

CHAPMAN ROAD TACTICAL ACTIVATION PILOT

Concept Report v3 - PART A
for consultation purposes

City of Greater Geraldton



design
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collaboration | engagement | placemaking

31 MAY 2021

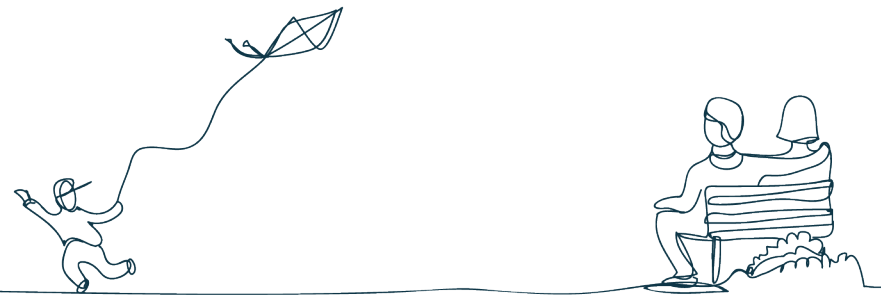
Versions:

- V0 for Working Party discussion
- V1 for consultation
- V2 for consultation, edits and traffic counts updated
- V3 for consultation, small text edits

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Project Partners: Design Jam

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**design
jam**

16 Jackson St, Northcote, VIC 3070
+61 (0) 423 775 248
ABN: 666 394 684 29

www.djam.com.au | hello@djam.com.au

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01. INTRODUCTION

1.1 OVERVIEW

THE CITY OF GREATER GERALDTON IS SITUATED ON THE LAND OF THE SOUTHERN YAMATJI PEOPLE.

THE AUTHORS OF THIS PUBLICATION PAY RESPECTS TO ELDERS PAST, PRESENT AND EMERGING.

In early 2021, the City of Greater Geraldton, Western Australia, embarked on a new approach to revitalising their city centre. Through the use of 'tactical urbanism', the City plans to trial temporary changes to the mainstreet of Chapman Road, between Cathedral Avenue and Durlacher Street, to create a safer, more pedestrian friendly and vibrant streetscape.

Tactical urbanism is an approach to city-making which has been gaining momentum worldwide over the past decade. This approach involves repurposing underutilised spaces by creating comfortable and exciting places for people to enjoy, using low-cost temporary materials and changes such as tree planters, parklets, art, widened footpaths, pop-up bike lanes and improved crossing opportunities.

Governments using tactical urbanism in their toolkit have the opportunity to test new ideas, de-risk change and open up city-making to the wider community.

The Chapman Road Tactical Activation Pilot Project is a 12-month long trial which aims to create temporary changes to a section of the main street to see greater pedestrian amenity and activation. Through using a temporary approach, the City will be able to test streetscape improvements and develop new models for placemaking and activation for Chapman Road.

The following document will provide an overview of the process which was undertaken alongside the community to develop a roadmap for the project.

1.2 LOCAL PROBLEMS

The residents of Geraldton would love to see a vibrant street life for Chapman Road. However, the street is currently experiencing issues such as car dominance, occasional hooning, dangerous cyclist experience, lack of shade, difficulty for pedestrians crossing the road and feeling of being disconnected from the Rocks Laneway and the rest of the Central Business District (CBD).

These issues have led to a lack of visitation and a tired and empty feel. Through trialling a tactical urbanism approach to revitalising the street, the City hopes that Chapman Road can better fulfil its purpose of being a 'place for people'.



1.3 PROJECT BACKGROUND

In 2017, the Geraldton City Centre Revitalisation Plan (GCCRV) was adopted by Council. Many cities have been part of a broad shift towards 'revitalisation': re-inventing cities in an era of change to become more dynamic, resilient and sustainable and in the process revisiting their roots and their core purpose; being a place for people.

The GCCRV identified the opportunity to reduce a section of Chapman Road between Cathedral Avenue and Durlacher Street from four lanes to two lanes to activate the street, encourage visitation and support economic vibrancy.

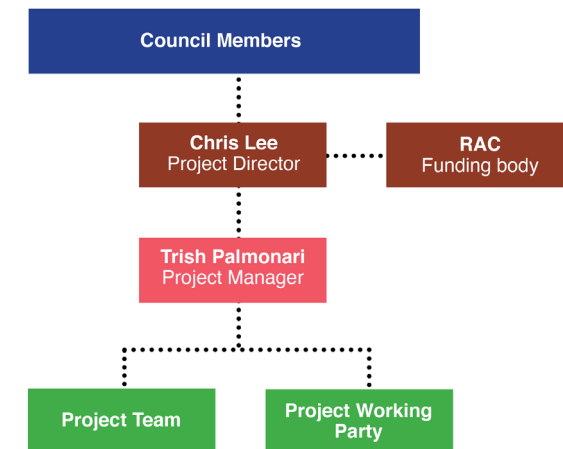
Grant funding of \$80,000 was then secured from RAC through the Reconnect WA program, match funded by the City with \$103,000, to pilot an innovative Tactical Urbanism Project in which local stakeholders collaborate to develop an action plan, informed via broader community engagement, to turn Chapman Road into a place for people, not just cars.

Members of the community were invited to get involved in the project through either registering their interest in joining the Working Party or by sharing their ideas on activating the space in a 'Digital Ideas Competition'. People could also submit their ideas in person at the City Civic Centre.

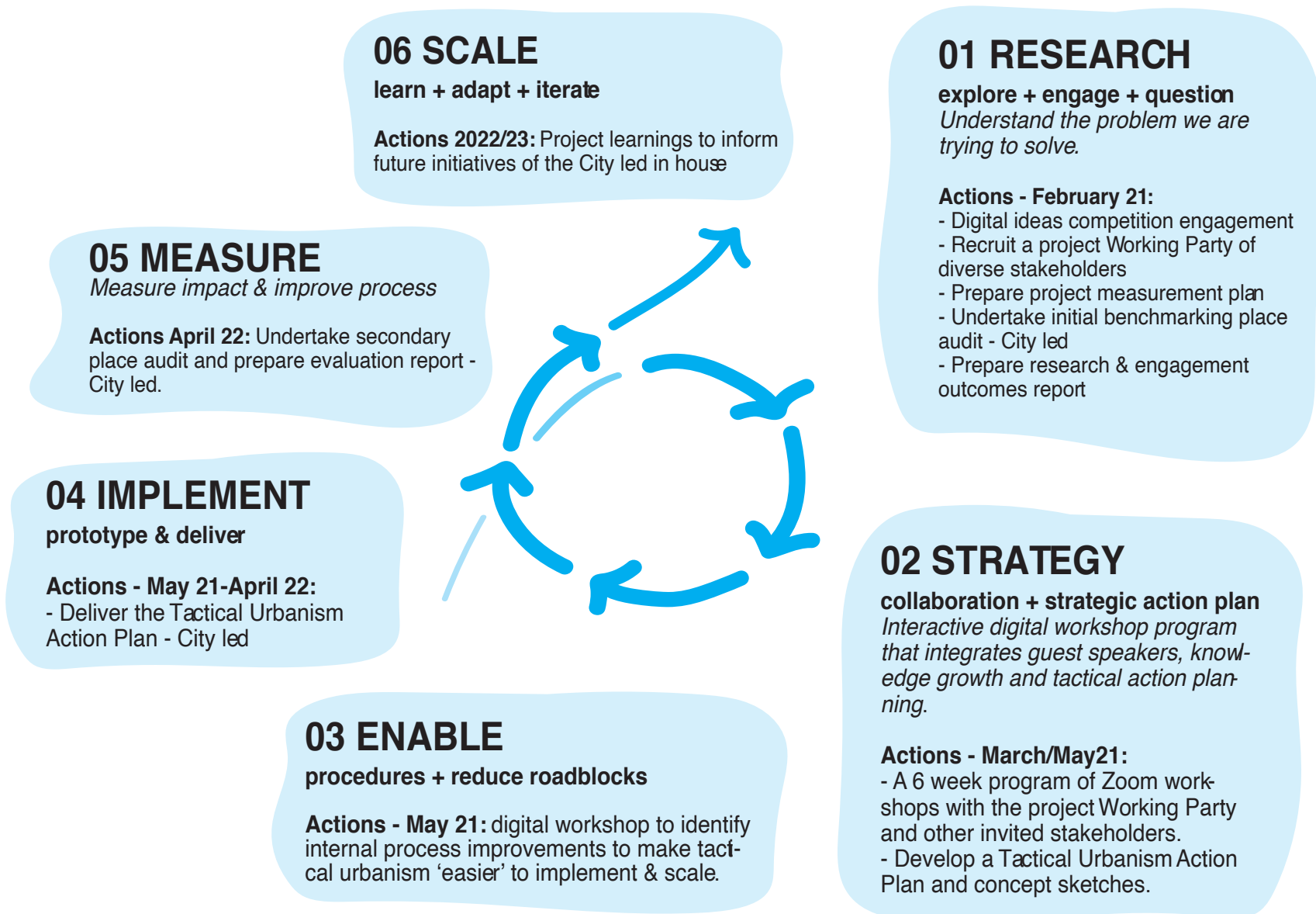
A Working Party of diverse, representative stakeholders was then established and these stakeholders participated in an iterative co-design process over two months to develop the tactical urbanism project plan.

Internally, a project team was established with representatives from City departments such as Economic Development, Traffic, Events and Arts to oversee the project, provide advice and support and implement the tactical urbanism plan.

Design Jam were brought on as tactical place specialists to facilitate project planning and develop and compile the Action Plan.



