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LANDSCAPE



Prepared for Queanbeyan-Palerang Regional Council (QPRC)



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Executive Summary

The Queanbeyan CBD Spatial Master Plan provides a long term vision for the city of Queanbeyan. It is a fresh perspective that recognizes the social, economic and digital changes that have occurred over the last 10 years. It sets creative principles for infrastructure and urban design to deliver a city that is both welcoming and prosperous. The goal of the Master Plan is to provide a strategic framework for decision making, urban design and re-development. Master planning is never an isolated process and this plan relies on the considerable body of work and the community consultation that has taken place over the last two years.

As foundation tenets, the plan uses the three strategic pillars identified in the CBD Transformation plan – identity, connection, and investment. Identity imagines a strong sense of community – who we are and what we stand for. Connection at all levels is about the way our buildings and public spaces relate, the way we move around our city and the harmony between places and people. Investment recognizes the ongoing need to attract options for growth and renewal and to create a lasting legacy.

The streetscapes and block plans in this Master Plan create a visual representation of a pedestrian friendly and walkable environment. They guide the redevelopment of the public realm and the establishment of development opportunities. The associated artistic impressions depict possibilities for creating a sense of place and character for the CBD.

As heritage features strongly in Councils collective psyche, the Master Plan respects and reflects the region's rich history. At the same time, Queanbeyan's vision of 'a contemporary city with a country heart'

"By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities" (Socrates)

requires Council to also look to the emerging trends of the future. Therefore, the Master Plan embraces the priority actions in the Digital Economy and Smart Community Strategy to provide the technology to influence and shape social interaction and utility.

Since parking will continue to be important for residents and visitors for the foreseeable future, the Master Plan shows how the Queanbeyan Car Parking Strategy will provide a 25% increase in car parking spaces to cater for the city's growth in residents, workers and visitors.

Placemaking is a strong feature of the Master Plan as it has a fundamental role in renewing the city. Placemaking has the power to transform spaces and generate pride and a sense of belonging that translates into sustainability, economic development and enhanced quality of life. It involves the interrelationship between business, infrastructure, amenities, landscape and activities to make all of those elements mesh, creating greater value for the community than just the sum of those parts.

A variety of related Council strategies have helped to set the context of what is important to the people and the future of the city of Queanbeyan and these are summarised in Section 2.0 of this report. This Master Plan is Queanbeyan's map for the future as Council renews the city in line with the Council's community driven values of a compact, connected and caring community, lively and inviting streets and spaces, connected to nature and culturally expressive underpinned by an energetic economy.



Preface

Why Refresh the 2009 Master Plan?

Queanbeyan is undergoing significant change, and to provide a comprehensive change management framework, the Council had prepared the Queanbeyan CBD Transformation Strategy.

Council and the community are focused on revitalising the Queanbeyan CBD in line with the Transformational Strategy. The purpose of this CBD Spatial Master Plan has been to undertake a review and renewal exercise of the 2009 Queanbeyan CBD Master Plan to re-align it with the initiatives and detail of these new strategies.

The 2009 Master Plan provides a comprehensive and rigorous platform from which the future physical planning of Queanbeyan can continue to advance. However, there is a degree of misalignment with the CBD Transformational Strategy in the following areas:

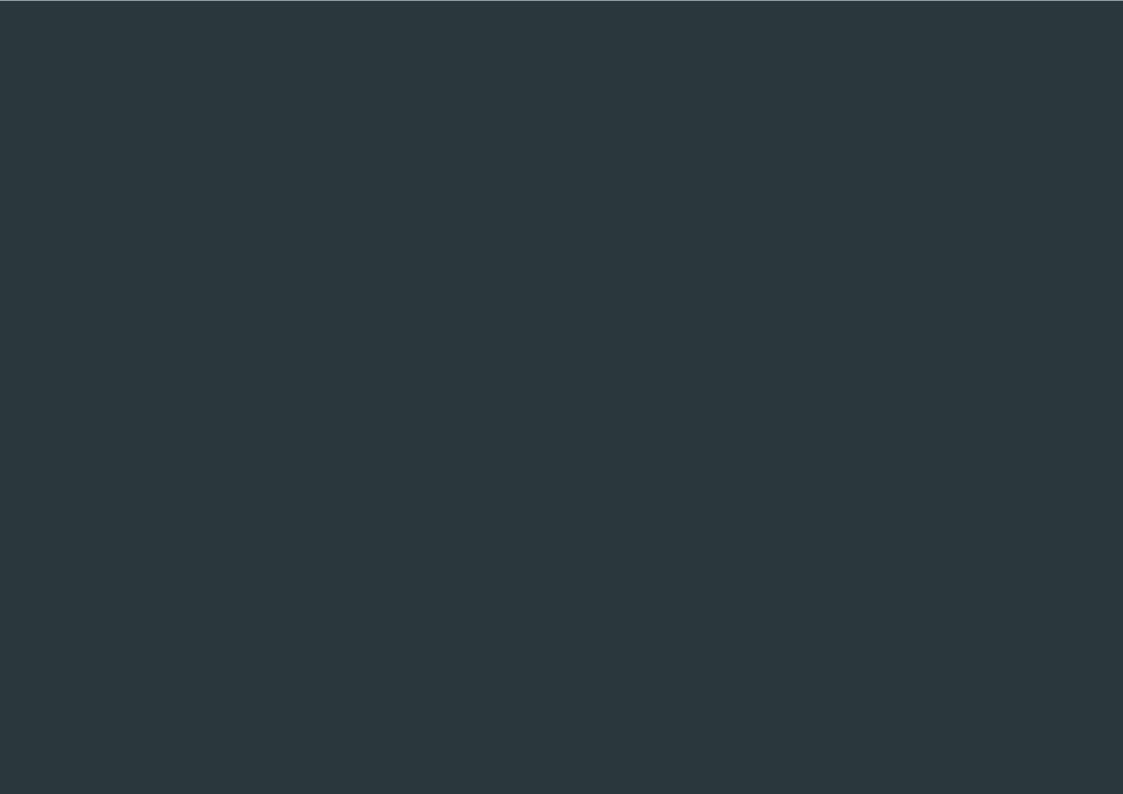
- + Creating public places that are welcoming and attract people
- + Improving the pedestrian environment and connectivity
- + Creating an urban form and activity structure that will attract people and business
- + Responding to a rapidly changing retail environment to create retail that matches the needs of shoppers
- + Supporting an entrepreneurial small business ecosystem and a proactive private sector and business community

- + Improving CBD accessibility while managing the negative impacts of through traffic
- + Better managing parking demand while providing opportunities to redevelop centre block, open lot parking areas

This CBD Spatial Master Plan provides a refreshed CBD Master Plan built on the strong platform provided by the 2009 Master Plan. The approach taken involved:

- + Reviewing the implications of the CBD Transformational Strategy and related transformational projects
- + Reinterpreting and recasting the urban design analysis of the CBD
- + Undertaking a comprehensive gap analysis of the 2009 CBD Master Plan in the context of the CBD Transformational Strategy and identifying Key Move responses which guide the Master Plan Refresh process
- + Refreshing the CBD Master Plan and providing a three-dimensional vision of how the CBD could emerge.





THEVISION +VALUES





1.0 The Vision + Values

Introduction

The Queanbeyan CBD Spatial Master Plan - Master Plan Refresh, 2019 provides a long term vision for the city of Queanbeyan. It is a fresh perspective that recognises the social, economic and digital changes that have occurred over the last 10 years.

The goal of the Master Plan is to provide a strategic framework for decision making, urban design and re-development.

Using the relevant strategies adopted by Council, the Master Plan identifies initiatives for an active city environment with a strengthened central identity. It focuses not only on the architecture of the city but the relationships between the buildings and the spaces they create to provide opportunities for people and places.

Strongly linked to the CBD Transformation Strategy, the Masterplan focuses on three strategic elements, which are as follows:

Identity

Delivered by amenity, safety, streetscape, place making and great urban design. Creating safe and enjoyable spaces that attract people and encourage activity whilst improving the liveability.

Connection

With a strong emphasis on pedestrian-focused environments and orientation. Creating connections into and around the CBD to enable easy access for people, vehicles, bikes and public transport.

Investment

By providing a business environment that supports economic activity and defines an investment proposition to grow commercial activity and jobs.



Review & Renewal

QPRC has established the Queanbeyan CBD Transformation Strategy. A significant part of this revitalisation requires a review and renewal exercise to re-align the 2009 Queanbeyan CBD Master Plan with the Transformation Strategy.

Through the master plan renewal process QPRC seeks 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

Vision

Queanbeyan -

"a contemporary city with a country heart"

Value 01 A compact, connected and caring community

Value 02 Lively and inviting streets and spaces

Value 03 Connected to nature

Value 04 Culturally expressive

Value 05 Energetic economy







Image Source: NearMaps 201

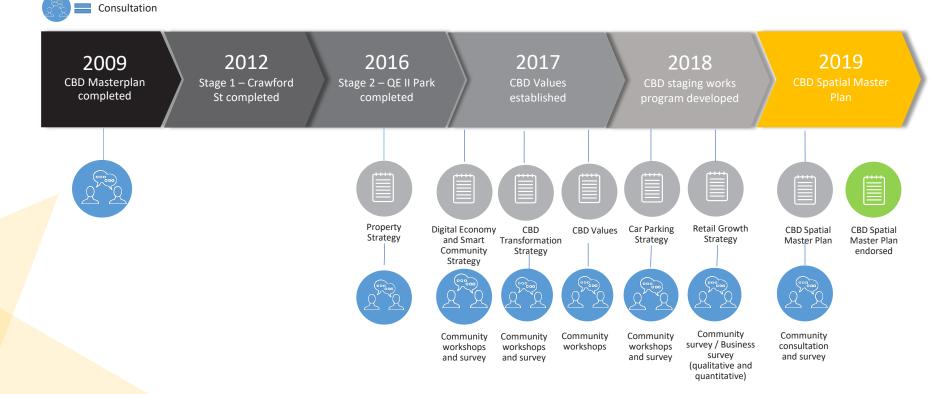


Consultation Timeline

Through a range of community consultation engagements, residents, ratepayers, business owners and other stakeholders have identified the key elements they desire for the CBD.

These key elements are:

- + 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, park lands and the river





Implementation Timeline

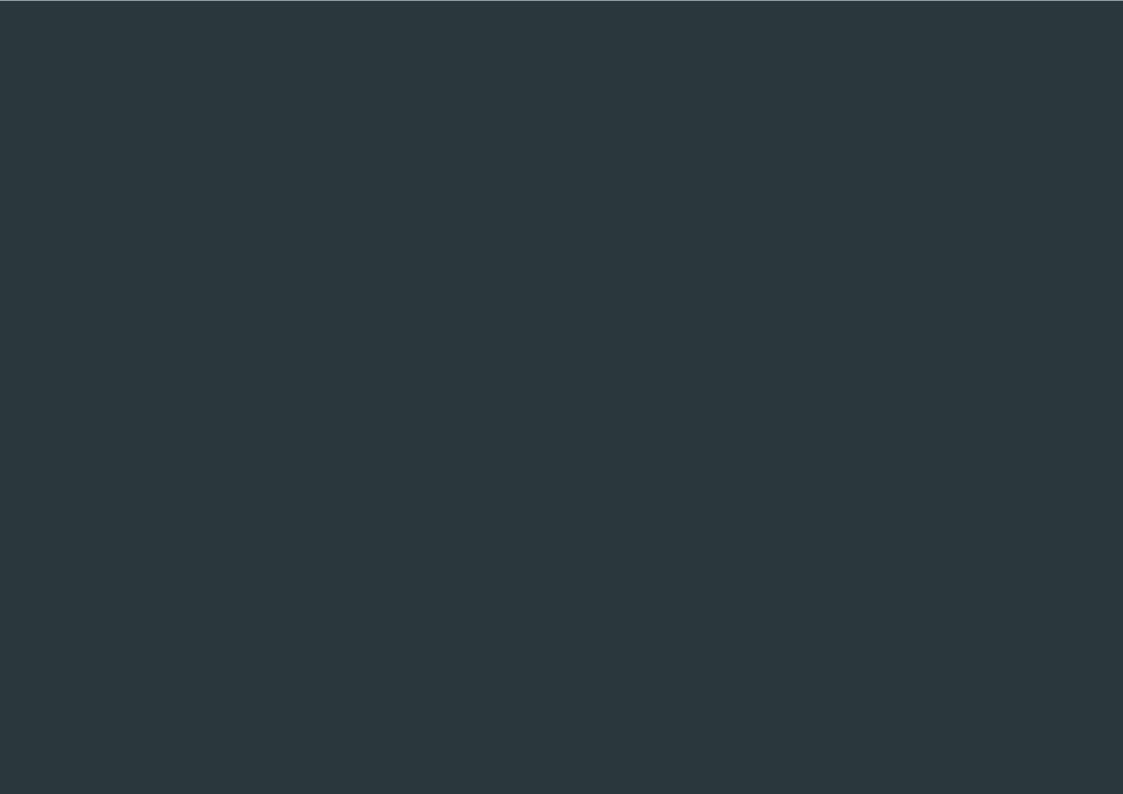
STAGE	WORKS	FUNDED IN FINANCIAL YEAR
Stage 1 : River Walk and Smart City	 River Walk Queanbeyan CBD Smart City Infrastructure including free wi-fi, CCTV, Smart Parking, Smart Lighting, environmental sensors Low Level Pedestrian Bridge upgrade Refurbish Queanbeyan Riverside Caravan Park 	2018 - 2019
Stage 2 : Lowe Car Park	 Mixed use redevelopment etc of vacated council buildings Develop Queanbeyan Civic and Cultural Precinct (QCCP), integrating head office, commercial offices, smart hub and library Integrate new smart public realm and civic square 	2019 - 2022
Stage 3 : Monaro Corridor	 + Monaro Corridor (Crawford to Lowe) 2020-22 + Monaro Corridor (Crawford to Bridge) 2022-24 - Widening and refurbishment of footpaths - Expansion of lighting, seating and planting - Modifying pedestrian refuges including new parklets on footpaths - Laneway connectors to car parks (Morisset and Lowe) - Reduction of median strip (pending further traffic modelling) - Insertion of clearway (pending further traffic modelling) - Re-phasing traffic controls (pending further traffic modelling) - Refurbishment of bitumen pavement - Slowing CBD traffic to 40kph 	2020 - 2024
Stage 4 : Morisset Car Park	 + (Subject to progress of adjacent developments) + Multi-level car park including smart parking and some commercial + Integrate new smart public realm + Theme and beautify laneway connectors 	2021 - 2023
Stage 5 : Rutledge Car Park	 + (Subject to progress of adjacent developments) + Mixed use redevelopment, commercial and residential + Integrate new smart public realm and public square + Theme and beautify laneway connectors 	2023- 2025
Stage 6 : Crawford Car Park	 + (Subject to progress of adjacent developments) + Multi-level smart car park 	2022- 2024
Stage 7 : Morisset Street River Boulevard	 Provide a green boulevard from Queanbeyan Park to the Queanbeyan River to enable the creation of a 'social spine' between these two anchor points Prioritise pedestrian activation with an emphasis on amenity and connection to retail centres and the new cinema Examine and analyse traffic and pedestrian flow to enable the activation of this precinct 	2022- 2025

The redevelopment of the CBD will be staged over the next 10 years.

Stages 1 to 3 have been endorsed and funded by Council and included in the current Delivery Program.

The sequencing of Stages may adjust pending grant or redevelopment opportunities on those sites.





RELEVANT COUNCIL STRATEGIZS

2.0 Relevant Council Strategies

Introduction

This section identifies the **master planning implications** of the following Council Strategies.

Queanbeyan CBD Transformation Strategy

Implications

The Transformation Strategy provides the primary framework for the CBD Master Plan Refresh process and outcomes. It identifies the following three common factors:

- Identity,
- Connection.
- Investment,

as the three pillars for successful CBD revitalisation. The adjacent diagram shows the relationships between the Queanbeyan CBD Transformation plan and other important elements of transformation.







Transformation Strategic Focus

Identity, Connection and Investment will provide the pillars from which actions and outcomes are driven

Transformation Influencers

The Economic Development Strategy, Tourism Plan and Digital Economy and Smart Community Strategy agenda will all influence the priorities and strategies to be delivered in the CBD







Digital Economy and Smart Community Strategy



Transformation Enablers

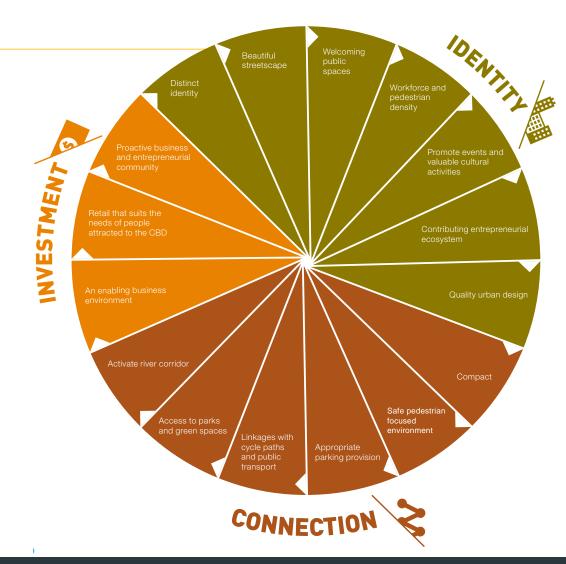
These core instruments will be the policy and operational instruments that deliver the transformation strategies and activities



The **Transformation Strategy** identifies desired features of Queanbeyan CBD as:

- + **Mixed-use offering** including office, visitor, aged care and residential accommodation
- + Cultural activities, inc. theatre, entertainment and art
- + Heritage buildings retained and re-purposed for a range of uses
- + Well maintained buildings & high quality urban design
- + Buildings with active street level frontages
- + Easy access and connections to services and entertainment and the river
- + Laneways connecting commercial and cultural activity
- + A high level of safety, amenity and beauty
- + Pedestrian focused
- + Connected green spaces & parks for people to enjoy
- + Convenient parking
- + Niche retail and commercial activation correlating to the precinct character

The Gap Analysis in Section 4.0 of this document measures the plan against these important factors.





City Parking Strategy

Implications

- + Emphasises an active transport approach with pedestrian priority throughout the city centre and new cycling linkages
- + Informs the roles and design approach of key roads and car parking locations
- + Informs the design approach of new residential and commercial developments in regards to providing appropriate car spaces on site
- + Emphasises an **employment of smart technologies** such as remote surveillance of timed car parks
- + Support for converting car parks into public domain (i.e. allowing Monaro Street properties to open up a second frontage)
- + Guide the integration of Queanbeyan (a regional city under the 'hub and spoke' approach), with both local and regional public transport links

Free Parking Distribution

The off-street car parks are distributed around the CBD, with an average walking distance to the retail core of 350m. The QCBD 'perimeter' car parks are untimed and placed to accommodate employee parking:

- > 1 Erin Street
- > 11 Aquatic Centre
- > 7 Farrer Place
- > 10 Showground

The Collett Street car park (4) is the bus interchange site, placed to provide commuter parking.

Timed parking to improve carspace turnover and access to parking by patrons may be continued or expanded into:

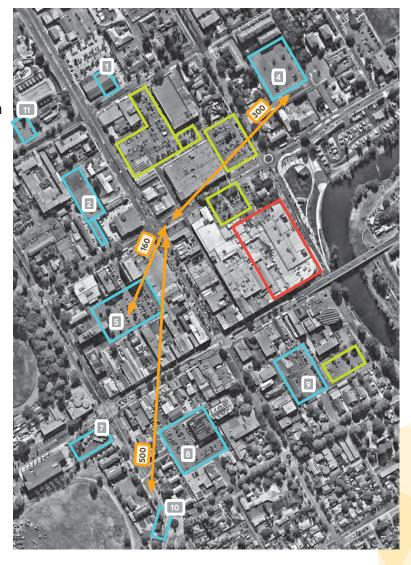
- > 2 Crawford Street
- > 5 Morisset Street
- > 8 Lowe Street
- > 9 Rutledge Street

Council Car park – Grade

Private Car park – Grade

Private Car park – Undercroft

Walking Distance (m)





QPRC Digital Economy + Smart Community Strategy

Implications

- + Digital technology is an increasingly important influence that shapes social interaction, employment, collaboration, entertainment, decision-making and every aspect of Council's environment.
- + Smart communities recognise this trend and use technology to expand opportunities and deliver benefits to the community. As such, it is important that the CBD Master Plan integrate 'smart' ideas and priorities into the planning for the future city.
- + This Strategy formally states Council's aspiration for Queanbeyan-Palerang to be a 'smart community'. This plan was guided by three foundation principles (1. Collaboration and Coordination, 2. Innovation, 3. Participation), as well as twelve priorities and flagship actions (see opposite). As new opportunities and priorities emerge, it is intended that the action plan will be updated.

