The attached studies are summaries of presentations to a workshop held during the development of this framework and are included to show examples of best practice, process and outcomes for quality projects developed in the streets of the Moreton Bay Region:

7.1 Hassell
7.2 AECOM
7.3 Tract
7.4 John Mongard
7.1 Hassell
Margate Foreshore Redevelopment
Margate Foreshore Redevelopment Case Study

01 Overview and Design Input

HASSELL won a national competition for this project sponsored by the AILA and Redcliffe City Council in 1994.

HASSELL led a multidisciplinary team of civil and electrical engineers, architects, quantity surveyors, coastal engineers and public art consultants.

A master plan was developed, based on the competition entry, to address the coastal erosion, traffic and recreation issues.

Urban design was based on contemporary interpretation of Redcliffe’s buildings and foreshore.

The project was constructed in 2002 at a value of approximately $6 million.

Approximately 1.5 km of heavily used foreshore promenade and cycleway have fulfilled the vision of the competition entry.
Margate Foreshore Redevelopment Case Study

02 Character and Context

The streetscape design was based on the local environment, in order to strengthen the sense of place of Margate and make it accessible to residents.

Traditional materials, such as timber and tin, were used to reflect the earlier building vernacular of bathing sheds, jetties and residential buildings.

A contemporary, low profile, shelter design minimised visual impact on adjacent residences.
Margate Foreshore Redevelopment Case Study

03 Community and Social Values

Margate foreshore provides universal access and is one of the most well used pedestrian promenades in Redcliffe (and MBRC). The foreshore caters for a wide range of community members from youth to elderly.

Artworks integrated into other landscape elements i.e. pavement and furniture have been robust and required minimal maintenance. Public artworks need a curatorial program to maintain their quality and integrity.

The streetscape improvements should address adjacent land use/development to achieve good design, and activity.

A series of 9 shelters were positioned along the foreshore. Located at the end of side streets the shelters perform an important social role. The shelters form meeting and recreation places for residents and visitors.
Margate Foreshore Redevelopment Case Study

04 Access

The inset photo shows the dominance of the road within the foreshore environment.

Regular road narrowings have reduced pavement area, slowed traffic and improved pedestrian crossing.

An improved balance (and safety) between cars, pedestrians and cyclists has been achieved.
Margate Foreshore Redevelopment Case Study

05 Environment

Road edge plantings (of Wstringa) create effective separation of cars and pedestrians whilst still providing good surveillance and safety.

New plantings of Norfolk Pines have performed well. However, older plantings require greater care and replacement of failed specimens.

Local, coastal hardy grasses and groundcovers have performed well and minimised maintenance.

All structures were built to withstand cyclone conditions. However, the original beach replenishment proposal has not been carried out with the resultant loss of sand.

Gross pollutant traps have been installed to remove litter. The number of stormwater outfalls on the beach have been reduced to improve beach access and amenity.
Margate Foreshore Redevelopment Case Study

06 Materials

...Simple, robust, paving materials have been 'chosen' to relate to the beach and require minimal maintenance.

...A variety of concrete finishes have worn well, and been a cost effective surface treatment requiring minimal maintenance.

...Timber boardwalk needs regular treatment to extend its life.
Margate Foreshore Redevelopment Case Study

07 Maintenance

All shelters and furniture were constructed of hardwood, marine grade stainless steel and paint. These simple, robust materials have stood up well in the tough marine environment.

Minimal vandalism/graffiti and wear has occurred on the project.

A maintenance manual for the project would ensure the integrity of design is retained in the future, i.e. replacement of original bins (shown below).

There is a need for design input into maintenance decisions involving changes to the original design.
Margate Foreshore Redevelopment Case Study

08 Conclusions

The foreshore/streetscape has been transformed from a degraded, car dominated environment into a well utilised beachfront which is simple and robust. The design is responsive to its setting and context which enables residents to relate well to it.

The original Council strategy to replenish the beach has not been implemented, with resultant loss of sand.

A much improved balance between cars, pedestrians and recreational/beach uses has been achieved.

The streetscape is well used and loved by a wide range of the community, especially children and the elderly.