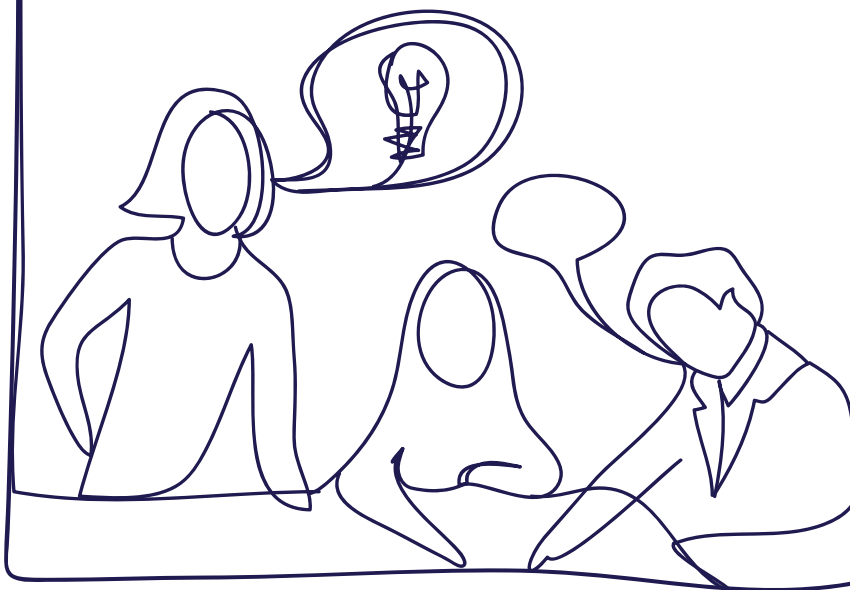
CHAPMAN ROAD TACTICAL ACTIVATION PILOT ROAD MAP





02

COMMUNITY AND STAKEHOLDER ENGAGEMENT





2.1 WORKING PARTY

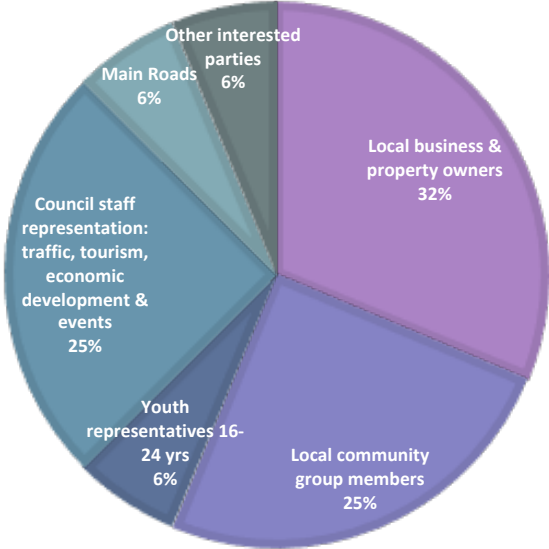
A Terms of Reference was developed for the group and an EOI process was undertaken, promoted via newsletters, social media and City’s website.

The purpose of the working group was to collaboratively develop a Tactical Urbanism Action Plan for the Project Team to implement over a 12-month pilot period.

During March and April of 2021, 17 members of the Working Party participated in weekly Zoom workshops to both upskill in contemporary placemaking practice and plan the tactical urbanism approach for Chapman Road.

The working party members were also expected to act as conduits to local networks in sharing project information.

The Working Party members had a reasonably balanced representation of genders and age groups.



DRAFT FOR CONSULTATION PURPOSES

In order to foster informed decision making, the digital workshop program was structured to include specialist guest speakers who could educate and inspire the group.

Meeting 1: 4 March 2021

Working Party members were provided with an overview of the project, objective and roles. Valli Morphett of Design Jam gave an introduction to tactical urbanism and demonstrated Australian and international case studies.

Meeting 2: 11 March 2021

With a focus on traffic, this meeting saw guest speaker Steve Burgess from Complete Streets discuss innovative approaches to create streets as a place for people.

Meeting 3: 18 March 2021

Guest speaker David Snyder from Town Teams introduced community leadership. Results from the Ideas Competition were discussed with the group.

Meeting 4: 25 March 2021

Valli Morphett gave an introduction to the place auditing and measurement and started action planning. The group then began action planning by rotating through the three themes: movement, amenity and experience, creative activation to brainstorm potential actions.

Meeting 5: 1 April 2021

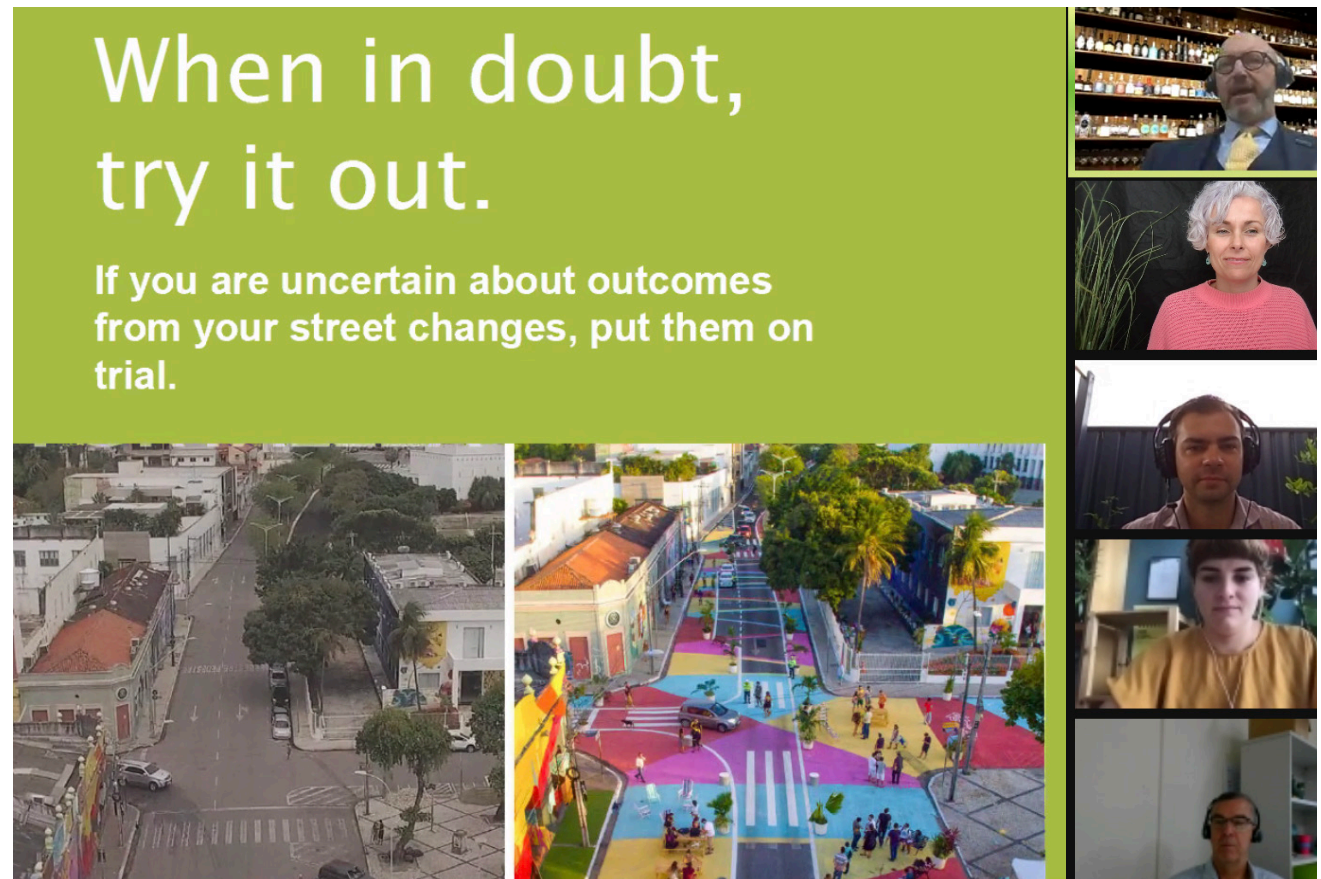
The second action planning session saw the Working Party group vote on road alignment and on the action plan actions to determine priorities. Members of the group then committed to individual actions.

Meeting 6: 13 May 2021

A sixth meeting was held to provide feedback on the draft road alignment and sketch concepts.

Meeting 7: 17 May 2021

An additional special meeting was held to gather Working Party feedback on the Action Plan and refine budgets from \$180k down to \$150k.



2.2 IDEAS COMPETITION

Ideate is a web based placemaking application. Through a fun, interactive survey it gathers feedback on local place and community needs and then explores the individual's personal placemaking and activation preferences by asking them to 'like' and 'dislike' a series of images.

Over 130 different placemaking and activation projects are built into the system. The Ideate tool's algorithm synthesises and tags the individual's preferences and then recommends the top three project ideas that are tailored to the individual.

The Ideas Competition was open from 5 February to 19 February 2021. It was promoted via the City's social media pages, a project newsletter, on the City's website, door knocking on Chapman Road, drop-in sessions and more, as outlined in the communications approach. The Ideas competition was incentivised, with 4 x \$50 Visa cards offered as incentives.

131 people responded to the Ideas Competition, submitting placemaking and activation preferences and entering the prize draw.

Prize winners were drawn via use of a random number generator in Microsoft Excel.



A total of 66 placemaking ideas were raised by 131 residents with art, recreation, nature, play and learning ranked highly.

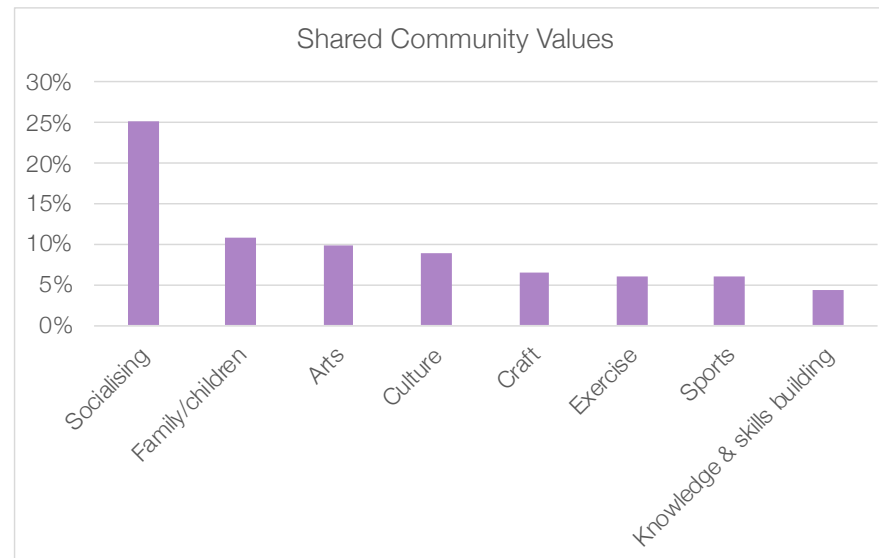
The Geraldton community members that responded to the Ideas Competition are most interested in:

- Walking groups – pedestrian access and walking together for recreation and socialising
- Water based activities – waterplay and organised water sports
- Street art - colourful street art murals within Chapman Road corridor
- Cultural events - would like to see diverse cultures celebrated in public space
- Indigenous heritage - would like to participate in culture activities such as indigenous weaving
- Nature play - activities for children and families
- Arts and craft activities – outdoor painting and drawing classes in public spaces
- Observing nature - would like to join community bird-watching clubs
- Learning - educational talks and activities, eg urban beekeeping

'Creative fun' activities, including googly eye bombing, rubbish bin painting and water/nerf battles, appear in the top 20 preferences – higher than seen before. This reflects a desire for more colour and fun on Chapman Road.

