific place, including access and movement networks, land uses, ownership, management and environmental factors associated with the area. This information is then translated into a design concept that can be easily visualised and implemented.

Urban design frameworks can also include 'non-physical' suggestions to assist in the implementation of the physical concept. This might include suggestions on management structures, changes to land use policy, funding models and the direction of investments. The implementation of an urban design framework is based on immediate, medium-term and long-term timeframes.

The success of an urban design framework relies on contributions from a range of professionals and members of the community, from qualified planners and designers to local business owners and members of the community.

Urban design frameworks will vary in scale depending on the geographic boundary of each project. In the case of this project the urban design framework looks at the Port MacDonnell township as a whole, including several areas beyond the urban extents of the township, particularly for the analysis of existing conditions.

Frameworks that deal with large geographic areas, such as a whole township, need to be further refined by developing urban design master plans for individual precincts. In the case of this project, the initial consultation process has determined which areas have been the focus for the preparation of more detailed master plans.



3.0 PROJECT SCOPE

3.1 Study Area

The study area principally includes all the township of Port MacDonnell which is best defined by the areas that are zoned for township purposes, including the parklands and open space area around Germein Reserve and the adjoining coastal area.

The coastal area extends from the Lighthouse Road, Bicentennial Tower Lookout area at Cape Northumberland to the foreshore caravan park and beyond, including Browns Bay, a popular surfing beach to the east which has been claimed as an important facet of the Port MacDonnell township by community during the consultation process.



STUDY AREA



4.0 LAND USE AND ZONING

An analysis of the existing pattern of land use within the township of Port MacDonnell has been undertaken in conjunction with an analysis of the zoning of the area. The analysis looks at the mix of land uses and how they relate to each other and the various different land use zones. In particular, the study highlights the relationship between the concentration of private land uses and the key public spaces within the township.

4.1 Existing Land Use

Existing land use mapping has been prepared from the Department of Planning, Transport and Infrastructure, and the Atlas of South Australia website. The data is presented in the Existing Land Use Plan.

The Atlas SA mapping is based on a standard set of generalised land use categories using standard land use colour codes, for example retail commercial (light blue), public institution (dark blue), utilities/ industry (purple), recreation and reserve (light and dark green), residential (pink), and vacant/vacant residential (orange). There are also sub-categories of these uses, including the golf course and food industry which relates to the various fish factories in the town.

Using these codes, there can be some discrepancies regarding the interpretation of the existing land use, particularly if there is a mix of land uses on the one site. The coastal foreshore area is featured as three different land uses, including reserve, recreation and utilities/industry. Parts of the foreshore are also just shown as public land in the same manner as the public roads.

The utilities/industry component of the coastal foreshore relates to the wharf and jetty/fuel storage area. The expansive recreation area of Tenterden Reserve is shown as public road, and therefore should more appropriately be referred to as being predominantly a recreation/reserve land use. Apart from these areas, the greater majority of the foreshore area is designated recreation and reserve.

The main public recreation and community facilities area of Port MacDonnell located on the north west corner of Bay Road and Elizabeth Street is appropriately designated as a recreation land use. This includes the oval, netball courts, football clubrooms and facilities, netball club, bowling club, pistol club, town gymnasium, scout hall and ancillary facilities. As mentioned, there is a separate category for the golf course. The senior citizens hall on Elizabeth Street is designated as a public institution.

The land use map shows there is **a wide variety of land uses situated within the town centre**, including retail and commercial uses, public institutional uses, fish factories (industry), storage and residential uses.

Apart from the central Main Street area, defined as including the concentration of public buildings and Volunteer Park on the corner of Meylin Street and Charles Street, the key public spaces located within Port MacDonnell are concentrated around the recreation and community facilities north of Elizabeth Street and the entire coastal foreshore area with frontage to Sea Parade. Land use along the foreshore area includes passive recreation, playgrounds, the wharf and boatyard, and conservation areas.



4.2 Zoning

The Council has undertaken a Development Plan Amendment (DPA) to convert the Development Plan to the new Better Development Plan (BDP) format. At the time of writing, the BDP DPA was ready for final approval. Apart from the new Caravan Park Zone, no rezoning has taken place as a result of this process, only a change of names of the existing zones to the BDP format names, i.e. Residential (Port MacDonnell) Zone to Residential Zone, Parklands to Open Space, Country Living to Rural Living, and Coastal to Coastal Open Space.

Zoning proposed in the Better Development Plan DPA is shown on the Zoning Plan.

The current and proposed BDP zoning of the township areas, i.e. the Residential, Industrial and Town Centre Zone takes up the majority of suitable land adjacent to the coast for urban development. The latest residential subdivisions at the western end of the township are gradually being taken up with residential development together with infill of other vacant land within the township.

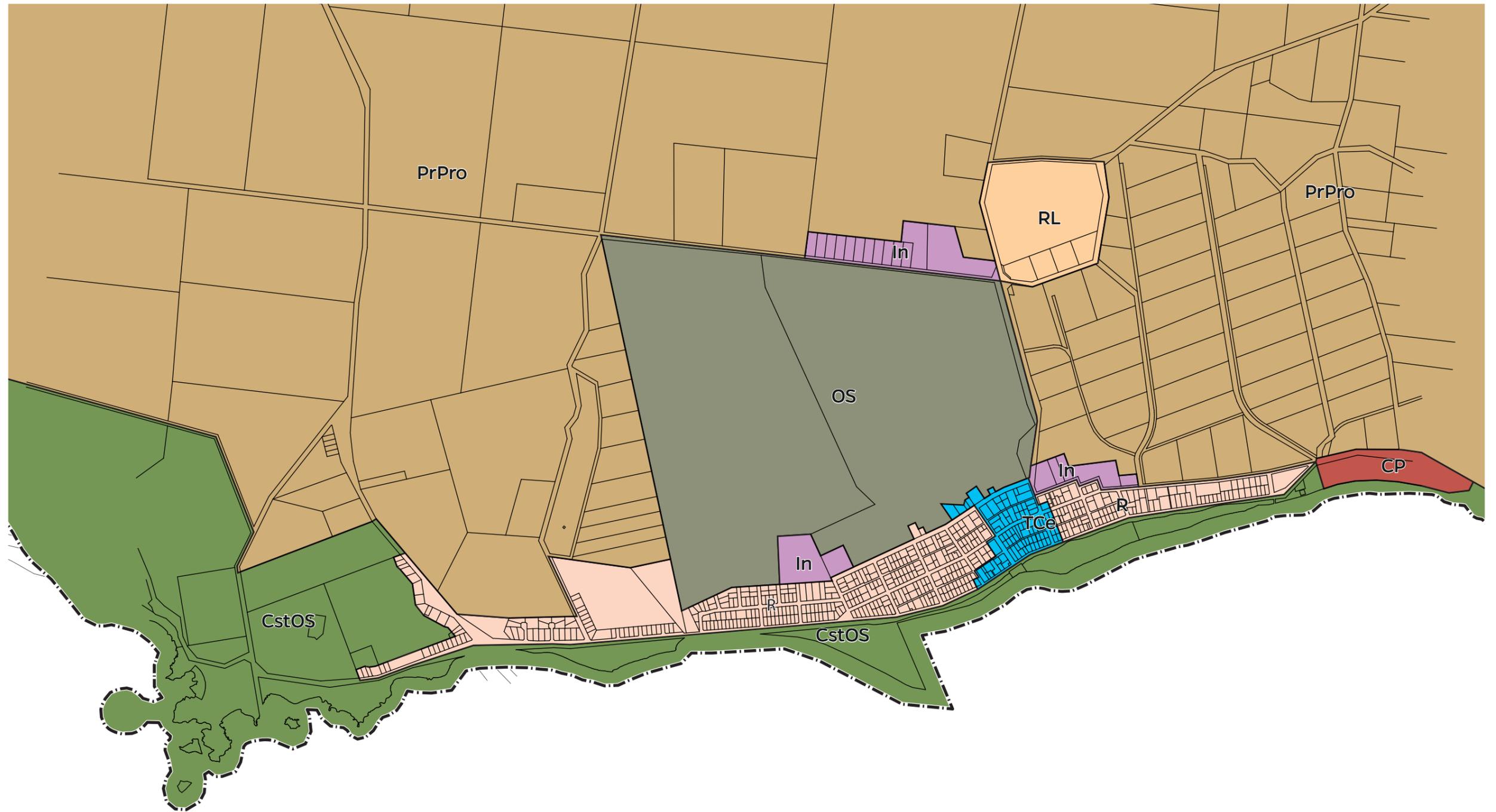
The Town Centre Zone is principally located in the centre of the township between Elizabeth Street, Charles Street, Sea Parade and Standish Street. Some of the properties on the other side of Elizabeth, Charles and Standish Streets are also included.

There are three industry zones, one including the new boatyard and Council depot, and one located on Irven Street and Pascoe Road which is undeveloped apart from an existing fish factory on Pascoe Road. The Industry Zone on Dingley Dell Road is predominantly used for rural living.

4.3 Growth Opportunities

Coastal flooding mapping produced by the Department of Environment, Water & Natural Resources (DEWNR) shows that the majority of the land surrounding the township is low-lying and subject to inundation. The Port MacDonnell and Environs DPA which is being undertaken concurrently with this urban design framework and master plan process is reviewing the future growth of the township to cater for the long-term expansion plans of the township.

The DPA includes a proposal to expand the boundaries at the western end of the township for residential and rural living type development. The growth area is proposed within higher level land not subject to seasonal inundation. This is generally within the area between Smiths and Springs Road, and land beyond the rise towards Dingley Dell Road.



CP CARAVAN PARK
CstOS COASTAL OPEN SPACE
In INDUSTRY
OS OPEN SPACE

PrPro PRIMARY PRODUCTION
R RESIDENTIAL
RL RURAL LIVING
TCe TOWN CENTRE

--- DEVELOPMENT PLAN BOUNDARY

ZONING



4.4 History and Heritage Buildings

The coastal town of Port MacDonnell was first settled in the 1850's when a start was made on the MacDonnell lighthouse and it officially became a port in 1860. The town quickly grew and had a population of approximately 650 in 1862 and featured at least three hotels including the Victoria Hotel which remains in operation today, a customs house, police station, post office and school. During this time it had several stores, a flour mill, shoemaker, shipping agency, warehouse, ship building industry, tannery, brewery, blacksmith, coopers, carpenters, farmers, soap works and many other facilities typically associated with country towns.

Shipping provided the main income for the town and with the amount of sea traffic in the area, there are stories of many shipwrecks. The rich maritime history of the region and the history of the township is well presented at the local **Maritime Museum** located within the new community complex.

Sadly, over the years much of the historic built heritage of the township has been lost. Of that which remains, the most prominent building is the old customs house on the corner of Sea Parade and Charles Street. The customs house is listed as a State Heritage Place and is described in the register as:

- Dwelling (**former Port MacDonnell Customs House**, Courthouse, Telegraph Station and Police Station).

There is one other State heritage listed place in Port MacDonnell, albeit one that is outside of the township boundaries. This, the Dingley Dell Museum, is officially listed as:

- **Dingley Dell Museum** (former dwelling of Adam Lindsay Gordon) Dingley Dell Conservation Park, Dingley Dell Road, Port MacDonnell.

There is no official local heritage list for Port MacDonnell, but there are a number of local character buildings listed on a Port MacDonnell historic trail brochure.

Those of particular significance in the development of the character of the township include the following:

- Armagh holiday accommodation on the corner of Standish and Elizabeth Street at the entrance to the town;
- old blacksmith's shop next door to Armagh on Standish Street;
- Norfolk Island pine trees;
- Victoria Hotel, Meylin Street, 1862;
- old Council chambers, 49 Meylin Street;
- the Institute Hall;
- the old school, new RSL Hall;
- St Thomas Anglican Church, Church St;
- Uniting Church, Bookey Street;
- Friendly Societies Hall, Bookey Street;
- Clarke Park;
- Germein Reserve;
- Cape Northumberland Lighthouse;
- original MacDonnell lighthouse site;
- bicentenary lookout;
- cemetery; and
- wool wash historical reserve.