HASSELL
7.2 AECOM
Guidelines for Urban Design Approach
Public realm and street environments

Elements of timelessness – look at older cities, see what works and why.
Integration and connectivity of private space to public space – what is in the journey?
Intellectual rigour and creative vigour
Electronic landscapes: wifi connective spaces in the public realm

Scale
region / locations / spaces

Areas (typologies within the region)
- main street centres
- commercial and mixed use
- industrial
- rural
- residential
- parkland/open space/public/private

Design → Implementation → Maintenance
making the decisions  building it  looking after it
what do we do  how do we do it  budget / adaptability /
principles  robustness in the detail

Principles
/ Maintain uniqueness & provide context sensitive design principles
/ Provide a validated formal policy
/ Encourage best practice
/ Encourage accessibility and clutter reduction
/ Raise minimum standards
Code rules

1. Quality
   - Long lasting sustainable solutions
   - High quality and coordinated reinstatement
   - Quality workmanship
   - Regular maintenance and management

2. Durability
   - Robustness evaluation with whole of life costs [wol]
   - Functionality of street furniture
   - Assessment of maintenance and cleaning demands
   - Evaluate replacement and repair

3. Character
   - Existing character to be changed or maintained
   - Developing existing character or creating a new character
   - Use cultural mapping to research character

4. Clutter-free
   - Minimise obstructions
   - Co-locate furniture
   - Design simplicity
   - Continuity of elements
   - Removal of obsolete/ non-cherished items

5. Continuity
   - Historically accurate heritage style
   - Modern new design
   - Accurate detailing

6. Containment
   - Locally distinctive design recognised and continued and limited to appropriate areas

7. Consistency
   - Maintain consistent style and range of furniture
   - Enhancement and variation with uniformity and linking elements

8. Context
   - Street furniture design and materials to relate to context
   - Reinforce local character and area distinctiveness
   - Use context to establish a minimum standard

9. Coordination
   - Suites/family of of elements to provide sense of of identity and coherence

10. Celebrate/cherish
    - Preserve appropriate history
    - Celebrate place, diversity and uniqueness

Palette development is required to
- Coordinate diversity
- Maintain local distinctiveness
- Reduce clutter
- Unify public realm without enforcing uniformity
- Inform design decisions

Palette information directory sets scene for:
- Locality
- Furniture range
- Exceptions catered for
- Material specifications
- Essential and fit for purposes
- Role
- CPTED
- Context
Use available features to create gateway
How do I know that I have entered a precinct?
Vertical elements are strongest.

Use existing, inherent features and view lines

Guideline for Urban Design Approach
Provide strong streetscape
Kerb ramps, cross-overs, strong elements defining intersections
Alternative lighting and kerb treatments
Coloured kerbs are OK, but skateboard deterrents are overkill

Create safe gathering places, convenience and comfort
Provide robust shelters in vandal-resistant materials, e.g. steel and timber
Interpretive boards, change of paving to denote area (but not paving like this)
Introduce distinctive character elements
Use lighting to create ambience/effect, but be aware of maintenance regime – is it affordable/sensible?
Use standard furniture (from catalogues), but make distinctive through colour or patterning
Build seating where it will get used

Explore plant species outside the normal
Use plants for WSUD

Guideline for Urban Design Approach
Use robust materials that do not deteriorate
Make sure stainless steel is electropolished or use corten

Renewal does not have to be expensive – encourage innovative responses
Encourage new development
Use planter beds where not subject to pedestrian abuse
Pedestrians will always take the shortest route, garden bed or no garden bed
Use planter bed for overland flow take-up

Plant as big as you can afford – these are three years into the project and are yet to provide amenity

Guideline for Urban Design Approach
7.3 Tract

Gympie Road, Strathpine Revitalisation
Moreton Bay Regional Image Streetscape and Landscape Framework

Case Study:
Gympie Road, Strathpine Revitalisation.

Overview
Tract was commissioned by council in 1999 to manage a revitalisation process for an approximate 3km length of Gympie Rd, Strathpine, comprising the two entries, CBD and civic commercial core.

Aim
- To revitalise Strathpine CBD as a Town Centre.
- To provide a balance between town and country characteristics distinct to Pine Rivers.

Funding
- The project was jointly funded by Council; Energet; Department of Main Roads; and the Regional Centres Program (RCP).

A process of early stakeholder engagement was established and continued throughout the life of the project.
Case Study:
Gympie Road, Strathpine Revitalisation.

Key Elements of the Overall Project:

1. North and South entry features – local stone & large scale vertical signage blades to define the arrival thresholds;

2. The rural / Open Space / Park Floodplain;

3. The Town Centre / Civic Core + Transport Hub;

4. The Commercial and specialty retail which became the focus of initial stages of implementation.
Moreton Bay Regional Image Streetscape and Landscape Framework

Case Study:
Gympie Road, Strathpine Revitalisation.

Key Issues / Challenges
- Engaging the Community and re-invigorating the “Town” Business environment;
- Main Road – Trunk Corridor North South of Brisbane;
- Speed Control and Parking;
- Overhead powerlines and a wealth of underground service constraints;

-Lack of shade and quality amenity
- Creating a sense of place and a comfortable space for people.

