



EXPLORING COMMUNITY VALUES
QUEANBEYAN CBD MASTER PLAN RENEWAL PROCESS
WORKSHOPS: SUMMARY REPORT
19TH & 20TH APRIL 2017



The gardens of the Millhouse Cafe, Morriset street



1.0 INTRODUCTION - DOCUMENT PURPOSE

This briefing paper has been prepared by Urban Enquiry, Three Plus and Cultural Capital on behalf of Queanbeyan-Palerang Regional Council (QPRC).

It provides a concise summary of key findings from two half day workshop sessions held on 19th and 20th April 2017, as part of the CBD Master Plan Renewal process.

The document is structured in four parts:

Part 01 Workshop Overview

Provides an overview of the context for the workshops, and outlines the workshop structure.

Part 02 Priority Community Values & Vision

Provides a concise summary of the key outcomes from the workshops, establishing a draft vision statement and set of priority community values, to be used to advance the CBD Master Plan renewal process. The vision and values are also informed from the outcomes of the Community Strategic Plan visioning process and the Economic Development Plan visioning process.

Part 03 Next Steps

The final section of the document makes recommendations for the use of the community values and vision, as part of the CBD Master Plan Renewal.

Part 04 Appendix

Contains an unedited record of commentary, associated to photographic material, collected by community participants as part of walking tours undertaken during the workshop sessions.

The community representatives explored Queanbeyan CBD and were asked to create a visual record of community values.

The imagery used within this report utilises imagery collected by workshop participants.

PART 01 WORKSHOP OVERVIEW

1.1 Context

Project Brief & Workshop Purpose

Queanbeyan is a city of approximately 40,000 people nestled on the NSW/ACT border and is the regional centre for South East NSW in the Queanbeyan-Palerang Regional Council (QPRC) Local Government Area.

Following recent council amalgamations, QPRC is establishing a new vision to guide its growth over the next 10 years.

The city of Queanbeyan is undergoing significant change and has recently launched the Queanbeyan CBD Transformation Strategy. Council and the community are focused on redeveloping Queanbeyan's CBD and a significant part of this revitalisation requires a review & renewal to re-align the Queanbeyan CBD Masterplan, completed in 2009.

Refreshing the 2009 CBD Master Plan

The 2009 Master Plan provides a comprehensive and rigorous platform from which the future physical planning of Queanbeyan can continue to advance.

Through the master plan renewal process QPRC are seeking to deliver an activated environment that supports and promotes a strengthened identity for the CBD, with priorities including:

- An identifiable heart
- A dynamic retail offer
- A significant cultural/ civic precinct
- Lifestyle elements that attract city living and support entertainment and amenity
- A vibrant night time economy
- A quality public realm, to connect people with the built environment, its streetscapes, parklands and the river.

This process of renewal will define the direction for the development and evolution of Queanbeyan into the future.

As part of the Master Plan review, the opportunity to strengthen community, cultural and place values, and embed these as drivers of development outcomes was identified. The process is seeking to elevate community values as drivers of spatial change, to inform and guide the quality and character of development outcomes.

1.2 Workshop Objectives

A series of half day workshops were organized in Queanbeyan, with representatives from the community and key stakeholder groups invited.

The workshops sought to:

- Establish a clear understanding of the community's values.
- Understand what place qualities, characteristics and elements the community cherish.
- Establish a clear understanding of how the community live their lives in Queanbeyan, how they currently interact with the CBD and what spatial and place qualities would improve that interaction.
- Explore where and how the population of Queanbeyan comes together and celebrates as a community and how that can be enabled into the CBD public realm.
- To identify a set of priority community values, and translate these into civic values, establishing a decision-making framework of people and place based objectives to guide development outcomes.



CBD MASTER PLAN - SUITE OF DOCUMENTS





QUEANBEYAN - EXPLORING COMMUNITY VALUES

2009 CBD MASTER PLAN

OBJECTIVES

The objective of the 2009 master plan was to achieve the following community vision for the CBD:

- The CBD retains its prominence as the focal point for the region
- A high level of activity within the town is facilitated
- A distinctive image promoting 'Country life, city benefits'
- Development of a river focus
- High quality urban design outcomes
- Based on initial community consultation outcomes from the 2009 master plan process and the 'Queanbeyan Tomorrow Community Vision 2021' exercise, a draft vision was developed for the CBD.