QPRC Digital Economy + Smart Community "priority actions"

- PA 01 Free Public Wi-Fi
- PA 02 Regional Collaboration
- PA 03 Smart Renewal of Queanbeyan CBD
- PA 04 Smart for Sustainability Management of Natural Resources
- PA 05 Digital Planning and 3D City Modelling
- PA 06 Enhanced Digital Engagement
- PA 07 Smart Working
- PA 08 Smart Parking
- PA 09 Safer Communities
- PA 10 Street Lighting
- PA 11 Smart Agriculture
- PA 12 Digital for Tourism



Integrated Transport Strategy

Implications

This Strategy identifies key interventions required to create a vibrant and safe public realm to encourage walking and cycling, and is built on the following principles:

- + A pedestrian based environment
- + Links between CBD attractors
- + Improvements to the bus network
- + Access to consolidated car parks
- + End of trip facilities for bicycles
- + Minimising traffic in the CBD
- + Integration of Smart technology
- + Integrated ACT Network
- + Apply the Movement and Place
 Framework The Movement and Place
 Framework underpins Future Transport
 2056 and aims to allocate road space in a way
 that improves the liveability and amenity of places

Regional Economic Development Strategy

Implications

The Regional Economic Development Strategy was supported by the NSW Government and endorsed in 2018. It articulates a framework for identifying actions crucial to achieving the regional vision, to identify high value projects over time, facilitate faster access to dedicated NSW Government funding as well helping to capitalise upon other economic opportunities. The Regional Economic Development strategy notes:

- + The importance of the Kings Hwy corridor from an economic and social perspective nonetheless it creates conflict with the intended economic land use through the reduction in amenity of the three town centres that it traverses
- + The priority to develop a Business case for the urban renewal of the Queanbeyan CBD
- + The importance of the implementation of the Retail Growth Strategy and Queanbeyan CBD Spatial Master Plan to support the development of an 'authentic' main street retail experience as a differentiator for the local economy



South East + Tablelands Regional Strategy

Implications

This Strategy will guide the NSW Government's land use planning priorities over the next 10 years and provide a framework to guide development proposals and infrastructure funding decisions. Its key directions relevant to the CBD Spatial Master Plan are:

- + Enhance strategic transport links to support economic growth
- + Promote business activities in urban areas
- + Strengthen cross border connectivity

Urban Design Principles for Regional NSW

Government Architect of NSW, 2018

Implications

This guide is for local Councils engaged in transforming the built environment across regional NSW and recognises the impact of good quality design on regional communities and the need for targeted practical assistance. This guide identifies seven urban design priorities that are addressed through implementing good design at all levels, typically in projects relevant to public realm and open spaces, town centres and main streets such as in Queanbeyan CBD. The seven priorities are:

- 1. Leveraging the historic + cultural assets of places
- 2. Integrating with the natural environment + landscape
- 3. Revitalising main streets + regional town centres
- 4. Improving connectivity, walkability + cycling
- 5. Balancing urban growth
- 6. Increasing options for diverse + healthy living
- 7. Responding to climate impacts



NSW Future Transport Strategy 2056

Implications

The Strategy proposes that the most effective way of providing better transport to more potential customers in regional NSW, is through development of a 'hub and spoke' network model radiating out from regional cities rather than a network focused on Sydney. This will capitalise on the role that regional cities and centres play as hubs for employment and services such as retail, health, education and cultural activities. Initiatives for investigation include:

- + Creating places for people support principles of centre development, amenity enhancements, transport network connectivity, time of day management, walking and opportunities to dwell in city centres to support local identity and placemaking
- + Local connectivity improving local public transport, walking and cycling connectivity between railway station, airport, key land uses (heath, education, retail, employment) and town centres
- + Movement corridors planning, design and management of major roads to be sensitive to centres and surrounding land use and planning for future bypasses using the movement and place principles, with whole-of-government multi-modal road and corridor planning, including 'last mile' connectivity and freight access for industry

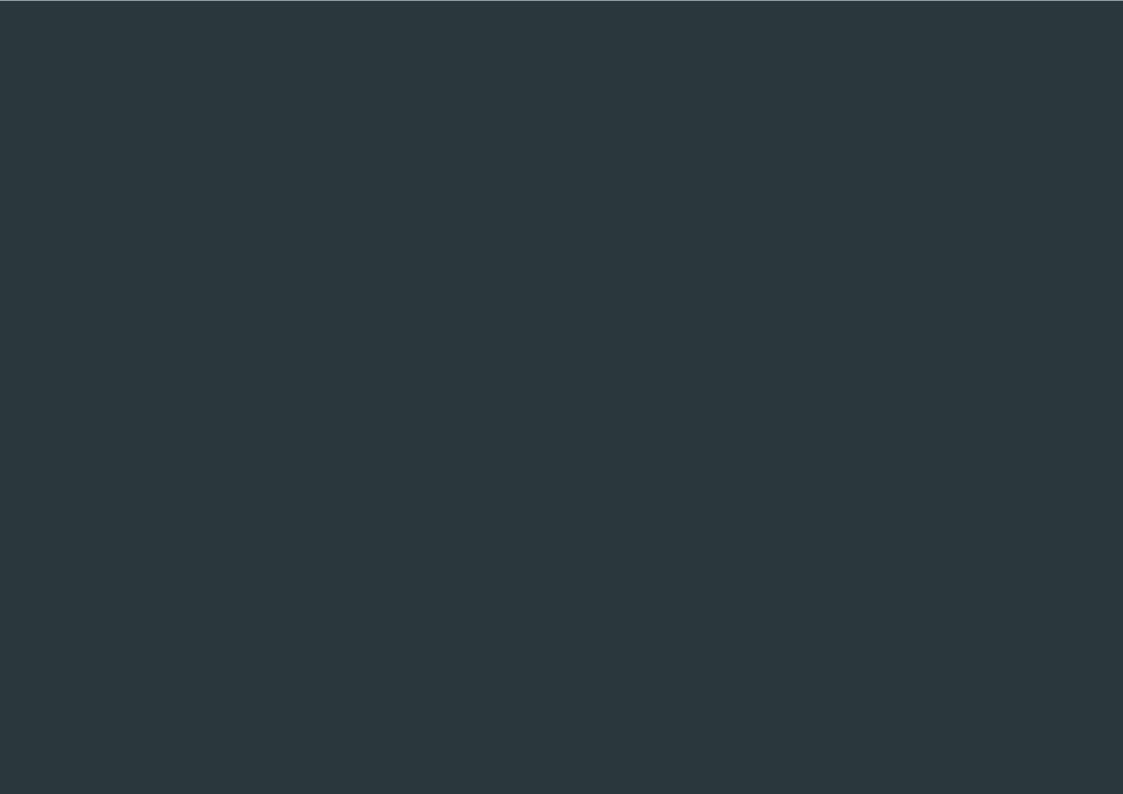
The Strategy also provides for initiatives that may reduce demand for car parking in regional cities such as Queanbeyan:

- + Alignment of fares in Regional NSW with those in metropolitan Sydney this will increase equity between regions, improve social inclusion, and affordability which will encourage greater patronage of services
- + Integrate cycling and walking programs for regional cities and centres to complete missing links, create integrated transport networks and encourage sustainable travel
- + Introduce a service provider neutral Transport Taxi Subsidy Scheme for people with disabilities across regional NSW
- + Establish public transport pricing and regulatory crossborder MoUs between State governments
- + Extension of interstate light rail systems to support population growth from Canberra to Queanbeyan









SITE ANALYS19

3.1 Building Frontage Analysis

Introduction

The building frontage analysis on the following two pages shows the degree to which the street and laneway frontages are 'activated' by the various activities within the adjacent buildings.

Generally, streets and laneways that are more active are more attractive and provide safer places that attract people.

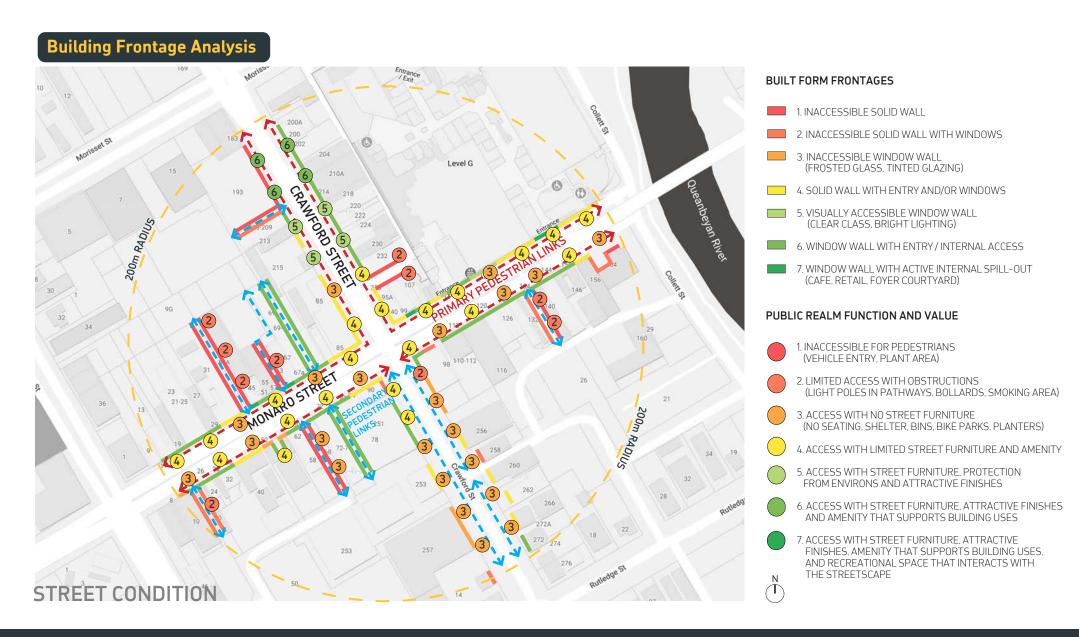
The analysis shows that many street and laneway edges **are not** active (indicated in warmer colours below on p 27 as high priority) and will require redesign and urban design interpretation.

The analysis also shows that there are many street and laneway frontages that are active (indicated as cooler colours / lower priority) and will form a sound basis for new streetscape and laneway upgrades in the future.

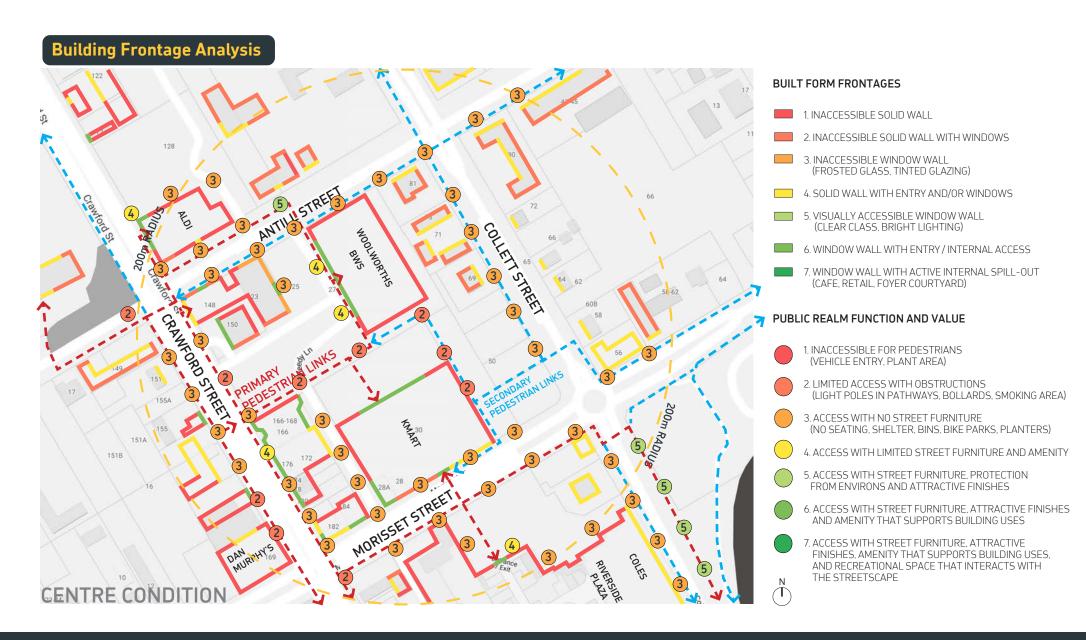
Engagement with property owners will provide an important part of this rejuvination process.













3.2 Laneway Analysis

Laneway Introduction

Throughout the CBD, several laneways offer pedestrian connections from the primary streets, to centre block activities, such as car parking, civic spaces and residential development.

Character differs between laneways from well planted, upgraded areas to more raw and barren areas, which result in desolate, uninviting corridors. The opportunity to enhance the laneways visual profile and scale will guide the Master Plan Refresh process for Queanbeyan CBD.

Enhanced amenity and added interest creates a positive pedestrian experience. Positive character can be created through use of landscape and interpretative signage, responding well to civic precincts and activated street fronts

Given the dimensions of Queanbeyan's CBD city grid, these lanes are very valuable assets, providing essential pedestrian permeability throughout the city centre.

For these lanes to be attractive to pedestrians, cyclists or others, they should convey a strong sense of safety, security and be able to offer a quality experience as one moves through them.

Property owners should be encouraged to open or re-align shop frontages to the laneway, to increase the opportunity for vibrancy and activity within the laneway.



CBD Laneways

The 2009 CBD Master Plan provides a comprehensive analysis of the CBD laneway network. Some of these lanes have since undergone landscaped reinvigoration, but much needs to be done as a comprehensive urban design transformation of these important city links, as evidenced by the images below.









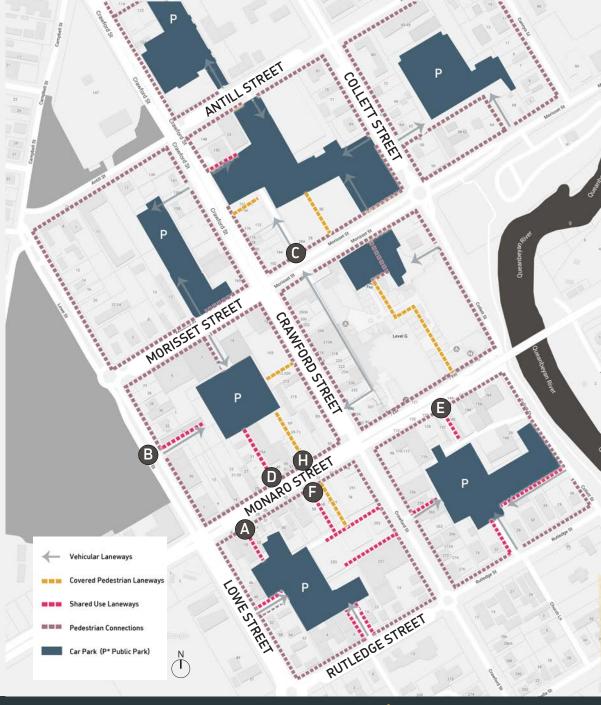














Featured Laneway Opportunities

Two existing laneways off Monaro Street (adjacent) are emblematic of the significant transformational opportunities these laneways present.

Poet Lane *P

Located within the western sector of the precinct, with southern access from 45 Monaro St. Poet Lane connects Monaro St to an off-street public car park, providing an approximately 6 metres wide concrete surface with solid brick wall facades and back-of-house services to each side. The adjacent Monaro St offers wide streets with on-street parking on both sides and protected walkways under shopfront bulkheads and canopies. There is a strong retail / commercial offering in well kept and designed two-storey character buildings. Adequate seat furniture is provided.



Queanbeyan CBD



Poet Lane, looking north-west



Poet Lane, looking north-west

No Name Lane *N

Located within the central sector of the precinct, with southern access from 63 Monaro St. No Name Lane connects Monaro St to an off-street public car park, providing an approximately 5 metres wide concrete surface with solid brick wall facades and back-of-house services to each side. Some planters provide greenery. A designated on-road pedestrian crossing connects the lane to the adjacent Blacksmith's Lane, offering a protected rest space in Monaro St's central verge under mature trees. Presence of entry bollards prevent vehicle use of the lane as a cut-through.



Queanbeyan CBD



No Name Lane, looking north-west







Laneway Opportunity Approach

Laneways and 'Right of Way's can vary in description. However, lanes typically serve as tertiary roadways and are generally narrow in width, ranging from under 3m to over 8m wide. Traditionally, laneways provide a functional purpose i.e. for infrastructure connections, vehicle access and service areas. However, it is evident through the success of other laneway revitalisation programs, encouraging activity within a selected few, can have many benefits to the community.

Laneways provide opportunities for unique public spaces. Away from busy street networks and arterial roads, lanes can offer intimate spaces for pedestrians and allow for convenient short cut routes to adjoining streets and key destinations. Laneway activation objectives include:

- + Recognise the role and character of Queanbeyan CBD's laneways and little streets in creating a fine grain public realm
- + Ensure laneways positively contribute to the social, cultural, historical and urban fabric of Queanbeyan CBD
- + Maintain and enhance existing laneways
- + Facilitate and create opportunities for activation in designated laneways through cultural activities, street art, heritage interpretation and other unique experiences
- + Improve the walkability and permeability of the public realm, and consider the important role of laneways to provide access and connections across key CBD Blocks
- + Provide urban design and landscape enhancements, including lighting, paving, planting, public art, and so fourth
- + Engage with adjacent property owners to create new active edges to existing laneways











3.3 Streetscape Analysis

Place Analysis

Evolution of Queanbeyan

Mapping the evolution of Queanbeyan highlights important milestones that have shaped the town and its community.

Ngunawal People

Traditional Aboriginal people first arrived in Queanbeyan around 20,000 years ago. The Queanbeyan River was a focus of activity where aboriginal people from the Limestones Plains and surpounding regions gathered to feast on the bogong moths.

Search for the Murrumbidgee

In December 1820 a party of explorers consisting of Joseph Wild, James Vaughan and Charles Throsby Smith discovered the confluence of the Molonglo and Queanbeyan Rivers in their search for the Murrumbidgee.

Quinbean - Clear Water

By 1824 Thomas Beard was squatting with three men caring for his herd beside the river at "Quinbean," A report about the squat added that "Quinbean is a hackneyed native name, of a part of the country not yet surveyed.

Stations

Early pastoral stations in the area include Pialligo (later called Duntroon), J errabomberra Carwoola, Woden, Yarralumla and Lanyon

The Old Post Office Store

Although the town had not yet been surveyed, in 1836 a post office service was conducted out of a local store located in the proximity Morisset Street. It remained here for about 20 years.

Queanbeyan Proclaimed 1838

Sale of allotments "on the township" had begun in 1839. Expansion continued quickly enough for the expression "on the township" (which was commonly used to refer to the village reserve before streets could be discerned) to disappear from official documents after 1844.

Dalgety or Canberra, Which?

Local John Gale (1831-1929) by his persistent advocacy of Canberra as a site for a Capital City, earned the title of 'The Father of Canberra'.

Federation Wheat

Agricultural scientist William Farrer used his property Lambrigg (west of Queanbeyan) as an open-air laboratory, aiming to grow a wheat resistant to fungal disease and drought. In 1901 he released a high-yielding and drought resistant strain which made Australia a major wheat exporter within twenty years and changed wheat-growing around the world.

Corroborees

Queanbeyan Showground site was a traditional gathering place and burial place for Aboriginal people. Queanbeyan Aboriginal groups continued to host regular gatherings there right up until 1862, often aligned with the annual government distribution of blankets. The last full-blooded local Aboriginal, Queen Nelly, died in Queanbeyan on New Year's Day 1897.

The Golden Age

Queanbeyan became the centre of a short lived gold rush. Monaro Street was the main thoroughfare, lined with buildings including the court house, 3 large stores and 2 hotel, a park and cricket ground. Local newspaper 'The Golden Age' was first published on the 15 September 1860. The paper was established by local proprietor and former Methodist minister John Gale.

National Capital

Following federation in 1901 Canberra within its own territory was proposed for the National Capital. The new border was so close to Queanbeyan that some residents found themselves having to travel to NSW to do their shopping. Benefits to being so close to the National Capital include installation of electricity and water supply.

Prohibition

An early Federal Ordinance had prohibited the sale of alcohol in ACT, made Queanbeyan a popular place for drinking as well as shopping by Canberra residents.

Continued Growth

After WW2 the region has continued to grow with new schools, amenities and suburbs. By 1972 Queanbeyan met the first basic requirement of city status: that the population rise to more than fifteen thousand and that a future population of at least that number was assured. City status was granted on the 7th July, 1972.





Audience NOW + NEXT

The following diagram identifies the Queanbeyan CBD. The analysis of each user group will ensure the urban design and place planning is responsive to their needs.

LIVE

Who are they?

- > Owner occupiers/ Renters
- > SINKS
- > DINKS
- > Aged care residents

What do they need?

- > Affordability.
- > A strong community
- > Social interaction opportunities
- Good access to public transport, and a cycling and walking network.
- High safety and security.
- Low maintenance / Low operating costs.
- Value of a good lifestyle with weekends packed with activity and opportunity to relax.
- > Access to convenient services
 - > Supermarket, pharmacy etc..
 - > Food and Beverage
 - > Pet friendly
 - > Places of health, fitness, beauty and personal care,

WORKERS

Who are they?

- > Retail (long timers and start ups)
- > Hospitality
- > Government
- **>** Business

What do they need?

- > Customers and foot fall
- > Balance between body corporate costs and amenity
- An opportunity for 'off the plan' designs to be modified
- > A place that stays true to the vision and unique character of the precinct
- An exceptional destination precinct that attracts locals and tourists, underpinned by strong connectivity and experiences

CREATIVE ENTREPRENEURS

Who are they?

- Architects, designers, artists, graphic designers, fashion
- > Local and Canberrans

What do they need?

- > Studio spaces
- > Marketing & exposure
- > High speed internet
- > Inspiration
- Collaborators
- > Business support
- > Good coffee

VISITORS

Who are they?

- > Local residents
- > People from neighbouring communities
- > Workers
- > Intrastate Business
- > Canberrans
- > Shoppers and diners
- > Workers

What do they need?

- Good choice of Food and Beverage, Retail
- > Parking
- > Programmed activities and events.
- > Informal social spaces
- > WIFI
- > Way-finding / Interpretation
- > Art
- Good alternative connections to Canberra (cycle + public transport)
- > End of trip facilities
- > Places for rest and passive activity





Queanbeyan CBD Experience Map

Mapping the existing destinations and activities provides a structure to base the place planning upon. The plan demonstrates the concentration of activity around Crawford and Monaro Streets and the frame of green space.