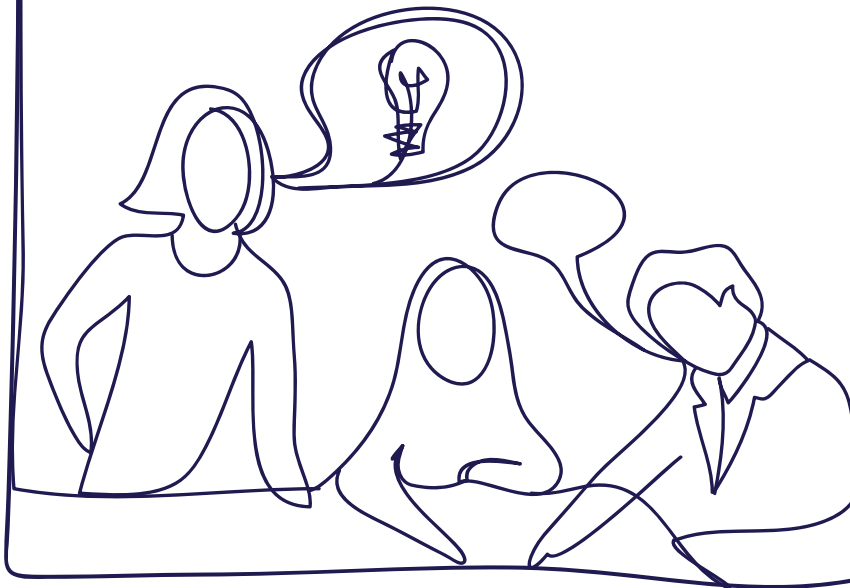
Community feedback was considered by the Working Party in development of the Tactical Action Plan and Concept Designs for Chapman Road.

Analysis of common traits across the collective placemaking ideas revealed the shared community values below.





03 IMPACT MEASUREMENT





3.1 MEASUREMENT FRAMEWORK APPROACH

A Project Measurement Framework has been developed to measure the success of the project in meeting its objectives.

Key measurement techniques used include pre- and post-project measurement during April 2021 and April 2022 to evaluate the impact of project interventions.

Measurement techniques were as follows.

1 - Traffic speed and counts undertaken by traffic counter.

2 - Place audits and observations, undertaken by Nagle Catholic College year 12 students on the ground:

- User demographics and behaviours
- Activities undertaken in the space
- Pedestrian group sizes
- Shade mapping
- Outdoor seating counts
- Outdoor dining seats/tables counts

3 - Informal discussions with traders on their experience/observations of user and behaviour change.

3.2 MEASUREMENT FRAMEWORK

PROBLEM	STRATEGY	OBJECTIVE	MEASURE	TECHNIQUE
Car dominated. Noisy traffic. Some hooning.	Redistribute public space to prioritise walkers and cyclists.	Reduce car numbers and traffic speeds.	Average speed of vehicles. # of vehicles	Traffic counts Place audits Pre: April 2021 Post: April 2022
Pedestrians and cyclists feel unsafe/vulnerable.	Prioritise walker's and cyclist's experience.	Improve cyclist and pedestrian safety. Enhance movement networks. Enhance links between Chapman Road and Marine Terrace. Increase in number of pedestrians and cyclists. Group sizes of users increase. Diversity of users increase.	# pedestrians using the space # cyclists using the space # pedestrian demographics # pedestrian group sizes	
Streetscape lacks identity, not inviting, tidy but boring, no visual merchandising.	Make Chapman Road memorable. Celebrate and support local features, products and people.	Enhanced streetscape amenity Increase outdoor dining options Diversify street experience Increase number of activities in space	# activities /behaviours # pedestrians using the space # outdoor dining tables/seats Trader observations # art walls	Place audits Pre: April 2021 Post: April 2022
Exposed street, lack of protection from the elements	Prioritise customer experience and comfort.	Create a more shaded, comfortable pedestrian environment.	# public seats # mt/sq shade areas	
Empty feel. People not sticking around.	Enhance customer experience to encourage people to linger longer.	Attract visitation by local communities and tourists. Increase public seating options. Encourage people to linger longer. Group sizes of users increase.	# demographics # group sizes – increased # public seats Trader observations	Trader discussions

3.3 TRAFFIC COUNT FINDINGS

- Traffic speed and counts were recorded between 8.01 am on 18 May to 8.23am on 26 May 2021 using traffic axle sensors.
- Over this time, 54,580 vehicles used Chapman Road, an average of 4,900 per day.
- The maximum speed recorded was 141 km/hr.
- Average speed was 30km/hr.
- On average 0.48% (26 vehicles) exceeded the speed limit of 60 km/h, but their average speed was 90km/hr.
- The average speed was 47.1 km/h.

3.4 COLLECTIVE AUDIT FINDINGS

Audits were undertaken 3 x times for a period of 60 minutes on:

- Thursday 8 April – lunch 12noon
- Friday 9 April – evening 7.00pm
- Saturday 10 April – morning 10am

ACTIVITIES

19 different activities were recorded within the space as listed in the table below. Most activities were transitory in nature demonstrating that people are not stopping and spending time on Chapman Road. The most popular were: walking 51.3%, crossing the road 24.4%, entering/leaving buildings 5.1% and using phone 4.4%. Cycling (included footpath and road areas) was 2.9%..

PEDESTRIAN COUNTS

- 472 people were recorded using the pedestrian space
- 54% of them were female, 46% of them were male
- Public space was most popular on Saturday morning
- The most dominant age groups were 25-39, closely followed by 18-24 and 13-18

SEATING

- 2 public benches
- 10 outdoor dining tables with 29 seats/stools

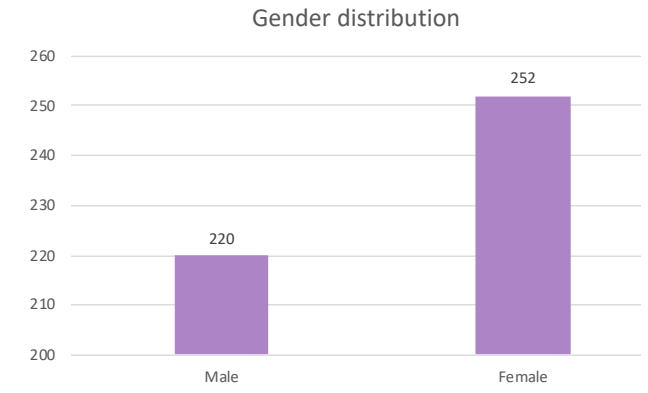
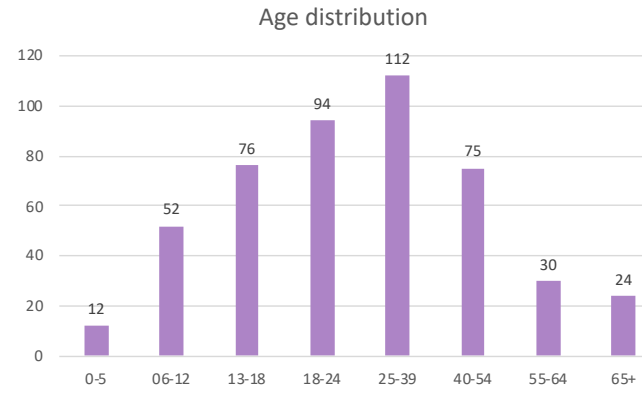
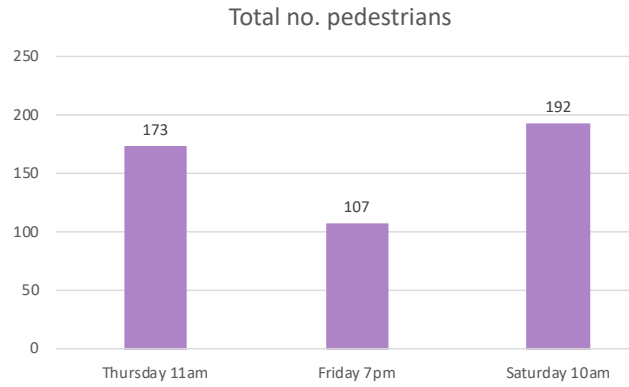
SHADE/PROTECTION

- 1,769 m² of shade provided through verandahs, overhands and vegetation

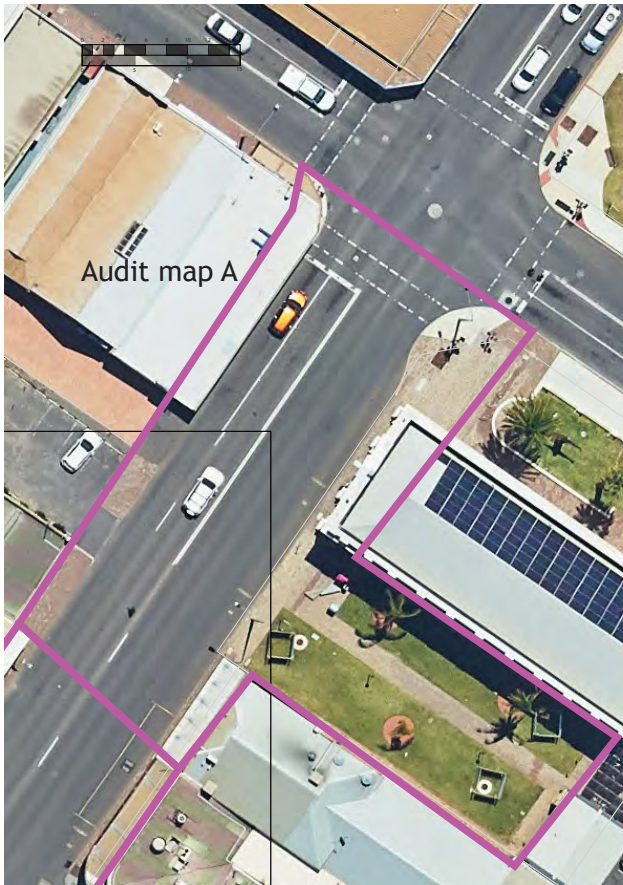
Individual areas are included in the following pages

TOTAL ACTIVITIES TABLE

Location	Walking	Standing	Sitting	Listening to music	Scooter	Mobility scooter	Cycling	Running	Skate-board
Audit area A	29 49.2%	1 1.7%	3 5.1%	4 6.8%	1 1.7%	0 0.0%	2 3.4%	1 1.7%	0 0.0%
Audit area B	44 57.1%	0 0.0%	1 1.3%	0 0.0%	0 0.0%	1 1.3%	4 5.2%	0 0.0%	1 1.3%
Audit area C	27 32.9%	0 0.0%	0 0.0%	0 0.0%	1 1.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Audit area D	41 71.9%	0 0.0%	1 1.8%	1 1.8%	1 1.8%	1 1.8%	2 3.5%	0 0.0%	1 1.8%
Total	141 51.3%	1 0.4%	5 1.8%	5 1.8%	3 1.1%	2 0.7%	8 2.9%	1 0.4%	2 0.7%