VISION

As the heart of the Queanbeyan community the Central Business District should be a dynamic, attractive and safe place to live, work, shop, relax and be entertained.

The CBD shall remain the regional focus for a diverse range of commercial, retail and cultural activities whilst also containing residential living opportunities. Growth in these activities should be pursued and accommodated whilst maintaining a sense of place.

A distinct identity shall be created via the provision of a high quality public domain with pedestrian friendly places for people to meet and enjoy taking full advantage of its built heritage, country town character and riverside location.

It shall ensure all new development is contemporary, sustainable and of a high architectural quality.

Tree lined 'Main Street' environments and the riverside setting will provide a renewed focus for pedestrian activity, al-fresco dining opportunities and cultural events during the day and night.

Through civic enhancement, quality re-development, a diversity of uses and increased community activity the CBD will provide the benefits of a city location but retain country town appeal.

1.3 Engagement process

The following agenda structured the working sessions with community representatives, over 2 days:

2 DAY WORKSHOP & WALKING TOUR STRUCTURE

9.00AM INTRODUCTIONS

General Welcome

9.05AM PURPOSE & STRUCTURE

Outline of the role and purpose of the workshop sessions

9.15AM RECAP & REFLECTIONS ON CURRENT CBD MASTER PLAN

- A short presentation to provide an introduction to:
- The role and purpose of a master plan
- How they are developed
- Provide some insights into the current continuing value of the 2009 Master Plan
- Explain how the community values exercise is a key opportunity to advance and refresh the 2009 plan

9.30AM EXPLORING COMMUNITY VALUES - EXPERIENCE OF PLACE

Working in groups attendees asked to explore a set of proposed community values, to challenge, test and contribute to their development.

10.30AM MORNING TEA AND DISPERSE

10.40AM A VISUAL RECORD OF COMMUNITY VALUES - WALKING TOUR

In groups attendees explored the CBD and generated a photographic record of its values and assets, as well as recording significant issues that affect the experience of the CBD and its success.

11.40AM RECONVENE TO ASSEMBLE VISUALS AND VALUES

Attendees shared the reflections from their walking tour

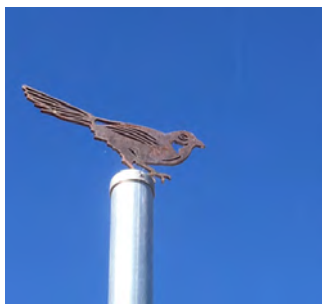
12.55PM CLOSE & NEXT STEPS

Thanks and next steps

Note - The workshop walking tour focused only on the CBD blocks between Morisset St, Lowe St, Rutledge St and Collett St. The CBD Master Plan covers a greater area.

For a more detail record of the workshop discussions see Appendix B





Part 02

Priority Community Values & Vision

2.1 Introduction

The following section of the report seeks to summarise key themes and ideas, recorded as part of the workshop sessions, synthesizing them to establish:

Vision

A 'Vision' to guide the future growth of Queanbeyan CBD

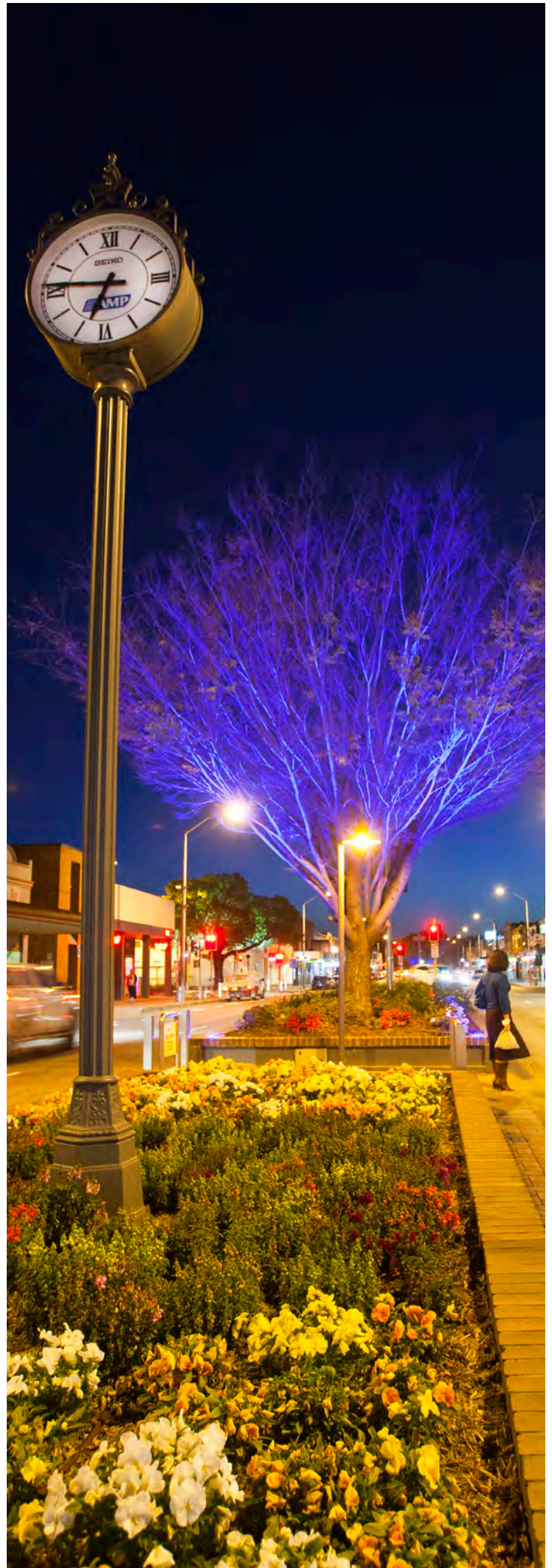
Values

A set of concise 'Priority Community Values' to guide decision making, align ideas and investment, and embed the qualities and characteristics of Queanbeyan that the community cherish in the future experience of the city.

Initiatives

Summarise a short list of 'Priority Community Initiatives' for the CBD, highlighted through the workshop process.

Source: Queanbeyan-Palerang Regional Council



VISION

Queanbeyan - A contemporary city with a country heart

PRIORITY COMMUNITY VALUES

- Value 01 A compact, connected & caring community
- Value 02 Lively & inviting streets & spaces
- Value 03 Connected to nature
- Value 04 Culturally expressive
- Value 05 Energetic economy

VALUE 01

A COMPACT, CONNECTED & CARING COMMUNITY

Queanbeyan CBD is home to a diverse community.

The compact city center is the neighbourly, friendly, caring and inclusive heart of the community. It offers a rich mix of housing choices, that support the community's changing needs throughout life, and provides residents and visitors easy access to essential community services and other day to day needs. This is supported by attractive and accessible public spaces and amenity providing motivation to stick and stay in the town center.

Priority Community initiatives

- Increase access to diverse and good quality housing options in the heart of the CBD
- Address the 'dead' spaces created by large areas of surface car park to create a more compact, well connected and activated centre.





The restored and reinvigorated Royal Hotel , Cnr of Crawford Street & Monaro Street

VALUE 02

LIVELY & INVITING STREETS & SPACES

Queanbeyan's streets, laneways and diverse public parks support the social life of the community. They provide a connected network of distinctive and accessible spaces that contribute to the comfort, health, relaxed lifestyle and civic identity of the CBD.

Priority Community initiatives

- Activate the street edges by improving the relationship between streets and buildings, removing blank walls to create activated and inviting street frontages.
- Address the negative impacts of vehicular traffic on Crawford and Monaro Street to prioritise the pedestrian by reducing vehicle speeds and improving the visibility, connectivity, safety and accessibility of street crossings.
- Address the 'dead' spaces created by large areas of surface car park to create a more compact, well connected and activated centre.





Street side dining, Crawford Street

VALUE 03 CONNECTED TO NATURE

A connected network of generous and shaded, tree lined streets, diverse scale parklands, public spaces, and sustainable buildings draw the influence of the natural landscape into the heart of the CBD, connecting visitors and residents to the ecological value of the region and increasing the value and presence of nature in the city.