Destinations & Activities

Culture & Arts & Events

- The Q Performing Arts Centre
 "theatre going experience is far superior to
 that of Canberra Theatre" Trip advisor 2018

 The Q Performing Arts Centre
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- 2. Queanbeyan Library
- 3. Showgrounds regular outdoor events
- 4. Queen Elizabeth Park Amphitheatre
- 5. Queanbeyan Annual Art Trail

Places to Drink, Eat and Music

- 6. The Royal Hotel
- 7. Tourist Hotel
- 8. Walsh's Hotel
- 9. Queanbeyan RSL
- 10. Queanbeyan Leagues Club

Convenience Shopping

- 11. Riversid Plaza
- 12. Supermarket Aldi (a), Woolworths (w), Coles (c)
- 13. Food hall

Coffee Fix

- 14. Riverside Cafe
- 15. The Mill Bank
- 16. 4th Seed
- 17. Ciao Cafe
- 18. Country Heir

Community Sporting Activity

- 19. Town Park Cricket and football
- 20. Aquatic Centre

Family Friendly Parks & Playgrounds

- 21. Town Park
- 22. Queen Elizabeth Park playground & water park
- 23. Apex Park

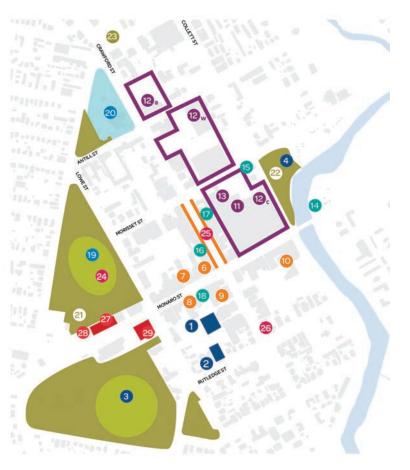
Markets Supporting Local Producers

24. Monthly Craft Market

Explore the Local Heritage

- 25. Museum
- 26. Printing Museum
- 27. Queanbeyan Visitor Information Centre
- 28. City Heritage Walk









Quality of Pedestrian Experience

The quality of the pedestrian experience has a large impact on how people experience the CBD and whether they will chose to stay and walk around the CBD.

STREETSCAPE CHARACTER	FUNCTION	FACADE
Vibrant character with plenty of street life and visible ground floor function	Cafes, bars, taverns & pubs with alfresco areas	Small frontages Many doors Variation in architectural form Interesting architectural+ heritage character
Pleasant character with either new streetscape; large shade street trees, or hedges and gardens. Some visible ground floor function which contributes to the street.	Small retail shops Residential Significant civic buildings	Small-Medium frontages Shop windows Interesting architectural+ heritage character
Mixed character that is a run down and vehicle dominated but has either interesting buildings or large shade street trees Some visible ground floor function which contributes to the street.	Some pubs and restaurants Small retail shops Residential Significant civic buildings Office	Small-Medium frontages Shop windows Interesting architectural+ heritage character
Plain character that is a run down, vehicle dominated, poor quality footpaths	Service Offices Residential	Mainly inactive facades Small- Medium frontages Poor quality architectural character
Unpleasant character that is a run down, car dominated, poor quality footpaths, large driveways	Service Offices Blank walls	Big box retail/office with no windows and few openings Inactive facades Vacant buildings Large driveways
Unpleasant character that is a run down, car dominated, poor quality footpaths, large driveways	Carparking	N/A







Intersections and roads that are difficult for pedestrians to cross

1.2%

Only 1.2% of the streetscape character provides a vibrant pedestrian experience. 32%

32% of the existing streetscape character has the potential to be more vibrant. 23.8%

23.8% of the streetscape character is plain but has potential for redevelopment. 45%

Almost half of the streets leave a lot to be desired and do not contribute to a vibrant town centre. PLACE



Street Trees

Street trees play an important role in defining the 'country' character of Queanbeyan. The diagram illustrates the diversity of street tree planting, age and streets that need the tree planting strengthened.

- Large Park Trees
- Conifers
- Large Shade Trees (Plane Trees, Oak Trees)
- Kurragong
- Ornamental Feature Trees (Crepe Myrtle)
- Large Feature Trees
- Monaro Street Tree
- Crawford Street Tree (Elms)
- Recent Collete Street Trees
- Euclayptus Trees
- Sheoaks
- Palm in Roundabouts







3.4 Access and Parking Analysis

Introduction

The Queanbeyan CBD Transformation Strategy promoted the attraction of new residents and workers into the CBD as a key driver of economic activity. To assist that ambition, amendments may be needed to planning policies and re-purposing of current grade car parks to incentivise those private investments. Car parks currently take up a large area of prime land within the CBD rendering such land as unfriendly, harsh environments.

In September 2018, QPRC adopted the Queanbeyan Car Parking Strategy 2018–2028. This Strategy proposes many enabling actions including:

+ Converting part of the car parks into public domain which provides the opportunity for Monaro Street properties to open up a second frontage, potentially convert one building into two tenancies, and assist activating the CBD with a fresh mix of business

- + Redevelopment of some CBD car parks into secure, smart undercover (decked) parking near retail core
- + Convert part of the car parks into public domain or pedestrian corridors connecting the CBD green spaces will unleash potential to create new commercial opportunities and add high quality public realm to the CBD.





Car Parking | Principles

Car parking will continue to be an important element of city life for the foreseeable future and is therefore key to the Master Plan, especially as the city grows. The car parking strategy sets some clear principles for improving parking in Queanbeyan. Refer to the adjacent figure.

Car Parking | Key Elements

Free timed and untimed public car parking continues to be an important part of the overall strategy and has been a key consideration in the development of the Master Plan.

Principle 01 Be a point of difference – country living/city benefits.

Principle 02 People access, not parking supply, drives business activity.

Principle 03 Prioritise short stay, high turnover parking over long stay, low turnover parking

Principle 04 Parking must be 'smart' and support overarching transport objectives

Minor Car Parking Changes

The car parking strategy sets out a range of proposals for the future shown in the following tables:

	ERIN STREET	AQUATIC CENTRE	FARRER PLACE	SHOWGROUND
Current Spaces	85 (20 timed, 65 untimed)	77 (24 timed, 53 untimed)	21 (21 timed)	22 (22 untimed)
Potential Spaces	85 (85 untimed)	77 (15 timed, 62 untimed)	21 (21 timed)	30 (30 untimed)
Potential Change	0	0	0	+8
Additional Information	-	-	+ 2 hour timed+ Long vehicle and RV parking	Overflow at-grade parking at eastern perimeter Long vehicle and RV parking



Major Car Parking Proposals

	MORISSET STREET	CRAWFORD STREET	LOWE STREET	RUTLEDGE STREET	COLLETT STREET	
Current Spaces	212 (190 timed, 22 untimed)	149 (149 untimed)	172 (118 timed, 54 untimed)	185 (15 timed, 170 untimed)	260 (14 timed, 246 untimed)	
Potential Spaces	500 (400 timed, 100 untimed)	220 (100 timed, 120 untimed)	120 (60 timed, 60 untimed)	100 (100 timed)	310 (310 untimed)	
Potential Change	+ 288	+ 69	- 52	- 85	+ 50	
How can this be Achieved?	Deck car parking with: Untimed space on top deck 2hr parking for unleased spaces (business hours) 4-5 decks with provision for leased/purchased parking from other CBD sites; with wider spaces at grade Car access from Morisset: loading access onto Crawford (in longer term) Retain vehicular movement for loading and access to private car parking, with appropriate Level 1 height to enable movement of loading vehicles Pedestrian connections from car park to Monaro, Crawford, Lowe and Morisset Streets	Deck car parking with: Untimed space on top deck Three hour timed parking for unleased spaces Expansion to 2-3 decks, including provision for leased/purchased parking from adjacent redeveloped Crawford/Morisset Street sites Vehicular access from Morisset Street	The retention of some at grade car spaces behind 'The Q' and along proposed service lanes exiting onto Lowe Street and Crawford Street: + Potential decked car park, and construction of basement car parking (subject to private developments proceeding on Rutledge Street frontage) + Vehicular access from Rutledge Street + Vehicular access from Lowe Street for Monaro Street frontage properties + 2hr timed parking (business hours)	Decked or basement car parking designed to enable shared space and continuation of a public domain 'civic square' from Lowe car park to Queanbeyan River + Service lane access from Crawford Street for Monaro Street frontage properties + Vehicular access from Rutledge Street + Three hour timed parking (business hours)	At grade car parking with: + Bus interchange and parkin'ride site + Long vehicle parking + Untimed employee, commuter and recreation parking.	
Additional Information	Potential redevelopment into mixed use commercial development. This may include weekend markets and potential relocation of the Library to the commercial ground floor in longer term. It will achieve a shared public domain including piazza.				Establish a program to encourage employees (via Queanbeyan Business Chamber and QPRC staff) to park at CBD perimeter (e.g. bus interchange or Showground).	



Car Parking Strategy Summary

Overall, Queanbeyan CBD, across the range of existing areas, currently provides a total of 402 timed and 781 untimed car parking spaces. The proposals above will provide, across a range of areas, 726 timed and 747 untimed car parking spaces within the CBD.

In line with cities of the future, 'smart parking' principles, apps and infrastructure for car parks and public domain is a prominent feature. Pedestrian connections are also crucial to modern cities and the car parking strategy proposes the acquisition of mid-block easements or corridors as pedestrian laneways connecting the:

- + Lowe and Morisset car parks
- + Showground and the Lowe and Rutledge car parks,

- + Queanbeyan Town Park to Morisset and Riverside car parks
- + Rutledge and Riverside car parks.

To ensure effective Park and Ride options the strategy proposes to:

- + Utilise existing or proposed public reserve car parks; negotiate car parks in new release areas; incentivise adjacent business shared space
- + Facilitate expanding and formalise car park near Queanbeyan rail station, should the commuter rail pilot progress to implementation
- + Ensure untimed commuter and recreation parking.



Car Parking Staging

The recycling of car spaces into public domain and corridors, and the construction of upgraded and additional undercover, secure and smart car parks should be staged over 10 years.

Indicative periods for design, approvals and construction of car parks (as outlined in the Queanbeyan CBD Transformation stages) for inclusion in the financial plan are outlined below: Stage 01 (2019 - 20) - New Queanbeyan River loop walk and Riverside Caravan Park upgrade

Stage 02 (2019 - 22) - Lowe Carpark - In conjunction with Council Head Office, Library + SMART Hub, and adjacent redevelopment of Rutledge St Cottages

Stage 03 (2020-24) - Monaro Corridor

Stage 04 (2021- 23) - Morisset Carpark

Stage 05 (2023-25) - Rutledge Carpark

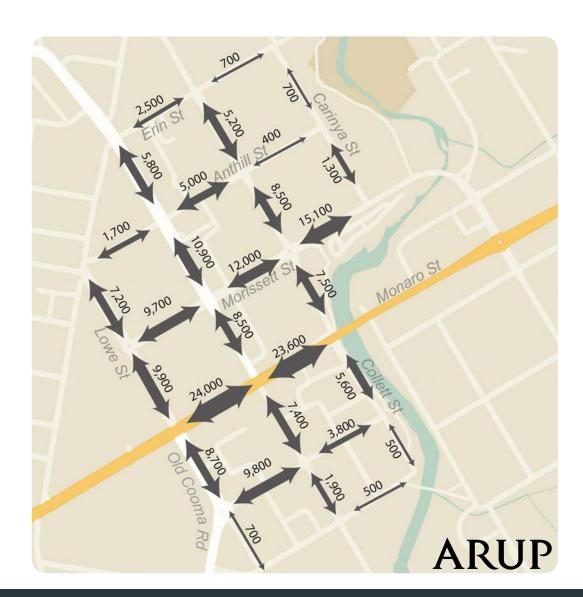
Stage 06 (2022-24) - Crawford Carpark

Stage 07 (2022-25) - Morisset Street River Boulevard



Existing Traffic Volumes

- + A review of traffic count data provided by QPRC indicated that **Monaro Street is the main traffic route in the CBD**, carrying almost twice the daily volumes of other major streets
- + It is one of two state roads in the CBD, the other being Old Cooma Road
- + Monaro Street has a high proportion of heavy vehicles, accounting for around 8-10% of all traffic through the CBD
- + Morisset Street is the busiest local road, carrying around 15,000 vehicles per day
- + The main north-south routes are Crawford Street and Collett Street, which carry 10,000 and 8,500 per day respectfully
- + The adjacent figure shows the average daily traffic volumes for Queanbeyan CBD, counted in 2015–2018





Status of the 2009 Master Plan Objectives

The analysis below clearly demonstrates that the Master Plan Refresh process needs to address a range of outstanding access issues remaining central to the CBD Transformation Strategy.

Objective (2009 Master Plan)	Achieved	Comment
Improve pedestrian amenity and accessibility by reducing vehicular travel speeds, improving safe road crossing opportunities, widening footpaths and improving through site and mid-block links.	No	The Integrated Transport Study (2018) recommends 40km/h zones and multiple pedestrian improvements but have not yet been implemented.
Improve bicycle facilities through such measures as bike lanes, lower vehicular speed environment and secure bicycle parking	No	The ITS recommends a shared path along Morisset Street as a parallel alternative to Monaro Street. Vehicle speeds have not been reduced. Secure bicycle parking has been provided at the bus interchange.
Retain and enhance the existing bus terminus on Crawford Street and Morisset Street and retain the majority of other bus stops within the CBD.	No longer relevant	The bus interchange has been relocated to Morisset St / Collett Street interchange. Arup need to confirm whether this has meant that some bus stops in the CBD are no longer in use.
Use traffic management measures and gateway treatments to make traffic more aware that they are entering a town centre environment.	No	No traffic management measures have been undertaken to demarcate the town centre environment.
Retain the traffic function of Monaro Street (Kings Highway) but not at the expense of pedestrian safety or amenity. A CBD bypass appears unlikely in the short to medium term, and even if such a bypass was constructed, it would be unlikely to result in any major reduction in traffic volumes through the CBD.	Partially	Ellerton Drive Extension is under construction that provides a bypass of the CBD. This is likely to reduce through traffic in the CBD and provides the opportunity improving pedestrian safety and amenity.
Continue to encourage use of the heavy vehicle bypass around Queanbeyan and Oaks Estate for heavy vehicles to avoid travelling through the CBD.	Partially	Ellerton Drive Extension will reduce heavy vehicle volumes through the CBD, but should be supported by a clear way-finding system to direct drivers to use alternative routes.
Maintain current on-street parking levels. Retain current levels of off-street parking in the short term with a view to rationalising and better managing off-street parking in the long term.	Partially	Current on-street parking levels have been maintained.
Reduce traffic on Morisset Street and Crawford Street by redirecting demand onto Anthill Street and Collett Street.	No	Signalising Antill / Crawford Street intersection as noted in the Master Plan was intended to encourage the use of Anthill and Collett Streets, but this has not yet been implemented.



3.5 Heritage Assessment

Opportunities

- + Celebrate and explore Aboriginal history of Ngunnawal people and the Cumbeyan clan who lived in the Queanbeyan area in the same detail to which the European Heritage is celebrated
- + Implement heritage walking trails through the CBD to encourage people to walk through the CBD to desired areas. It is noted that this there is a similar 'honour walk' which celebrates members of the community. This could be expanded and implemented via more plaques set into the pavement. Something similar to the heritage interpretation implemented at Kings Cross in Sydney is appropriate which details the changing geography of the area. This could also include a City of Champions Walk.
- + Greater emphasis and interpretation of the importance of William Farrer to the area and Australia might be explored





An example of heritage interpretation in Sydney's Kings Cross





- + Along the same heritage interpretation narrative, a place naming strategy should be developed to coincide with the planned redevelopment of the rear car park spaces
- + Spaces named after persons or events associated with the history of Queanbeyan should be employee. For example, renaming the car park spaces as 'squares'
- + Update the Queanbeyan Heritage Study (2010) to identify characteristic buildings, not necessarily heritage items, that contribute to the character of the CBD. For example, the vernacular modernist (c.1950-1960s) 'Country Heir' building at No. 54 Monaro Street is an interesting and distinctive architectural addition to the Monaro Street.
- + It is noted that in 2013, Council commissioned Queanbeyan Monaro Street Study to guide potential future colour schemes for buildings lining Monaro Street. This scheme has been partially implemented with good results. It should continue, and be expanded to include all heritage items throughout the CBD



Tourist Hotel: an example of the classic art deco style that adds character to Monaro Street





Issues regarding the heritage of Queanbeyan

- + Many original commercial shopfronts lining Monaro Street and surrounds were removed between the 1970s-1990s. This led to a disparate array of heritage items within the CBD with no cohesive 'heritage character' or precinct
- + The current heritage fund administered by Council is limited to assist owners of churches, and buildings owned or managed by community based Not for Profit organisations
- + Developing a new heritage fund for commercial buildings or adapting the existing heritage fund to include commercial buildings will increase the likelihood of commercial buildings being conserved and increase their overall contribution to the CBD



The bust of William Farrer in Monaro Street in 1938 and today





Issues from Community Expectations

- + While broader community expectations, including local Aboriginal land councils, have not been canvassed as part of this review, it is clear from existing heritage listings that the buildings have a high level of community esteem, particularly within the heritage community
- + It should be considered as a basic principle that future works and uses should be guided by acceptable conservation principles
- + The Queanbeyan and District Historical Society should be consulted in relation to any major proposed re-development of heritage items or precincts. (A full list of heritage items relevant to the Study Area is provided on pages 50-51)







Conclusions

- + There is no cohesive heritage character within the CBD as a result of the successive replacement of buildings
- + However, there are disparate examples of Queanbeyan's early history which need to be retained and conserved, particularly if the CBD is to be revitalised and developed, as these contribute to the distinct character and amenity of the CBD.







Heritage Items listed in the Study Area

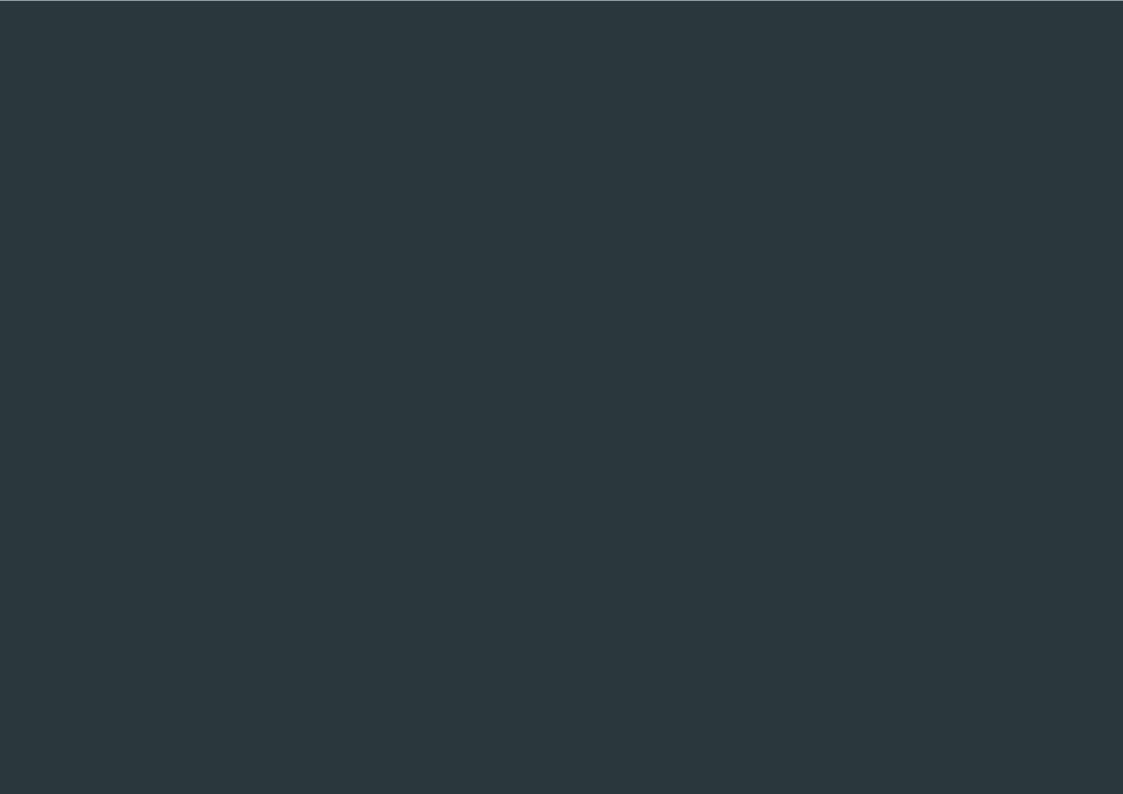




Table 1: Table of heritage items listed in the Study Area from the Queanbeyan LEP 2012