4.5 Demographic Analysis

An analysis of Australian Bureau of Statistics data from the 2006 and 2011 Census has been undertaken to provide an understanding of the demographic makeup of the Port MacDonnell township.

Using the 2011 data, combined with some analysis and more recent demographic trends in South Australia, it is possible to build an understanding of the potential demographic trajectory of the Port MacDonnell township over a period of time.

The demographic data indicates that Port MacDonnell experienced a substantial population growth of 14.2 percent or 129 persons between 2006 and 2011. This compares to a population growth of 1.39 percent for the Limestone Coast and a growth of 5.4 percent for South Australia. **In 2011 the population was 1,030 compared to 901 in 2006.**

Looking at the age profile, Port MacDonnell has an older population than that of the Limestone Coast and South Australia with a **median age of 46** in comparison to 40 and 39 years of age respectively. The distribution of age across the population reflects this, with 26.8 percent of the population in Port MacDonnell aged under 24 years, compared to 31.8 percent for the Limestone Coast and 31.1 percent for South Australia.

Furthermore, Port MacDonnell has 18.7 percent of the population over the age of 65 years, compared to 15.8 percent for the Limestone Coast and 16.1 percent of the population of South Australia aged over 65 years.

The **median household income** in Port MacDonnell at the 2011 Census was \$855 per week compared to \$937 per week for the Limestone Coast and \$1,044 per week for South Australia. This would be partially due to the fact that the population is older, and that typically this segment of the population would be more likely to be on fixed incomes.

At the 2011 Census a substantial percentage of properties in Port MacDonnell were owned outright with 50.3 percent of houses being fully owned. This compares to 34.5 percent on the Limestone Coast and 32.8 percent across South Australia.

The rental market in Port MacDonnell represents only 15.4 percent of the housing market, this is **comparatively quite low** when viewed alongside the 26.9 percent for the Limestone Coast and 27.9 percent for South Australia. This low rental market figure is most likely reflective of the fact that many of the dwellings are retained as holiday dwellings and are not rented out on a permanent basis.

A further 31.3 percent of homes in Port MacDonnell are in the process of being purchased. This figure is relatively similar to that of the region and South Australia with 34.5 percent and 35.3 percent of homes in the process of being purchased.

Port MacDonnell has very **high rates of car ownership**, with 96.2 percent of occupied dwellings reporting owning at least one motor vehicle. This value is higher than that for both the Limestone Coast with 94 percent of dwellings and South Australia with 91.3 percent of dwellings having one or more vehicles. This reflects its somewhat isolated position and the limited range of goods and services available within the township.

The Port MacDonnell labour force at the 2011 Census showed a slightly lower than regional and state labour force participation rate with 93.9 percent of the labour force employed compared to 94.7 percent and 94.3 percent respectively. The distribution of full time workers differed greatly between Port MacDonnell and the region and state with 46 percent of the labour force working full time versus 56.3 percent and 56.7 percent.

Once again, this figure could be attributed to the older population distribution within the township and possibly also to the seasonal nature of the fishing industry, a major employment generator for the township.



5.0 TOWNSHIP CONTEXT

5.1 Introduction

An analysis of the existing structure of the town has been undertaken to understand the nature and extent of the infrastructure, movement patterns, linkages between key places and how the major public open spaces are used.

In conjunction with an analysis of the land use and zoning plans this has assisted in the understanding of how the town functions.

5.2 Township Context Analysis

The entire township is based on a linear pattern of development extending along the coastline and connected to the foreshore esplanade known as Sea Parade. The central area based around the Town Centre Zone is **well structured with a grid like pattern** containing wide streets and laneways between Sea Parade and Elizabeth Street which flanks the central area to the north.

All of the north south orientated roads link into and provide vistas to the ocean along Sea Parade. The lateral streets and laneways provide east west linkages to key places and to the main arrival points within the town centre.

There are two main arrival points into the town which lead to the town centre. The northern arrival point from Mount Gambier leads directly into Standish Street and to Sea Parade providing an immediate view of the coast and breakwater.

The eastern arrival point from Nelson, Victoria provides a choice for travellers to either go direct inland into the town centre or to experience the views of the coastal foreshore via Sea Parade. All of the entries lead into the key entry points identified on the plan.

Interconnection between the boat ramp and wharf area and the new boatyard has been facilitated by direct access through Tenterden Reserve and linking into Rossell Street.



- TOWN ENTRY
- DECISION POINT
- MAIN STREET
- PUBLIC OPEN SPACE

- KEY TOWN CENTRE ARRIVAL STREETS
- STREET GRID TO PERPENDICULAR FORESHORE
- LATERAL LINKS TO KEY PLACES

- LANES
- SEA PARADE
- FISHING BOAT ACCESS

STRUCTURE CONNECTIONS & ACCESS

TOWNSHIP CONTEXT ANALYSIS



- PARK SPACES
- * KEY JUNCTION / ARRIVAL POINTS
- SHARED PEDESTRIAN / CYCLE PATH
- 1 JETTY CONCOURSE
- 2 OLD CUSTOMS HOUSE B&B
- 3 COMMUNITY COMPLEX
- 4 VOLUNTEER PARK
- 5 WATER TOWER

- 6 RSL
- 7 INSTITUTE HALL
- 8 PARK
- 9 OLD BOAT YARD SITE
- 10 "LITTLE HUNTER" PLAYGROUND
- 11 TAKEAWAY SHOPS
- 12 SHOPS
- 13 HOTEL
- 14 FISH FACTORY

- 15 SERVICE STATION
- 16 OLD BAKERY
- 17 RECREATION PARK
- 18 SENIOR CITIZENS CLUB
- 19 PERIWINKLES CAFE
- 20 MEMORIAL RESERVE

KEY PLACES TOWNSHIP CONTEXT ANALYSIS



- EXISTING STREET TREES
- EXISTING NORFOLK ISLAND PINES
- STREET TREE INFILL OPPORTUNITIES
- NORFOLK ISLAND PINES INFILL OPPORTUNITIES

TOWN CENTRE STREET PLANTING TOWNSHIP CONTEXT ANALYSIS



5.3 Key Places

Key sites and land uses including the key junction/arrival points are shown on the key places plan. They are centred around the “**Main Street**” part of Meylin Street which contains the hotel, main shops, fish factories and the existing old service station.

The key places are also centred around the Council community complex building in Charles Street which is adjacent to the **Old Customs House** and memorial reserve, Volunteer Park, the water tower, the RSL building, Institute hall, a small park and the old boat yard site.

Nearby along the foreshore is the jetty area, **Little Hunter playground**, Periwinkles cafe and the takeaway shops.

5.4 Town Centre Streets and Planting

Notable within the central part of town is the general lack of street tree planting. There is a concentration of Norfolk Island Pine trees on the seaward side of Sea Parade between Jeffries Street and Standish Street. There is also a reasonable amount of street planting along Elizabeth Street, particularly in front of the Recreation Reserve.

Apart from these two areas, the rest of the main streets in the Town Centre are sparsely planted with street trees. It is particularly noticeable in Standish Street, Meylin Street and Charles Street. The lack of planting in the laneways is acknowledged due to their size but there is ample opportunity for additional planting in the other wide streets. The plan shows the location of the existing trees and how the area could be transformed with additional street planting.



5.5 Connections/Reserves

The **coastal shared use path provides a link of particular significance** to both pedestrians and cyclists and connects the town from the caravan park in the east to a point at Cape Northumberland just near the lighthouse. The four (4) kilometre pathway is shown on the plan together with existing major parks including Clarke Park, Germein Reserve, Lions Park and the Lighthouse reserve area at Cape Northumberland.

A bitumen roadway provides a vehicular link to a number of significant sites and the spectacular coastal scenery around Cape Northumberland. There is an opportunity to extend the coastal shared use path within this area to provide a pedestrian/cycle link to some of the significant locations.

Opportunities exist for vegetation corridors between significant areas of vegetation in the vicinity of Smiths Road and Springs Road (next to Clarke Park) there is also an opportunity to revegetate the road reserve along Dingley Dell Road and Bay Road, including an avenue of trees leading into the northern entrance of the town.

There are already pedestrian links between Lions Park and Clarke Park and within Germein Reserve, which could be further linked to provide a shared pathway from Lions Park to Dingley Dell Road. This provides the potential for a pathway loop from Sea Parade near Lions Park to the town centre via Germein Reserve, Dingley Dell Road and Bay Road, which could be very attractive for cyclists in particular.



- COASTAL SHARED USE PATH
- SHARED USE PATH OPPORTUNITY
- FEATURE PARKS
- SIGNIFICANT VEGETATION
- VEGETATION CORRIDOR OPPORTUNITY
- SIGNAGE

CONNECTIONS & OPEN SPACE TOWNSHIP CONTEXT ANALYSIS



6.0 CONSULTATION

6.1 Initial Consultation Process

The initial consultation process was designed to inform as many people as possible about the project and to garner as much information as was available from the widest selection of the community. The process was based on the consultant team's philosophy that in master plan projects of this nature, **community consultation and urban design is an integrated process** best undertaken by the same people that are undertaking the design and reporting process. Rather than the consultation results informing the design, the whole consultant team participated in the process providing an opportunity to bring the ideas of the community and stakeholders to life.

The process was focussed on a comprehensive three day program held in Port MacDonnell from Wednesday 27 November 2013 to Friday 29 November 2013.

This involved a series of meetings with Council staff and elected members, public meetings, workshops with key stakeholders, an 'open house' design session including a community 'drop in' session and a community 'walk around'.

Publicity for the consultation program included Council publicity, flyers at various community locations, a letterbox drop, local newspaper article and radio interviews. Community meetings were held on the Wednesday and Thursday nights, attended by 30 people on the first night and 22 on the second night.

The first community meeting on the Wednesday night focussed on the character and a vision for the future of the township, and an idea of the key focal points to be addressed. Participants were asked to prioritise where they spent most of their time within the public realm of the town and to describe what was important to them, i.e. the good areas and the areas that were not so good, and where there were opportunities for improvement.

Following the first meeting, the consultant team reviewed the information and prioritised the key focal areas for initial review. The second meeting summarised the findings and provided some initial concepts/plans for the consideration of the community. This process provided a test for the consultant team to ensure that the aspirations of the community had been clearly heard and understood.

Following the initial consultation process, the consultant team have prepared the consultation report including the draft urban design framework and master plan options. A summary of the consultation data was provided. This report was presented for further consideration by the Council and the community.



6.2 Community Perceptions

Consultation participants were asked to define the existing character of the Port MacDonnell township, describing what was good and what was not so good. Over and above any of the physical character issues discussed, there was a consistent **positive view of the township as a nice place to live**, a small friendly community, quiet, clean and tidy, unpretentious, a casual/relaxed lifestyle, affordable with many services and a good place to bring up children.

The physical character was very much based around the coastal, fishing, maritime theme and the associated foreshore, jetty, breakwater, wharf and boat ramp, associated walking paths, water sports and activities, and walking and cycle tracks. The **foreshore, jetty breakwater and associated areas were seen as a key asset for the town** particularly in regard to its commercial base for the fishing industry, for recreation purposes and the tourism industry.

Some emphasis was placed on **heritage** and the historic buildings, but a feeling was expressed by many that much of the heritage fabric of the town centre had been lost. Generally, the community felt there was a need for more emphasis on this aspect of the township's character.

The downside in regard to character issues centred on the infrastructure and facilities provided along the foreshore particularly those that require redevelopment and improvement.

Together with this, the **old boat yard site** is generally seen by the community as a blight on the town centre and something needs to be done to find a use that will improve the character and particularly the visual appearance of the landmark site.