Priority Community initiatives

- Strengthen the river connections to create a connected, recreational river loop.
- Strengthen the role of Morisset Street as a 'green' between the two key public parks.
- Enhance the ecological value of streets and buildings in the CBD.
- Structure the CBD to work with strategic views, drawing the scenic amenity of the surrounding landscape into the city.





Queen Elizabeth Park, on the west bank of the Queanbeyan River

VALUE 04 CULTURALLY EXPRESSIVE

The rich legacy of architectural heritage and community achievements is clearly visible and alive in the physical fabric of Queanbeyan. Buildings, streets and public spaces provide a dynamic canvas upon which the community celebrates the past, and its future through the arts and culture.

Priority Community initiatives

- The CBD provides a hub where the arts are nurtured.
- Heritage buildings are protected and re-purposed, becoming a cherished part of the city's future.
- The role and cultural activity associated with the Q is strengthened to establish a dynamic and clearly identifiable cultural hub in the CBD.
- The showground is a reconnected part of the CBD cultural scene.
- The physical fabric of the CBD provides the canvas for a curated city programme of dynamic and permanent installations.





Laneway artwork off Crawford Street by Neil Dickinson & students from the Qbn High Metals Trade School

VALUE 05

AN ENERGETIC ECONOMY

Queanbeyan CBD supports a diverse, resilient and smart 24 hour economy that fosters business innovation and community prosperity. The streets are alive with pedestrian activity, as visitors enjoy a distinctive shopping experience and explore the diverse retail and commercial offer of the city.

Priority Community initiatives

- The CBD is well serviced with digital infrastructure and intelligent services that foster innovation and help the city run well
- The CBD provides opportunities for young people to stay in the community and engage in driving new regional economies that help build the future.
- The CBD supports a curated approach to business innovation and place activation, that leverages technology to support new and future business innovations.
- The CBD creates space and the supportive infrastructure to support new and emerging entrepreneurs.





The vibrant Ciao Cafe, Crawford Street



3.0 NEXT STEPS

The physical setting of Queanbeyan, its buildings, landscape and heritage, and the values which its community hold are major contributors to its identity, brand and experience.