SUBUR TEM NAME ADDRESS PROPERTY DESCRIPTION SIGNIFICANCE TEMP		, ,				
Queanbeyan Cottage	SUBURB	ITEM NAME	ADDRESS	PROPERTY DESCRIPTION	SIGNIFICANCE	
Queanbeyan Cottage	Queanbeyan	"Byrne's Mill"	55–57 Collett Street	Lots 11 and 12, DP 815597	State	
Queanbeyan Old Queanbeyan Recreation Leisure Centrel 45 87-805 Collett Street Part Lot 2, DP 226590 State 131 Queanbeyan Queanbeyan Recreation Leisure Centrel 45 121-147 Crawford Street Lot 1, DP 58682 Local 145 Queanbeyan Wright Building 200 Crawford Street Lot A, DP 157292 Local 146 Queanbeyan Gueanbeyan City Council Chambers (former School of Arts building) 251 Crawford Street Lot 2, DP 735700 Local 147 Queanbeyan Masonic Hall 258 Crawford Street Lot 2, DP 505709 Local 148 Queanbeyan House (Baker Deane + Nutt offices) 260 Crawford Street Lot A, DP 389447 Local 149 Queanbeyan House (Baker Deane + Nutt offices) 261 Crawford Street Lot A, DP 389447 Local 149 Queanbeyan Dutton's Cottage 276 Crawford Street Lot A, DP 389447 Local 150 Queanbeyan Weatherboard cottage 276 Crawford Street Lot B, DP 157512 Local 152 Queanbeyan Weatherboard cottage 276 Crawford Street Lot B, DP	Queanbeyan	"Hibernia Lodge"	69 Collett Street	Lot 1, DP 349095	State	
Queanbeyan Queanbeyan Recreation + Leisure Centrel 45 121-147 Crawford Street Lot 1, DP 758862 Local 143 Queanbeyan Cottage 182 Crawford Street Lot 1, DP 755004 Local 145 Queanbeyan Wright Building 200 Crawford Street Lot 2, DP 735700 Local 146 Queanbeyan Masonic Hall 258 Crawford Street Lot 2, DP 735700 Local 147 Queanbeyan House (Baker Deane + Nutt office) 260 Crawford Street Lot 3, DP 507909 Local 149 Queanbeyan House (Baker Deane + Nutt office) 260 Crawford Street Lot 2, DP 806157 Local 150 Queanbeyan Unton's Cottage 263 Crawford Street Lot 2, DP 806157 Local 150 Queanbeyan Weatherboard cottage 274 Crawford Street Lot 2, DP 806157 Local 151 Queanbeyan Weatherboard cottage 274 Crawford Street Lot 2, DP 806157 Local 152 Queanbeyan Weatherboard cottage 274 Crawford Street Lot 18, DP 15752 Local 152 Qu	Queanbeyan	Cottage	72 Collett Street	Lot 1, DP 714734	Local	130
Queanbeyan	Queanbeyan	Old Queanbeyan Hospital	87–105 Collett Street	Part Lot 2, DP 226590	State	I 31
Queanbeyan Wright Building 200 Crawford Street Lot A, DP 157292 Local 146	Queanbeyan	Queanbeyan Recreation + Leisure Centrel 45	121–147 Crawford Street	Lot 1, DP 758862	Local	
Queanbeyan Queanbeyan City Council Chambers (former School of Arts building) 251 Crawford Street Lot 2, D P 735700 Local 147 Queanbeyan Masonic Hall 258 Crawford Street Lot 3, D P 507909 Local 148 Queanbeyan House (Baker Deane + Nutt offices) 260 Crawford Street Lot 2, D P 806157 Local 149 Queanbeyan Dutton's Cottage 263 Crawford Street Lot 2, D P 806157 Local 150 Queanbeyan Dutton's Cottage 263 Crawford Street Lot 2, D P 806157 Local 151 Queanbeyan Weatherboard cottage 274 Crawford Street Lot 8, D P 157512 Local 152 Queanbeyan Weatherboard cottage 276 Crawford Street Lot 8, D P 157512 Local 152 Queanbeyan Use of the Company of th	Queanbeyan	Cottage	182 Crawford Street	Lot 1, DP 556014	Local	I 45
Queanbeyan Masonic Hall 258 Crawford Street Lot 3, DP 507909 Local 1 48 Queanbeyan House (Baker Deane + Nutt offices) 260 Crawford Street Lot 2, DP 389447 Local 1 49 Queanbeyan Dutton's Cottage 261 Crawford Street Lot 2, DP 806157 Local 1 50 Queanbeyan Dutton's Cottage 263 Crawford Street Lot 2, DP 806157 Local 1 51 Queanbeyan Dutton's Cottage 274 Crawford Street Lot B, DP 157512 Local 1 52 Queanbeyan Dutton's Cottage 274 Crawford Street Lot B, DP 157512 Local 1 52 Queanbeyan Courself Indrand Cottage 274 Crawford Street Lot D, DP 157512 Local 1 52 Queanbeyan Courself C	Queanbeyan	Wright Building	200 Crawford Street	Lot A, DP 157292	Local	I 46
Queanbeyan House (Baker Deane + Nutt offices) 260 Crawford Street Lot A, DP 389447 Local 149 Queanbeyan Fire station (former) 261 Crawford Street Lot 2, DP 806157 Local 150 Queanbeyan Dutton's Cottage 274 Crawford Street Lot 2, DP 806157 Local 151 Queanbeyan Weatherboard cottage 274 Crawford Street Lot 8, DP 157512 Local 152 Queanbeyan Veatherboard cottage 276 Crawford Street Lot 8, DP 157512 Local 153 Queanbeyan Tourist Information Centre (former municipal chambers), Lazarus sundial and World War I memorial 1-3 Farrer Place Lot 1 and 2, DP 758862 Local 168 Queanbeyan St Raphael's Roman Catholic Church and St Gregory's School complex 47-59 Lowe Street Lot 3 and 4, DP 14686 Local 179 Queanbeyan Raine and Horne Real Estate (formerly Temperance Hall) 6-8 Monaro Street Lot 2, DP 745806 Local 1111 Queanbeyan Shop Queanbeyan Shop 9-11 Monaro Street Lot 4, DP 239955 Local 1112 Queanbeyan Tourist Hotel 31-43 Monaro Street Lot 4, DP 239955 Local 1114 Queanbeyan Black's Chambers Lot 1, DP 530627 Local 1114 Queanbeyan Black's Chambers Lot 1, DP 530627 Local 1115 Queanbeyan Pudley Building S5-59 Monaro Street Lot 1, DP 581628 Local 1116 Queanbeyan Pudley Building S5-59 Monaro Street Lot 1, DP 158628 Local 1116 Queanbeyan Pudley Building S5-59 Monaro Street Lot 1, DP 158628 Local 1116 Queanbeyan Federation free style shops Local 1117 Queanbeyan Federation free style shops Local 1118 Queanbeyan Federation free style shops Local 1119 Queanbeyan Federation free style shops Local 1120 Queanbeyan Federation free style shops Local 1121 Queanbeyan Federation free style shops Local 1121 Queanbeyan Federation free style shops Local	Queanbeyan	Queanbeyan City Council Chambers (former School of Arts building)	251 Crawford Street	Lot 2, DP 735700	Local	I 47
Queanbeyan Fire station (former) 261 Crawford Street Lot 2, DP 806157 Local 150	Queanbeyan	Masonic Hall	258 Crawford Street	Lot 3, DP 507909	Local	I 48
Queanbeyan Dutton's Cottage 263 Crawford Street Lot 2, DP 806157 Local 151 Queanbeyan Weatherboard cottage 274 Crawford Street Lot B, DP 157512 Local 152 Queanbeyan Weatherboard cottage 276 Crawford Street Lot C, DP 157512 Local 153 Queanbeyan Duilding house, Thai restaurant 24 Lowe Street Lot 1 and 2, DP 758862 Local 168 Queanbeyan St Raphael's Roman Catholic Church and St Gregory's School complex 47-59 Lowe Street Lot 1, DP 397352 Lots 7 and 8, Section 56, DP 758862 Local 198 Queanbeyan St Raphael's Roman Catholic Church and St Gregory's School complex 47-59 Lowe Street Lot 1, DP 39352 Lots 7 and 8, Section 56, DP 758862 Local 119 Queanbeyan Shap Assistance Hornary Street Lot 1, DP 39352 Lots 7 and 8, Section 56, DP 758862 Local 1112 Queanbeyan Shop Oz Property Services Local 1112 Queanbeyan Shop (0z Property Services) 27-29 Monaro Street Lot 1, DP 758662 Local 1112 Queanbeyan Tourist Hotel	Queanbeyan	House (Baker Deane + Nutt offices)	260 Crawford Street	Lot A, DP 389447	Local	1 49
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Queanbeyan Building house, Thai restaurant 24 Lowe Street Lots 3 and 4, DP 14686 Local 1 97 Queanbeyan St Raphael's Roman Catholic Church and St Gregory's School complex 47-59 Lowe Street Lot 1, DP 319352, Lots 7 and 8, Section 56, DP 788862 Local 1 98 Queanbeyan Raine and Horne Real Estate (formerly Temperance Hall) 6-8 Monaro Street Lot 2, DP 745806 Local 1111 Queanbeyan Shop (Dz Property Services) 27-29 Monaro Street Lot 4, DP 239955 Local 1112 Queanbeyan Shop (Dz Property Services) 27-29 Monaro Street Lot 10, DP 530627 Local 1113 Queanbeyan Black's Chambers 45-53 Monaro Street Lot 10, DP 530627 Local 1115 Queanbeyan Dudley Building 55-59 Monaro Street Lot 14, DP 816328 Local 1116 Queanbeyan Royal Hotel 85-93 Monaro Street Lot 1, DP 24670 Local 1116 Queanbeyan Fallick's Building 95-99 Monaro Street Lot 1, DP 16236; Lot 2, DP 16236; Lot 1, DP 78814 Local 1119 Queanbeyan Federation free style shops	Queanbeyan	Weatherboard cottage	276 Crawford Street	Lot C, DP 157512	Local	153
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Queanbeyan Hereford House 32 Rutledge Street Lot 5, DP 551214 Local I 138	Queanbeyan	Parish hall— Anglican Parish of Queanbeyan	19 Rutledge Street	Lots 3-7, DP 37235	Local	I 137
Queanbeyan Christ Church Anglican group inc. rectory, former school + first extension, church hall + landscape 39 Rutledge Street Lots 1–3, DP 199191 State I 139	Queanbeyan		32 Rutledge Street	Lot 5, DP 551214	Local	I 138
	Queanbeyan	Christ Church Anglican group inc. rectory, former school + first extension, church hall + landscape	39 Rutledge Street	Lots 1–3, DP 199191	State	I 139





GAPANALYSIS+KEY MOVES RESPONSES

4.0 Gap Analysis + Key Moves Responses

Introduction

This section provides a gap analysis undertaken of the 2009 CBD Master Plan in the context of the CBD Transformation Strategy and existing CBD conditions, to address key moves and to inform the Master Plan Refresh process.



Assessment Criteria

ALIGNMENT REVIEW:

- Strongly Aligned
- Aligned (Requires Finessing)
- Partially Aligned (Requires Finessing)
- Not Well Aligned (Requires Reconsideration)
- Not Covered (Requires Development)

KEY MOVE RESPONSES TO ALIGNMENT GAPS:

- A Streetscape
- **B** Monaro Street Through Traffic
- C Market Demand Responsiveness
- **D** Streets Precincts Laneways
- **E CBD Market Position**
- F Shopping Precinct Integration
- **G** CBD River Parks
- **H** Smart City
- I Access and Parking
- J Governance



ALIGNMENT IDENTITY STRATEGY CONNECTION **TRANSFORMATION** NVESTMENT

	Urban Planning + Design Directions					Landscape Master Plan Objectives			
		2	3	4	5	6	7	8	9
A DEFINED + DISTINCT IDENTITY	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	A B D G
STREETSCAPE BEAUTIFICATION + AMENITY	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG	AB DG
WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP + ENJOY	AB	AB	AB	AB	AB	AB	AB	AB	AB
HIGH WORKFORCE + PEDESTRIAN DENSITY	AC DE	AC	AC	AC DE	AC	AC	AC	AC DE	AC DE
CULTURAL + PROMOTIONAL ACTIVITIES ARE EVIDENT	AD H	AD					AD	AD H	AD
QUALITY URBAN DESIGN AND RENEWAL (PROVIDING ATTRACTION FOR PEOPLE + BUSINESS)	ACDEH	A COUNTY	ACDEH	AC DEH	ACDEH	ACDEH	AC DEH	A C DEH	A O DEH
AN ENTREPRENEURIAL + SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO CBD IDENTITY	DE	DE							
COMPACT — SMALLER BLOCKS + DENSIFIED RETAIL FOOTPRINT	ODE (FHI	GDE FHI	CDE		CDE	GDE	GDE FHI	CDE FHI	CDE
PEDESTRIAN FOCUSED ENVIRONMENT (EASY,SAFE WALKING ACCESS BETWEEN PRECINCTS + ATTRACTIONS)	AB	AB	AB	AB	AB		AB	AB	AB
PARKING PROVISION FOR PRECINCT CONNECTIVITY + EASE OF PEDESTRIAN ACCESS	AD	AD	AD	AD HU	AD		AD HU	AD HU	AD HU
TRANSPORT LINKAGES (CYCLE PATHS + PUBLIC TRANSPORT)		AD	AD						
CONNECTING THE CBD TO PARKS + GREEN SPACES	AD G	AD G	AD G				AD G	AD G	AD G
ACTIVATE QUEANBEYAN RIVER CORRIDOR	AD	AD FGH	AD		AD		AD FGH	AD	AD FGH
AN ENABLING BUSINESS ENVIRONMENT	BG	BC							
RETAIL THAT SUITS THE NEEDS OF PEOPLE ATTRACTED TO THE CBD		CEE							
PROACTIVE PRIVATE SECTOR + BUSINESS COMMUNITY		GE							











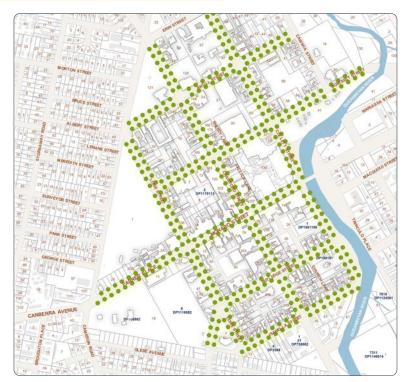


A STREETSCAPE

ISSUES AND GAPS

- The CBD lacks a clear, consistent and cohesive identity
- 👍 The quality of the streetscaping varies considerably across the CBD
- Wayfinding is not intuitive or guided
- The streetscape environment does not support a pedestrianised retail precinct
- A DEFINED AND DISTINCT IDENTITY
- ▼ STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- HIGH WORKFORCE AND PEDESTRIAN DENSITY
- CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND RUSINESS
- AN ENTREPRENEURIAL AND SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO THE CBD IDENTITY
- COMPACT SMALLER BLOCKS AND DENSIFIED RETAIL FOOTPRINT
- ▼ PEDESTRIAN FOCUSED ENVIRONMENT —
 EASE OF SAFE PEDESTRIAN ACCESS BETWEEN PRECINCTS AND ATTRACTIONS
- PARKING PROVISION FOR PRECINCT CONNECTIVITY AND EASE OF PEDESTRIAN ACCESS
- TRANSPORT LINKAGES CYCLE PATHS AND PUBLIC TRANSPORT
- CONNECTING THE CBD TO PARKS AND GREEN SPACES
- ACTIVATE QUEANBEYAN RIVER CORRIDOR
- AN ENABLING BUSINESS ENVIRONMENT
- RETAIL THAT SUITS THE NEEDS OF PEOPLE ATTRACTED TO THE CBD
- PROACTIVE PRIVATE SECTOR AND BUSINESS COMMUNITY

KEY MOVE RESPONSE



1 CREATE AN INTEGRATED AND COHESIVE STREETSCAPE NETWORK

- Implement a consistent street tree planting strategy across the CBD as a high priority
- Implement a comprehensive wayfinding and signage strategy to guide visitors and customers throughout the CBD and its facilities
- → Deliver a targeted streetscape upgrade to support the themed retail strategies, street activation and outdoor dining



B

MONARO STREET THROUGH TRAFFIC

ISSUES AND GAPS

- Through traffic volumes and noise levels are disruptive to retail amenity
- The road layout is not conducive to high amenity pedestrian environment
- The existing raised median acts as a visual barrier and a physical barrier, splitting the CBD
- ▼ A DEFINED AND DISTINCT IDENTITY
- STREETSCAPE BEAUTIFICATION AND AMENITY
- ▼ WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- HIGH WORKFORCE AND PEDESTRIAN DENSITY
- CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND BUSINESS
- AN ENTREPRENEURIAL AND SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO THE CBD IDENTITY
- COMPACT SMALLER BLOCKS AND DENSIFIED RETAIL FOOTPRINT
- PEDESTRIAN FOCUSED ENVIRONMENT —

 EASE OF SAFE PEDESTRIAN ACCESS BETWEEN PRECINCTS AND ATTRACTIONS
- PARKING PROVISION FOR PRECINCT CONNECTIVITY AND EASE OF PEDESTRIAN ACCESS
- TRANSPORT LINKAGES CYCLE PATHS AND PUBLIC TRANSPORT
- CONNECTING THE CBD TO PARKS AND GREEN SPACES
- ACTIVATE QUEANBEYAN RIVER CORRIDOR
- AN ENABLING BUSINESS ENVIRONMENT
- RETAIL THAT SUITS THE NEEDS OF PEOPLE ATTRACTED TO THE CBD
- PROACTIVE PRIVATE SECTOR AND BUSINESS COMMUNITY

KEY MOVE RESPONSE



2 INTRODUCE A FLEXIBLE, TWO-SPEED, CALMING OF MONARO STREET TRAFFIC

- Reformat the road layout to widen the footpaths and provide two through lanes in each direction
- Consider a clearway on the inner lane at peak periods and provide kerbside parking at all other times
- Include footpath-based street tree planting



C

MARKET DEMAND RESPONSIVENESS

ISSUES AND GAPS

- The retail offer is spread widely across the CBD
- There is a high level of shop vacancies and vacant allotments
- 60% leakage from the trade area for food-based retail suggests a significant opportunity for the CBD (equivalent to \$45M/annum or 30 new cafés/restaurants) Refer to CBD Retail Growth Strategy
- Shopping centre based retail has minimal growth capacity
- A DEFINED AND DISTINCT IDENTITY
- STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- ▼ HIGH WORKFORCE AND PEDESTRIAN DENSITY
- CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND BUSINESS
- AN ENTREPRENEURIAL AND SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO THE CBD IDENTITY
- COMPACT SMALLER BLOCKS AND DENSIFIED RETAIL FOOTPRINT
- PEDESTRIAN FOCUSED ENVIRONMENT —
 EASE OF SAFE PEDESTRIAN ACCESS BETWEEN PRECINCTS AND ATTRACTIONS
- PARKING PROVISION FOR PRECINCT CONNECTIVITY AND EASE OF PEDESTRIAN ACCESS
- TRANSPORT LINKAGES CYCLE PATHS AND PUBLIC TRANSPORT
- CONNECTING THE CBD TO PARKS AND GREEN SPACES
- ACTIVATE QUEANBEYAN RIVER CORRIDOR
- AN ENABLING BUSINESS ENVIRONMENT
- ▼ RETAIL THAT SUITS THE NEEDS OF PEOPLE ATTRACTED TO THE CBD
- PROACTIVE PRIVATE SECTOR AND BUSINESS COMMUNITY

KEY MOVE RESPONSE



3 BALANCE RETAIL ACTIVATION STRATEGIES WITH IDENTIFIED MARKET DEMAND

- Identify a Main-street retail zone within the CBD as the focus for strip-based retail and to ensure critical mass and vibrancy
- Provide a supportive planning policy framework and consider retail incentive strategies to encourage retail within the Main-street retail zone
- Ensure centre block developments do not compromise the vibrancy of the Main-street retail zone



D STREETS, PRECINCTS AND LANES

ISSUES AND GAPS

- The streets and laneways generally lack pedestrian amenity and a clear identity
- → The centre block precincts lack identity and pedestrian amenity
- Laneway connections are generally poorly activated
- A DEFINED AND DISTINCT IDENTITY
- ▼ STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- HIGH WORKFORCE AND PEDESTRIAN DENSITY
- CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE
- AN ENTREPRENEURIAL AND SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO THE CBD IDENTITY
- COMPACT SMALLER BLOCKS AND DENSIFIED RETAIL FOOTPRINT
- ▼ PEDESTRIAN FOCUSED ENVIRONMENT —
 EASE OF SAFE PEDESTRIAN ACCESS BETWEEN PRECINCTS AND ATTRACTIONS

 Output

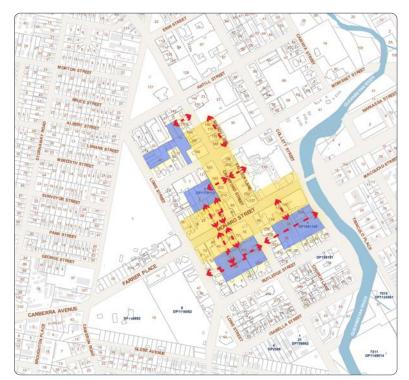
 Description

 Output

 Description

 Description
- ▼ PARKING PROVISION FOR PRECINCT CONNECTIVITY AND EASE OF PEDESTRIAN ACCESS
- TRANSPORT LINKAGES CYCLE PATHS AND PUBLIC TRANSPORT
- CONNECTING THE CBD TO PARKS AND GREEN SPACES
- ACTIVATE QUEANBEYAN RIVER CORRIDOR
- AN ENABLING BUSINESS ENVIRONMENT
- RETAIL THAT SUITS THE NEEDS OF PEOPLE ATTRACTED TO THE CBD
- PROACTIVE PRIVATE SECTOR AND BUSINESS COMMUNITY

KEY MOVE RESPONSE



4 DEVELOP A STREETS, PRECINCTS AND LANEWAYS PLACE STRATEGY

- Reconfigure the CBD city blocks structure as active street environments and supportive centre block precincts linked by active laneways
- → Shape the place making character of the streets, precincts and laneways to suit their roles and theming
- Ensure that centre block developments do not compromise the vibrancy of the Main-street retail zone