Recent improvements within the town centre, including **the award winning community complex building** need to be reinforced with appropriate streetscape improvements. This could be done in conjunction with improvements to the small park at the rear of the institute, the old boat yard site and the area adjacent to the hotel and the shops.

Generally, it was felt that more work needed to be done and more facilities were required to attract and retain visitors to the town. It was felt by many that an improvement and rationalisation of **signage** would assist greatly in this regard, particularly in the key focal points.

In respect to the main recreation and sporting area, the general consensus was that it provided all the necessary facilities and that they operated quite successfully. Apart from the potential for some relocation and sharing of facilities, no major issues were raised in regard to this area and for this reason it has not been highlighted in the key precincts for the development of master plans.

6.3 Community Vision

Participants in the consultation process were asked to describe their vision for the township and where they would like to see it in the future. Prompts were provided based on a number of key themes, summarised as follows:

Activity

- Continue to provide quality sports and recreation facilities.
- Improve the foreshore area.
- Provide more/improved facilities for tourists/visitors.
- Rationalise and redevelop all playground areas.
- Redevelop Little Hunter playground as the key focal point.
- More festivals such as Bayside and tuna competition.
- Open lighthouse to public.
- Move Men's Shed closer to activities.

Streets

- Improve streets, footpaths and lighting.
- More trees (in the streets and along the foreshore).
- Improve signage.
- Upgrade Sea Parade pavement and kerbing. (east and west)
- Undergrounding of power in selected town centre locations.

Traffic and Parking

- Improve parking in parts of the town centre and foreshore.
- Provide tree-lined entrance into town from Bay Road (Riddoch Highway).
- Improvements to some laneways.

Buildings

- Need for more heritage recognition
- More interpretive signage for heritage buildings
- Shared use of community buildings.

Open Space

- Upgrade Clarke Park and links to Lions Park and Germein Reserve.
- Open access to lighthouse and integrate coastal walking paths around Cape Northumberland.
- Relocate access swing in Lions Park.
- Complete the Tenterden Reserve open space plans with modifications for further improvement.
- Improve facilities at Browns Bay

Infrastructure

- Upgrade the jetty, boat ramp and wharf area.
- Plan for a suitable new use on the old boatyard site.
- Complete the Tenterden Reserve redevelopment plans.
- Undertake coastal study to determine impacts on foreshore developments.
- Improve coastal processes/stormwater management.
- Improve Hammonds Drain.

6.4 Identified Key Areas of Focus

6.4.1 Little Hunter Playground/Jetty/Plaza

Overwhelmingly, the redevelopment of the Little Hunter Playground area including the jetty and foreshore from Standish Street to the jetty was viewed as the highest priority. Participants felt that this is the most popular and frequented part of the foreshore, opposite the fish and chip shops, and the most obvious area to redevelop a family friendly playground that will be an asset to the whole community and a significant drawcard for visitors to Port MacDonnell.

6.4.2 Tenterden Reserve

Participants wanted to see the redevelopment of Tenterden Reserve and the associated wharf and boat ramp area undertaken generally in accordance with the previously approved master plans and development approvals. The consultant team supports these proposals to reinforce parts of the reserve as a major activity space (focussed at an older age group) for the town. There are opportunities to integrate and link the reserve area more fully with the adjoining town centre and foreshore area.

6.4.3 Coastal Investigations

The whole foreshore is seen as a major asset to the town and the majority of initiatives are centred around the coast. However, before some of these works can be considered, there was a clear message during the consultation phase that the coastal engineering processes need to be investigated at an early stage. There are a number of negative issues associated with the coastline, including the declining beach areas, coastal erosion issues, seaweed build-up, lack of sand movement and water quality in the breakwater, ineffective groynes and stormwater management issues including the frequent odours from Hammonds Drain which a large number of participants felt need to be addressed as a matter of priority.

6.4.4 Foreshore Initiatives

It is clear that the community has a strong affinity with the foreshore area and views the whole coastline as a key public asset. Aside from the two key focal areas already mentioned, there is a strong need to upgrade and connect the rest of the foreshore areas. Issues that need attention include improvements to the walking/cycling path, improved lighting, potential boardwalks in selected areas, provision of appropriately spaced rest/shade/shelter areas, drinking fountains, interpretive signage, picnic facilities, landscaping and rationalisation of playground areas.

6.4.5 Town Centre Issues

The Town Centre Zone is quite spread out, not clearly demarcated from the remainder of the urban area and largely underutilised for centre type purposes. However, there is a central core area which contains the majority of the main facilities and key places and stands out as the true town centre. This is centred around Charles Street and Meylin Street, and includes the old 'boat yard' site, Customs House, the community complex, volunteer park, RSL Hall, the hotel, the institute hall, old Council chamber building and the shop (IGA,) post office and pharmacy.

It also includes a small park behind the Institute hall. Some of the footpaths in this area have been brick paved, but there are many opportunities for further street scaping in this area, which could also include undergrounding power, street planting and furniture, improved car parking and improved signage.

Opportunities exist for improvements including a major tree planting program for all streets with special emphasis on key town centre streets and Sea Parade.

6.4.6 Signage/Town Entries.

The improvement of signage was a key part of the community's vision of the town. There is an opportunity to rationalise signage within key focal points to provide distinctive signs that will be unique to the town.

The Tourist Association have been successful in funding, gaining approval and constructing a stylised ships mast and penguin statues at the eastern entrance. It was felt by many participants that there is opportunity to enhance the surroundings of these features with the creation of an entrance park with appropriate paving, planting and vehicle access to provide an appropriate setting for the newly established entry statement.

6.4.7 Browns Bay

Browns Bay is a valued surfing beach located east of Port MacDonnell which has a lack of appropriate facilities.

Approval has been granted to develop a car park, trailer park, shelter and public toilet at Browns Bay. It was felt by many participants that opportunities exist to further enhance the proposed plans prior to their implementation to ensure that the area is treated in an environmentally sensitive manner.

6.5 Draft Urban Design Framework Consultation Process

The preparation of the draft urban design framework document was guided significantly by the outcomes of the initial consultation process outlined above. The draft urban design framework sought to base outcomes on the vision and aspirations expressed by the community and to apply the desires of the community to the key areas of focus identified.

As the urban design framework is an overarching document that extends over a lengthy time period, it does not need to be as constrained by the scale and cost of projects as does a plan for implementation within the short term.

Indeed, the Port MacDonnell community embraced this 'think big' concept during both consultation processes, and demonstrated their adroitness at conceptualising expansive concepts for the township.

The draft urban design framework presented ideas for the township as a whole and for the key precincts identified during the initial consultation process. It did not, however, attempt to prioritise projects, as it was felt that the community should lead the initial identification of priorities, which could then be tempered by the consultant team and Council through the prism of availability of resources.

Thus the second round of consultation focussed on understanding the position of the community on two key issues.

Firstly, it was determined whether the draft urban design framework and precinct master plans reflected the desires and aspirations of the community. This question was posed at two key levels; at a higher level, whether the proposals were broadly consistent with the communities' wishes. At a more fine-grained level, whether individual components of the various proposals, particularly in respect of the precinct master plans were considered appropriate.

Secondly, the desires of the community in respect of priorities were sought. Again, this question was asked at a broad level, in terms of which of the precincts should be a focus, and also at a more specific, but thematic level, in terms of what issues should be a key initial focus, such as linkages, plantings, play spaces, shelter or seating.

Similarly to the initial consultation, the return consultation process was focussed on a comprehensive two day program held in Port MacDonnell from Thursday 6 March 2014 to Friday 7 March 2014.

The draft document was released in advance of the visit for review by members of the community.

The visit involved a series of meetings with Council staff and elected members, public meetings, workshops with key stakeholders and a further 'open house' session including a community 'drop in' session. At each of these sessions a presentation was made on the proposals and then structured feedback was sought from the community.

In addition, written and verbal feedback was sought from the community at large, either through the use of structured feedback sheets or through unstructured submissions or discussions with Council staff.

Following the consultation process and the closure of the timeframe for the lodgement of submissions, the consultant team reviewed and collated the feedback received from the community. Based on this feedback changes were made to the proposals to arrive at the proposals set out in the following sections of this final report.

6.6 Draft Urban Design Framework Consultation Outcomes

The general tone of feedback from the consultation process on the draft urban design framework was that the proposals had generally captured the desires of the community and had expressed them in a series of supported projects and precinct master plans.

Participants were asked to express their views in respect of the following identified key areas of focus:

6.6.1 Town Centre Streets

Participants were overwhelmingly in support of the upgrade of town centre streets. Support was particularly strong for the undergrounding of power lines in key streets, the planting of additional street trees and the upgrade of footpaths.

There was a desire to ensure the planting of street trees preserved reasonable access to on-street parking, however a general recognition, was that except for peak summer evenings and special events, the town has an abundance of car parking opportunities.

Improvements to signage were seen as a key opportunity throughout the township to achieve a consistent 'brand' for the township, to enhance legibility and to reduce visual clutter.



6.6.2 Foreshore Initiatives

Participants were strongly supportive of undertaking a coastal process study as a high priority to ensure that works along the foreshore were not impacted by coastal processes and modifications to the coastline do not result in cascading issues in other locations.

Odour impacts from Hammond’s Drain and the breakwater were again identified by a number of participants as an issue.

The proposal to plant additional Norfolk Island Pine trees along Sea Parade was not supported by some participants. Reasons included the potential obstruction of views and the material dropped by such vegetation.

The importance of high-quality and consistent links for pedestrians and cyclists along the length of the foreshore and extending to Cape Northumberland was stressed by a number of participants.

There was general support for the foreshore areas not included within precinct master plans to have basic amenities such as low maintenance plantings, seatings and shelter.



6.6.3 Little Hunter Reserve

Strong support was evident for the proposed upgrade of the Little Hunter Reserve area. Key aspects garnering support included the provision of toilets, the provision of a high quality play space and retention and interpretation of portions of the gabion wall.

Clear support was also found for enhancing the vista from Standish Street, the provision of additional shelter and the relocation of the liberty swing from its current location in the Lions Park to the upgraded play space.



General support existed for the complete exclusion of cars from this portion of the foreshore, although it was identified that some members of the community may object to not being permitted to launch their boats for free from adjacent the jetty. The exclusion of vehicles should be accompanied by the formalisation of existing car parking opportunities to ensure adequate provision of car parking is maintained.

6.6.4 Tenterden Reserve

General support was expressed by participants for the concept for Tenterden Reserve. Particularly, the extension of the pedestrian and bicycle trail into the reserve was strongly supported. The concept of a Fisherman’s Wharf to enable various ‘pop-up’ uses was supported, however issues were identified with the location which have been addressed in the final plans.

The proposal to rationalise vehicle access and reclaim space adjacent Sea Parade for the reserve also met with general levels of support.

Support was also evident for the continued focus on youth activities, however, a need for more detailed analysis in how this outcome will physically manifest itself was identified.

The proposal for a formalised wetland in the western portion of Tenterden Reserve was generally supported, together with the protection of the environmental and biodiversity values of the dune and beach areas adjacent.

The need to balance the recreation and visual amenity aspects with the working harbour aspect of this area of the township was clearly focussed in the minds of participants. A need was identified for the detailed design process to engage with the fishing community.

6.6.5 Eastern Entry Sculpture Park

Strong support was evident amongst participants for the proposals in this precinct. Formalisation of car parking, contextual upgrades and a look-out were all supported to provide the area with a clear and legible purpose.

As part of a broader upgrade of signage, a desire for clear entry signage which does not block views of the mast was agreed by participants.

6.6.6 Old Boat Yard

Overwhelmingly, the participants repeated their views from the initial consultation process that the site was a ‘blight’ in the area that projected as a derelict, unloved heart of the township.