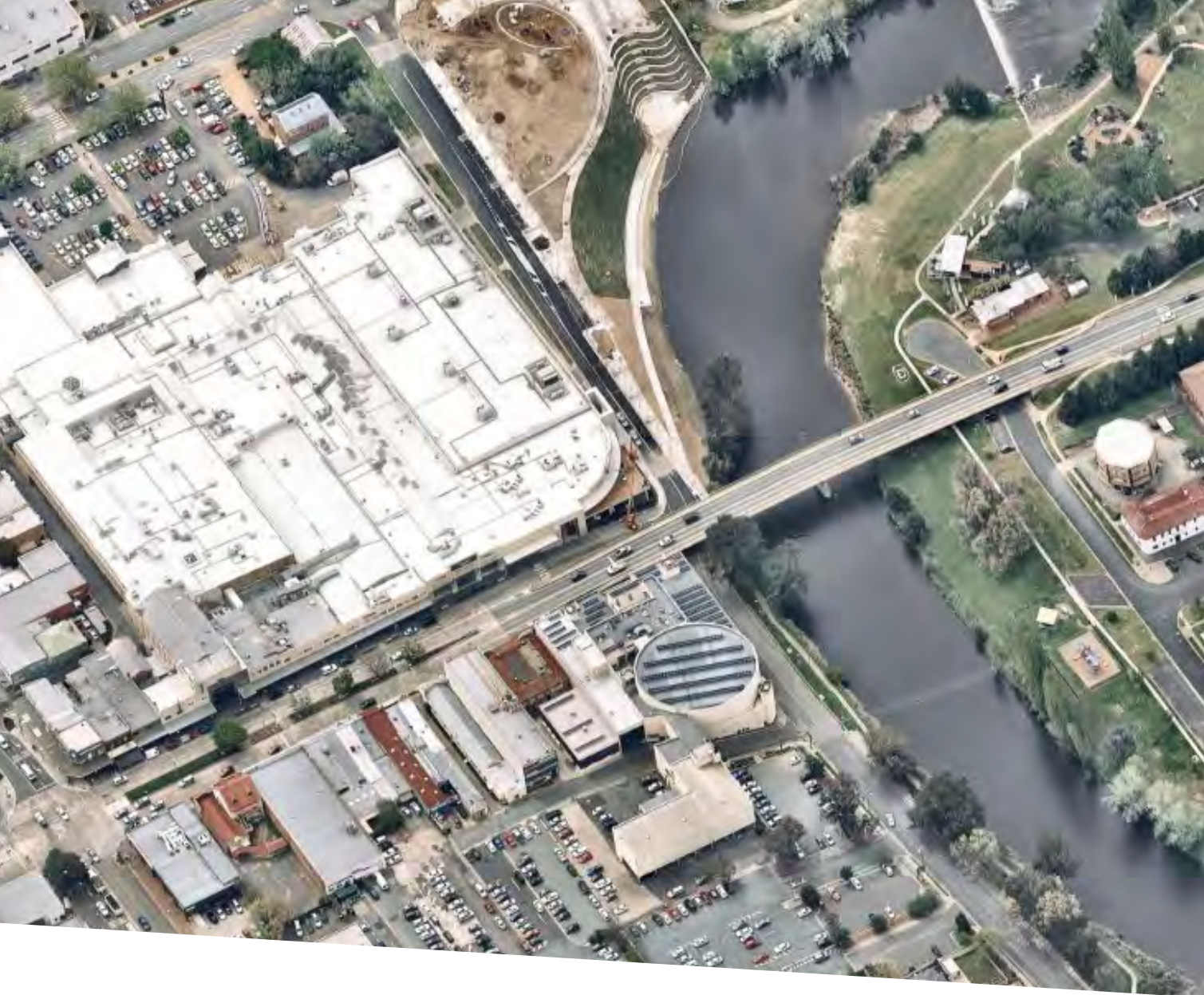
The quality, character and condition of individual buildings and spaces across the CBD either damage or support the current experience of the CBD and its ability to grow and prosper into the future.

The application of the Priority Community Values and Vision in the design and development process will enable Queanbeyan to embed its unique characteristics as determinants of its future growth.

This is fundamentally important if Queanbeyan is to attract current and future residents and businesses to make Queanbeyan home.

The priority community values and vision should be used to:

- Align investment and development activity to deliver a unifying vision for Queanbeyan CBD
- Embed Community's values in the quality and character of the built environment of the CBD
- Guide decision making through project planning, project development & budgeting
- Establish a framework to define project briefs and assess the appropriateness of development opportunities against
- Provide a framework against which success can be measured and monitored

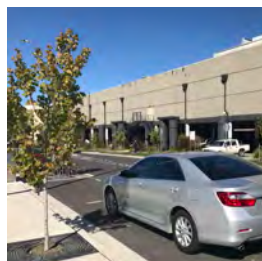


Source: Queanbeyan-Palerang Regional Council

PART 04

APPENDIX





APPENDIX 4.1

Contained in this appendix is an unedited record of commentary, associated to photographic material collected by community participants, as part of walking tours undertaken during the workshop sessions.

The community representatives explored Queanbeyan CBD and were asked to create a visual record of community values.

The imagery used within this report utilises imagery collected by workshop participants.