Ē

CBD MARKET POSITIONING

ISSUES AND GAPS

- 🕂 Themed, street-based retail precincts are not evident
- 🕂 The CBD lacks a point of difference from competing centres
- CBD based residential and visitor accommodation is generally poor quality
- The low CBD residential and worker populations limit seven day vibrancy
- ▼ A DEFINED AND DISTINCT IDENTITY
- ▼ STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- M HIGH WORKFORCE AND PEDESTRIAN DENSITY
- **Y** CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND BUSINESS
- AN ENTREPRENEURIAL AND SMALL BUSINESS ECOSYSTEM THAT CONTRIBUTES TO THE CBD IDENTITY
- COMPACT SMALLER BLOCKS AND DENSIFIED RETAIL FOOTPRINT
- PEDESTRIAN FOCUSED ENVIRONMENT —

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KEY MOVE RESPONSE



5 CREATE DIVERSITY AND A 'POINT OF DIFFERENCE' THROUGH THEMED AND CURATED PLACE MAKING

- Develop themed retail precincts: 'Eat Street', 'Start-up Street', 'Future Fashion'
- → Develop themed mid-block precincts on the following themes: 'Civic/Cultural', 'Parking/Residential/Office'
- ✓ Mid-block precincts will be characterised by predominantly
 4-8 storey development within a pedestrianised, tree-lined street environment



F

SHOPPING PRECINCT INTEGRATION

ISSUES AND GAPS

- 🕂 Large uncoordinated areas of open lot parking
- Poor pedestrian amenity, safety and connectivity across the precinct
- Poor connections between shopping centres and the street retail environment
- darkown Poor connection between the river setting and the shopping centres
- ▼ A DEFINED AND DISTINCT IDENTITY
- ▼ STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- ▼ HIGH WORKFORCE AND PEDESTRIAN DENSITY
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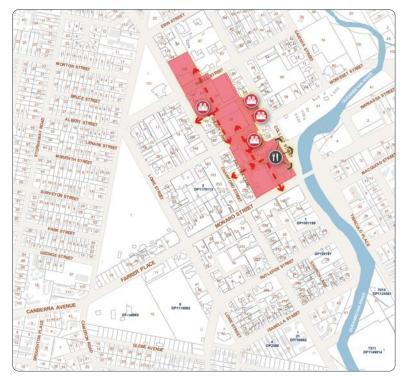
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KEY MOVE RESPONSE



6 CONNECT, INTEGRATE AND DEVELOP THE SHOPPING PRECINCT

- In partnership with shopping centre owners implement an integrated pedestrian network, linking the shopping precinct with a series of themed landscaped, beautified and sheltered laneways to activate connections
- Encourage the redevelopment of street-facing open lot parking to provide improved retail, street activation and mixed-use development
- Improve connections between internal arcades + external street network
- Open up the existing Riverside Plaza food court with balcony and visual links to Queanbeyan river



G CBD, RIVER AND PARKS

ISSUES AND GAPS

- There are poor pedestrian connections between the CBD, the river and the parks
- The shopping centres create a barrier between the CBD and the river environment and are a negative impact on public amenity
- → The public realm lacks a cultural and civic narrative
- A DEFINED AND DISTINCT IDENTITY
- ▼ STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- M HIGH WORKFORCE AND PEDESTRIAN DENSITY
- V CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
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KEY MOVE RESPONSE



7 LINK THE CBD TO THE RIVER AND LOCAL PARKS THROUGH A GREEN CULTURAL TRAIL

- Create landscaped and themed trails and pathways that tell the stories, history and culture of Queanbeyan through public art, landscape and technology
- Strengthen the role of Morisset Street as a 'green link' between the two key public parks
- Upgrade Town Park to improve permeability, amenity and ability for event / cultural programming
- Improve physical connections to the Showground
- Refurbish Riverside Caravan Park and develop river walk



H SMART CITY

ISSUES AND GAPS

- Lack of opportunity to manage the real-time performance of the CBD infrastructure: parking, safety, movement patterns, event support and management etc
- Lack of fast data capacity is holding back digital economy opportunities for the CBD
- A DEFINED AND DISTINCT IDENTITY
- STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- M HIGH WORKFORCE AND PEDESTRIAN DENSITY
- CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT
- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND BUSINESS
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KEY MOVE RESPONSE



8 LEVERAGE 'SMART CITY' INFRASTRUCTURE TO DRIVE ECONOMIC DEVELOPMENT

- Use smart technologies to profile and analyse CBD customer behaviours and choices to benefit marketing and positioning
- Provide advanced, high speed data access for start-ups and high growth digital business
- Use smart infrastructure to create a safer, more connected and active public realm, and incorporate smart city infrastructure into each precinct project planning and design
- Leverage smart city infrastructure to build the economic strength of the CBD



CONNECTION

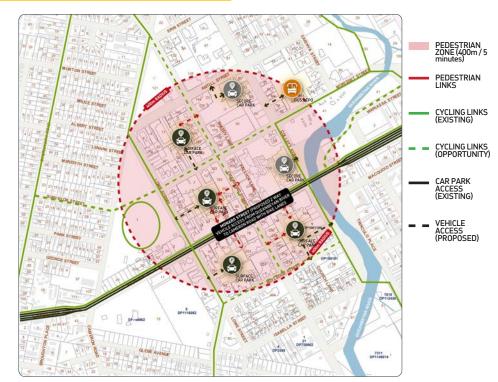
ACCESS AND PARKING

ISSUES AND GAPS

- Open lot car parking areas generally have low amenity and 'crime prevention through environmental design' (CPTED) issues
- 🕂 Car parking generally has low turn over
- 🕂 Open lot parking has a very high development opportunity cost
- darkown Free parking has contributed to the lack of parking turnover
- A DEFINED AND DISTINCT IDENTITY
- STREETSCAPE BEAUTIFICATION AND AMENITY
- WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY
- ☐ HIGH WORKFORCE AND PEDESTRIAN DENSITY
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KEY MOVE RESPONSE



9 SHAPE AN ACCESS AND PARKING STRATEGY THAT CAN EVOLVE WITH 'SMART TRANSPORT'

- Consistent with Council's car parking strategy, replace open lot parking with decked parking which can be re-purposed to other uses as smart transport (autonomous cars, ride share etc) change parking behaviours over time
- Explore mixed use development opportunities (residential/accommodation/office) in centre block locations
- Walkability improve footpaths, reduce car dominance, slow traffic speeds, provide shade, improve pedestrian cycle at traffic lights, improve equitable access and apply 'crime prevention through environmental design' (CPTED) principles to create safe places
- Cycle cycle path connections into the CBD; public end of trip (EOT) facilities as part of the new civic building, bike parking and river walk to Ellerton Drive Extension
- Cycle connection to Canberra (scenic path along the Molonglo)



DENTITY

GOVERNANCE

ISSUES AND GAPS

- There is not a coordinated business group to help guide the Transformation Strategy with Council
- Small businesses are not engaged with the future potential of the CBD
- Resources and funding are required to implement and maintain business and marketing programs
- A DEFINED AND DISTINCT IDENTITY STREETSCAPE BEAUTIFICATION AND AMENITY WELCOMING PUBLIC SPACES THAT ATTRACT PEOPLE TO STOP AND ENJOY ☐ HIGH WORKFORCE AND PEDESTRIAN DENSITY

CULTURAL AND PROMOTIONAL ACTIVITIES ARE EVIDENT

- QUALITY URBAN DESIGN AND RENEWAL PROVIDING ATTRACTION FOR PEOPLE AND BUSINESS
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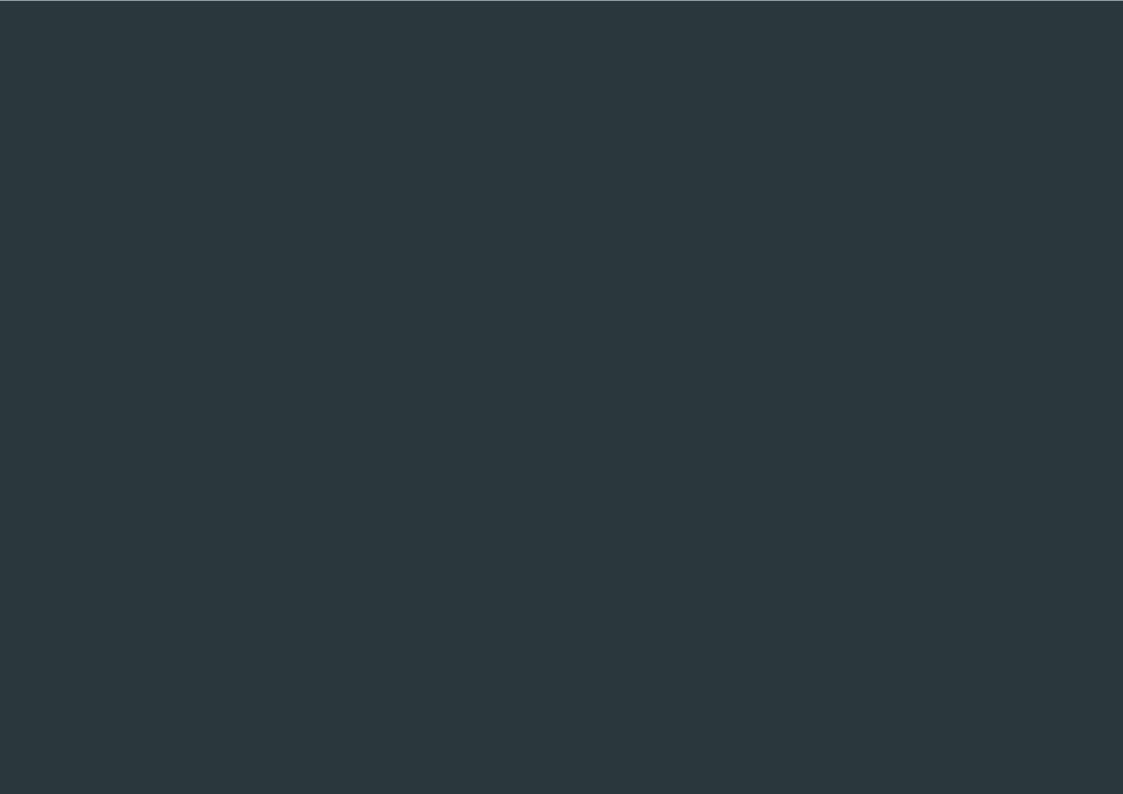
KEY MOVE RESPONSE



IMPLEMENT A GOVERNANCE AND DELIVERY FRAMEWORK TO DRIVE SUCCESS

- Establish a business group, consistent with the Business Improvement Districts (BID's) approach recommended in the Queanbeyan Retail Growth Strategy, to drive the CBD Transformation Strategy
- Adapt the Queanbeyan DCP policy framework to support the place making strategies by:
 - Implement 'Develop Control Plan' (DCP) policy changes supporting the CBD Master Plan Refresh strategies
 - Strengthen governance to protect the place and cultural values of heritage and character items and secure heritage funding
- Develop a sustainable funding model and stakeholder engagement strategy
- Develop innovative and engaging communication of the CBD transformation phases so the public can see a holistic vision





CBD MASTER PLANREFRES:0

5.1 Placemaking Principles and Strategies

A. The Importance of Placemaking to Queanbeyan CBD

What is placemaking? The most widely held definition of placemaking is:

"The practice of creating or enhancing a community's assets to improve attractiveness and liveability"

Placemaking happens when buildings, the public realm and the spaces between are activated into vibrant urban spaces that offer wellbeing, pleasure and stimulate economic activity.

As well as improving the liveability of the urban area, high quality public realm with a sense of place will increase property values and attract further investment.

In the case of the Queanbeyan CBD where there is no public space, there needs to be a direct intervention by QPRC, private developers and the community to improve the quality of the human experience in the CBD and in doing so, attract further commercial activity and investment. The Queanbeyan CBD Spatial Master Plan provides direction and strategies to implement placemaking interventions essential to transform the CBD.

B. Public Realm Intervention as part of Queanbeyan CBD Redevelopment

Placemaking interventions will play a critical role in shaping the redevelopment of the CBD. There are generally four intervention themes that help create quality public realm and encourage placemaking activity:

- + Altering the image of an area
- + Creating a new destination for visitors, residents and workers in the area
- + Adding versatility to an area so that it can be used for events
- + Establishing the Character of a redeveloped CBD using placemaking

I. Placemaking to alter the image of an area

The 2017 Queanbeyan CBD Transformation Strategy identifies the development of a distinct identity in the CBD as one of three priority transformation focus areas. Changing the image of the CBD will be an ongoing incremental process but it has commenced with the implementation of Smart City technology and placemaking events such as the Blacksmiths Lane activation. Physical change



of streets and buildings illustrated in the New CBD Design and New Streetscapes section sprinkled with deliberate placemaking activity and events will provide the best direct intervention opportunities to change the image on the CBD.

II. Placemaking to create a new destination

The new Queen Elizabeth II Park on the Queanbeyan River is a fine example of how a once derelict area can be transformed into a new destination to attract social and commercial activity and new visitation. The CBD Spatial Master Plan incorporates design of new civic precincts and public realm incorporating public art to create new micro destinations and continues to build on the opportunity to leverage the Queanbeyan River as a destination attraction magnet through the Riverbank Walk and potential new riverside deck development.

III. Placemaking to add versatility to the CBD

The new Queen Elizabeth II Park illustrates how versatility of a public space has provided new opportunities to hold small and significant events previously not seen in Queanbeyan. From large events such as The Music by The River event featuring the Canberra Symphony Orchestra that hosts thousands of visitors

each year to families that gather each weekend or after work to enjoy the water-play area, is all facilitated by this new public space deliberately designed to host these events.

The New CBD Key Block Plans and New Streetscapes sections illustrate what new versatile spaces are being proposed for the CBD including:

- + New parklets on Monaro Street and Crawford Street
- + New civic square car park adjacent to The Q Theatre
- + New public plaza adjacent to the Leagues club
- + New public Square in the current Morisset Street car park behind the Royal Hotel and Tourist Hotel
- + Potential activation of Riverside Plaza frontage in Collett Street

IV. Placemaking to establish the character of a renewed CBD

New high quality public realm in the CBD will produce common benefits for residents, workers and visitors alike which can translate into the establishment of a new desirable character of the CBD. In turn, this new character will help attract more businesses, workers and residents to the CBD generating increased foot traffic, economic activity and local amenity.

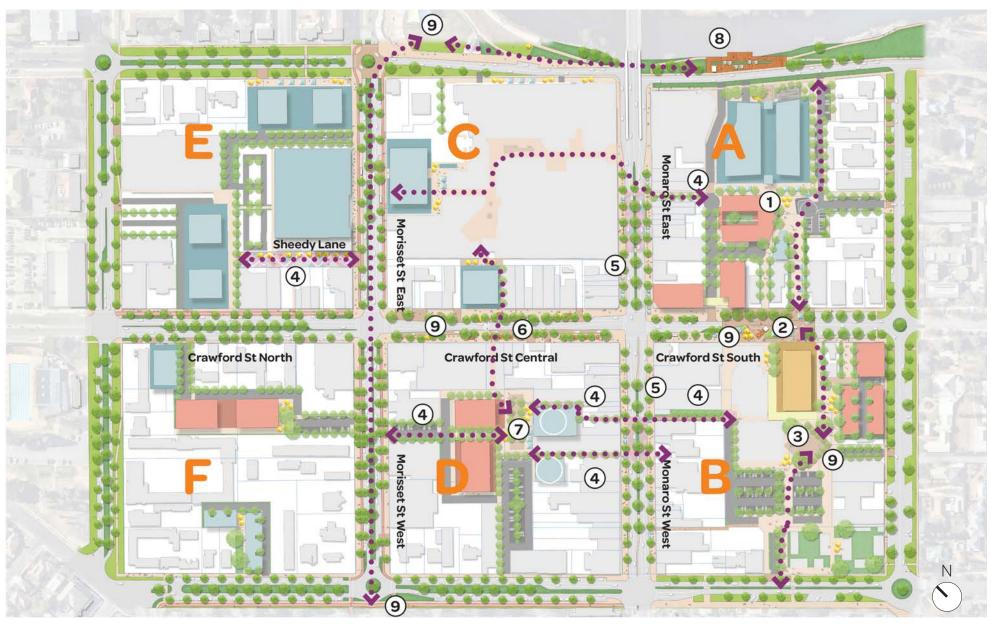


Placemaking Strategy Table

Refer also to 'Placemaking Strategy Diagram' on the opposite page.

Item	Placemaking	Where	Why	Desired Outcome
	Intervention			
	Public Plaza	Block A	Currently no public space in this block	Complement new possible aged care development and possible redevelopment of the Leagues Club precinct.
1				Create a local gathering destination for surrounding residents.
				Provide safe pedestrian link to the river.
	Civic Plaza and Shared Street	Block A + B	Currently no public space in this	Create a Civic Heart as the identifiable address for the Council Chambers.
2		Crawford Street	block	Provide versatility and flexibility as an event space.
2				Support the role of Q Performing Arts.
				Encourage informal community interactions.
	Cultural Plaza	Block B	Currently no public space in this	Support the role of Q Performing Arts as an outdoor event space.
3			block	Strengthen connection to the Library.
				Provide a canvas for art and creativity.
	CBD laneways revitalisation	Block D - Poets Lane	Improve pedestrian connectivity	Provide safe, legible pedestrian linkages.
		Block A - Shamrock Lane,	through the CBD.	Create desirable destinations.
4		Block B - Blacksmiths Lane, Lane next		Create inspiring spaces and places.
		to Elders Real Estate		Provide a canvas for street art and creativity.
		No Name Lane Block E Sheedy Lane		
	Small public spaces such as	Monaro Street and Morisset Street	Improve pedestrian connectivity	Create desirable destinations.
	parklets		through the CBD.	Encourage informal community interactions.
5			Welcome people to stop and stay.	Support local business.
				Improve the vibrancy and aesthetic of the streetscape.
	Close Crawford Street for a weekly	Crawford Street Central	Promote Crawford Street as an Eat	Create desirable destination.
6	food truck night market.	k night market.	Street. Extend hours of trade.	Encourage informal community interactions.
Ü				Grow local businesses, in particular food and beverage.
	8 1 11 81	21 12		Improve the vibrancy and aesthetic of the streetscape.
	Public Plaza	Block D	Currently no public space in this block.	Complement future residential development.
7			DIOCK.	Create a local gathering destination for surrounding residents. Describe a few selection links.
				Provide safe pedestrian links. Support new retail and food and beverage.
	Potential for floating riverside deck	River edge, adjacent to Block A	Engage with the River edge	Support new retail and rood and beverage. Create desirable destinations
8	development Queanbeyan River		3.85	Support local businesses
0				Improve the vibrancy and aesthetic of the river.
	Pop up picnic tables with umbrellas.	0 , 0	Provide a reason for people to stop	Encourage informal community interactions.
9	Free WIFI	Park, Civic Plaza, QEII Park, Crawford	and stay in the CBD.	Grow local businesses.
		Central, Cultural Plaza.		Improve the vibrancy and aesthetic of the public spaces.

Placemaking Strategy Diagram



5.2 CBD Master Plan Refresh

Introduction

Block Images

The following Block images show a new design for the Queanbeyan CBD utilising the Vision and Values previously established with the community, the objectives of the CBD Transformation Strategy and the significant feedback from the business community with the Retail Growth Strategy.

The key drivers of those strategies is to increase workers and residents in the CBD to build the critical mass to restore retail activity and grow café and lifestyle activity; to recycle Council assets such as car parks into decked parking and new smart public realm; and connect the CBD parks to the river through green pedestrian corridors to provide a place that prioritises people.

Block Maps

The following Block Maps illustrate where new developments may occur, such as Council's planned redevelopment of its head office and smart hub in Crawford Street, and potential serviced

apartments and townhouses by private developers on the adjacent sites in Rutledge Street subsequently vacated by Council. The Block Maps colour code sites (refer to **Legend** below) to differentiate Council and private owned property capable of redevelopment to stimulate economic activity, and provide new public realm, laneways and parking.

Legend



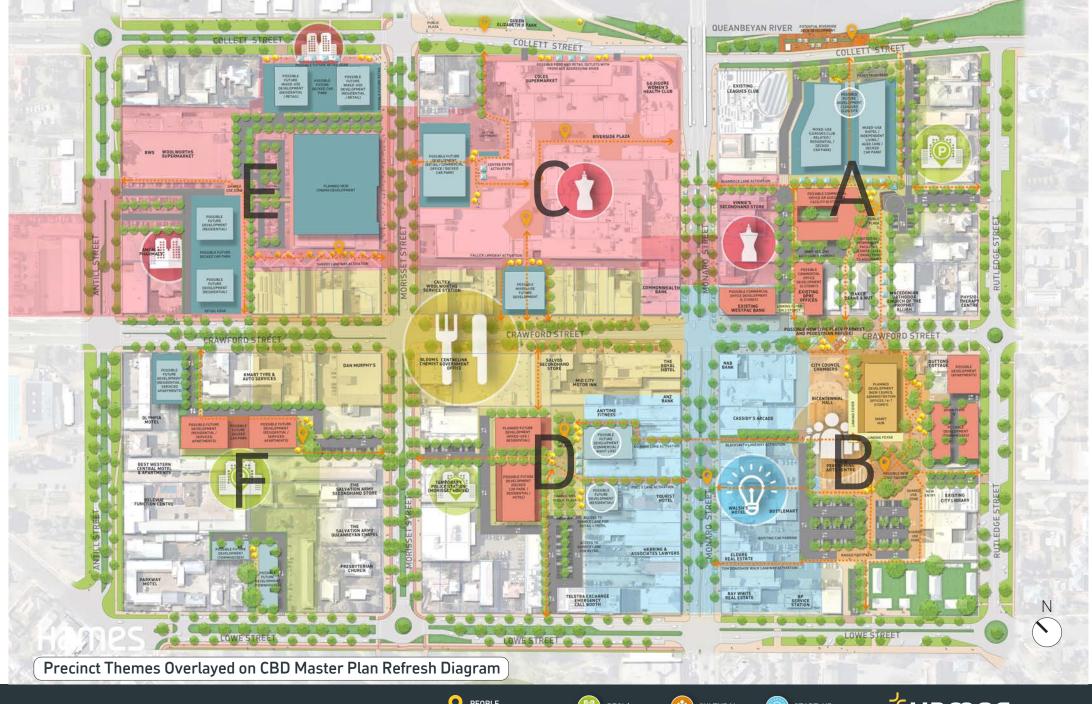




Except for the new Council head office shown as "Planned Development" no other "Possible Developments" are confirmed and are concepts proposed by this Plan based on urban design principles, economic and social objectives and a desire to see the CBD transform into a vibrant social and commercial centre.