Drinking coffee		Crossing road		Using phone		Getting in/out car		Entering leaving building		Working		Food delivery		Seeking shelter		Dining		Smoking		Total
0	0.0%	7	11.9%	5	8.5%	3	5.1%	2	3.4%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	59
1	1.3%	12	15.6%	7	9.1%	3	3.9%	1	1.3%	0	0.0%	1	1.3%	0	0.0%	2	2.6%	2	2.6%	77
0	0.0%	41	50.0%	0	0.0%	0	0.0%	10	12.2%	2	2.4%	0	0.0%	2	2.4%	1	1.2%	1	1.2%	82
0	0.0%	7	12.3%	0	0.0%	0	0.0%	1	1.8%	1	1.8%	0	0.0%	2	3.5%	1	1.8%	0	0.0%	57
1	0.4%	67	24.4%	12	4.4%	6	2.2%	14	5.1%	4	1.5%	1	0.4%	4	1.5%	4	1.5%	3	1.1%	275



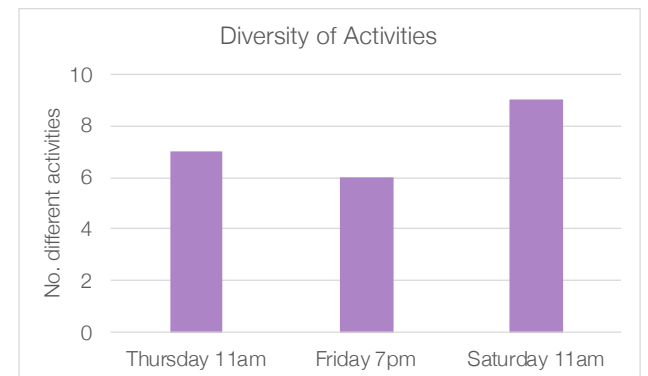
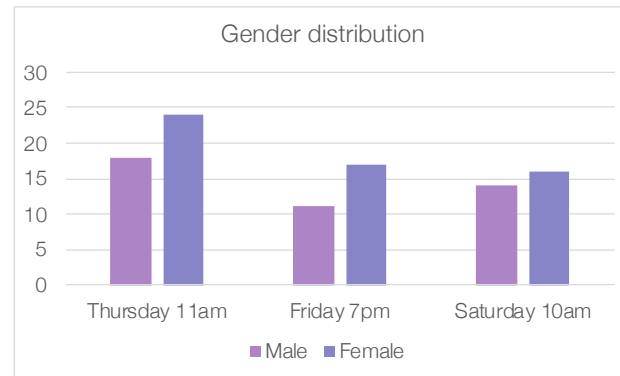
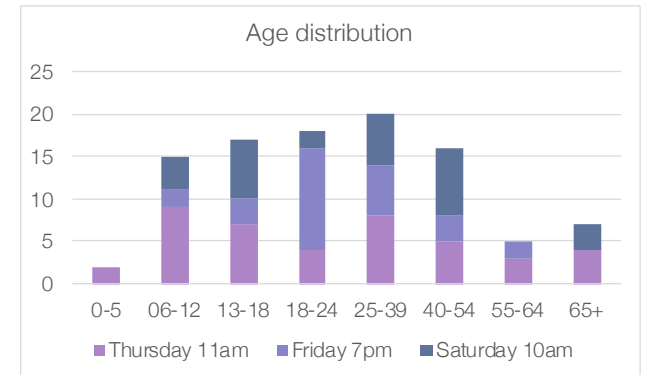
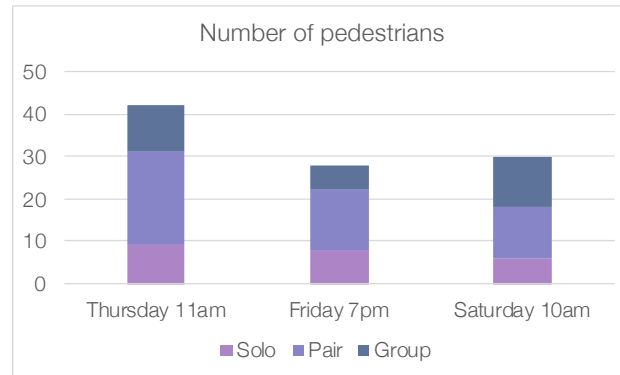
AUDIT MAP A: DURLACHER STREET TO TAVERN

Section A of Chapman Road is characterised by the Geraldton Regional Art Gallery (GRAG) to the north-eastern side, with adjacent GRAG Park.

Shade: 665m²

Public seating: 1 bench

Outdoor dining: 20 chairs /6 tables





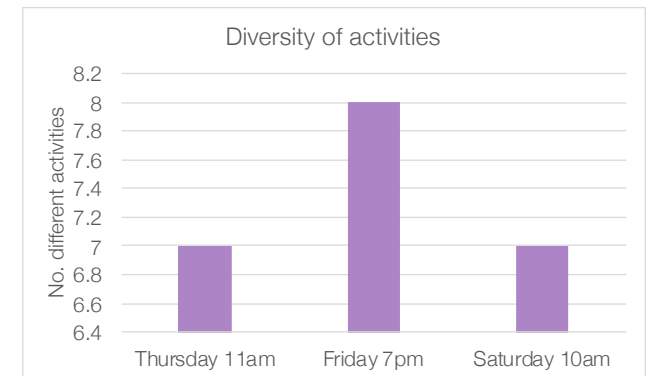
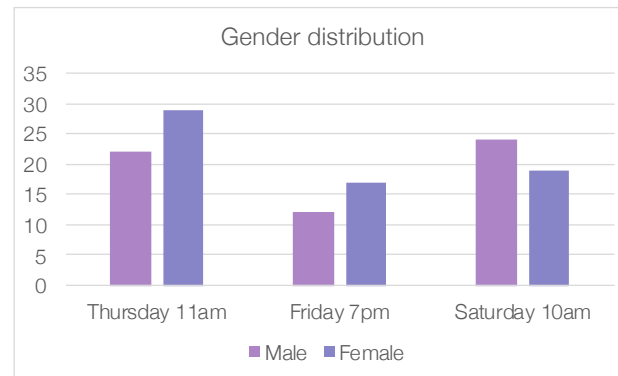
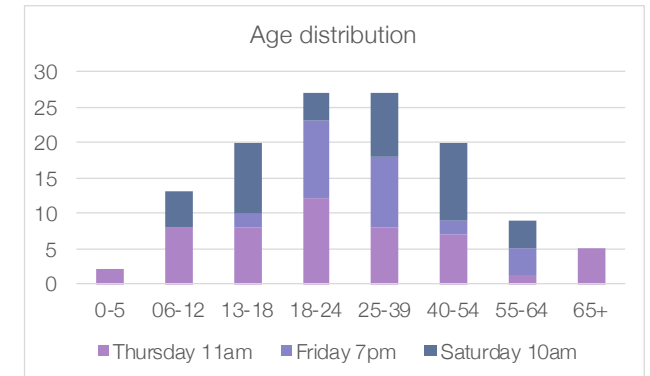
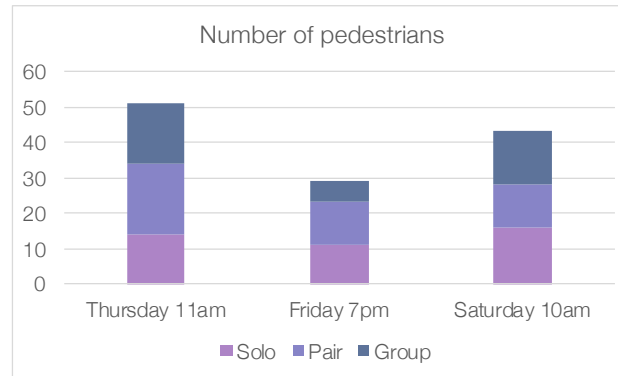
AUDIT MAP B: TAVERN TO TURKISH KITCHEN

Section B of Chapman Road includes a connection to Rocks Laneway and has a carpark on the western side which presents opportunities for activation.

Shade: 314m²

Public seating: 0

Outdoor dining: 0





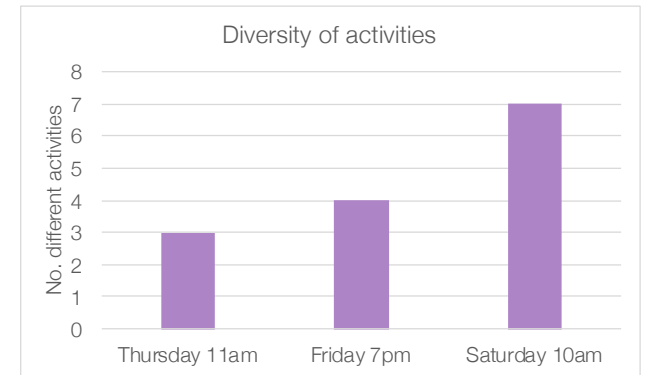
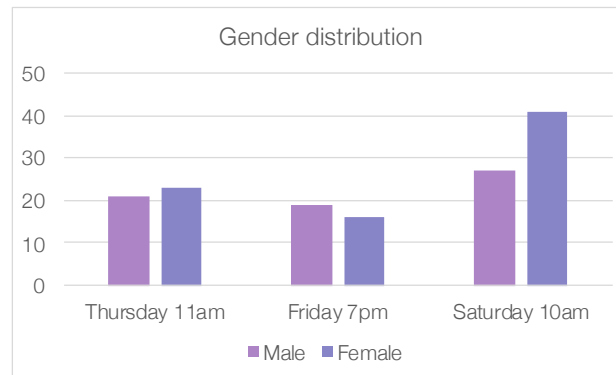
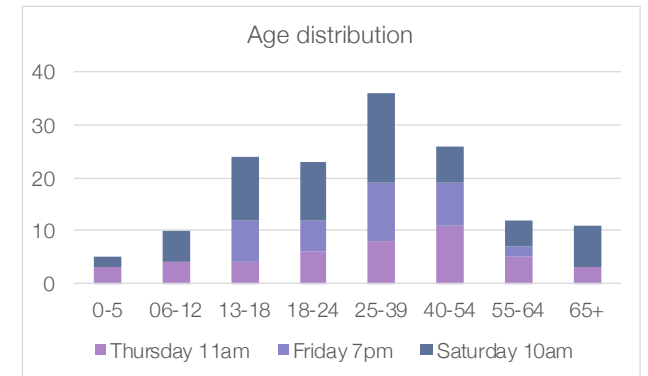
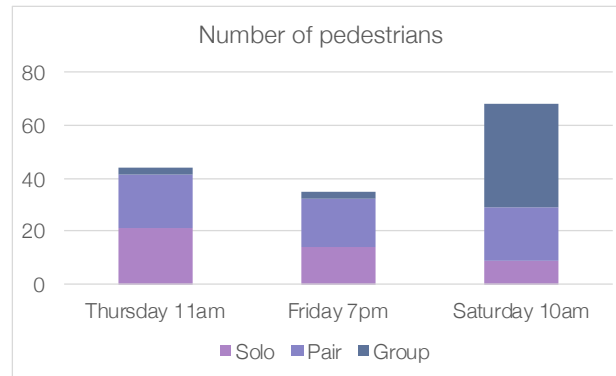
AUDIT MAP C: TURKISH KITCHEN TO ANZ BANK

Section C of the street sees the entrance to the Stirlings Central shopping centre on the eastern side. The western side of the street has night time outdoor dining.