Image record Day 01 – 19 April 2017

6950	Trucks on Monaro Street: lack of safety; speed; noise. Vehicles dominate over people
6953	Streets "look sad". Disconnected from everything
6958	One of the biggest complaints from businesses is the number of properties on Monaro Street left vacant long term. No vibrancy. No foot traffic.
6961	Laneway: dingy, dirty, opportunity for street art. Could show culture and connectedness
6962	Old doorway – characteristic of detail of old Monaro Street that is not seen. No consistent them in facades, no cohesion. Need to bring architecture together.
6964	Plaques in the footpath: but nothing happening. No activity. No street furniture, no street art.
6965	Just up the street from 6964 is Ciao café – street activity. Evidence of businesses that have come together, seen the footpath opportunity. How to use the space to bring life to the street, visible life to the street.
6967	Dead street frontage at Kmart. Like Riverside Plaza and Monaro Street. Blank wall.
6968	Good to have visible car parking, but too much.
6970 / 6971	The Millhouse Café – amazing oasis, retreat in the heart of Queanbeyan. Trees: established and colours.
6974	QE2 Park shelter sheds – contemporary, solar panels, using park structure to generate energy. Good indication of contemporary city.
6975	QE@ Park – importance of water/river to Queanbeyan.
6976 / 6978	QE2 Park leads to dead end at caravan park. No love in this area. QE2 Park is a cultural activation space. Culture is diverse, and this is different to Q. This is a place that is intentionally left blank to be filled in with performances.
6977	Queanbeyan benefits from having free parking – convenience. Ground floor and façade of Riverside Plaza doesn't activate the area.
6979	Monaro Street façade – heritage to modern. Lack of continuity and character. Nature is brought into the heart of the city with plantings.
6981	Could shoot a cannon down the street. No foot traffic. Retail façade – blank. No shops. Nothing will change (with blank shop fronts) until you create value in the main street
6983	Pressed tin ceiling to footpath – cultural expression. Interest for visitors.
6985	Difficult crossing Monaro Street – sequencing of lights not prioritising pedestrians. Solution – digital infrastructure.
6986	Buses 650m: they used to stop in Crawford Street – now too far away from main street. (Buses still stop in Morrisset Street). Bike storage is also far from main street.
6987	Built form is narrow shop frontages on deep blocks – works against activation. Alleys are only used as short cuts. Won't fill alleys with shops until you fill Monaro Street.
6989	Planting in the middle of Monaro Street is lit at night – activate the night
6992	Cultural diversity of city in restaurants. Can we create a platform that demonstrates the cultural range of Queanbeyan.
6993 / 6994 / 6995	Queanbeyan Park is a place for everybody – sports, walking, shade. Most of our events are held there because of the shade in summer. There is a lack of shade at QE2.
7001 / 7003	Tattoo shop was a farrier, blacksmith – heritage. Blacksmith Lane is now uneven, dangerous, but has potential.
7005	Lane behind RSL Memorial Arcade has vista to Showground, but otherwise empty. Showground should be activated more.
9881	Beauty of the trees in the streetscape – connecting with nature.
9883	Establishment built to house people with mental health problems. There was opposition to it being in the CBD – close and visible community. Inclusive.
9884	Car park is a positive and a negative. People can come to Queanbeyan and park and spend time here. But it needs landscaping. It's an autoculture.
9886	Residential house – heritage done well. Something that Canberra doesn't have.
9887	Building for people with disabilities, but not done well – poor parking, uneven ground. Not purpose built. Expresses value of lack of care.
9889	Riverside grill/fence is full of rubbish – lack of care, pride. Need more trees to enhance the view across the river.
9890	River is in the background and overlooked but ignored by Leagues Club. Poor example of connection with nature.
9892	Mural on bridge foundation – expresses heritage, activity. Cultural expression.
9893	Heritage and culture across the river – art gallery and heritage. Should embrace both sides of the river.
9894	Poor connection with nature – rubbish on the riverside. Fix the rubbish. Fix the homelessness problem – a homeless person lives at this site.
9895	Disconnect between Riverside Plaza and QE2 Park and riverside. Shops / cafes needed at ground level. Remove road and make it pedestrian friendly – a river terrace? If you want activation, you need residential
9897	Caravan park – need to keep it, with a riverside walkway.
9900	Connected and green – wider laneway, so it works
9901	Crawford Street – connected to nature; ability for people to sit. Blending contemporary with new with Royal Hotel.
9904	Specialty retail needed in town – culturally expressive.
9907 / 9907	This is the only CBD block where private businesses have their own parking behind – could be used for development to liven the space. Space isn't connected to the laneway.
9910	Activation of laneway is happening.