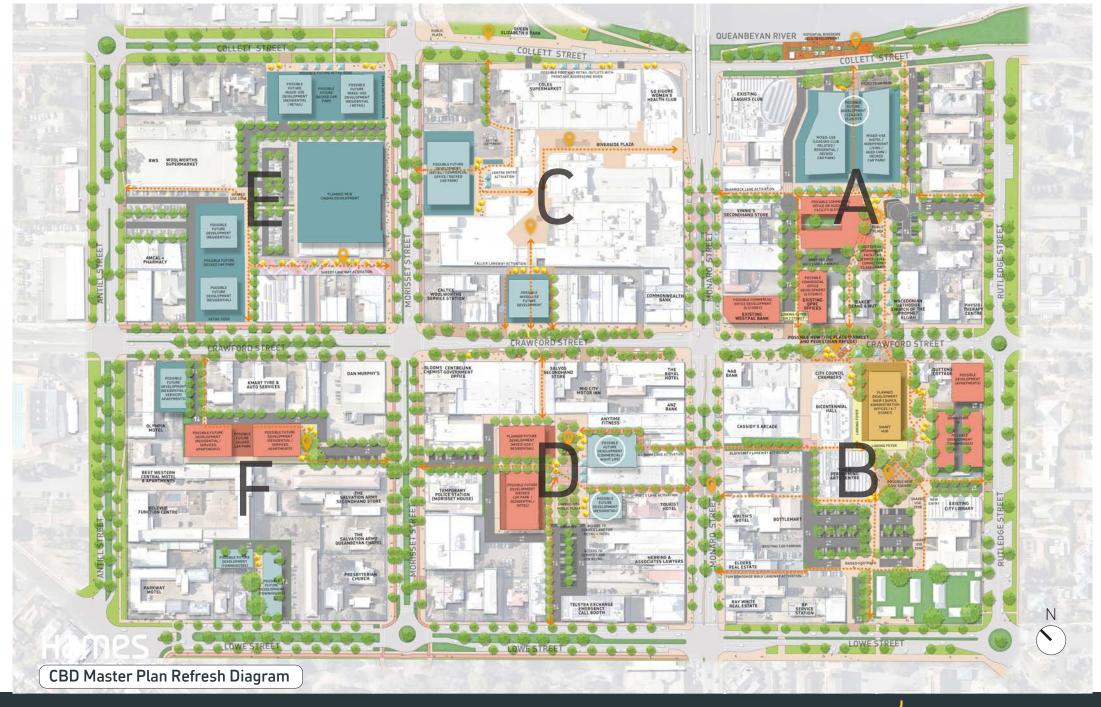
















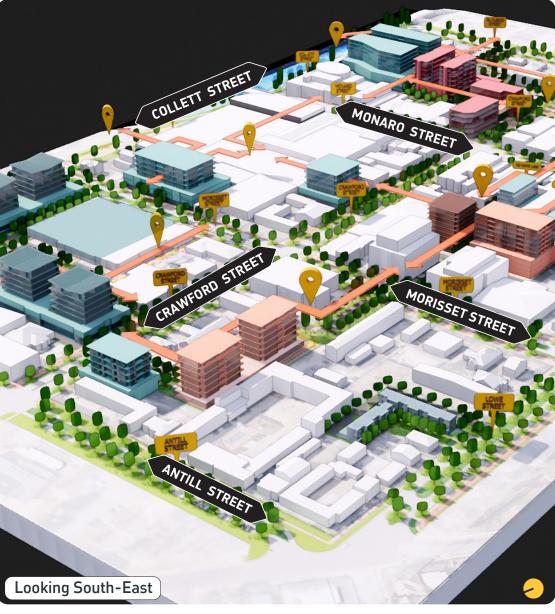
























Key Block Plan 'A'

- + Reconfigure Block 'A' as a 'Parking / Residential / Office' centre block precinct
- + Support Block 'A' with active street environments and linked active laneways
- + Dissolve N-E boundary into Queanbeyan River, integrate river precinct into the CBD
- + Introduce a 'Future Fashion' precinct along Monaro Street, that does not compromise the vibrancy of the Main-Street Retail Zone and the privacy of the Leagues Club







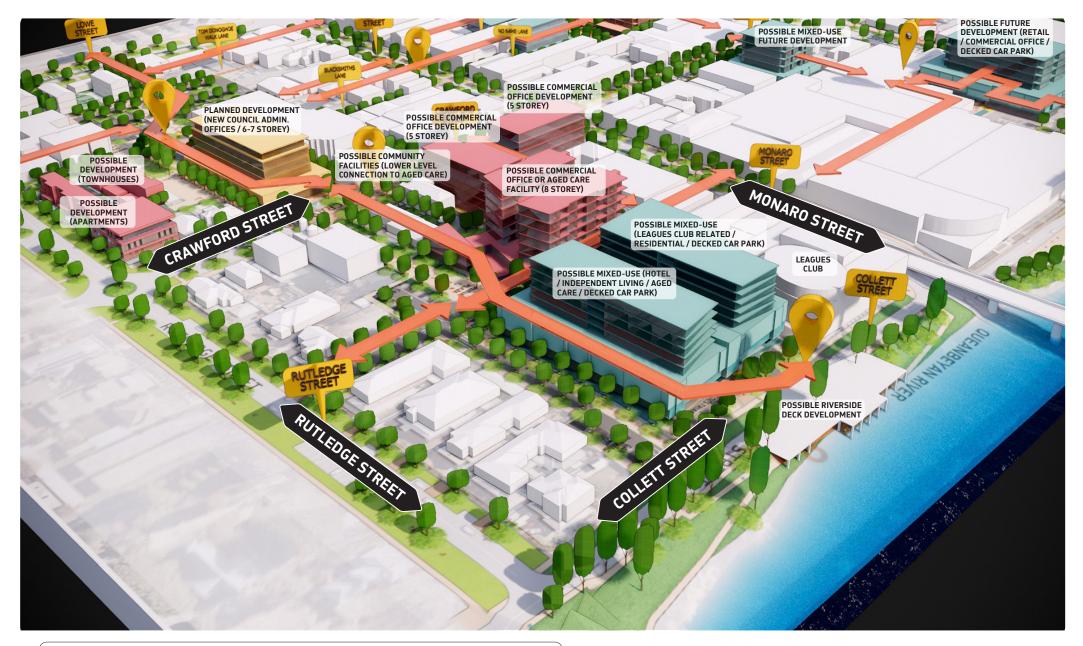












Looking North-East from the corner of Rutledge Street and Collett Street

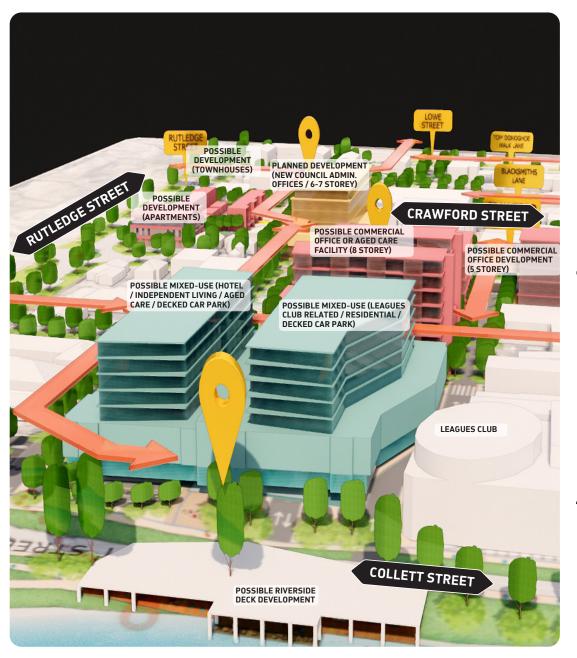


POSSIBLE PUBLIC / PRIVATE DEVELOPMENT ON COUNCIL OWNED

POSSIBLE PRIVATE
DEVELOPMENT
ON PRIVATE
OWNED PROPERTY

EXISTING AND POTENTIAL FUTURE CIVIC BUILDINGS ON COUNCIL OWNED PROPERTY







Looking North from Rutledge Street



Looking North-West from Rutledge Street

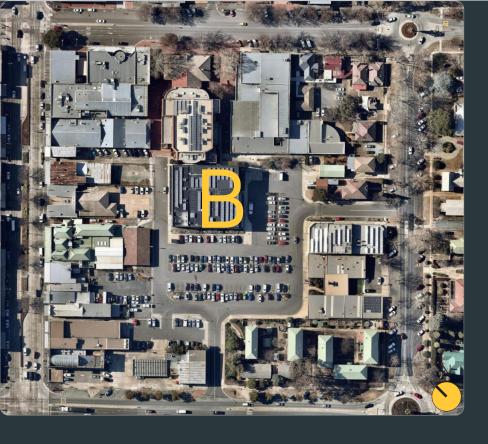
Looking West from Collett Street



EXISTING AND
POTENTIAL FUTURE
CIVIC BUILDINGS
ON COUNCIL
OWNED PROPERTY

Key Block Plan 'A' Hames SHarley

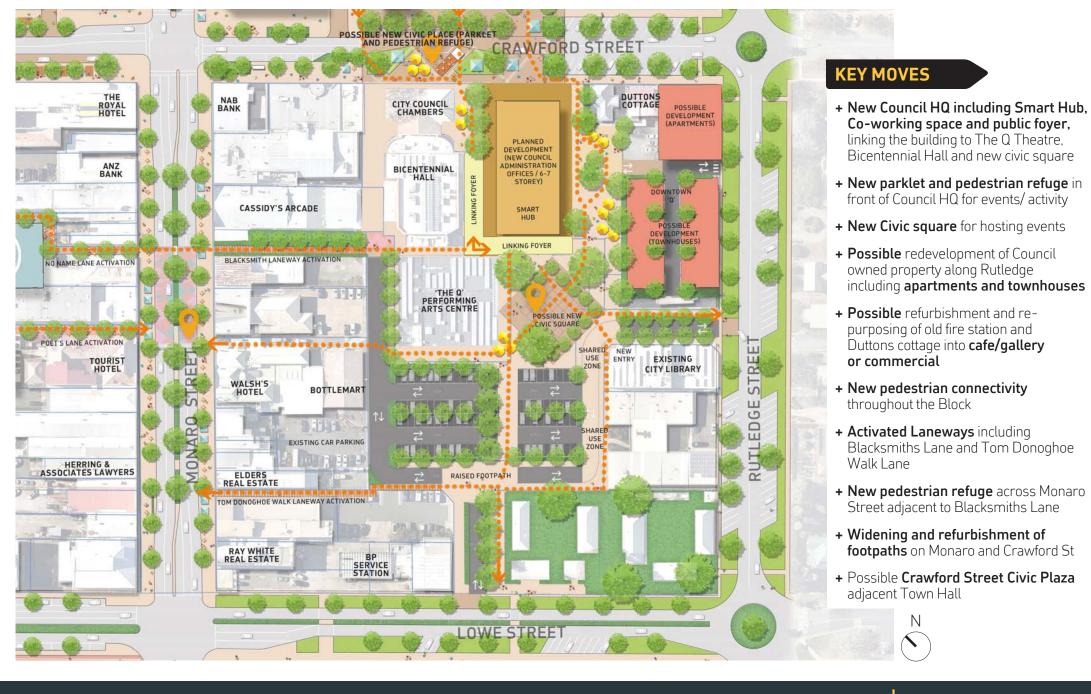




Key Block Plan 'B'

- + Reconfigure Block 'B' as a 'Civic / Cultural' centre block precinct
- + Support Block 'B' with active street environments and linked active laneways
- + Introduce a 'Start-Up Street' precinct along Monaro Street, utilising SMART technologies and advanced high speed data access for start-ups and high growth digital business



















Looking North-West from the corner of Rutledge Street and Crawford Street















Looking North-East from the corner of Rutledge and Lowe Street

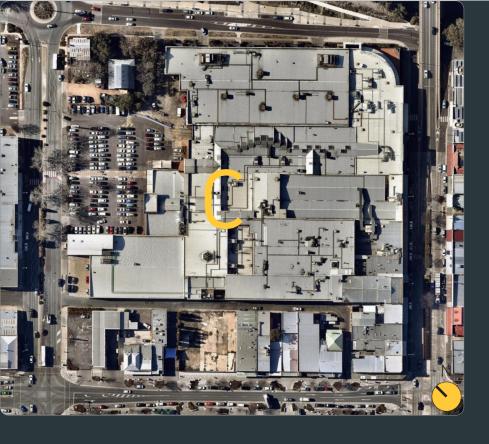
Looking South-East from the corner of Monaro Street and Lowe Street

Looking South-West from the corner of Monaro and Crawford Street



Key Block Plan 'B' Hames SHarley

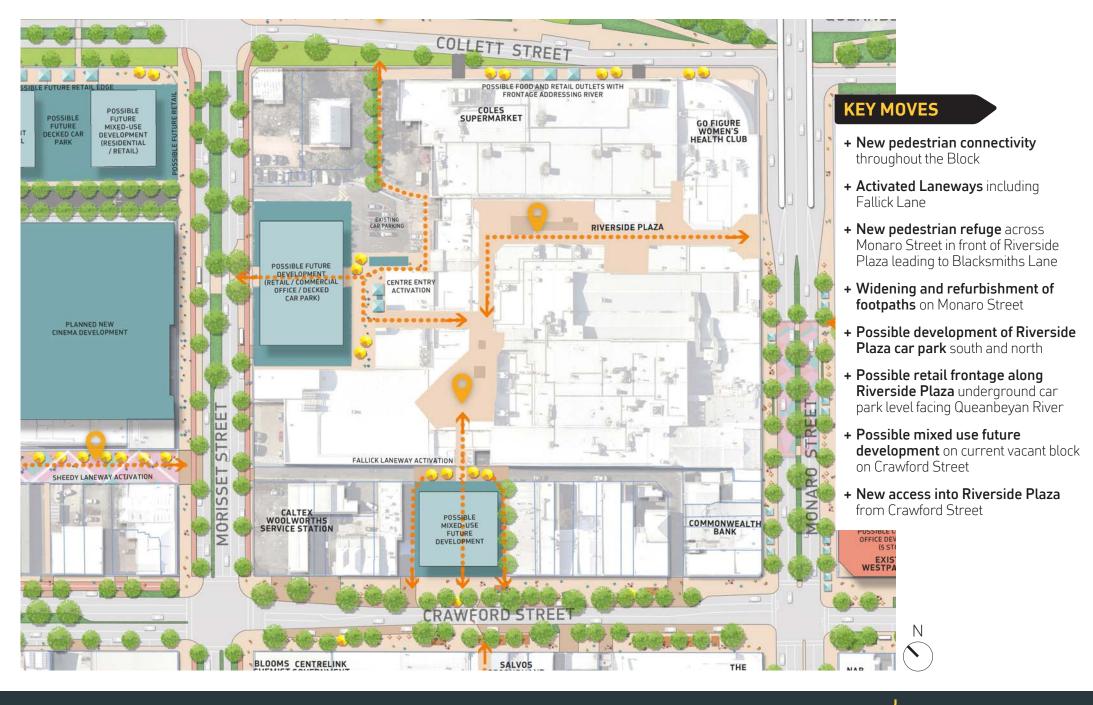




Key Block Plan 'C'

- + Reconfigure Block 'C' as a more connected and integrated central block 'shopping precinct'
- + Support Block 'C' with active street environments and visual links to Queanbeyan River
- + Introduce an 'Eat Street' precinct along Crawford frontage, to improve public realm offering and connections between internal arcades and external street network



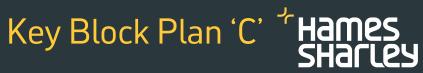




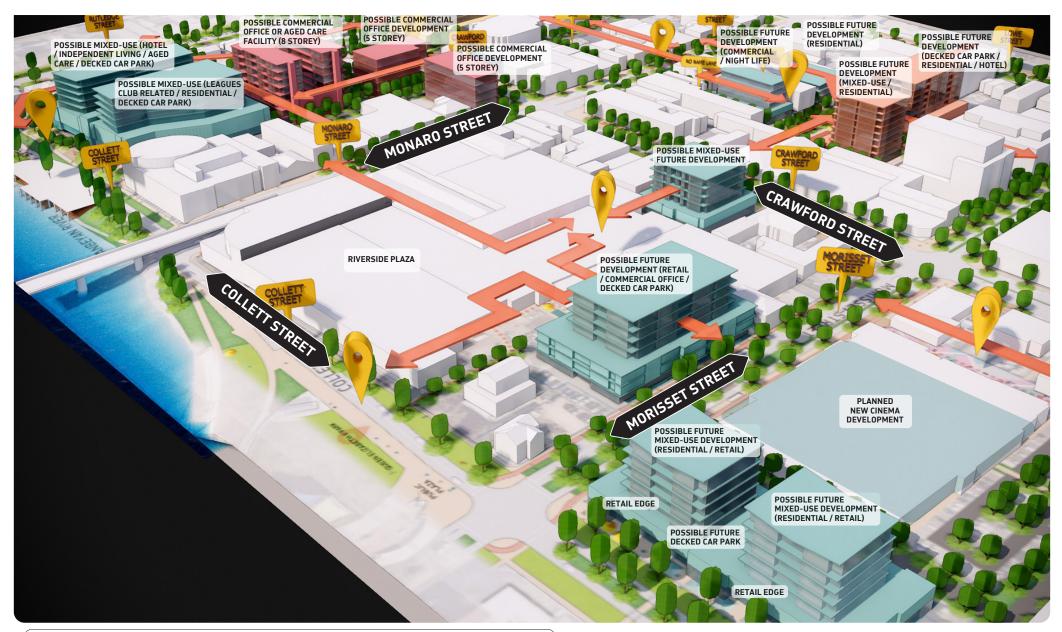








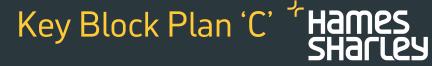




Looking South-West from the corner of Collett Street and Morisset Street











Looking South-East towards Queanbeyan River from the corner of Morisset Street and Crawford Street











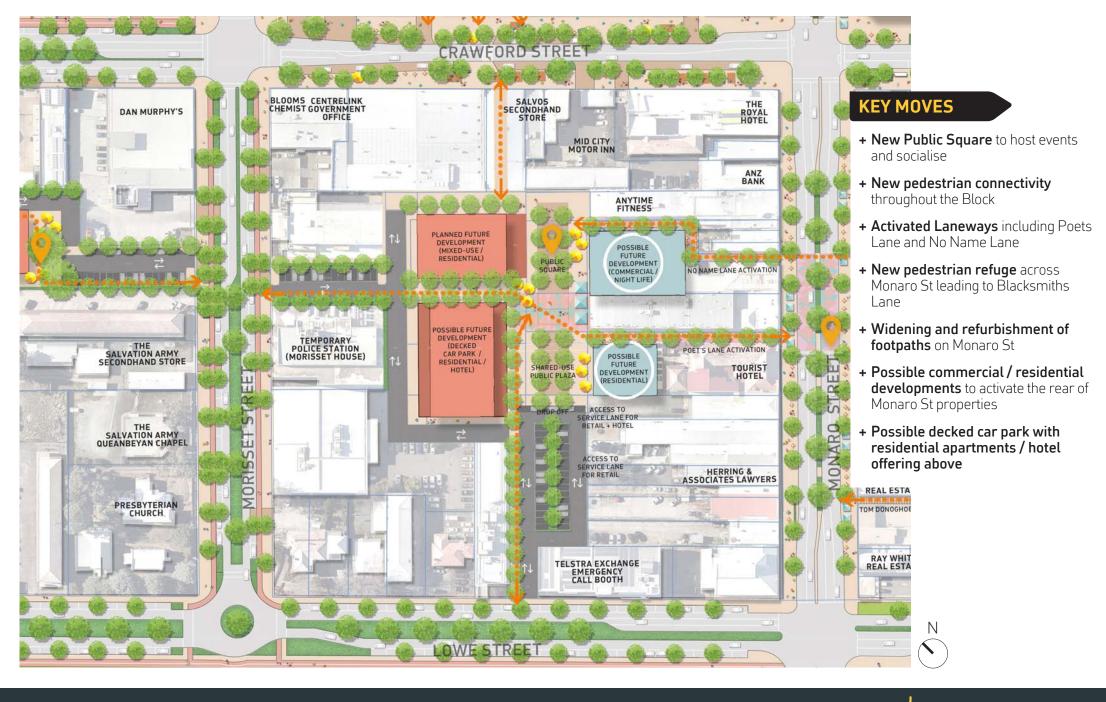




Key Block Plan 'D'

- + Reconfigure Block 'D' as a 'Parking / Residential / Office' centre block precinct
- + Support Block 'D' with active street environments on both Monaro Street frontages, new activation at rear of properties and linked active laneways
- + Introduce a 'Start-Up Street' precinct along Monaro Street, utilising SMART technologies and advanced high speed data access for start-ups and high growth digital business
- + Introduce an 'Eat Street' precinct along Crawford frontages, to improve public realm offering