Whilst there was support that an ultimate development of the site must be ‘got right’ and may be some years into the future when a commercial imperative was realised, participants almost unanimously agreed that something had to be done in the immediate future to improve the visual appearance and provide for some meaningful function for the space.

A general view of participants was that such short term works could be straightforward and simple, however needed to include vegetation, seating and retention of some semi-formalised car parking at a minimum.



6.6.7 Jetty Plaza

Support was clear for the development of a plaza in the area between the jetty and Sea Parade. This vision existed with a desire for the jetty to be upgraded and focussed on recreational uses.

The proposal to relocate the fuel tank engendered strong support, as did the proposal to better define the areas where car parking was permitted, and reclaim the remainder of the proposed plaza area as a pedestrian space.

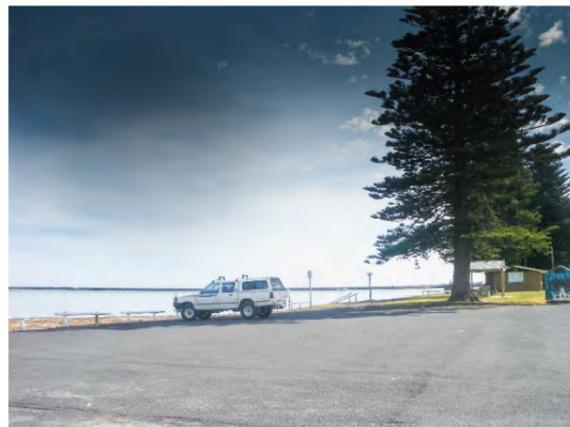


6.6.8 Browns Bay

The desire for short term works based on the existing plan for Browns Bay Beach was strong.

However, the potential to enhance the plan by better managing vehicle movements, providing improved signage and by limiting modifications to the natural landform was generally supported.

Participants expressed a general view that changes proposed would be positive but should only be implemented if they would not delay the implementation of the existing project.



6.7 Community Priorities

Consultation participants were asked to express their views on relative priorities of the supported proposals.

This exercise was undertaken through a structured exercise which posed three questions to participants in each of the sessions.

Firstly, participants were asked to identify the single most important element in the proposals.

Secondly, participants were asked to rank the various precincts and township wide proposals in order of priority.

Finally, the participants were asked to list the three areas that they felt were of least priority for undertaking early works.

6.7.1 Most Important Elements

The community identified the undergrounding of power, the improvement of the boat yard site, making the town more tourist friendly and not planting Norfolk Island pines in front of all their dwellings as the most important elements.

6.7.2 Precinct Priorities

The community provided clarity in terms of their desires for precinct priorities. The old boat yard site, town centre improvements, signage upgrades and foreshore initiatives stood out as the highest priorities.

6.7.3 Lower Priorities

Tenterden Reserve and open space connections were identified as the lowest priorities. This does not mean the community did not want to see upgrades occur, but rather that the areas identified as being most important should take precedence in upgrades occurring.

6.8 Consultation Conclusions

The consultation process has demonstrated a general level of support amongst participants for the proposals put forward in the draft.

At a more specific level, a range of amendments have been made to the proposals as a result of issues raised during the consultation process.

Further, the development of project priorities has had clear regard to the desires of the community, but recognises the realities of resources available to undertake projects and the likelihood of funding being obtained from various sources.



7.0 URBAN DESIGN FRAMEWORK

7.1 Introduction

A broad set of options was developed for the **improvement of the public areas** within Port MacDonnell. These have been amended as a result of the second round of consultation and are summarised in the Town Centre Strategies Plan and the Foreshore Initiatives Plan.

They are then detailed on the draft Precinct Master Plans, prepared for the specific precincts identified as the key areas of focus and described in the following section.

The report also includes a series of before and after presentations of key places showing photographs of key areas and a concept of how it could look with various improvements including tree planting, screening, signage and undergrounding of electricity.

The aims of the **long term strategies** and the specific precinct master plans have evolved from the desires of the community as expressed in the first round of consultation and include:

- Improvements to lifestyle and amenity for residents of the town and district
- Township improvements and initiatives to encourage visitors, revitalise the town and promote economic activity
- Improvements that should not alter the essential character of Port MacDonnell - it should remain informal, relaxed; a fishing village not a resort town.

7.2 Proposed Options

Town Centre Strategies

A series of strategies are recommended to improve the legibility, appearance and amenity of streets within the core area of the township and adjacent the foreshore.

The key elements of the proposed improvements are through the planting of vegetation, the undergrounding of power lines in key streets, the provision of consistent and restrained signage and the enhancement of pedestrian amenity through provision of high quality, consistent street furniture, paving and planting.

The focus on key streets as identified will strengthen the definition of the 'heart' of the township, define key decision points and reinforce the civic and commercial role of the town centre.

Through the preparation of appropriate design guidelines and the upgrade of streets, the potential exists to catalyse developments on private land, further reinforcing and enhancing the town centre.



Little Hunter Reserve/Jetty/Plaza

The redevelopment of the Little Hunter Reserve area including the Jetty Plaza area provides an opportunity to create an attractive foreshore reserve that consolidates activity and caters for higher levels of use. This area of the township has a particular role in providing a key tourist destination, and encouraging visitors to journey to Port MacDonnell.

Key features include consolidation of play equipment to create one large iconic play space; plazas for informal gathering and public events with seating and shelter; public toilets; and links to other foreshore areas.

The project would include the retention and interpretation of portions of the gabion wall, enhancing the vista of the ocean from the end of Standish Street in the “landmark plaza “area, providing a new car park and information bay and the provision of a boardwalk west of the jetty to link the area with Tenterden Reserve and the western portion of the township.



Tenterden Reserve

Building on the existing Tenterden Reserve master plan, this option provides some additional key features including a ‘Fisherman’s Wharf’ with various ‘pop-up’ uses to allow for better interaction with the boat harbour, realignment of shared use path, additional planting and an ephemeral wetland with a boardwalk to enhance the passive open space to the west.

The protection of the shorebird habitat within the adjoining dune areas is also recognised through better definition of the dunal environment, particularly at its margins, and through the better interpretation of the environmental values of the area.



Entry Sculpture Park

The existing entry sculptures could benefit from a landscaped setting that ties the sculptures together and provides the opportunity for interaction through a path network that links existing picnic facilities and a proposed lookout.

There is an opportunity to link the park with the adjoining caravan park amenities and informal car parking area and to improve the signage. The need for entry signage should occur in conjunction with the provision of signage throughout the township, and in the short term, existing signage which obscures the view of the sculptures from the road should be removed or relocated.

An extension to the shared use path along the foreshore could also link the Sculpture Park back to the township alongside the caravan park.

Old Boat Yard Site

The initial upgrade of the old boat yard site is a high priority and could include the existing green space behind the institute hall. Whilst the community desires a significant commercial upgrade of this site in the long term, the recognition that such an upgrade could be many years in the future means that interim works in the short term are imperative. The site could be enhanced with some seating and planting and a ‘Village Green’ theme linked with the old boat yard site. The old boat yard site should include some formalised car parking with the remainder being developed in the short term as an open grassed area.

The site could be utilised for temporary events such as markets with shelters and seating along the foreshore edge. The opportunity also exists to link street tree planting through Charles Street, along the foreshore and to the shopping centre. Ultimately this option needs to be advanced in recognition of the contamination issues affecting the site and would be a temporary solution prior to realising the long term potential of the site in the medium to longer term.

The long term vision for the old boat yard site is for vibrant street level retail uses with tourist accommodation above and behind.

Browns Bay

Plans are in place to provide improved access to Browns Bay Beach with directional and information signage, car parking, path links and picnic and toilet facilities. There is potential to enhance the short term works by better managing vehicle movements and providing improved signage.

It is important to maintain the existing character of the site by retaining as much as possible the dune vegetation and minimising the vehicular access footprint. A sensitive approach to the design of the car park and access road is required along with revegetation of some areas.

Typical intersection treatment

The legibility of streets can be improved through removing visual clutter such as multiple signage and overhead power lines. Provision of clear directional signage, improved but not excessive lighting, street trees and improved footpaths at key intersections will improve amenity and safety whilst providing clear direction for the driver.

Rationalisation of Signage

The rationalisation of signage to simplify and de-clutter streets and intersections is recommended. This involves the creation of a well-designed suite of signs with a distinctive Port MacDonnell "branding" to help foster civic pride and guide and inform residents and visitors.

Signage types would include:

- Directional signs and street name signs
- Identification signs e.g. park names.
- Information and interpretive signs and plaques for parks, buildings and places of interest, historical and environmental, and
- Warning and regulatory signs.



- UNDERGROUND POWERLINES (PRIORITY 1)
- - - UNDERGROUND POWERLINES (PRIORITY 2)
- KEY STREETS: UPGRADE FOOTPATHS, FENCING, LIGHTING & TREE PLANTING
- - - OTHER STREETS: UPGRADE LIGHTING, PLANT TREES & IMPROVE FOOTPATHS
- KEY JUNCTIONS/ARRIVAL POINTS: IMPROVE SIGNAGE, LANDMARKS & CORNER TREATMENTS
- REPAIR & WIDEN CYCLE PATH
- 🌲 NEW NORFOLK ISLAND PINE PLANTINGS

- 1 CREATE NEW JETTY CONCOURSE/PLAZA (SEE DETAIL PLAN)
- 2 OPEN VISTA TO SEA/LANDMARKS & CREATE PLAZA REMOVE CLUTTER & IMPROVE SIGNAGE
- 3 "LITTLE HUNTER" PARK - REDESIGN (SEE DETAIL PLAN)
- 4 WIDEN FOOTPATH & CONSTRUCT BOARDWALK
- 5 UPGRADE JETTY
- 6 OLD BOAT YARD - SHORT TERM USE & LONG TERM REDEVELOPMENT (SEE DETAIL PLAN)
- 7 IMPROVE PARK SPACE WITH SEATING, LANDSCAPING AND SIGNAGE (SEE DETAIL PLAN)

- 8 ONE-WAY EXIT FROM SHOPPING CENTRE - IMPROVE SIGNS & SCREEN PLANTING
- 9 POTENTIAL RETIREMENT LIVING CLOSE TO FACILITIES
- 10 CONSOLIDATE COMMUNITY USES INCLUDING RELOCATION OF MEN'S SHED
- 11 GENERAL IMPROVEMENTS TO FORESHORE PARKS INCLUDING SEATING, PAVING, SHELTERS AND PLAYGROUND RATIONALISATION
- 12 IMPROVE SEA PARADE BEACH SIDE SHOULDER TREATMENT WITH PARALLEL PARKING

TOWN CENTRE STRATEGIES



- PARK SPACES
- AVENUE OF NORFOLK ISLAND PINES (INDICATIVE)
- - - LOW LYING LAND
- PEDESTRIAL CYCLE PATH
- FORESHORE PARK FOCAL POINTS
- - - FORESHORE IMPROVEMENT AREA

- 1** LITTLE HUNTER PARK (SEE ENLARGEMENT)
 - MAIN FORESHORE PARK FOR FAMILY ACTIVITY WITH PLAYGROUND, SHELTERS, BBQ FACILITIES & TOILET
- 2** JETTY PLAZA (SEE ENLARGEMENT)
- 3** LANDMARK PLAZA (SEE ENLARGEMENT)
- 4** TENTERDEN RESERVE (SEE ENLARGEMENT)
 - ACTIVE PLAY WITH YOUTH FOCUS, SHELTERS, BBQ, FACILITIES, TOILETS & 'FISHERMANS WHARF'
- 5** UNDERTAKE COASTAL PROCESS STUDY
 - WATER QUALITY & DRAINAGE, BEACH EROSION