Shade: 370m²

Public seating: 0

Outdoor dining: 5 chairs, 4 stools, 5 tables





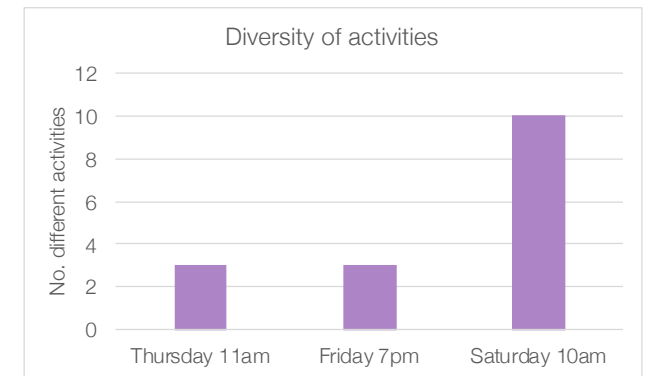
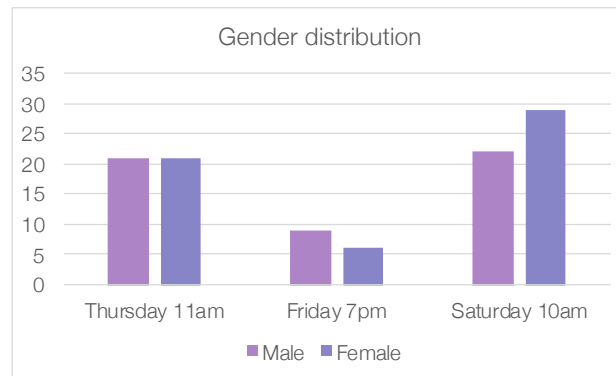
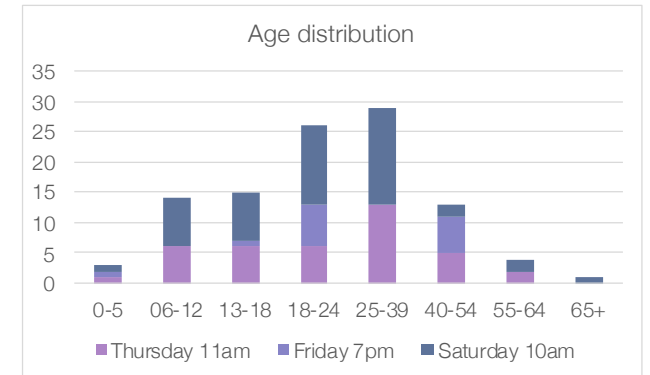
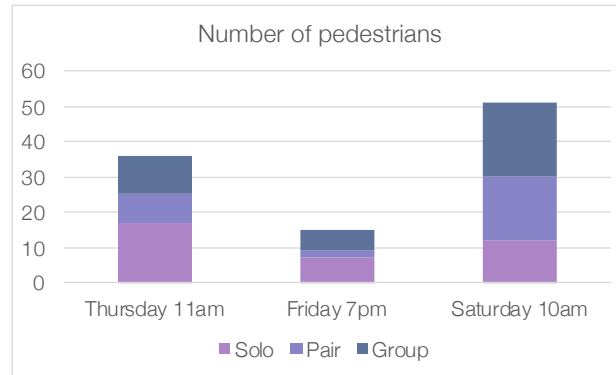
AUDIT MAP D: ANZ BANK TO CATHEDRAL AVENUE

Section D of Chapman Road contains some landscaping/greenery and a park bench on the eastern side.

Shade: 314m²

Public seating: 1 bench

Outdoor dining: 0





STIRLINGS
Central

Kombihero

Woolworths

STIRLINGS
Central

Woolworths

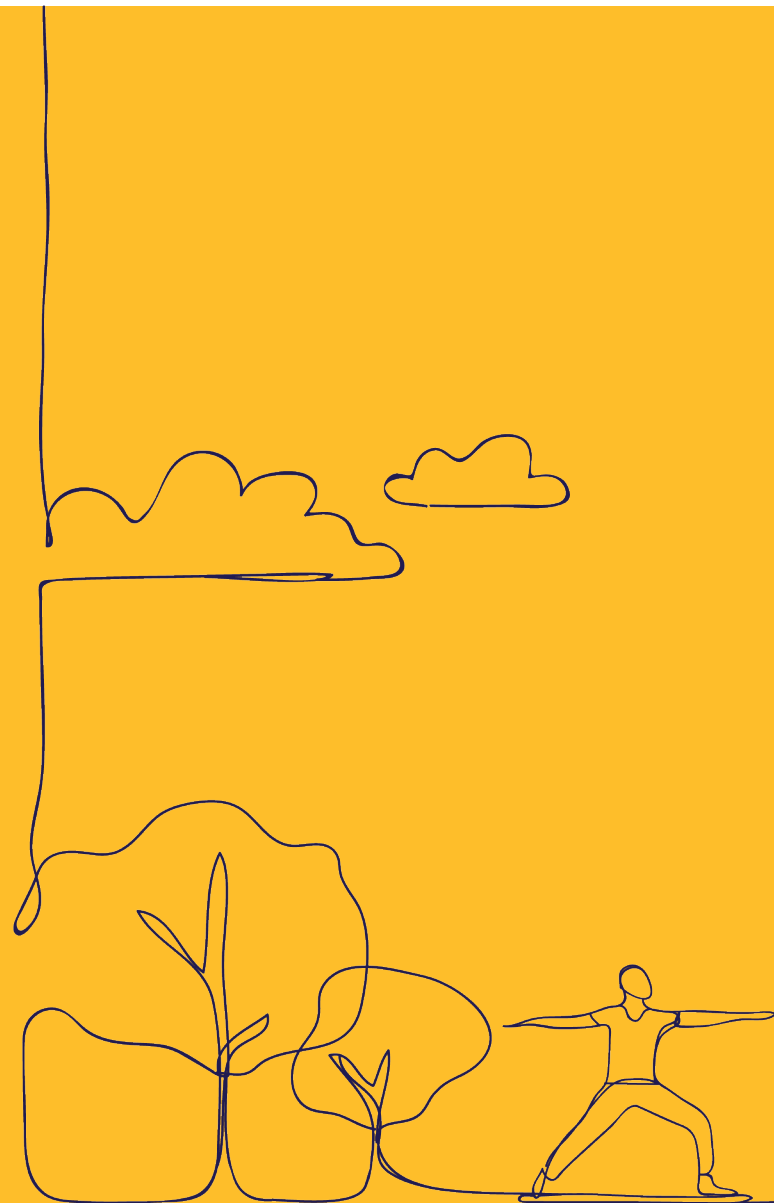
BEST & LESS

HYDRAN BOOSTER

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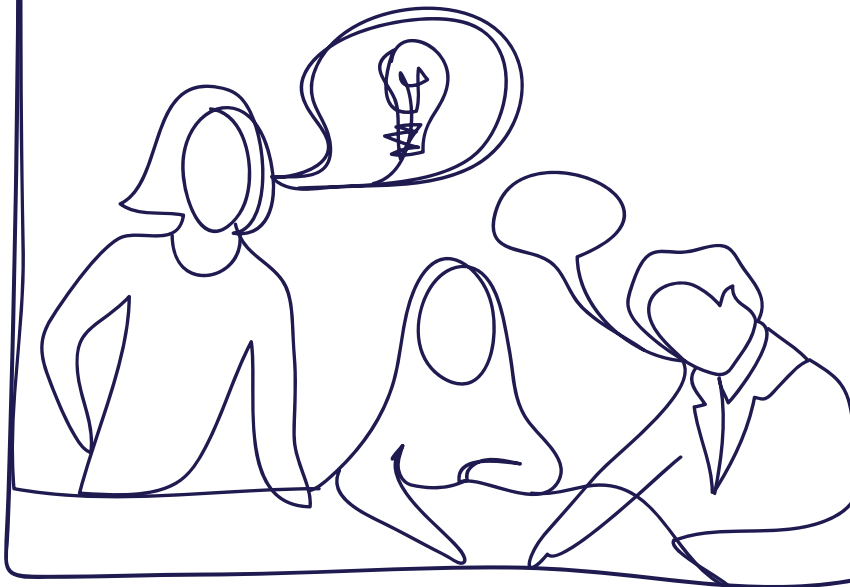
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31 MAY 2021



04
**TACTICAL ACTION
PLAN**



DRAFT ACTION PLAN

The Chapman Road Tactical Activation Action Plan was collaboratively developed by the Working Party.

Three key themes were developed to strategically guide the project:

- Movement
- Amenity and experience
- Creativity and activation

The themes are supported by actions, with responsibility, budgets and measures articulated clearly in the following Action Plan tables.

\$150,000 budget is available for implementation of the trial, invested in actions as per below.

1 - MOVEMENT					\$49k
PROBLEM	OBJECTIVE	ACTIONS	BUDGET	MEASURE	RESP
<i>Car dominated. Lots of noisy traffic, some hooning.</i>	Redistribute public space to prioritise walkers and cyclists: <ul style="list-style-type: none"> • Reduce car numbers • Reduce traffic speeds 	<ol style="list-style-type: none"> 1. Reduce 2 lanes to 1. 2. Reduce lane width to slow traffic. 3. Snaking road geometry. 4. Liaise with Main Roads over 30km/hr speed for Chapman Road. 	Combined estimate \$45,000 for traffic drawings, approvals (likely 2 weeks), road markings	<ul style="list-style-type: none"> • Speed of vehicles • # of vehicles • Type of vehicles 	1-4. The City: Engineering Services
<i>Pedestrians and cyclists feel unsafe /vulnerable.</i>	<ul style="list-style-type: none"> • Improve cyclists and pedestrians experience and safety • Enhance links between Chapman and Marine Terrace • Increase in pedestrian and cyclists 	<ol style="list-style-type: none"> 5. Bike maintenance pod installed street - to be located in negotiation with traders. 6. Additional bike parking in street - to be located in negotiation with traders. 	<ol style="list-style-type: none"> 6. Funded through other budgets 7. \$4,000 8. 21/22 budgets 	<ul style="list-style-type: none"> • # pedestrians • # cyclists • # pedestrian demographics • # pedestrian group sizes 	6-7. The City and Strat Planning / Eco Dev, installed by Maintenance Depot 8. Events /Cultura Dev team