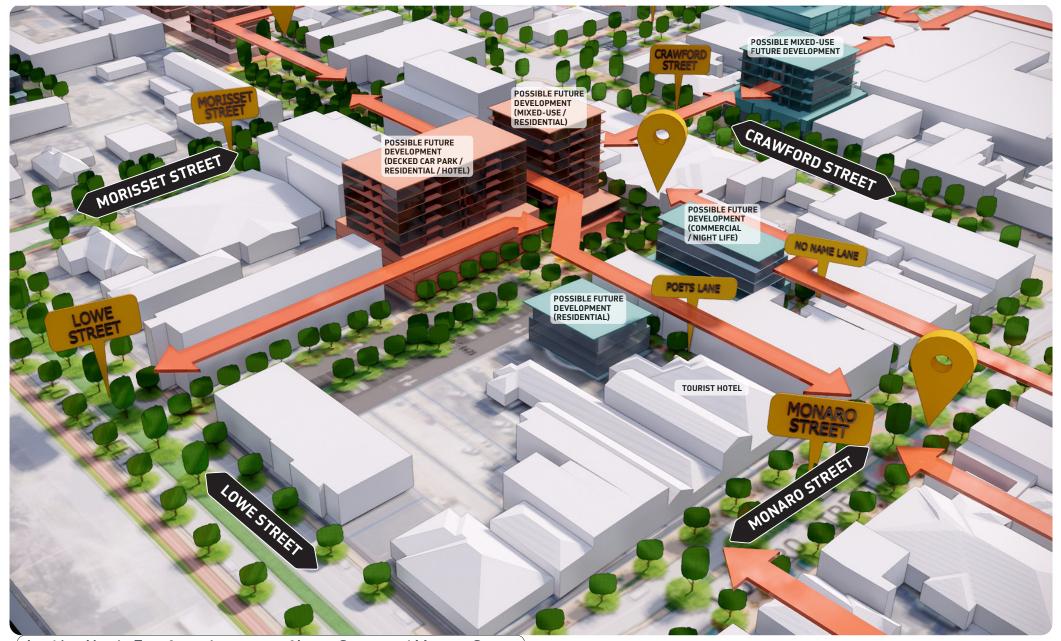












Looking North-East from the corner of Lowe Street and Monaro Street

















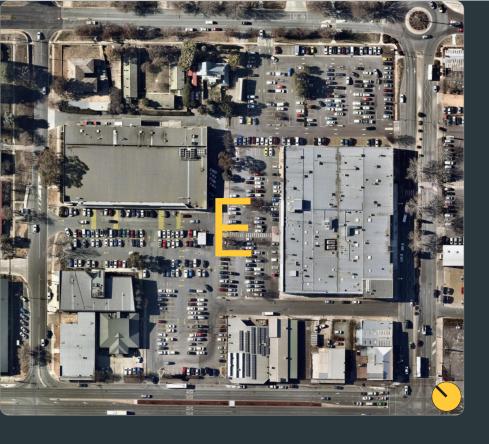
Looking South-East from the corner of Morisset Street and Lowe Street



Looking South-West from the corner of Morisset Street and Crawford Street



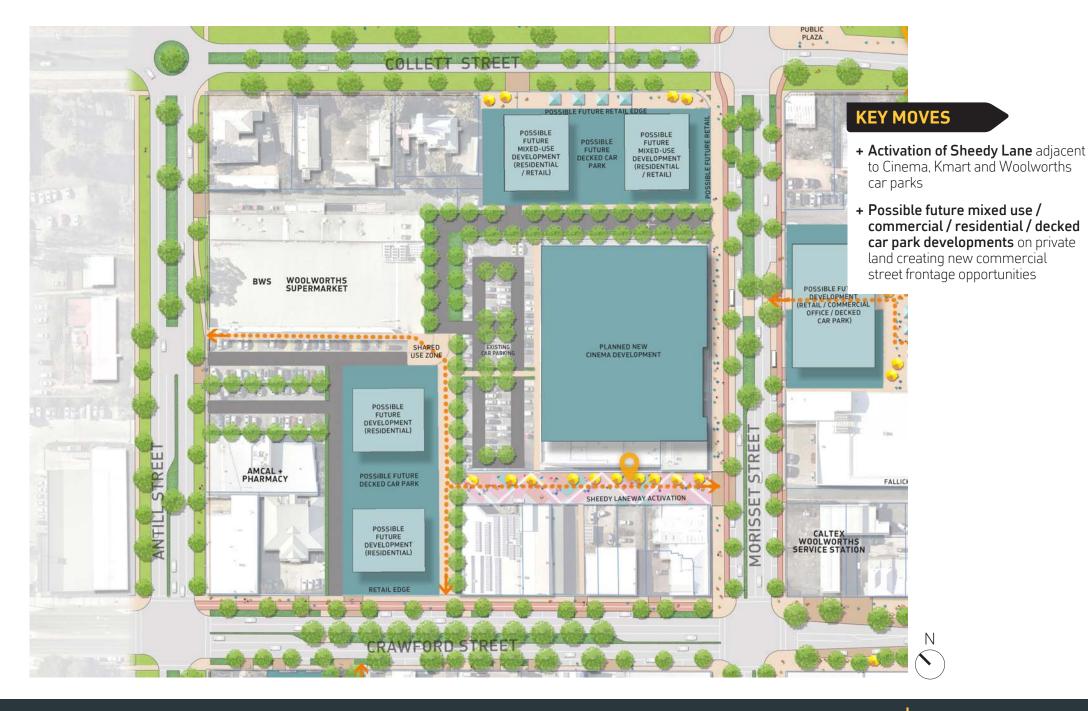




Key Block Plan 'E'

- + Reconfigure Block 'E' as a 'Parking / Residential / Retail' centre block precinct
- + Support Block 'E' with active street environments and new tower development
- + Leverage off Block 'C' Central Shopping Precinct, through improved linkage across Morisset St
- + Introduce an 'Eat Street' precinct along Crawford frontage, to improve public realm offering and connections between internal retail centres and external street network



















Looking North-West from the corner of Morisset Street and Collett Street















Looking North from the corner of Crawford Street and Morisset Street

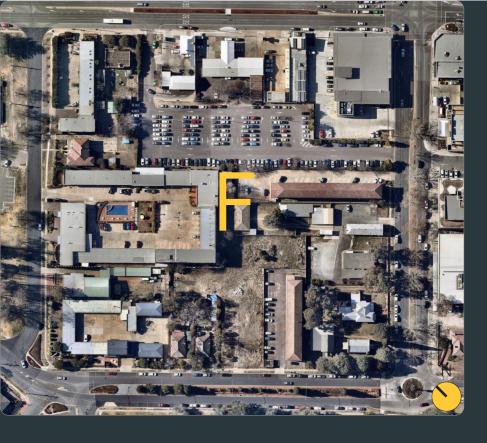






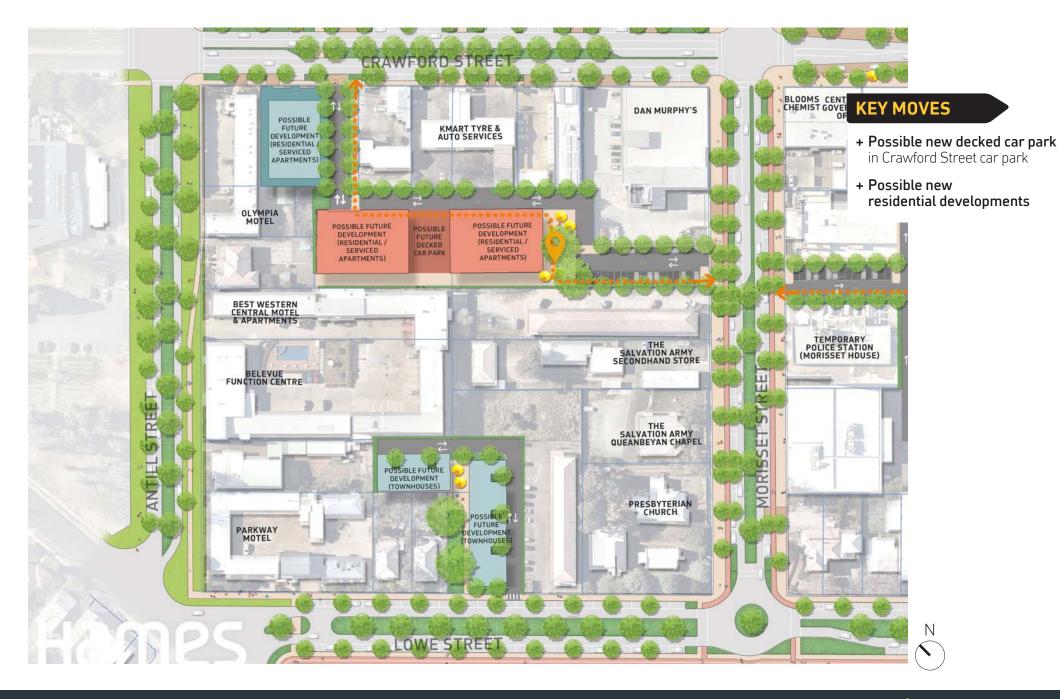






Key Block Plan 'F'

- + Reconfigure Block 'F' as a 'Parking / Residential / Office' centre block precinct
- + Support Block 'F' with active street environments and new tower development
- + Introduce an 'Eat Street' precinct along Crawford frontage, to improve public realm offering and connections between private accommodation / residential and public street network
- + Leverage off western public open space offering through visual connections and active transport linkages THAMES SHACLEY











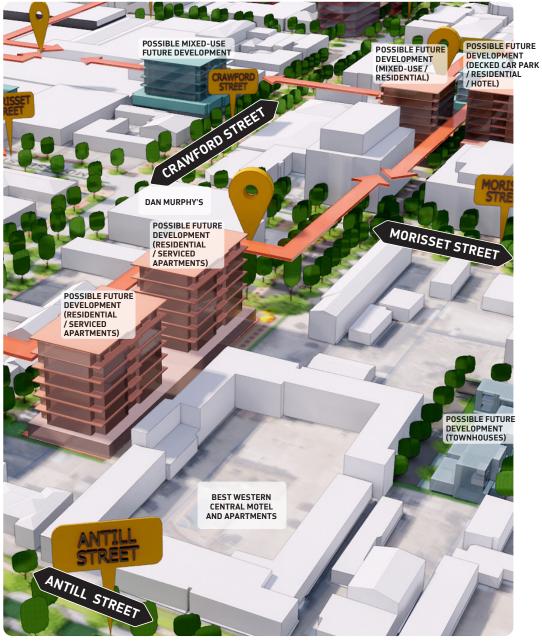








Looking South-East over CBD from Antill Street



Looking South-East from Antill Street











5.3 Queanbeyan CBD Development Control Plan

POTENTIAL AMENDMENTS

BROAD APPROACH:

The broad thrust of the existing CBD DCP objectives, policies and controls is supported. There is an opportunity to better support Council's CBD Transformation Strategy through potential amendments to the CBD development assessment process that involve:

- + Establishing a CBD Design Review Panel (DRP) of independent professionals (architects, urban designers, landscape architects, planners, sustainable design etc) that assists Council in assessing CBD development and place making proposals (along the lines of similar processes in other cities in NSW, SA, Victoria, Queensland and WA)
- + Establishing an 'Exemplar Catalyst Project' (ECP) classification applying to the CBD (potentially on an interim basis) that can attract development assessment concessions (height, setbacks, etc) subject to satisfying, on the advice of the CBD DRP, specific criteria and conditions covering exemplary outcomes in:
 - Architectural, urban design & place making;
 - 'SMART City' capability and infrastructure;
 - Sustainable design;
 - Mixed-use development;
 - Place activation

- + Establishing a 'Main-street Retail Zone' which provides incentives in the form of development assessment concessions (height, setbacks, and so forth) and reduced development contribution fees, subject to satisfying specific criteria and conditions including:
 - Development proposals meeting ECP status;
 - Property owners / tenants committing to be active participants (for a set period) in Council's Business Improvement District (BID) program.
- + Considering other incentives that support growth within the CBD by encouraging development that provides employment and economic growth, by supporting building upgrades to elevate the aesthetic presentation or structural safety of CBD premises or contribute to the development or upkeep of new public realm.



BUILDING HEIGHT AND SETBACK CONCESSIONS

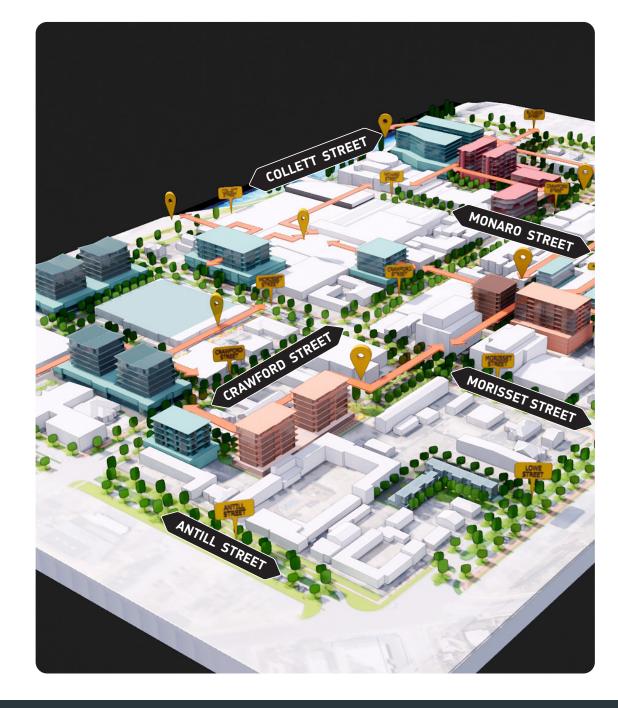
The following concessions could be available for development proposals of ECP status:

Height

- + Current height limits (podium and maximum heights) adjacent to street frontages are considered appropriate
- + Development heights for the centre of CBD blocks within 30m of the street frontage can achieve height bonus of 10-20% to provide development incentives

Setbacks

- + Building setbacks can achieve the following on-merit concessions (subject to proposed height, public realm adjacency, design excellence assessments and overlooking, over shadowing and micro-climate impacts):
 - Up to 70% reduction for street frontages
 - Up to 50% reduction for side and rear setbacks







STREETSCAPE 6.0

6.1 Design Principles

STREETSCAPE

Provide a series of experiences within the public realm that appeal to different users in particular families, women and children

Why:

- Different experiences attract a larger diversity of users
- More things to experience, attract more people
- Experiences of different kinds create liveliness throughout a larger portion of the day
- Changing the experience of the street, changes the public perception

How:

- Make a series of experiences along the streets and in the public spaces that people can enjoy throughout the day and evening
- Develop different streetscape experiences that relate to the character of each street
- Reinforce the local identity including the significant street tree planting

Encourage people to walk and cycle to and around the City Centre

Why:

- Inviting people to walk and cycle increases the overall safety of the roads
- More pedestrians and cyclists make the streets more lively

How:

- Provide plenty of space to accommodate pedestrians and cyclists in the streetscape
- Make the streets feel welcoming and safe
- · Provide plenty of bike parking
- Make good connections with the existing network
- Make the streets comfortable and legible

Create an invitation for people to spend time in the streets and public realm

Why:

- When more people spend time outside, the feeling of safety and vibrancy increases
- Invitations for spending time improves the social diversity and community connections
- Public spaces perform better when they are programmed with things to do

How:

- Provide more variety of seating and choice of locations
- Improve the comfort
- Provide a variety of activities to attract people to the city centre
- Conduct Eol for design, construct, operate Morisset St Car park and creation of new public realm

Encourage lively edges

Why:

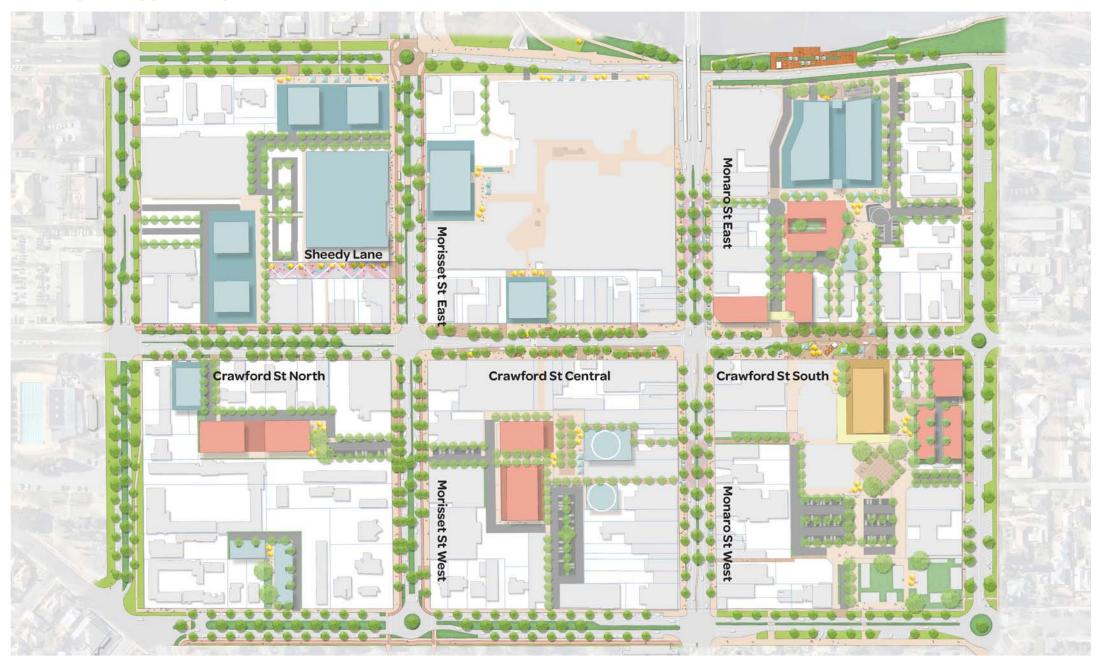
- Lively edges create a more pleasant street environment which attracts more visitors
- Edges with a high level of transparency make the street feel safer by creating visual links outside to inside
- Lively edges improve retail potential
- More space for people at cafes mean more people along the edges of the street

How:

- Guide retailers to create interesting frontages towards the street with a high level of transparency
- Promote Business and Retail along the edges to go hand in hand with public life
- Allow for Extensions of Outdoor Serving by restaurants and cafes

6.2 CBD Master Plan Refresh

STREETSCAPE MASTER PLAN

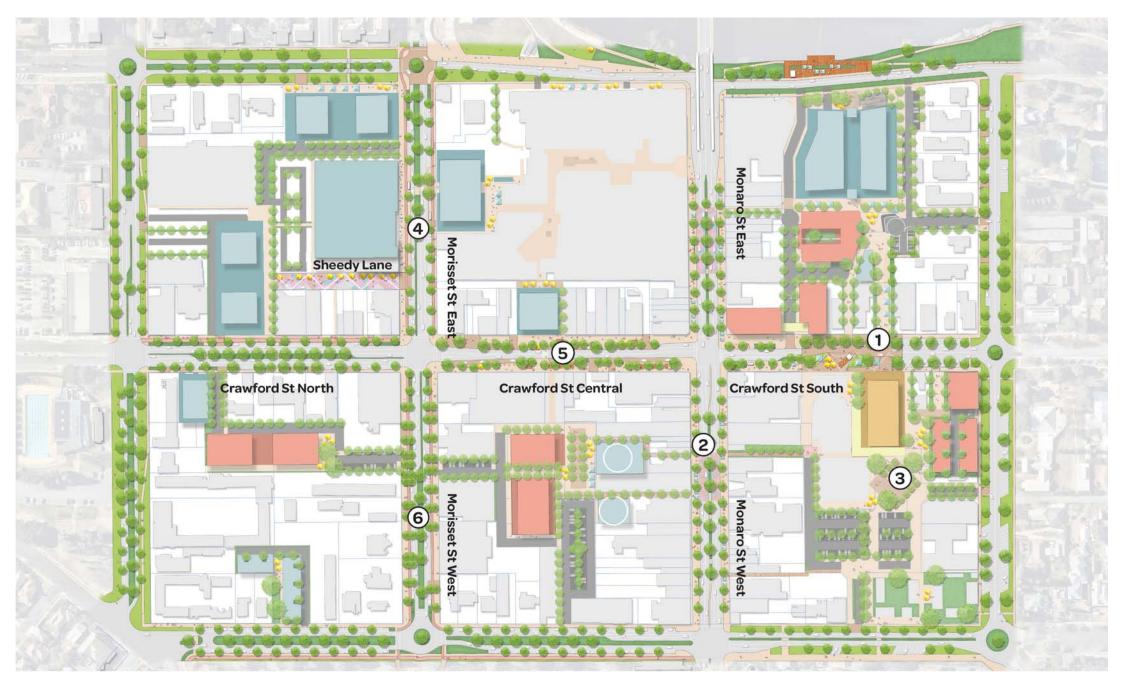


DESTINATIONS AND PRECINCTS

To deliver an activated streetscape and public realm that supports and promotes a strengthened identity for the CBD, the following destinations and precincts have been identified in the streetscape network.

- 1 An identifiable heart
- 2 A dynamic retail offer
- (3) A significant cultural/civic precinct
- Lifestyle elements that attract city living and support entertainment and amenity
- **5** A vibrant night time economy
- 6 A quality public realm, to connect people with the built environment, its streetscapes, parkland and the river

DESTINATIONS AND PRECINCTS PLAN



WELCOME

Crawford North

Crawford North is the northern entry into the Queanbeyan CBD. The design features aim to make a welcoming entry, begin to slow traffic speeds before reaching the CBD, and provide safe pedestrian and cycle environment. Key design moves include:

- (1) Widening the median for street trees and planting.
- (2) Planting street trees on the verge between parking bays.
- 3 Use large street trees that shade the footpaths and arch across the road.
- 4 Pedestrian crossings to assist east/west movement between additional parking and supermarket
- (5) Providing a separated shared path on the eastern verge for cyclists
- 6 Modify the traffic signal at Morisset St and Crawford to favour pedestrian and cyclists.