- 6** FORESHORE PARKS
 - INFORMAL GRASSED PARK SPACES WITH WIND BREAKS, SEATING AND SHELTER, KITE FLYING
- 7** IMPROVE PEDESTRIAN & CYCLE PATH
- 8** PLANT NORFOLK ISLAND PINES
- 9** EXAMINE DRAINAGE ISSUES & OPTIONS
- 10** IMPROVE WATER CIRCULATION THROUGH BREAKWATER
- 11** MAINTAIN SWIMMING BEACH AT 'TWO PINES' CAR PARK
- 12** PROTECTION OF DUNE AREA FOR SHOREBIRD PROTECTION

FORESHORE INITIATIVES



- 1** PROVIDE NEW CAR PARK & INFORMATION BAY
- 2** REMOVE CLUTTER FROM END OF STANDISH ST & OPEN UP VIEWS TO SEA
- 3** PROVIDE ICONIC PLAY EQUIPMENT FOR ALL AGES/ABILITIES
- 4** CONSOLIDATE OTHER PLAY EQUIPMENT THAT IS SPREAD ALONG FORESHORE
- 5** PROVIDE TOILET FACILITIES TO SERVICE PLAY SPACE & ADJACENT OPEN SPACE

- 6** OPPORTUNITY TO IMPROVE ACCESS TO JETTY & BEACH AND CREATE PLAZA SPACE WITH ARTWORK, SEATING & SHADE
- 7** RELOCATE EXISTING FUEL TANK
- 8** REVIEW DRAINAGE ALONG WHOLE FORESHORE TO IMPROVE AMENITY & REDUCE INSECT BREEDING HABITATS
- 9** PROVIDE REST STOPS & FITNESS STATIONS ALONG BIKE PATH

- 10** PROVIDE SHELTERED INFORMAL PICNIC OPPORTUNITIES ALONG FORESHORE FRONTAGE
- 11** SHELTER PLANTINGS & BEACH ACCESS
- 12** RETAIN OPEN GRASSED AREA FOR EVENTS, BALL GAMES & ACTIVITIES EG. KITE FLYING
- 13** RELOCATE BOAT WHEEL & MEMORIALS TO JETTY PRECINCT
- 14** REMOVE EXISTING ROCK GROUYNE

- 15** BOARDWALK EDGE & FORMAL STONE WALL WITH SEATING
- 16** PROVIDE GRASSED AREA WITH PICNIC FACILITIES & RELOCATE PLAY EQUIPMENT. REFURBISH TOILET BLOCK
- 17** UPGRADE JETTY
- 18** FORMALISE MAIN BEACH ACCESS WITH RAMP & STEPS

LITTLE HUNTER PARK



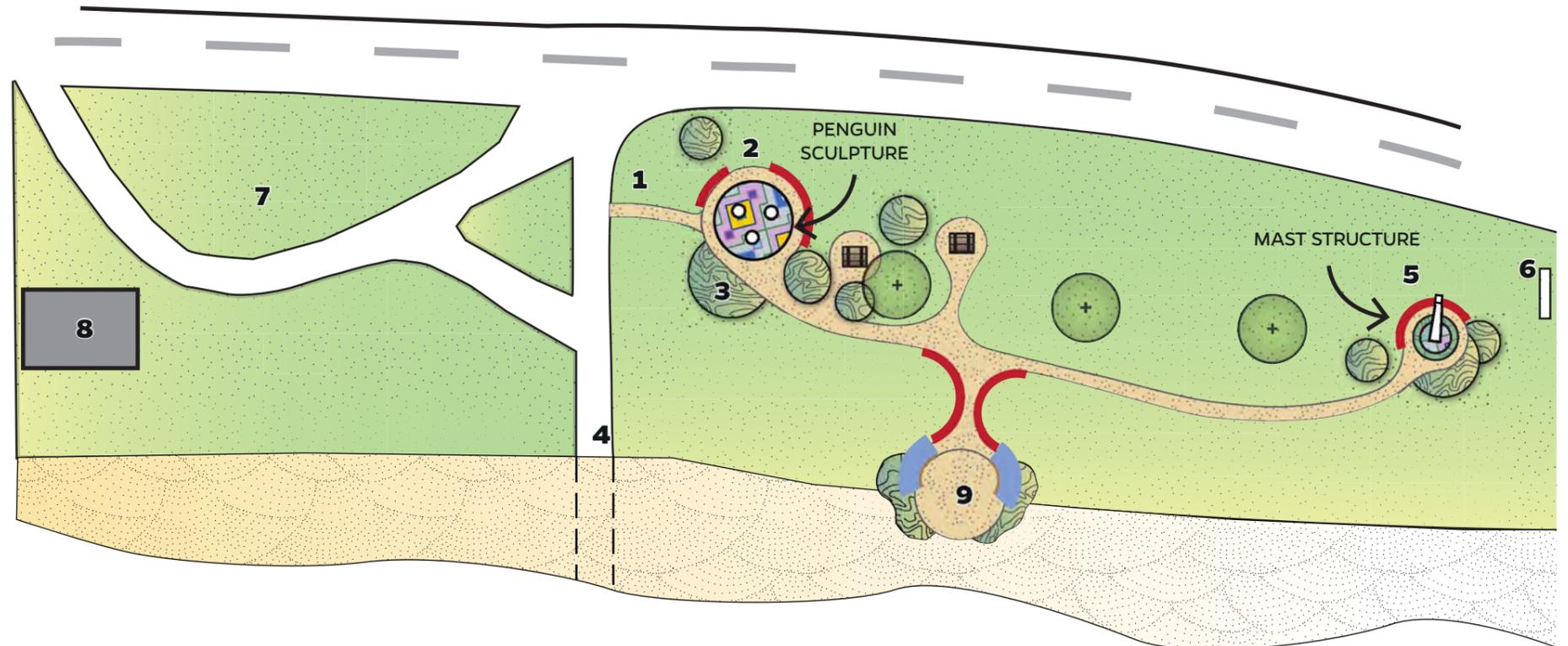
- S SHELTER
- P PICNIC FACILITIES
- F PRODUCE OUTLET
- * ARTWORK
- F FITNESS STATION
- REST AREA (SEAT, SHADE, DRINK FOUNTAIN)
- EPHEMERAL WETLAND
- RIPARIAN PLANTING
- NEW NORFOLK ISLAND PINES
- BIKE PATH

- | | | |
|--|---|--|
| <p>1 OPPORTUNITY FOR REST STOP & INTERPRETIVE SIGNAGE ADJACENT WETLAND. CONSIDER RELOCATING BIKE PATH AWAY FROM ROAD EDGE</p> <p>2 POTENTIAL EPHEMERAL WETLAND TO CONNECT TO EXISTING DRAINAGE SYSTEM & ATTRACT BIRDLIFE</p> <p>3 EXISTING DRAINAGE & PLANTING</p> <p>4 RELOCATED FUEL TANK TO WHARF AREA CARPARK</p> <p>5 LARGE SHELTER LOCATED CENTRALLY</p> <p>6 OPPORTUNITY FOR RECREATION NODE WITH PICNIC FACILITIES, SHELTER & SEATING. INTERPRETIVE SIGNAGE OF TENTERDEN WRECK</p> | <p>7 POSSIBLE 'FISHERMAN'S WHARF' WITH PRODUCE OUTLETS & OUTDOOR EATING AREA</p> <p>8 FISHERMANS WHARF</p> <p>9 REALIGN BIKE PATH TO TAKE IN SEA VIEWS. PROVIDE REST STOPS</p> <p>10 NORFOLK ISLAND PINES TO CONTINUE THEME & STRATEGICALLY PLANTED TO AVOID BLOCKING VIEWS</p> <p>11 POTENTIAL TO RECLAIM OPEN SPACE BY PROVIDING PARALLEL PARKING FOR BOATS AND CARAVANS</p> <p>12 OPEN GRASSED AREA WHICH ALLOWS FOR OVERFLOW PARKING AT FESTIVALS</p> | <p>13 BOARDWALK</p> <p>14 PROTECT SHOREBIRD NESTING AREA</p> |
|--|---|--|

TENTERDEN RESERVE



-  EXISTING NORFOLK ISLAND PINES
-  GARDEN BED
-  GRASSED LAWN
-  NEW RUBBLE PATHS CONNECTING SCULPTURE, PICNIC AREAS & SHARED USE PATH; OPPORTUNITY FOR INTERPRETIVE TRAIL OR ADDITIONAL ARTWORKS
-  ROPE BANISTER FENCE



-  MOSAIC COVERED CONCRETE WALLS WITH SEATING
-  RETAIN EXISTING PICNIC SETTINGS & ENHANCE AREAS AROUND WITH GARDENS & NEW RUBBLE PATHS

- 1** FOOTPATH CONNECTION
- 2** REFURBISH BASE OF PENGUIN SCULPTURE WITH MOSAIC PATTERN POSSIBLY INSPIRED BY SHIP PORT HOLE WITH INPUT FROM LOCAL ARTISTS
- 3** GARDEN TO FRAME SCULPTURE
- 4** EXISTING ROADWAY/TRACK TO BEACH
- 5** REFURBISH FLAGPOLE WITH MOSAIC BASE & GARDEN PLANTING AROUND TO FRAME
- 6** RELOCATE EXISTING SIGNAGE TO PROVIDE VIEWS TO FLAGPOLE SCULPTURE
- 7** EXISTING INFORMAL PARKING
- 8** EXISTING AMENITIES
- 9** POTENTIAL RAISED LOOK-OUT

EASTERN ENTRY SCULPTURE PARK

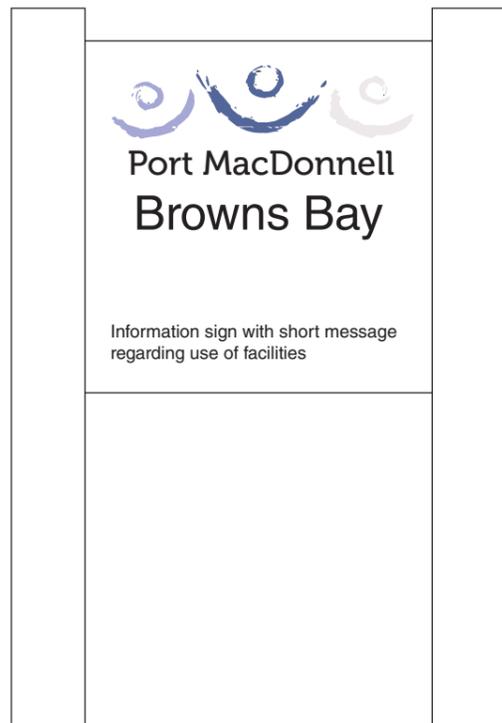


-  SHADE TREES
-  PROVIDE STREET TREES TO CHARLES STREET & PARKING BETWEEN
-  LOW GARDEN TO FRAME MURAL

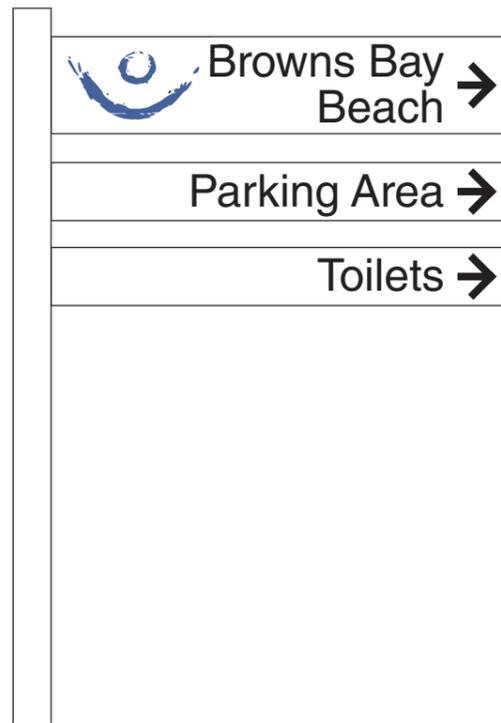
-  HEDGE PLANTING TO SCREEN ADJACENT PROPERTY
-  LARGE SHELTERS & MOVEABLE SEATING (VIEWS IN BOTH DIRECTIONS)
-  UNDERGROUND POWER LINE
-  EXISTING SIGNAGE