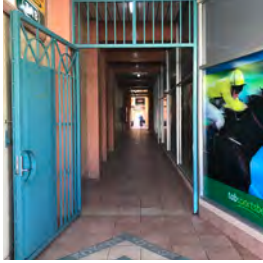
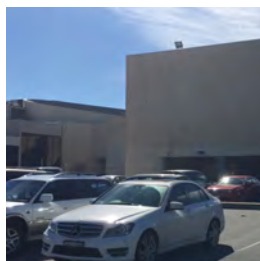


Image record Day 02 - 20 April 2017

- 0927 Most negative value – the blank rear walls of buildings (Leagues Club). Unused/wasted space. No economic value
- 0928 This building gives the only accommodation with views directly over the river
- 0930 / 31 / 32 Positive value – access to the river, to nature. And compared to the blank, inaccessible edge of the Plaza car park. Should be key address in Qbn for shops and cafes – see and enjoy the river
- 0933 / 34 Public art the engages at the riverside park, and connects with nature
- 0935 Positive street frontage values
- 0937 Successful business that has respected heritage, created a beautiful spot in a pedestrian area (across the road from QE2 riverside park). Positive contemporary use of heritage building
- 0939 / 39 Street view in Morriset Street, midway between Queanbeyan Park and QE2 Park, looking west to Qbn Pk and then east to QE2 Park – short connection through the CBD from park to park, park to riverside
- 0941 Poor use of space behind road frontage shops – car park. Makes me depressed. Unsafe. Don't know where the connections are.
- 0942 Mid block connection / arcade looking south across Monaro Street. Arcade across the street lines up, but no pedestrian connection.
- 0944 Crawford Street used to look like Monaro – 7 lanes wide. Would be good to do that treatment across the CBD. Shows the importance of streets to Qbn.
- 0946 Crawford Street outside council offices looking south – the value of street trees, colour.
- 5697 Contemporary country town needs a cultural heart. The Q is. Connectivity through and around the Q. Q is a meeting place.
- 5698 Library – positive value, easy to get to, but uninviting. Need to make the barrier to assets such as library more permeable.
- 5699 Laneways a positive and can be beautiful, with texture and colour. Location is unknown and underutilised.
- 5704 Truck rumbling past café in Monaro. Hard to hear yourself think. Uninviting. Have to work against just accepting them.
- 5705 Great access to car park at rear of The Q, but uninviting and grey.
- 5706 Only about 10 people a day come into this space. Lacks cultural expression, No visible community. Not contemporary.
- 5712 Underutilisation of good space. The structure and platform is there. Used to be School of arts and Qbn Age.
- 5713 Great window dressing, gives passers through something to see and stop. The glass catches your eye; but heritage holds back use of buildings – can't change the glass.
- 5715 Laneway, mid block connection done well. Greenery, signage that tells a story.
- 5717 Windows that don't look at the river – lack of connection, lack of visibility.
- 5718 side QE2 Park – controversy over spending \$4m in one place. It has become a meeting place. But doesn't connect to other river-assets – sensory garden. Can't do the top from the bridge across the weir.
- 7020 We need connected greenery, interaction with the river.
- 7021 Qbn: a city of car parks. Inefficient use of land.
- 7022 Connected to nature – value of street trees
- 7024 Could be in the middle of the country, by a river. Asset for city.
- 7026 Steps to nowhere – no connection, no visibility, no pathway.
- 7033 Beautiful river vista, connected to nature
- 7034 Culturally expressive - ; pylon artwork
- 7035 Pre-QE2 Park area was intimidating, Now a place for families – connected, visible community, nature
- 7038 Art gallery and café across the river – culture, journey across the river
- 7042 Value of street trees and streetscaping
- 7046 Trees in the car park soften the look and usability. Convenience is important. Match it with being inviting.
- 7043 Qbn Park is friendly, people talk when walking their dogs. Shady, inviting. It surprises – cycling track there, and scenic gardens.
- 7049 Blank façade – uninviting, nothing connected, nothing visible.
- 9913 Shutters are down on the aboriginal business. Is this a close and connected community
- 5723 Love-hate relationship with caravan park. Brings residential and visitors into the CBD, “but what a shit scene”.
- 7047 Heritage and greenery. Connected. Culturally expressive.
- 7043 Hoarding on Crawford St. Should be residential. How do we bring residential into the CBD.



Report prepared May 2017, for Queanbeyan-Palerang Regional Council (QPRC) by