As it was....

The Vision

The Reality
Moreton Bay Regional Image Streetscape and Landscape Framework

Case Study:
Gympie Road, Strathpine Revitalisation.

Total Concept - Integrating the Private Realm
Greenscape and Landscape
- Placemaking in response to local context;
- Slow traffic with parking and access to improve commercial viability;
- Large scale trees required to have presence in such a broad and wide road reserve;
- Main Roads and Council were required to relax their normal space and setback constraints to allow larger than usual trees to be planted; and
- Shade and Amenity vitally important to attract the community into a previously hostile pedestrian environment.

Surfaces and Floorscape
- The general pedestrian paving was to provide a safe, legible flow, with the serpentine layout referencing the river environs;
- Punctuation points and nodes highlight intersections and gathering spaces using random porphyry stone;
- Locally quarried Petrie greenstone (bluestone) was initially the preferred stone, however, safety considerations and the need for a smoother trafficable stone surface, porphyry stone was found to be the appropriate selection.
**Street Furniture**
- Designed to refer to the saw-milling and timber industry of Pine Rivers, the furniture suite is of robust chunky timbers and metal straps.

- The materials and imagery of furniture needed to be of a timeless quality; not too urban or rural; and require minimal maintenance.

- Timber furnishing elements require regular treatment to extend their life.

*The serpentine form of the primary pedestrian walkway was drawn from the river environs and was designed to soften the strong linear character of Gympie Rd.*
Case Study:
Gympie Road, Strathpine Revitalisation.

**Lightscapes**
- The lighting strategy needed to accommodate both the high level road lighting and the lower level pedestrian scale lighting.
- One potential method of defining the core CBD/town centre was to change the colour of all lighting to a warm white, to provide a visual contrast cue to motorists, who have passed through the normal yellow mercury vapour road lighting, to slow down.

**Public Art**
- Requires local interpretation of history, culture and environment within a regional context;
- An artist procurement program was integrated in the design process, however discontinued; although
- Platforms and locations for future works were made at nodes and intersections to allow such a program to occur in the future.

**Signage**
The fundamental elements were to:
- Address the existing signage “clutter” situation;
- Evoke positive character and simple cohesive strategy required for wayfinding;
- Simple human scale street numbering blades were introduced.
Summary
“Key lessons” learned from this project - to apply generally

Local Context
Engagement with stakeholders early is vital to ensure the community embrace new and revitalisation landscape works. It is also important that Council maintain a long term view as these projects often outlive many short term stakeholders. The inspiration drawn from all facets of local character ensures “timeless” rather than imposed treatments imported from another place.

Sense of place
A streetscape that responds closely to the local climate and conditions ensures community ownership, pride comfort, and belonging.

Scale
Work closely with Government Authorities and Council to maximise the opportunities to create decent scale of tree plantings. As a Main Roads controlled road, the trees which have become so important to Gympie Road, Strathpine would not have normally been permitted.

Shade and Amenity
A connected canopy “Greenway” is fundamental to the South East Queensland lifestyle.

Safe People Places- Slower Traffic
Continuity of pedestrian materials through shared zones, reducing vehicle speeds, and kerb free design responses are all ways of giving priority to integrating pedestrians and cyclists.

Materials, Planting & Maintenance
A simple, robust palette, punctuated with quality local materials and species is vital to achieving an enduring, low maintenance, hard and soft landscape.

Environmental Integrity
Appropriate local materials and incorporation of water sensitive design elements are the embodiment of sound, sustainable outcomes.

Furnishings, Lighting, Signage & Art
The suite must reflect and integrate with the local environs. This can be achieved with a shire-wide strategy of generic pieces that can be tailored for individuality.
7.4 John Mongard
Scarborough Creative Village
Catalysts for Activity
One sided main streets are difficult to activate. The vision for Scarborough as to create a streetscape of equivalent popularity to its broad foreshore. The design provides a framework to promote activity around existing shop uses, anticipates new development, and provides strong linkages to the beach front. The streetscape provided confidence for renewal. Streetscape visions need to be maintained over a number of generations to work effectively and create integrated places.

Community Based Visions
Over two hundred people participated in the shopfront design and consultation, and the outcomes were discussed by locals for many years afterward. There were no issues with residents or traders due to the acceptance of the vision. Shopfront consultation and design should be implemented in all key main street projects.