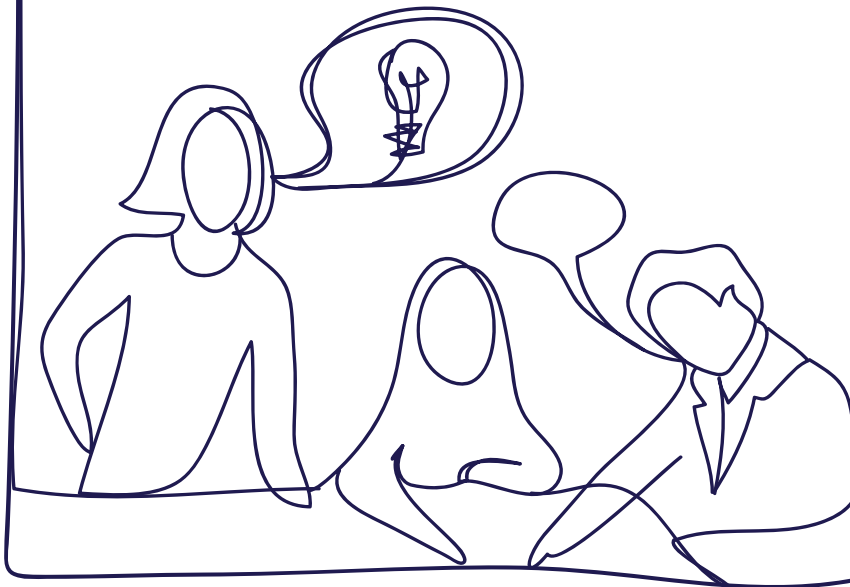
2 - AMENITY AND EXPERIENCE					\$54.3k
PROBLEM	OBJECTIVE	ACTIONS	BUDGET	MEASURE	RESP
<i>Exposed street, lack of protections from the elements.</i>	Improve customer experience and comfort: <ul style="list-style-type: none"> • Create a more shaded, comfortable pedestrian environment • Increase public seating options • Increase greenery in Chapman Road 	<ol style="list-style-type: none"> 1. Install planter beds to define street edge and plant trees/attractive vegetation. 2. Trader/planter bed sponsorship program - with local people decorating and /or planting out the pots. 3. Creative solar lighting in Activity Nodes. 4. Diverse seating options: <ol style="list-style-type: none"> a. Parklet x 2 b. 4 x seating benches 	<ol style="list-style-type: none"> 1. Trees, mulch and plantings \$10,000 (re-use 20 x wicking pots) 2. \$2,000 3. \$300 4. Prices: <ol style="list-style-type: none"> a. \$25,000 b. \$8,000 	<ul style="list-style-type: none"> • # public seats • # mt/sq shade areas 	<ol style="list-style-type: none"> 1. The City Engineering Services 2. The City Strat Planning and Eco Dev 3. GRAG/Town Team 4. The City
<i>Streetscape lacks identity, not inviting, tidy but boring, mixed economic blend, no visual merchandising.</i>	Celebrate local stories, offering and people: <ul style="list-style-type: none"> • Enhance streetscape amenity • Increase outdoor dining options • Diversify street experience • Increase number of activities in space • Support trader success 	<ol style="list-style-type: none"> 5. Provide nodes of activity and amenity at key locations. 6. Attract more food and beverage businesses to Chapman Road. 7. Promote the use of wifi use on street, using footpath stickers - art developed in house. 8. Traders expand into street - visual merchandising training for all Geraldton business community. 9. Outdoor entertainment furniture subsidy: seating /umbrellas /heaters /lighting subsidy for 3 node locations - \$3,000 offered per node (GRAG, Tavern, Turkish Kitchen). 10. Hospitality providers to celebrate cultural/theme nights and promote to the community. 	<ol style="list-style-type: none"> 5. Priced in other sections 6. Negotiated 7. 21/22 budgets 8. 21/22 budgets 9. \$9,000 10 Negotiated 	<ul style="list-style-type: none"> • # activities /behaviours • # pedestrians • # outdoor dining seats • Trader observations 	<ol style="list-style-type: none"> 5. The City Engineering Services 6-9. The City Strat Planning and Eco Dev 10. Traders

3 - CREATIVITY AND ACTIVATION					\$46.5
PROBLEM	OBJECTIVE	ACTIONS	BUDGET	MEASURE	RESP
<i>Empty feel. No reason to go there. People not sticking around.</i>	Make Chapman Road memorable and lingerworthy: <ul style="list-style-type: none"> Attract visitation by local communities and tourists Encourage people to linger longer 	<ol style="list-style-type: none"> Community road mural - with anti-slip in repurposed pedestrian road space - community painting event. Host 3 x pilot 'edutainment' art talks/ workshops in GRAG Park to test community appetite - guest speaker topics may include: birdwatching, bee keeping, gardening and other specialist topics. Promotion through social media. Hold monthly pavement chalk art family activities in GRAG Park, social media promotions. Interpretive cultural and indigenous storytelling (stickers and QR codes). 	<ol style="list-style-type: none"> \$23,500 Negotiated Free chalk from Bunnings 21/22 budgets 	<ul style="list-style-type: none"> #demographics # group sizes # public seats Trader observations 	<ol style="list-style-type: none"> The City: Events /Cultural Dev team (depot manages road closure) GRAG GRAG The City: Events /Cultural Dev team
<i>Boring and bland. Cultural anchors not celebrated.</i>	Make Chapman Road a creative heart and catalyst for the City: <ul style="list-style-type: none"> Increase street art in Chapman Road Attract visitation and increase dwell time Attract participation in creative workshops and events 	<ol style="list-style-type: none"> Engage artists to create 3 x new 'insta-places' mural walls (like butterfly) leading to the GRAG. 'Live art' to be painted during the community road painting event. Invite Town Team and local knitting groups to join a 'knit bombing' competition within nodes and infrastructure in Chapman Road, with guest judge - prize to be sought from local business. 	<ol style="list-style-type: none"> \$20,000 Negotiated 	# art walls	<ol style="list-style-type: none"> GRAG, Manager Libraries Heritage and GRAG Town Team

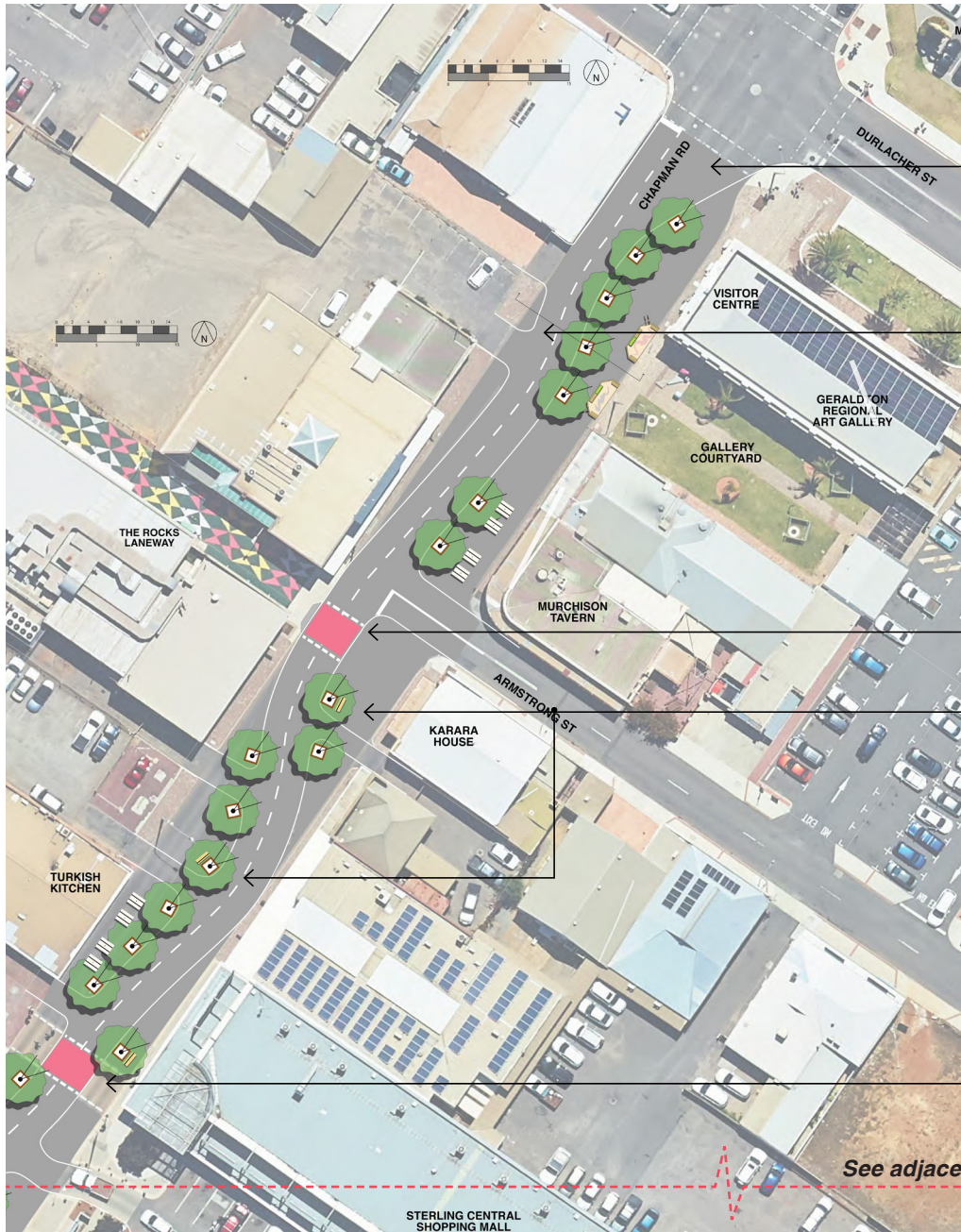
<p><i>Low community connection to place.</i></p>	<p>Grow a culture of collaboration and participation:</p> <ul style="list-style-type: none"> ● New business and community networks ● Support community-led projects /activation in Chapman Road 	<ol style="list-style-type: none"> 7. Support new local Town Team and provide \$3k subsidy, through payment of materials, to deliver a creative project installation in Chapman Road. 8. Attract markets to Chapman Road precinct - liaise with market providers over Makers Market in Chapman Road precinct. 9. Hold regular meetings with Chapman Road traders during the project. 	<ol style="list-style-type: none"> 7. \$3,000 8. The City to fund road closures - 21/22 budgets 9. Negotiated 	<p># community led projects</p>	<ol style="list-style-type: none"> 7. The City Strat, Planning and Eco Dev/Town Team 8. The City Strat, Planning and Eco Dev 9. The City Strat, Planning and Eco Dev
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05 CONCEPT SKETCHES