- 1** GRASSED SPACE FOR TEMPORARY EVENTS
- 2** INFORMAL GRAVEL CARPARK WITH ROPE FENCE
- 3** VILLAGE GREEN
- 4** PAINTED MURAL
- 5** EXISTING SHOPS & SCREEN PLANTING

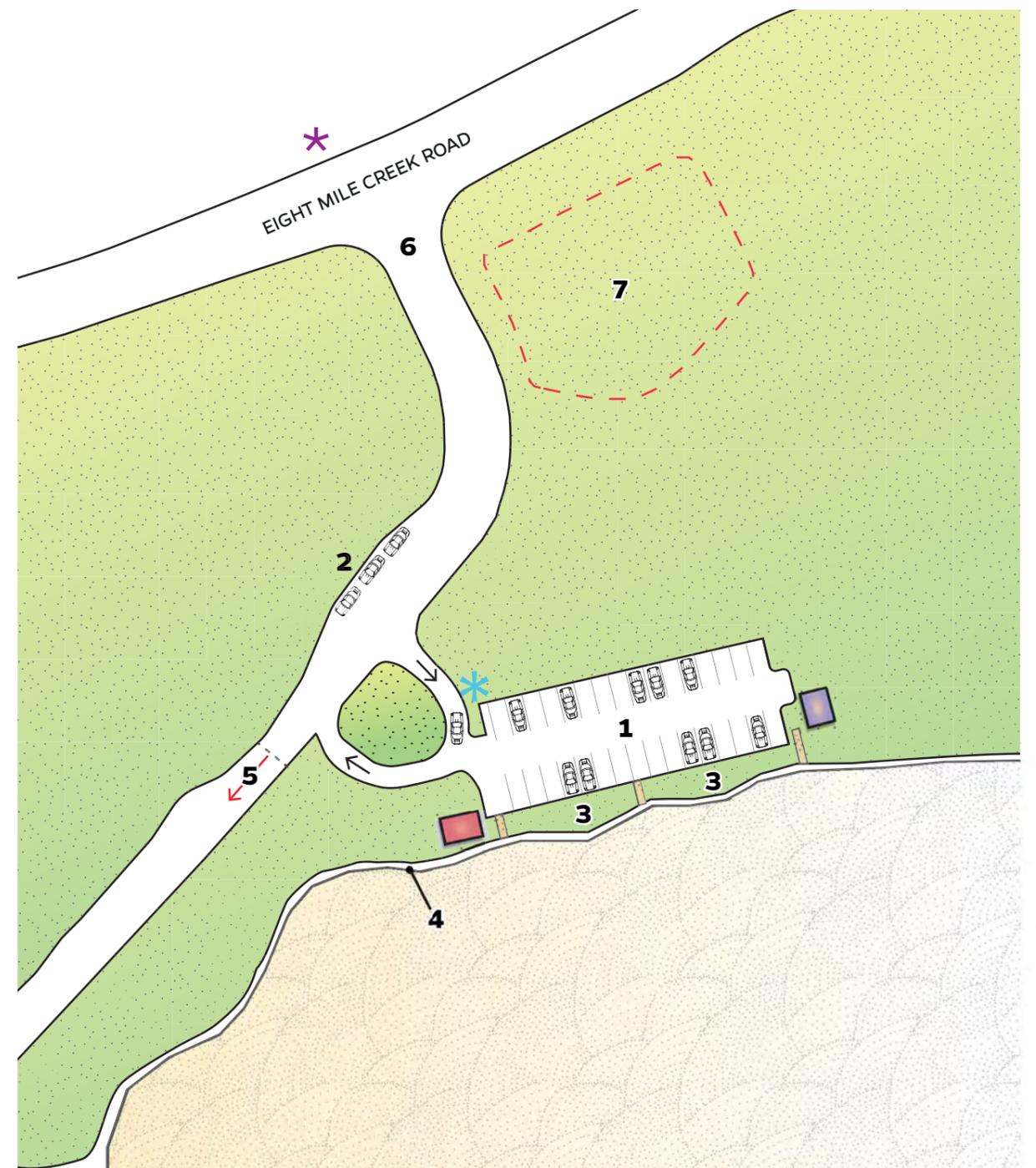
OLD BOAT YARD SITE



EXAMPLE OF INFORMATIONAL SIGN



EXAMPLE OF DIRECTIONAL SIGN



-  PROPOSED SHELTER & PICNIC TABLE
-  PROPOSED ECO TOILET
-  NEW DIRECTIONAL SIGNAGE
-  NEW INFORMATIONAL SIGNAGE
- 1** PROPOSED CAR PARK
- 2** OVERFLOW PARALLEL PARKING

- 3** RETAIN/PROTECT EXISTING COASTAL VEGETATION TO PROVIDE BUFFER TO WALKING TRAIL
- 4** EXISTING WALKING TRAIL
- 5** RESTRICTED BEACH ACCESS
- 6** RETAIN EXISTING ACCESS
- 7** REHABILITATE EXISTING AREA PREVIOUSLY PROPOSED FOR PARKING

BROWNS BAY CAR PARKING



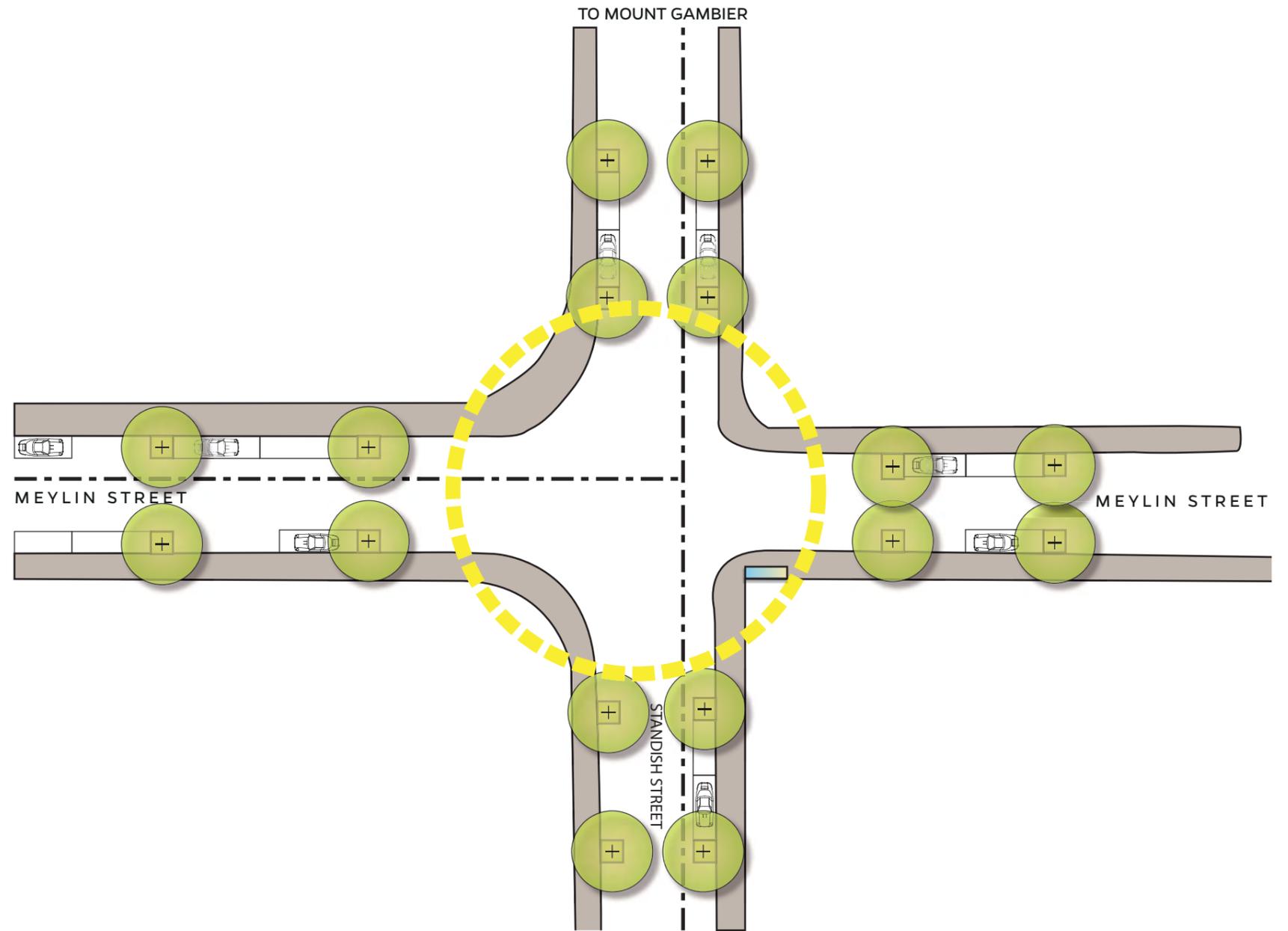
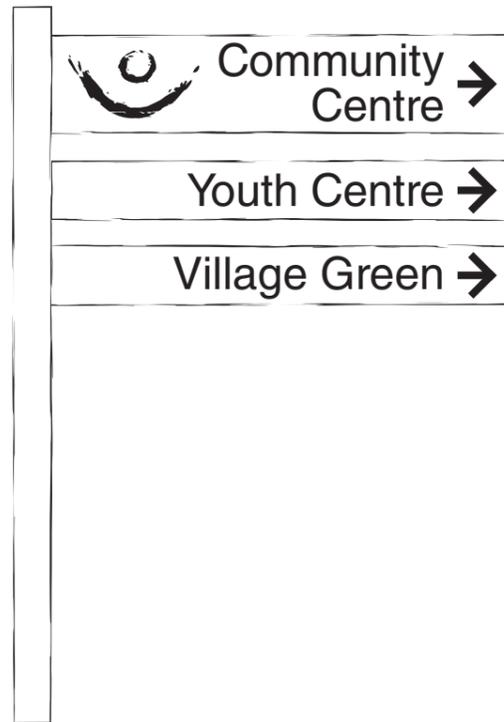
The **town approach from Mount Gambier** could include a memorial avenue of trees to create an attractive arrival.



The Standish Street/Meylin Street junction: an example of how new **integrated signage** can be informative and de-clutter a street junction and create a more attractive image for the town with distinctive Port MacDonnell "branding".