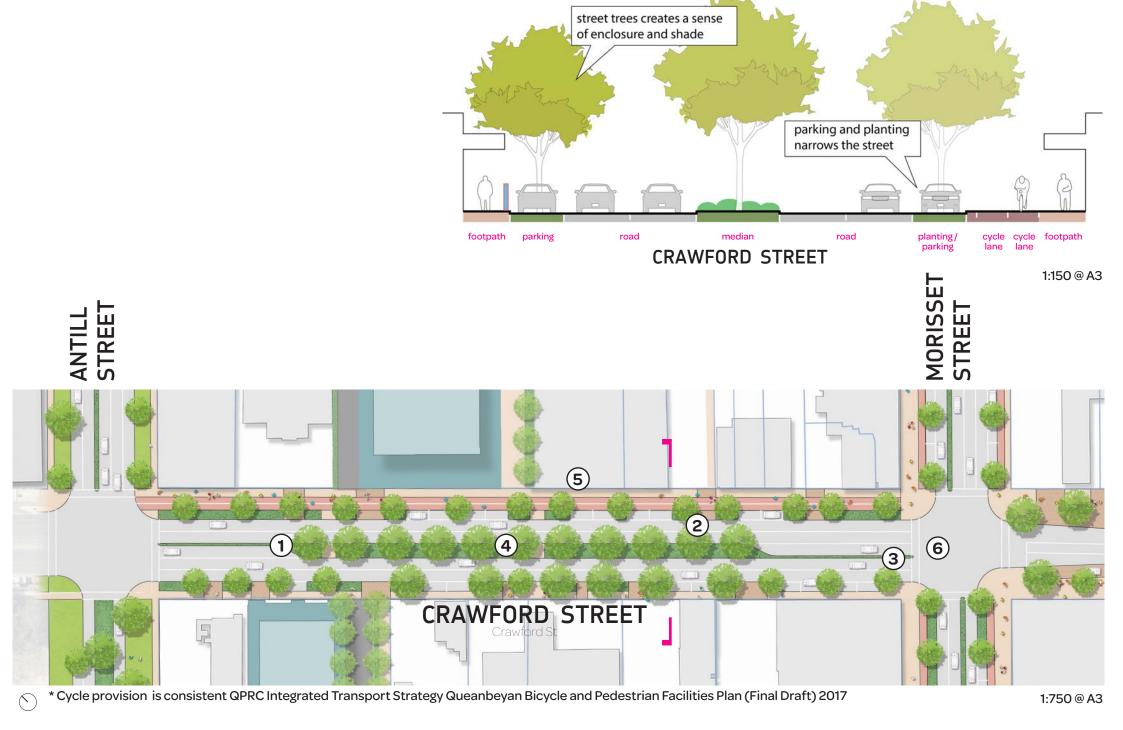
*Provided imagery is an illustrated example only and not a proposed design





1. Street tree planting in median and verge to frame the street.

5. A separated Shared Path



EAT STREET

Crawford Central

Crawford Central has been recently upgraded. With a few additional features to improve pedestrian movement, features to encourage people to stop and stay, and a layer of programming, Crawford Street will come to life. Key design moves include:

- Close the street for regular festivals, events, and markets
- Provide power outlets to support food trucks (until more restaurants open up)
- **Encourage alfresco dining**
- Place picnic tables and umbrellas and bike parking in the street to welcome people to stop and stay.
- Install a pedestrian crossing mid block.
- Modify the traffic signal at Morisset St /Crawford and Monaro/ Crawford to favour pedestrian and cyclists.







Regular Food trucks and pop-up stall events 110 Encourage alfresco dining.

More furniture to support eat street activities



RECOGNISABLE HEART

Crawford South

Crawford South becomes the legible heart of the Queanbeyan CBD announcing the 'front door' of the Cultural and Civic Precinct. The street will be narrowed to create plaza that can support daily activity and special events. The key design moves include:

- (1) Create a plaza space as an identifiable heart with civic and cultural function.
- 2 Provide a raised shared space with a low speed of 20km/hr
- (3) Narrow the roadway with a lane in each direction
- (4) Reconfigure angled parking to minimize loss of parking
- (5) Relocate access to Rutledge carpark to reduce conflict between vehicles and pedestrians. Provide a pedestrian connection through to river
- 6 Retain taxi rank and bus stop



Feature lighting



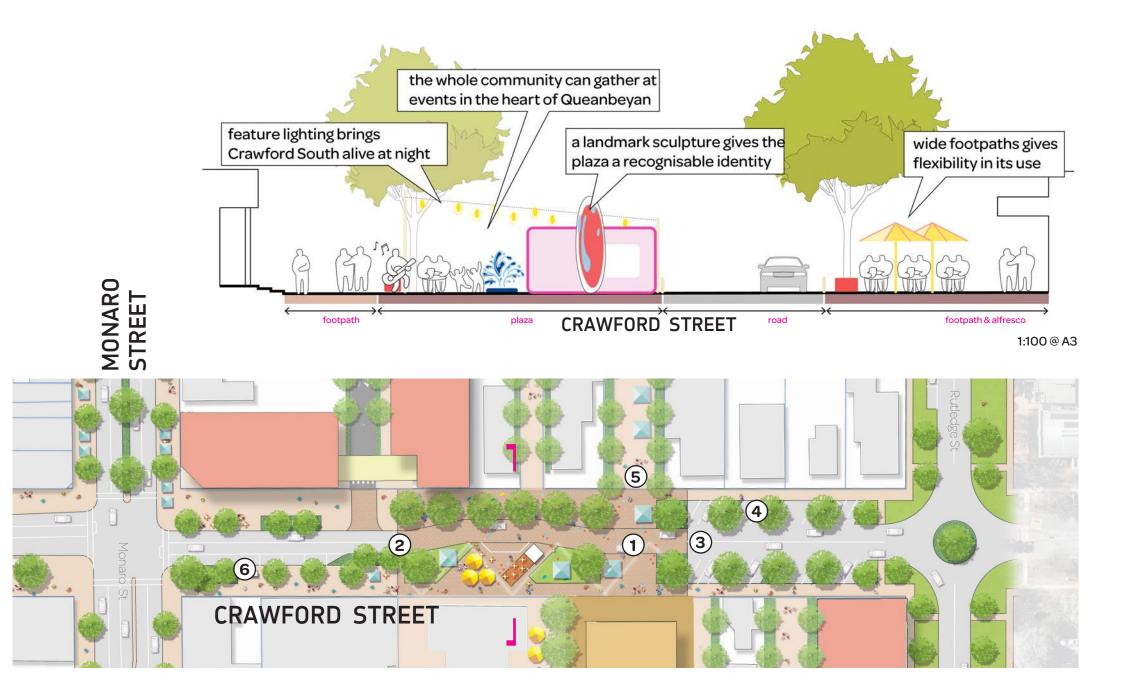
Civic quality



Space for people to congregate



Shared space with pedestrian priority



MAIN STREET

Monaro Street

Monaro Street is Queanbeyan's Main Street. Although classified as a State Road, the RMS recognises Monaro Street should also have a 'place' function and not focus solely on the movement of traffic. The RMS are supportive of a balanced approach which considers both place and movement of Monaro Street to make it a more attractive street for people and encourage more retail activity. Key design changes include:

- Remove raised median garden bed, reduce width of the median and plant with large street trees.
- 2 Widen verges to accommodate street trees, space for alfresco dining.
- 3 Provide small public spaces which welcome people to stop and stay.
- (4) Maintain a pedestrian pathway along the building edge, under the awning.
- (5) Provide mid block pedestrian crossing points aligned with laneways and intersections.
- 6 Create an outer lane clearway with on street parking at nonpeak times (arrangements are subject to future modeling)
- 7 Improved traffic light sequencing to favour pedestrians.



Active frontages



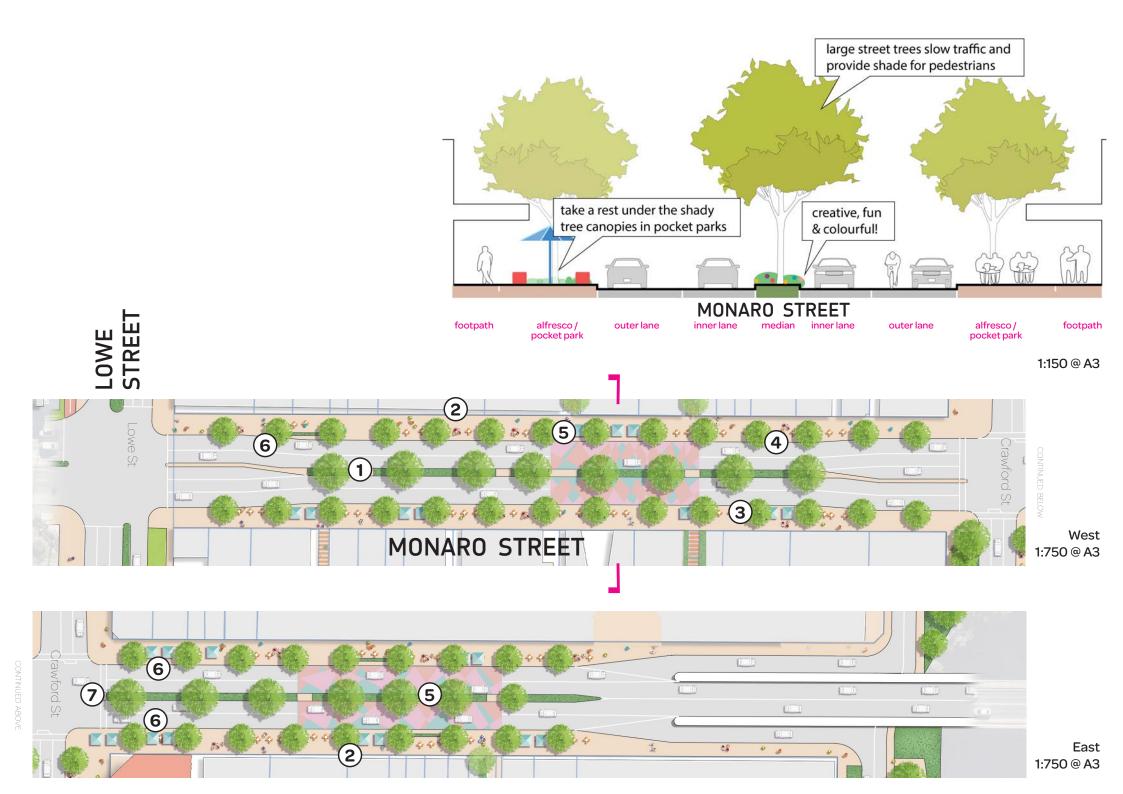
Alfresco



Street trees



Small public spaces



RIVER BOULEVARD

Morisset Street

Morisset Street is an important green link between Town Park and Queen Elizabeth II Park and the Queanbeyan River. Morisset Street will be transformed into a tree-lined boulevard for pedestrians and cyclists. The street will become a living system capturing and treating storm water while passively watering the street tree plantings. The verges will be activated by water elements, lawns, planting and seating. Key design changes include:

- (1) Reduce street to one lane in each direction
- (2) Widen verges for street trees and space for alfresco dining.
- 3 Provide designated cycle paths that connect to the broader network.
- Provide small public spaces which welcome people to stop and stay.
- (5) Widen footpath in front of new cinema to accommodate crowds
- 6 Develop Sheedy Lane with cheap eats with murals and road paint.
- 7 Improved traffic light sequencing to favour pedestrians.



Large tree canopies connect the park to the river



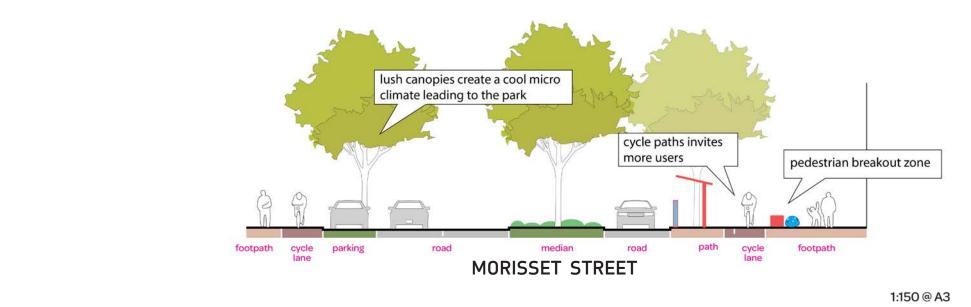


Small public spaces



Visit Sheedy Lane before a movie





CRAWFORD STREET Crawford St (5) 1 MORISSET STREET

PARK EDGE

LoweStreet

Lowe Street will be transformed into a tree-lined boulevard for pedestrians and cyclists. Key design changes include:

- Provide designated cycle paths that connect to the broader network.
- 2 Street trees on the verge and median.



Greenery is maximised throughout the streetscape



6.3 CBD Master Plan Refresh

CYCLE ROUTES NETWORK

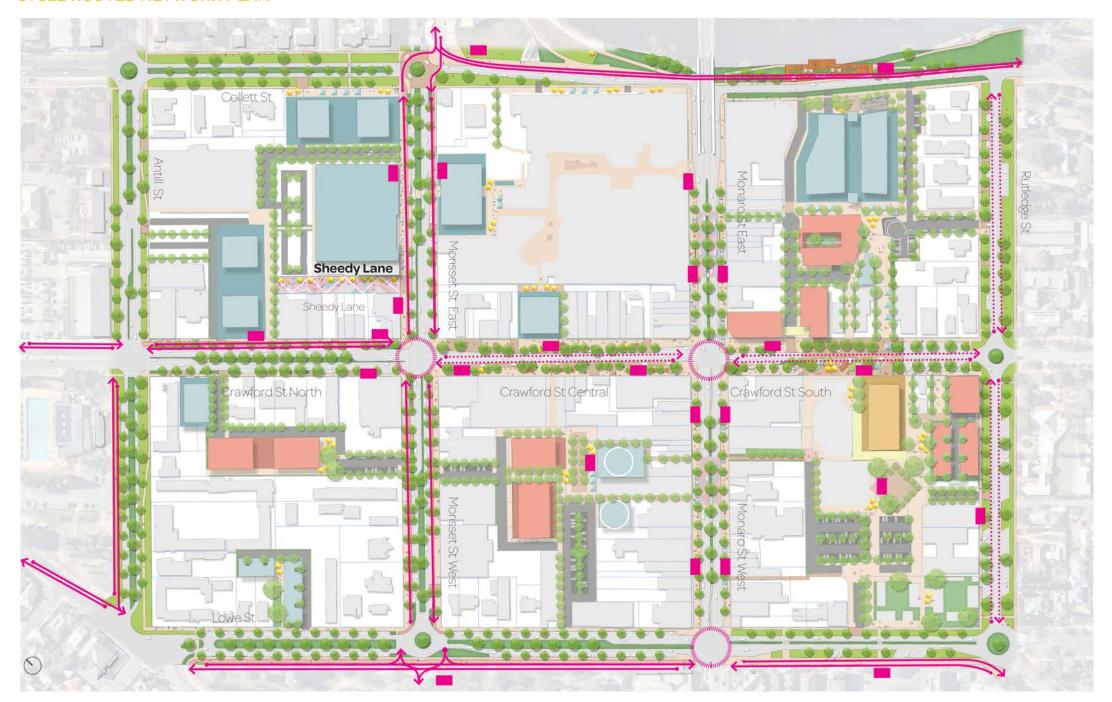
Encouraging active travel is a key part of revitalizing Queanbeyan CBD.

Queanbeyan is generally well-serviced by a network of footpaths with most streets within the CBD having footpaths on both sides and other areas with footpaths on one side of the street. There are limited off-road paths to provide connectivity between key destinations as well as being useful recreational facilities for the local community.

The Cycle Network Plan (opposite) describes the proposed Queanbeyan Bicycle and Pedestrian Facilities Plan section within the Integrated Transport Strategy (AECOM 2017).

separated bike path on the verge on road low difficulty (slow traffic speeds and no designated bike lane) Bike parking Modified traffic light sequence to favour cyclists and pedestrians

CYCLE ROUTES NETWORK PLAN



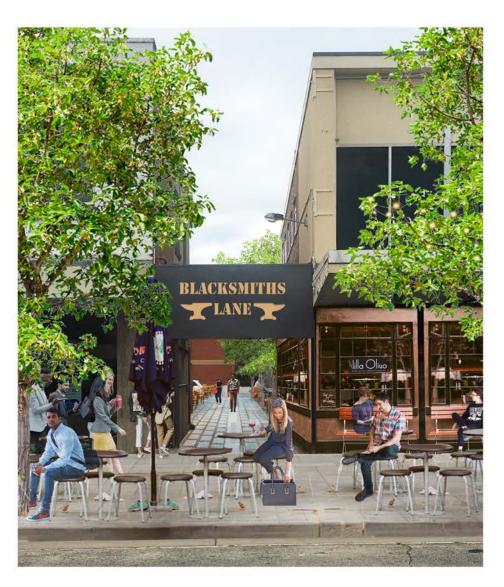


ARTISTIC IMPRESSION:6

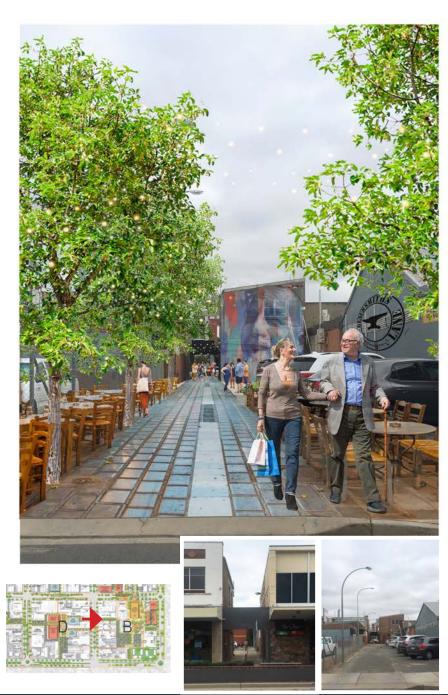








+ Support new Block 'B' development through activation of Blacksmiths Lane connection: opening up retail and food and beverage frontages along Blacksmiths Lane and Monaro Street, new lighting, seating and bike parking options, street trees and planters, and public art







+ Support new Block 'B' and 'D' development through activation of Monaro Street 'Start-Up Precinct': opening up retail and food + beverage frontages, widening footpaths to include alfresco / pocket park, widening outer road lane to support safe cycling access, new lighting, seating and bike parking options, street trees and planters to provide shade and promote lower traffic speeds, and new wayfinding and public art







options, space for pop-up events, food trucks and coffee carts, new street trees and planters to provide shade and promote lower traffic speeds, and new wayfinding and public art







+ Support new Block 'D' development through centre block activation, including new retail and food + beverage offerings, accommodation, a decked car park allowing for vibrant ground floor frontages opening onto active shared use spaces, external canopy sheltering spill out alfresco dining, new lighting and seating options, new landscaping to provide shade and support biodiversity, and new wayfinding and public art.







+ Support new Block 'E' development through activation of Morisset Street: new vibrant frontages activated by retail along Morisset Street, new lighting, seating and bike parking options, new street trees and planters to provide shade and promote lower traffic speeds, and new wayfinding and public art, such as glass etchings and murals referencing the Queanbeyan River and surrounding precinct.







+ Support new Block 'A' and 'B' development through activation of Crawford Street 'Start-Up Precinct' and 'Civic / Cultural Precinct': opening up retail / commercial and food / beverage frontages along Crawford Street, widening footpaths to include alfresco / pocket park, condensing road width to provide new pedestrian refuge and parklet across Crawford Street, new lighting, seating and bike parking options, street trees and planters to provide shade and promote lower traffic speeds, and new wayfinding









+ Support new Block 'C' and 'E' development through activation of Collett Street roundabout: improved surface finishes to support equality of access, widening of footpaths to include alfresco / pocket park for pop-up events and food carts, new lighting, seating and bike parking options, street trees and planters to provide shade and promote lower traffic speeds, and new wayfinding / signage



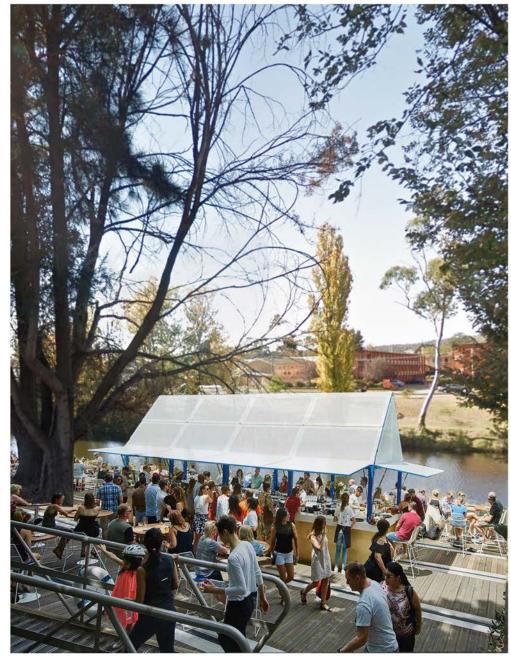




pop-up events and community activities, new lighting, seating, bike parking and cycling access options connecting into the River park trails, new tower development capitalising on river views and new wayfinding / signage









+ Support new Block 'A' development through activation of Queanbeyan River edge: opening up retail / commercial and food / beverage frontages along Collett Street, potential new floating deck on Queanbeyan River for pop-up events and community activities, new lighting, seating, bike parking and cycling access options connecting into the River park trails, new tower development capitalising on river views and new wayfinding / signage