Connect Planning with Streetscoping
The streetscape renewal process began with a masterplan for the whole CBD, followed by detailed streetscape and land use guidelines to encourage street life. A shaded pedestrian spine through the city was planned, with Library Square, the first catalyst for the spine. Building heights were planned to suit the city vista and spine. The town plan was altered to promote higher quality tall buildings and incentives were implemented for traders and owners to activate the footpath. Cafes, public art and event/sitting spaces were clustered together in a new public space on the main street.
Craft and Detail in the Street

John Mongard collaborated with Aboriginal artist Delores McDonald to develop a public art strategy for Scarborough. The interpretive signage and the built-in artworks provided interesting cultural stories about Scarborough. Local artists were employed to make elements such as the entry wall.

The outcome was the carving of sixty-nine Aboriginal designs and text elements, cast in aluminium and set into the footpath as part of the towns built-in interpretive trail.

Public art requires specific design processes, fabrication and careful ongoing maintenance. It needs to be contemporary, high quality and integrated into its place.

Events and Landmarks

Cleveland’s streets were rebuilt from scratch between 990 and 2005. The main street features highly carved footpath detail. Each increment followed detailed street guidelines which incorporated landmarks and artwork features at each stage. A poetry and sculpture trail lines the main street.

The main street is designed to turn into an event space, and on Sundays is a pedestrian street market.
Building Cultural Anchors

A bold and ‘industrial’ themed streetscape was implemented to act as a revitalising agent for a working city with an ailing main street. By linking a library, a theatre and a new public space, Library Square fashions a new cultural anchor on a shared zone built into the street. A new anchor was planned around 5 minute walks along the main street.

Art Built-in

Seven built-in art projects create detail in the street. Local artists were mentored by John Mongard to produce culturally relevant and integrated public art. The street is designed to last over fifty years. A higher up front cost for stone paving and high quality finishes is offset by a long lifecycle.
Universal Access

Kerbs have been removed from one half of the main street, a move toward the future where access for the aged and people with a disability is a crucial priority. Kerbs have been replaced by boulder barriers and customised concrete bollards specially designed for parallel and angled parking bay situations.

Water Sensitive Urban Design

Letting stormwater fall to gardens on the road edges has allowed trees to blossom and has maintained the groundcover. Boulders and bollard wheel-stops have been effective and provide character. Flush kerbs harvest water and provide a continuous grade to walk.

Creative Traffic Calming

The straight road alignment has been meandered in order to slow vehicles and to create usable pockets of public space and gardens along the footpath. The street allows for lots of space for outdoor dining and shady sitting. Terrace sitting walls feature inbuilt timber seats.

The street has become one of the first sustainable main streets in Queensland. It utilises water recycling from roads to gardens, natural and soft stormwater systems with gravel filters, low maintenance endemic plants and low energy, locally fabricated urban elements.
By 2050, a majority of our pedestrians will be aged. People centred streets must provide kerbless environments which harvest water and provide universal access. No kerb and channel occurs in Library Square. This creates a level piazza when the street becomes an event space. An artwork with a poem acts as a drainage grate and lights define the carriageway. The speed is 10 km and pedestrians share the space.

Demote Drains and Kerbs, Promote Pedestrians

The main street celebrates its art deco and migrant heritage through design detail in the town clock, artworks, pavements and furnishings. The streetscape keys into what makes Innisfail like no other place. The patterns, materials and plants are only used in the town centre to maintain its unique image.

A Sense of Time and A Sense of Place

The street incorporates a bocce lawn, an entertainment bandstand and a 20 metre curvy bench.
A Co-ordinated Materials Palette

High visitation destinations require a much higher investment in design and maintenance than suburban streets. Customised furniture should be prioritised in high activity centres. Specific maintenance regimes are required, with dedicated officers for main streets the best option. Moulds, spares and parts need to be well catalogued and stored to maintain the works.

The material theme for Scarborough used low maintenance and low energy materials: coloured concrete and recycled timber. Bench, wall and paving colours were co-ordinated and varied in their textures. The theme focused on simple seaside stripes and textures.

The Scarborough furniture has been fashioned to create a unique and distinctive range of sustainable street elements. The qualities embodied in the design of good street furniture are:

1. character that allows the furniture to sit comfortably within multiple areas
2. repetition of standardized units to create a cohesive and integrated design
3. variation of the material, colour or texture of particular components to suit the urban environment
4. enable personalization through collaboration with local artists and craftspersons
5. the utilisation of both unskilled community labour base and skilled local manufacturing base
6. low carbon footprint by using local materials, fabricators and minimizing cartage. Use low embodied materials and minimal applied finishes.
7. use of long life, robust components and high quality materials
Place + Movement = Street

Walk, Movement, Promenade, Ride, Run, Connect, Drive, Cycle.

Play, Gather, Place, Sit, Meet, Eat, Watch, Talk, Work, Shop, Wait, Shelter.