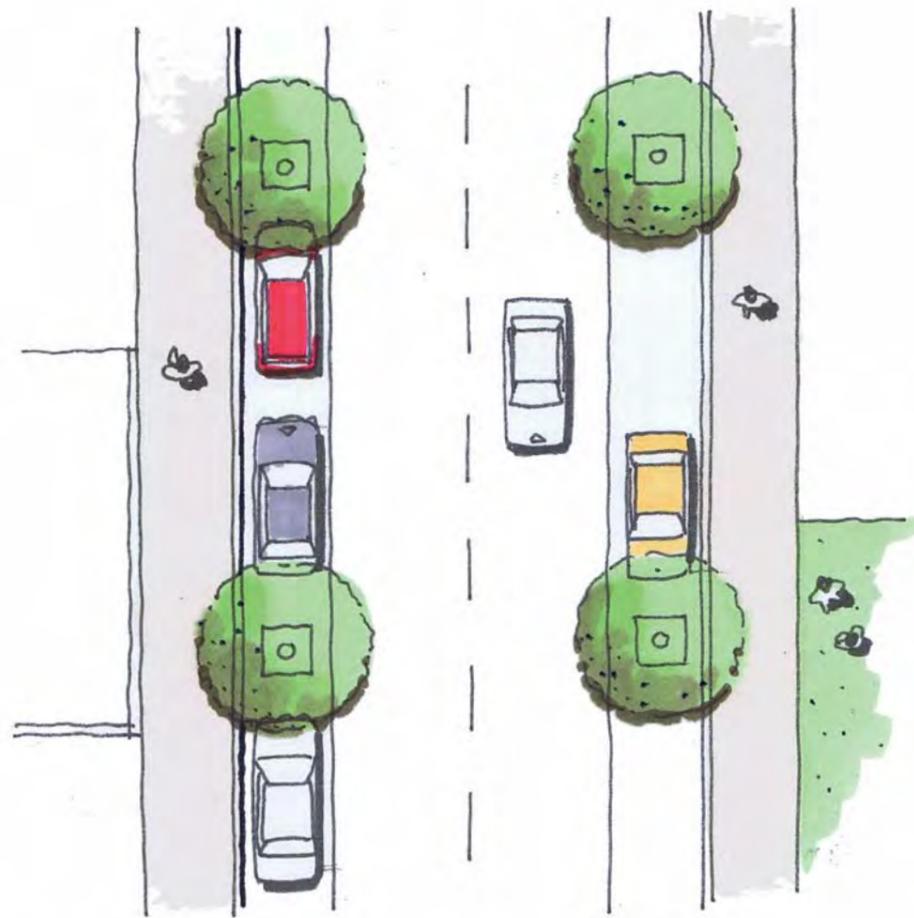


Standish Street, the main town entry leading to the foreshore: an avenue of shade trees and the undergrounding of power lines is recommended for the key town centre streets.



-  STREET TREES
-  FULL WIDTH PAVED FOOTPATH
-  UNDERGROUND POWER LINE
-  CLEAR DIRECTIONAL SIGNAGE
-  WELL LIT INTERSECTION

TYPICAL INTERSECTION TREATMENT KEY STREETS



Charles Street opposite the Community Complex. A wide street with narrow footpaths, where trees in the road pavement provide shade and an attractive avenue. Parallel car parking is provided between the trees (subject to the location of underground services).





Meylin Street has the potential to be an attractive commercial centre in the town by undergrounding power lines and planting trees.



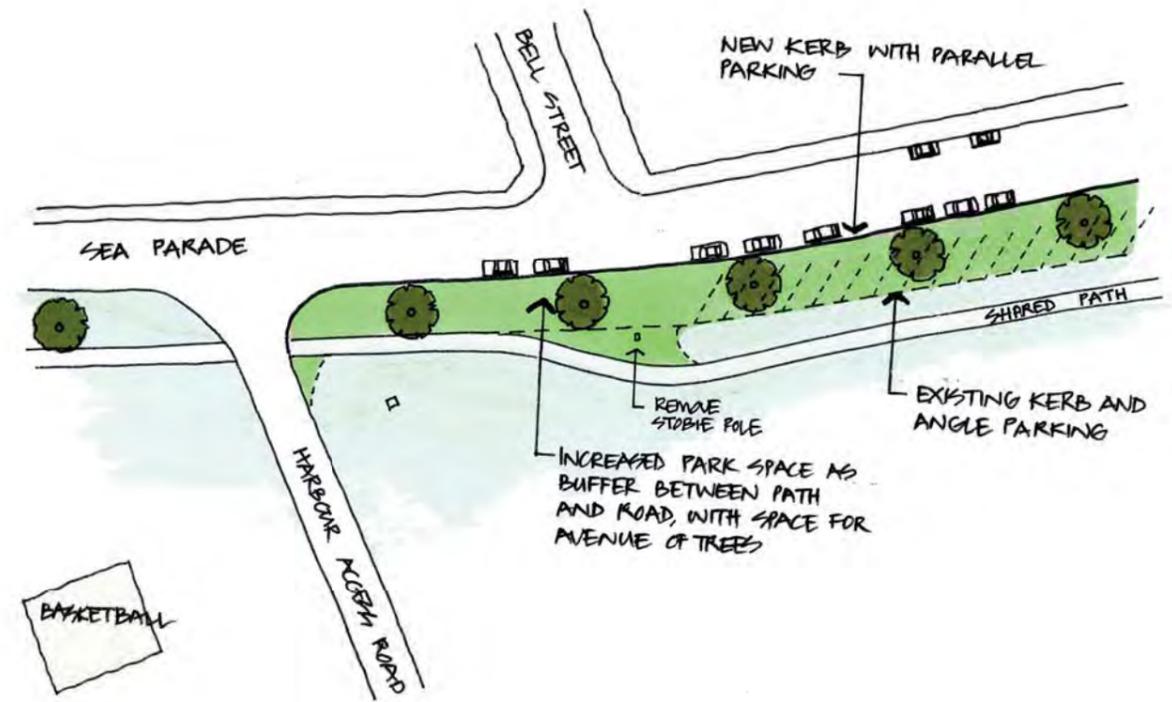
Trees screening the blank wall next to the **shopping centre car park**.



A **boardwalk** with seating west of the jetty to replace the narrow shared path, with screening or undergrounding of the pump.



Shelters designed to allow views to the sea whilst providing protection from strong ocean breezes.



Charles Street terminating at the new "jetty plaza" with paving, seating and landscaping. The long term vision for the **old Boat Yard** is for vibrant street level retail uses with tourist accommodation above and behind.



Parallel parking on Sea Parade adjacent **Tenterden Reserve** will reduce the large area of bitumen in the roadway and provide increased park space for the shared path and new tree planting.

It is apparent on first visiting Port MacDonnell that the streets are dominated by overhead wires and stobie poles, and the lack of street trees lends a bare, grey quality to the town's character.

One of the key recommendations for the town is for streetscape improvements through the widespread planting of street trees. This initiative has gained strong support from residents through the consultation process. Although there is support for the greening of Port MacDonnell through street tree planting there is divided opinion on the further planting of **Norfolk Island Pines** along the foreshore. There are some densely planted pines in small isolated groups on the foreshore near the town centre, but the remainder of Sea Parade is bare, dominated by stobie poles.

The consultant team and some residents believe that the appearance of the town could be greatly enhanced by the continuation of tree planting along the foreshore, but widely spaced to allow unrestricted view to the sea for foreshore residents. In addition the planting of ground covers under the new trees would add further interest and avoid areas of bare ground beneath the trees.

Norfolk Island Pines are iconic trees in most South Australian beach front locations, from the Adelaide foreshore to Victor Harbor and most country seaside towns. They are successful because they best withstand harsh, windy coastal conditions. The removal of overhead wires and stobie poles and the addition of wide spaced pines have the potential to transform the appearance of the Port MacDonnell foreshore.

These photographs of trees and ground cover plantings at Encounter Bay show how successful this approach can be and why this stretch of coastline is much admired by residents and visitors alike.



Sea Parade: staged undergrounding of power lines and the continuation of Norfolk Island Pines along the foreshore. Wide spaced trees do not prevent views to the sea for residents but create a beautiful esplanade experience for residents and visitors alike.

FEATURE TREES

SEA PARADE
JETTY PLAZA
FISHERMANS WHARF

Plantings of Norfolk Island Pines will reinforce existing avenue planting along the foreshore and provide shade and amenity. To be planted and spaced to maintain sea views.

Araucaria heterophylla
Norfolk Island Pine



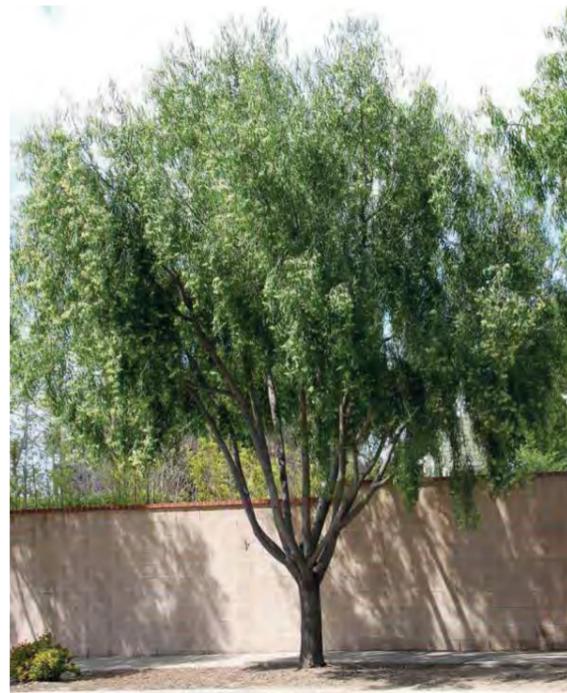
TREE PLANTING PALETTE FEATURE TREES

KEY STREETS

STANDISH STREET
MEYLIN STREET
CHARLES STREET

Key town centre arrival streets should be planted with street trees of suitable scale to reinforce the streetscape structure. Trees with autumn colour and/or flowers enhance the arrival experience.

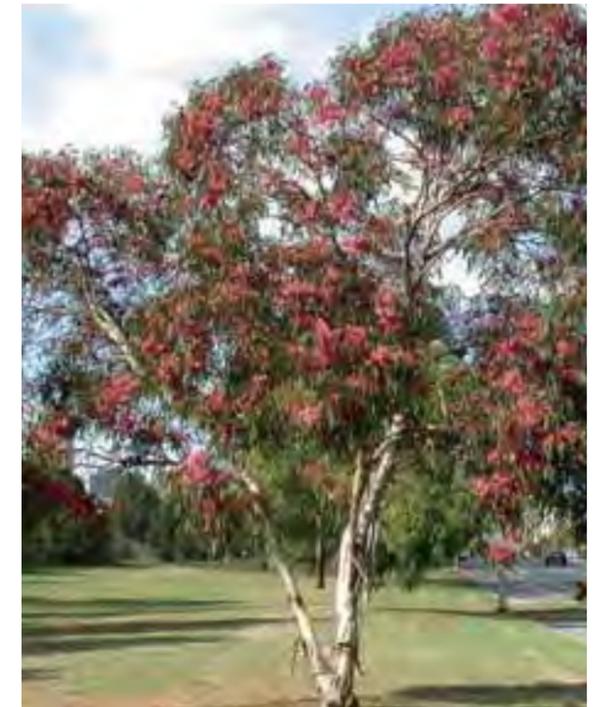
All new plantings will require protection during establishment.



Agonis flexuosa
Willow Myrtle



Metrosideros excelsa
New Zealand
Christmas Tree



Eucalyptus leucoxylon
megalocarpa
Large Fruited
Yellow Gum



TREE PLANTING PALETTE
KEY STREETS

SECONDARY STREETS

BOOKEY STREET
ELIZABETH STREET
FRENCH STREET

A selection of suitable tree species which can be applied to secondary and other streets within the township. Chosen for their hardiness, low maintenance and suitability to harsh coastal conditions.



Banksia marginata
Silver Banksia



Allocasuarina verticillata
Drooping Sheoak



Callistemon viminalis
Weeping Bottlebrush



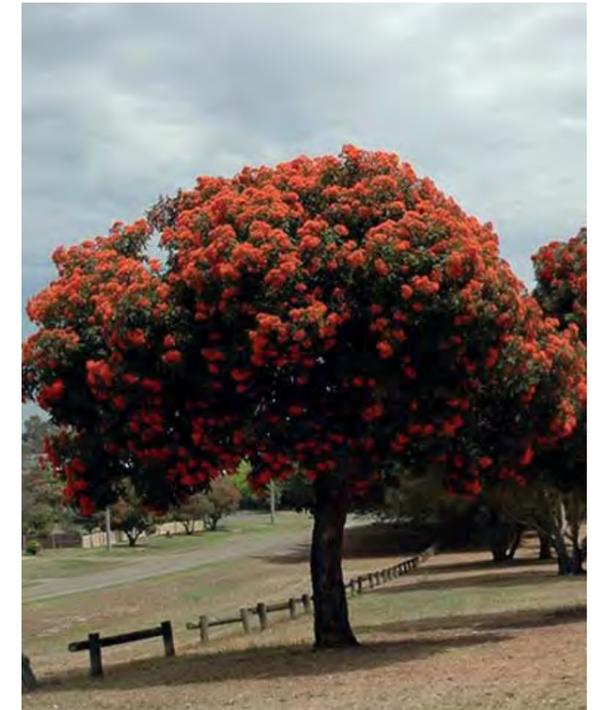
TREE PLANTING PALETTE SECONDARY STREETS

LANEWAYS

Whilst the laneways could benefit from some green infrastructure, the narrow nature of the streets offer limited opportunity for street tree planting. It is therefore recommended that property owners are encouraged to plant within their own properties adjacent laneways which creates a **borrowed** landscape.