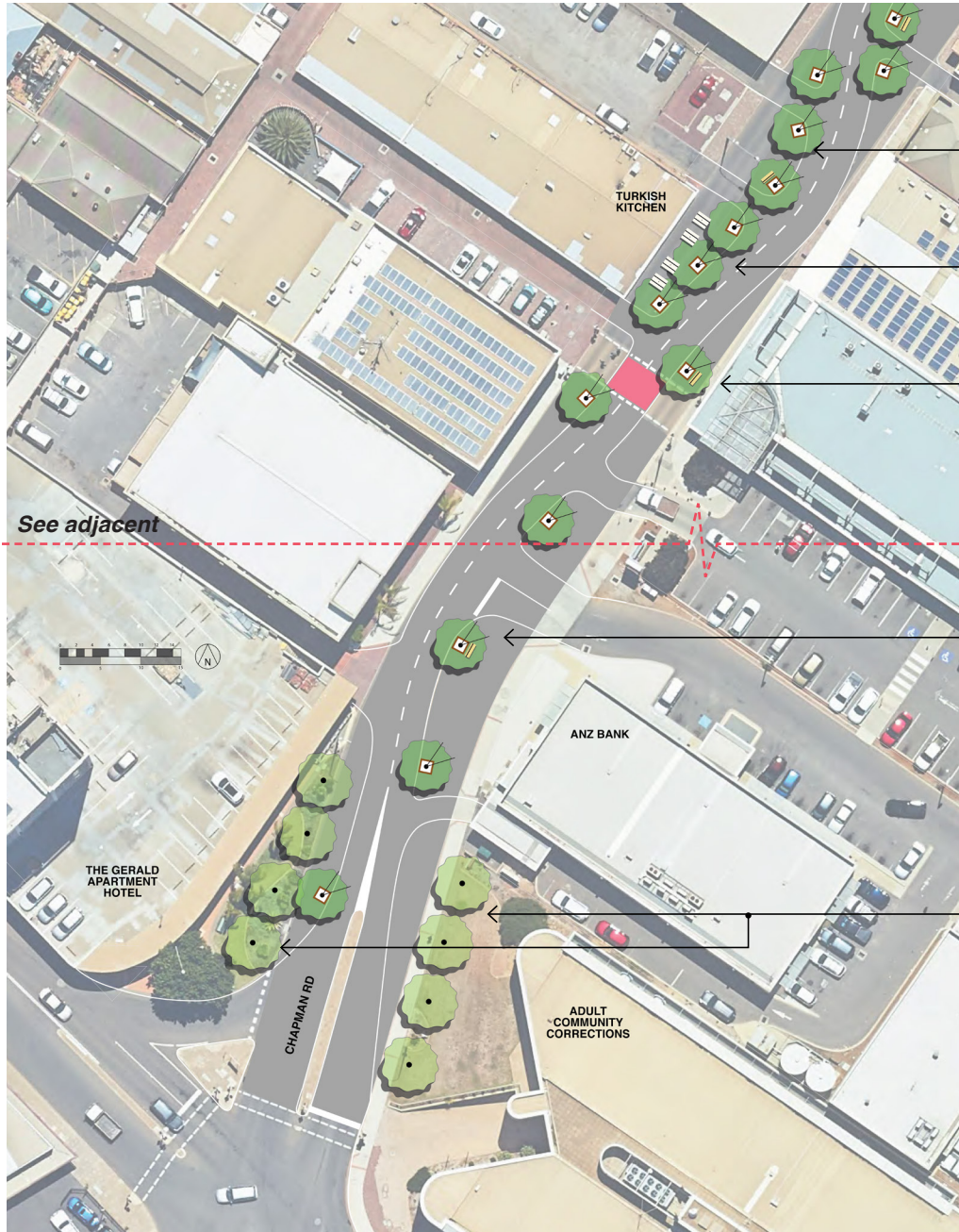


ROAD LAYOUT AND TREES



- Drawing Not to Scale (NTS).
- Proposed 30km zone from Durlacher Street to Cathedral Avenue. Slowed traffic corridor to provide safe space for both cycling and vehicle movement
- Single lane roadway, narrow 2.85 lane width features snaking curves. Concept only - traffic plans for road layout and pedestrian crossings to be developed by transport engineers
- Road lines and cycleway to be applied using road paint (not thermoplastic).
- New pedestrian crossing installed at The Rocks Laneway with textured road paint treatment applied coloured to match The Rocks Laneway pink.
- Bench seats underneath trees x 2
- New and existing pedestrian crossings highlighted with textured road paint treatment applied coloured to match The Rocks Laneway pink

See adjacent



- 20 x trees in large planters to line roadway. Trees located at key vehicle junction points to protect pedestrians.
- 5m spacing provided between edge of pots in key activity locations.
- Bench seat underneath tree.
- Traders along Chapman Road invited to 'adopt a planter' and decorate, plant and water vegetation.
- Bench seat underneath tree
- The City to discuss the possibility for additional tree plantings to be installed in existing beds at the The Gerald Hotel and the former SGIO building. Not priced within project budgets.
- Drawing Not to Scale (NTS).



Recycled wicking planters featured above for reuse in project.



ROAD SECTION

Section adjacent to GRAG Park area. Not to scale.



ROAD CORRIDOR

- Road corridor has been redesigned and re-prioritised as a place for people.
- 30km speed limit proposed providing a safer environment for all users.
- Road to feature narrow vehicle lanes (2.85 wide) that constrain and slow traffic speed.
- Snaking road alignment obstructs line of sight, physically contributing to the slow traffic environment.

SHARED SPACE

- Recaptured space provides a shared use zone for community use.
- Corridor redesign maximises space for people.
- Tree planters line the movement corridor edge, further constraining traffic 'feel' and providing shade.
- Parklet deck level with kerb allows open access for people of all abilities.

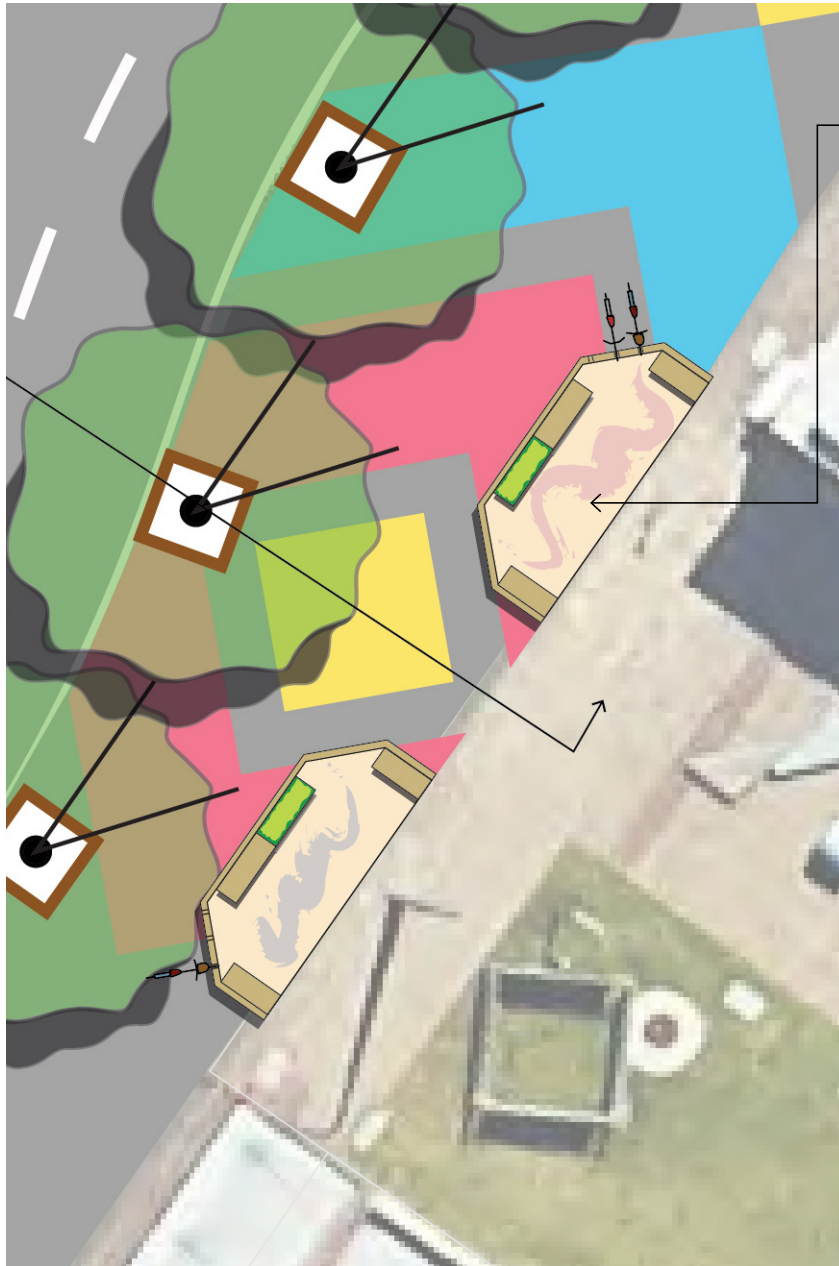
ACTIVITY NODES

Activity nodes provide gathering places, comfort and amenity for visitors and locals.

- **Activity Node 1** - located adjacent to GRAG Park open space and features parklet/s. Negotiations to be undertaken with GRAG over care and control of furniture.
- **Activity Node 2** - located adjacent to Murchison Tavern and features picnic benches which are available for public use. Negotiations to be undertaken with the Murchison Tavern over use for outdoor dining purposes.
- **Activity Node 3** - located adjacent to the Turkish Kitchen and features picnic benches which are available for public use. Negotiations to be undertaken with the Turkish Kitchen over use for outdoor dining purposes.



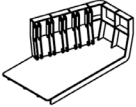


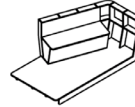
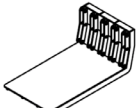
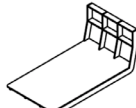
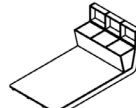
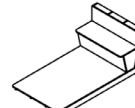
ACTIVITY NODE 1 - GALLERY



- Parklets, one or two dependant on costings, sized to fit in a car parking space, to support future flexibility They provide a welcoming appeal that invite people to stop and linger longer.
- Minimum inclusions:
 - Platform deck level with kerb for open access by pedestrians of all abilities.
 - 3 x bench seats
 - 1 x planter bed
 - Outward facing cycle parking
- Parklets may be painted by local artists to add distinct creative touches. May be relocated to other areas in the City after the 12 month pilot.
- Parklets are City assets. At the end of the pilot they may be relocated elsewhere.
- Central yellow painted square is designated art zone and is to remain clear of furniture for future ephemeral sculpture installations.