*Eucalyptus leucoxylon
megalocarpa*
Large Fruited
Yellow Gum



Corymbia ficifolia
WA Red Flowering Gum



8.0 IMPLEMENTATION

8.1 Strategies for Implementation

The Urban Design Framework is an overarching reference document providing high level guidance for a number of projects to be implemented in the future. The Precinct Master Plans have provided greater detail for the specific identified projects. Together a large number of projects have been recommended which is far beyond the capacity of the Council and the community to implement in the short term. These are summarised in the next section.

The intent of this process was to translate the vision of the community into a tangible set of built form outcomes that are capable of being broken down into individual projects. The projects are designed so that they can be managed by the Council and the Community over a long period of time.

The key strategies for Council in the implementation of the recommendations of the report are as follows:

- Determine project priority
- Seek short term benefits leading to long term outcomes
- Breakdown large projects into manageable components
- Fund identified projects during the annual budget cycle
- Seek partnering funding (grants) at appropriate times
- Implement funded projects
- Continually review project priority list.

PROJECT	PROJECT DESCRIPTION	PROJECT TYPE	INDICATIVE TIMING	INDICATIVE COST
Coastal Process Investigations	Investigate coastal engineering processes along foreshore from Hammonds Drain to Tenterden Reserve. Issues to be addressed: Coastal erosion, seaweed build up, lack of sand movement and water quality in breakwater, groynes and stormwater management.	Detailed Engineering Study	Immediate	\$30,000 - \$40,000
Town Centre Improvements, Little Hunter Reserve and Jetty Plaza Detailed Design.	Prepare detailed designs for the town centre streets upgrade, the Little Hunter reserve upgrade and the jetty plaza upgrade. Expand the brief, prepare design theme concepts, street furniture and material sections, vegetation selections and design guidelines for the balance of the foreshore area as a part of the project.	Detailed Design and Documentation	Year 1	\$60,000 - \$80,000
Old Boat Yard site interim works.	Undertake interim works to tidy up old boatyard site in short term including a grassed area, car park, screen planting, shade and seating.	Capital Works	Year 1 - 2	\$30,000 - \$50,000
Vegetation Plan	Prepare a street planting program for the town centre area, providing guidance as to species selection and location. Also prepare an Implementation Plan.	Design Guideline Preparation	Year 1 - 2	\$10,000
Signage Strategy	Prepare a sign strategy for the township, particularly the key activity points in the Town Centre, providing a style guide with unique branding.	Design Guideline Preparation	Year 1 - 2	\$15,000
Old Boat Yard site (long term)	Investigate sustainable and viable commercial opportunities with the private sector that will fit in with the objectives of the master plan in the long term. e.g. vibrant street level retail uses with tourist accommodation above.	Monitor	Year 1 - 15	\$15,000
Stage 1 Town Centre improvements	Seek Places for People and PLEC Funding and implementation of undergrounding and associated streetscape improvements to part of Standish Street, Charles Street and Sea Parade, including street tree planting, paving, improved signage. Implementation will be in accordance with the detailed design undertaken.	Capital Works	Year 2 - 3	\$1.5 - \$2.0 million
Screen Planting in Shops	Provide incentives to private shop owner to screen plant the eastern side wall and upgrade the car park and access.	Council Incentives - Private Development	Year 2 - 3	\$5,000
Memorial Avenue of Trees	Plant a memorial avenue of trees along Bay Road at the northern entrance of the town from the entry statement to the Recreation Reserve	Capital Works	Year 2 - 5	\$20,000 - \$30,000
Shared Cycle Pathway	Seek funding to upgrade and reconfigure parts of the existing shared pathway and aim for extensions to the east up the Sculpture Park and west into the Cape Northumberland coastal drive area.	Capital Works	Year 2 - 15	\$400,000
Foreshore Upgrade	Undertake capital works in accordance with detailed design and staging of the above components.	Capital Works	Year 2 - 15	\$600,000

PROJECT PRIORITY & COSTING

PROJECT	PROJECT DESCRIPTION	PROJECT TYPE	INDICATIVE TIMING	INDICATIVE COST
Eastern Entry Sculpture Park Detailed Design	Prepare detailed designs for the eastern sculpture park upgrade.	Detailed Design and Documentation	Year 3 -5	\$30,000
Eastern Entry Sculpture Park Upgrade	Undertake works to improve the surroundings of the newly erected sculptures including pathways, garden beds, a dune lookout, a small car park and links to caravan park toilet.	Capital Works	Year 3 -5	\$100,000 - \$200,000
Stage 2 Undergrounding and Town Centre improvements	Arrange for PLEC Funding and implementation of undergrounding and streetscape improvements to Stage 2 Area, i.e. Meylin Street and the rest of Standish Street, Charles Street and Sea Parade. Implementation will be in accordance with the detailed design undertaken.	Capital Works	Year 4 -5	\$1.5 - \$2.0 million
Open Space Connection Plan	Prepare a plan to extend the existing shared pathway and link into the Cape Northumberland coastal reserve. Create links to Germein Reserve, Clarke Park, Dingley Dell CP with a potential loop back to the Town Centre with a potential loop back to the Town Centre. Develop vegetation/habitat corridors.	Design Guidelines Preparation	Year 5 - 6	\$30,000 - \$40,000
Tenterden Reserve Wetland/Dune Area	Prepare a plan for the development of an Ephemeral Wetland and for the protection of the adjoining coastal dune area.	Design Guidelines Preparation	Year 7 - 8	\$15,000 - \$25,000
Tenterden Reserve Redevelopment Detailed Design	Prepare a plan for a Fisherman's Wharf area in association with the Wharf and boat ramp and alterations to the approved plan i.e. pathways, planting, seating etc. Also opportunity to reduce large area of bitumen and provide increased park space for the shared path and new tree planting.	Detailed Design and Documentation	Year 7 - 8	\$30,000 - \$40,000
Tenterden Reserve Redevelopment Upgrade	Undertake works to upgrade Tenterden Reserve in accordance with the detailed designs prepared.	Capital Works	Year 9 - 10	\$500,000 - \$700,000
Browns Bay	Implement proposal for car park, shelter and toilet as approved with modifications relating to access and signage as recommended in report.	Capital Works	-	-

PROJECT PRIORITY & COSTING

8.3 Funding Sources

The following potential funding sources have been identified to assist the District Council of Grant and the community in implementing the Port MacDonnell Township Master Plan:

- Places for People.
- Power Line Environment Committee
- Open Space Grant Program.
- Black Spot Programs.
- Public Art and Design Program.
- South Australian History Fund
- Other Funding Sources.

8.3.1 Places for People Grant Program

Places for People is a South Australian State Government grant program available to South Australian Councils to strategically plan, design and develop significant public places. The Urban Design Framework and Master Plan project was funded under the Places for People Program and it is likely to be a key funding opportunity for short term detailed design projects identified.

The program is aimed to help create new public places or revitalise existing public spaces that contribute to the social, cultural and economic life of the community they serve. Funds are made available under the categories of Strategic Urban Design, Design and Contract Documentation and Capital Works.

For more information visit
<http://publicspace.planning.sa.gov.au>

8.3.2 Open Space Grant Program

The State Government's Open Space Grant Program provides potential financial assistance to Councils for the purchase, development and planning of open space. Funds are made available under the categories of Open Space Development, Open Space Land Purchases and Open Space Planning.

For more information visit
<http://publicspace.planning.sa.gov.au>

8.3.3 Power Line Environment Committee

The Power Line Environment Committee (PLEC) is responsible for assessing and recommending the undergrounding of power lines. The Committee has developed Guidelines which define the roles and responsibilities for PLEC projects and provides guidance to the PLEC process, including applications for funding.

It is fitting that PLEC defines the purpose of undergrounding as ".... to improve the aesthetics of an area for the benefit of the general community...."

The Essential Services Commission of SA is responsible for the administration of PLEC and the LGA have a representative.

For further information including a copy of the guidelines contact the PLEC Executive Officer
plec@ecosa.sa.gov.au

8.3.4 Black Spot Programs

The State Black Spot Program funded by the South Australian Government and the AusLink Black Spot Program funded by the Australian Government are closely integrated. The purpose of the programs are to improve road safety by providing funding to target road locations either with a history of crashes or where there is a risk of crashes occurring.

For more information visit
<http://www.transport.sa.gov.au/safety/road/blackspot/index.asp>

8.3.5 Public Art & Design Program

The Public Art and Design Program is provided through Arts SA and are generally site specific projects. These can include:

- stand along sculptural works of art;
- integrated elements within urban infrastructure or the fabric of a building; and
- works of art that may be integrated within landscaping projects or may be landscaping themselves.

For more information visit
<http://www.arts.sa.gov.au/grants/publicart>

8.3.6 South Australian History Fund

The South Australian History Fund including the Community Museums Program is a State Government initiative to support a range of history projects. These include:

- marking of heritage trails;
- conservation work on significant items related to a community's history;
- purchase of equipment for oral history projects;
- employment of a professional historian or editor to assist in research or preparation of a history publication;
- interpretation projects;
- digitising locally significant photographic or document collections; and
- regional collaborative history projects.

History's SA's Community History Program administers two annual grant funds, the SA History Fund and the Community Museums Program Fund.

For more information visit

<http://www.history.sa.gov.au/chu/programs>

8.3.7 Coast Protection Board Funding

The Coast Protection Board provides funding towards approved coastal projects submitted by local Councils. The Board can fund anywhere up to 80 percent of a project. High priorities for funding include works that address erosion or flooding hazards, including foreshore protection, dune rehabilitation, coastal fencing and maintenance.

For more information visit

http://www.environment.sa.gov.au/get_involved/grants_and_funding/coast_protection_fund_grants.

8.3.8 Other Funding Sources

The South Australian Tourism Commission (SATAC) has a number of funding initiatives in place to assist the tourism industry in the areas of marketing, events and development.

SGIC Community Grants program provides grants for community projects in the areas of crime prevention, road safety and the environment.

Further Government grants and programs can be found at these websites:

<http://www.grantslink.gov.au/>

<http://www.business.gov.au/Grantfinder/>

Examples of Federal Government or federally funded programs which may be of relevance include:

- Community Grants www.facsia.gov.au;
- Small Grants for Small Rural Communities www.frrr.org.au;
- Australian Sports Foundation www.asf.org.au;
- Department of the Environment, Communities Grants and Funding www.environment.gov.au; and
- Community Recreation and Sport Facilities Program www.recsport.sa.gov.au

REFERENCES

District Council of Grant Strategic Management Plan 2012-2016

District Council of Grant Better Development Plan (BDP) Development Plan Amendment – For Final Approval 2014

Grant (DC) Development Plan Consolidated Version 17 January 2013

Department of Planning, Transport and Infrastructure (DPTI), Atlas SA

Tenterden Reserve Redevelopment Master Plan 2010

Port MacDonnell Township Public Meeting Notes 2012 & 2013

Council Reports Regarding Port MacDonnell Marine Infrastructure

Discovering Germein Reserve, Port MacDonnell Land Care Group

Port MacDonnell Historical Trail Brochure 2010