			
Bicycle End (L/R) 2100 or 1800 mm D 1310 mm W 888 mm H	Platform End (L/R) 2100 or 1800 mm D 1310 mm W 888 mm H	Planter End (L/R) 2100 or 1800 mm D 1310 mm W 888 mm H	Bench End (L/R) 2100 or 1800 mm D 1310 mm W 888 mm H
			
Bicycle 2100 or 1800 mm D 1200 mm W 888 mm H	Platform 2100 or 1800 mm D 1200 mm W 888 mm H	Planter 2100 or 1800 mm D 1200 mm W 888 mm H	Bench 2100 or 1800 mm D 1200 mm W 888 mm H

- The Urban Commons parklet kit (as above and to the right) may be pre-ordered and flat pack delivered for assembly in house. Section at top of page features parklet with shade structure (not available in Urban Commons kit).
- Each planter is formed with 4 x modules as detailed to the right.
- We recommend combination of 1 x bicycle end, 1 x bench end, 1 x planter module and 1 x bench module.

- Alternately the City could design its own parklet/s, featuring a simple rectangular layout and shade structure 5.0 x 2.0m in size.
- Design could include timber deck, with astroturf surface, walls created from timber planter beds - 1.5/8m long x 0.5m wide x 0.8/1m tall.
- Outdoor entertainment furniture subsidy of \$3,000 is available to GRAG for furniture, heating, lighting etc.



- Parklets with shade structures is a preference, however budget feasibility to be determined.
- Example shade parklet provided below, by Rightside Creative Solutions.



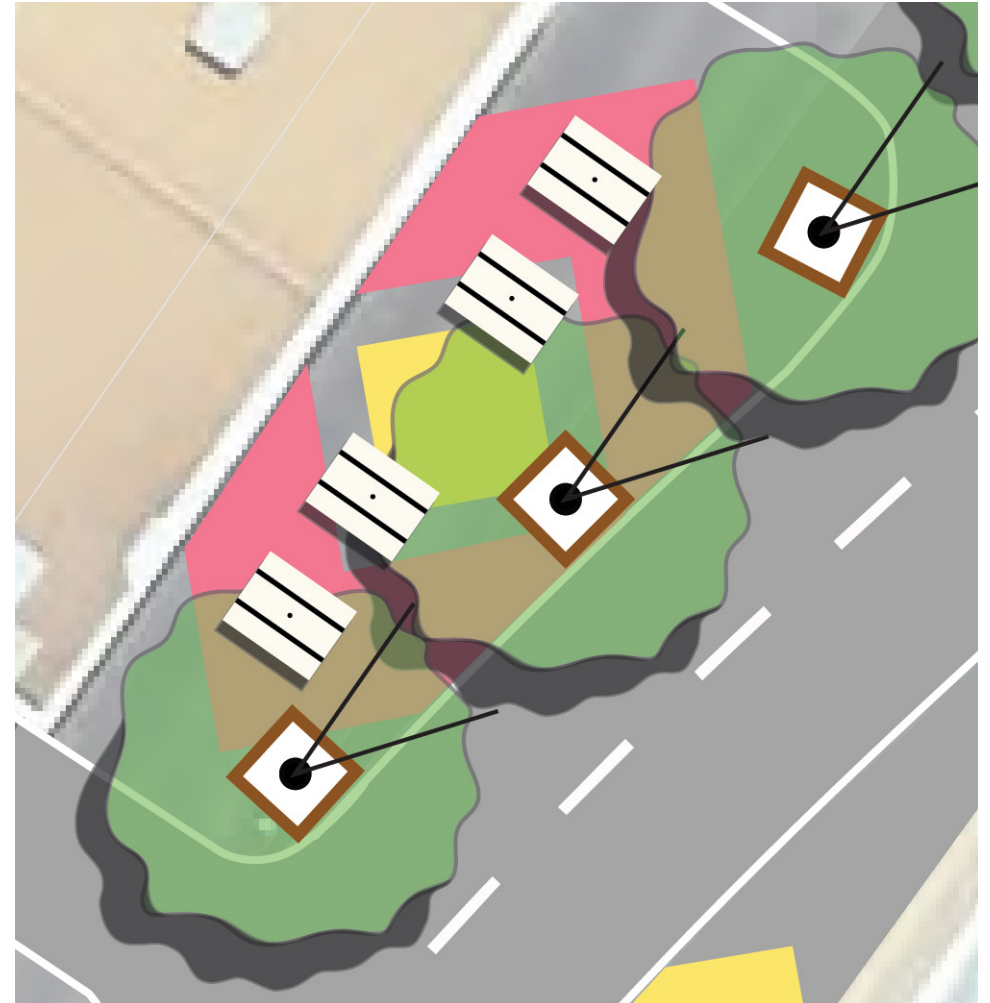
ACTIVITY NODE 2 - TAVERN

- Activity Node 2 is located adjacent to the Murchison Tavern.
- The nodes provides space for seating/dining with furniture provided by the Tavern. Picnic benches provided as an example.



ACTIVITY NODE 3 - TURKISH KITCHEN

- Activity Node 3 is located adjacent to Turkish Kitchen.
- The nodes provides space for seating/dining with furniture provided by the Turkish Kitchen. Picnic benches provided as an example.



- Traders are encouraged to sponsor the planter beds facing their property. Funding may be made available for traders to decorate, plant and water planter beds.
- Outdoor entertainment furniture subsidy of \$3,000 is available for the Tavern and Turkish Kitchen for furniture, heating, lighting etc.



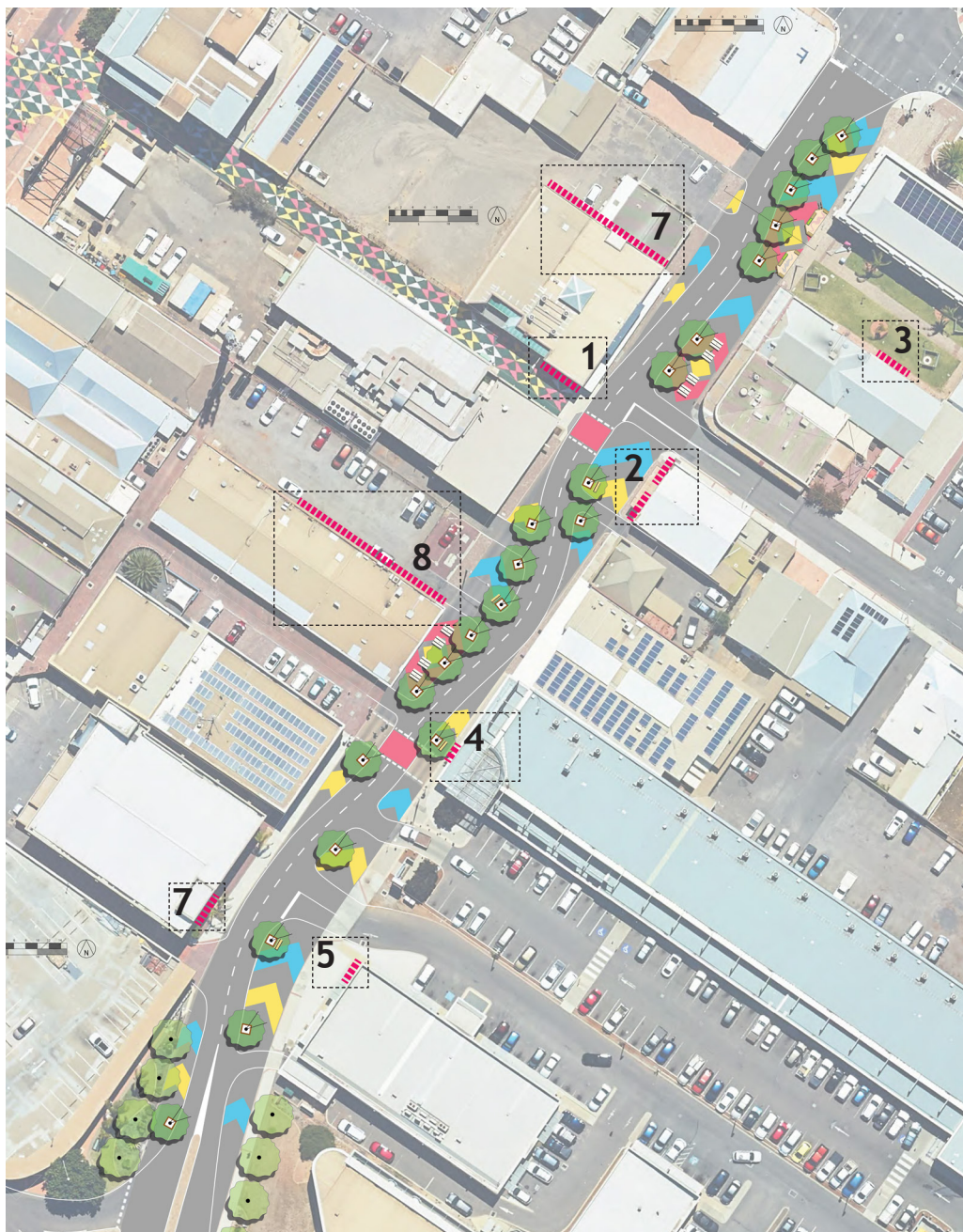


PAVEMENT ART

- Simple supergraphic pavement artwork proposed - directing people to the Activity Nodes and GRAG.
- Activity Nodes highlighted though change in colour.
- Colours reflect and compliment The Rocks Laneway colour scheme.
- Simple graphic layout will be easy to layout for painting by community in a Community Art Day event.
- Event plan to be developed including risk assessment. Full day road closure required for event. Patterns to be laid in advance using chalk. Community to work in teams of five, overseen by supervisors, applying paint using rollers. Children welcome, with oversight of parents. Spill kit to be provided for clean-up of spills or mistakes.
- Art treatment featured within 'reclaimed' roadway. Two or three layers of quick dry, water based paint (safe for community use) to be applied, with top layer integrating anti-slip texture.
- Vehicular traffic area to remain artwork free to avoid driver confusion.
- Colourful treatment on 'reclaimed' pedestrian space will reinforce the pathway for vehicular movement.
- Plan Not to Scale (NTS).



- Simple and unsophisticated 'supergraphic' artwork will direct visitors to Activity Nodes and GRAG while supporting easy layout and painting by community.
- Example Event Plan from similar road painting Community Art Day to be provided to the City for reference.



ART WAYFINDING MURALS

- Multiple locations have been identified for wayfinding murals that lead visitors to GRAG.
- Interactive 'insta' murals, comparable to previously damaged butterfly mural, are encouraged, to support social media sharing and attract visitation.
- Mural themes reflect community activation preferences:
 - Wearable wings, butterfly
 - Riding the barrel, surfing theme
 - Lifting a heavy barbell, exercise theme
- Hashtags to accompany the mural, as agreed by the City's Communications Team.
- We recommend murals be delivered over multiple years in the precinct - to grow the precinct as a creative heart for the City.
- Mural priorities are indicated by adjacent numbering with 1 = sooner and 8 = later.
- The City to enter into negotiations with building owners to seek approval to undertake mural artwork. Discussion outcomes will inform the three murals to be delivered in 21/22 pilot period.
- Murals to be assets of the City, treated with anti graffiti coating.
- Plan Not to Scale (NTS).

Example mural images only

