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QUEANBEYAN CBD SPATIAL MASTER PLAN Summary Report 2020



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

- Socrates

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PART A OVERVIEW

OVERVIEW

Introduction

The 2019 Spatial Master Plan is an update of the original 2009 Queanbeyan CBD Master Plan with a fresh perspective that recognises the social, economic and digital changes that have occurred over the past 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 redevelopment.

The refreshed Master Plan is based on the three strategic pillars of the 2017 Queanbeyan CBD Transformation Strategy.

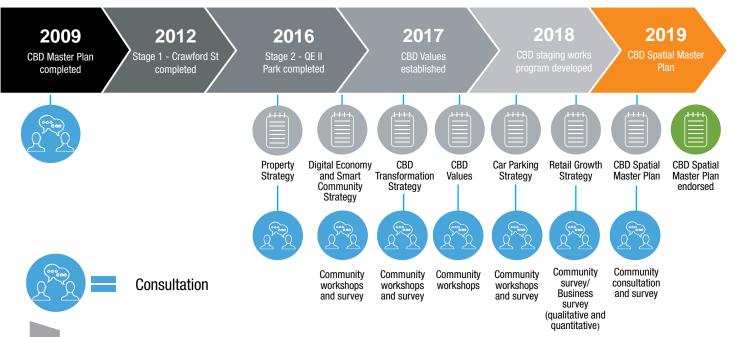


The Master Plan respects and reflects the city's rich history and the emerging trends of the digital economy and smart technology. Placemaking will also have a fundamental role in renewing the city by transforming spaces and places with a diverse range of activities.

This plan relies on the considerable body of work and the community consultation that has taken place in 2018-19. 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.

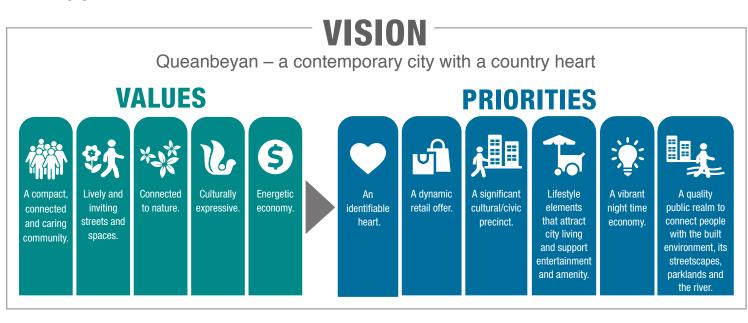
Consultation

Community consultation has been, and will continue to be, a key part of developing the Queanbeyan CBD. The diagram below shows the consultation that has occurred since the original Master Plan development.

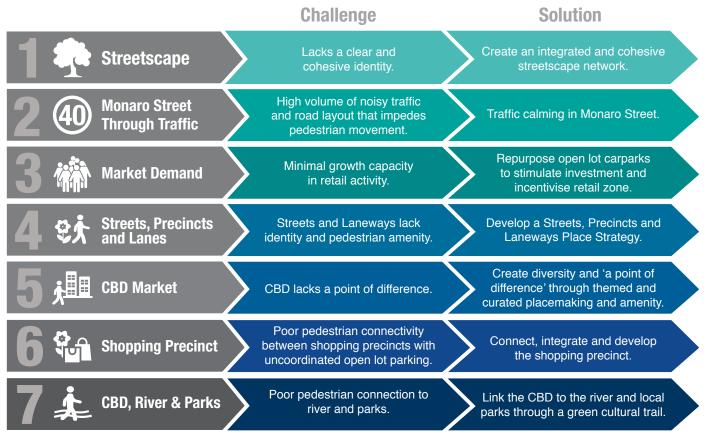


Vision, Values and Priorities

Residents, ratepayers, business owners and other stakeholders identified a vision, values and key priorities for the Queanbeyan CBD through a range of community engagement activities.



Challenges and Solutions



DELIVERING BENEFITS

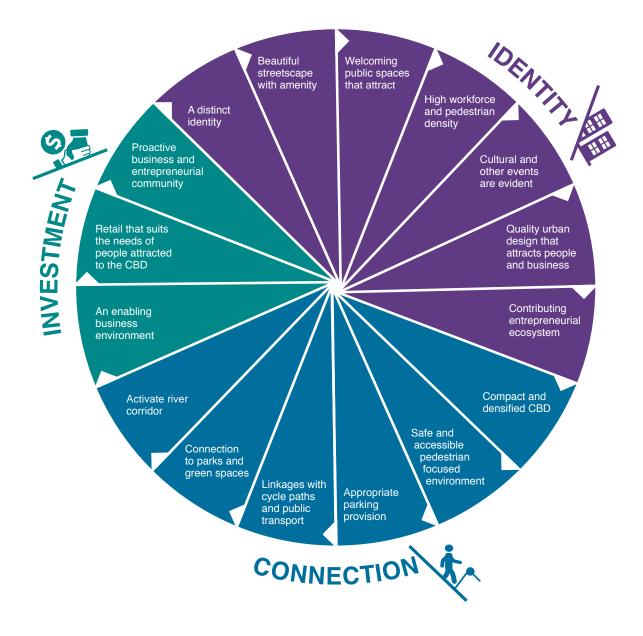
Delivering Benefits of a Renewed CBD

Those cities that have failed to integrate the multi-functionality of streets tend to have lesser infrastructure development, lower productivity, a poorer quality of life ... social exclusion and generate inequalities in various spheres of life

UN-Habitat (Streets as Public Spaces and Drivers of Urban Prosperity report 2013)

Success Factors

The 2017 CBD Transformation Strategy focuses on developing an IDENTITY, improving CONNECTION and delivering INVESTMENT. In smaller cities there are some common success factors identified for successful CBD revitalisation. Whilst individually these factors can be effective, the most effective model includes integration of all the elements together. The 2017 Queanbeyan CBD Transformation Strategy provided a guide of how the three transformation pillars of **Identity**, **Connection** and **Investment** collectively incorporates all the elements.



How does a Renewed CBD Deliver Identity Benefits?

- Destination Magnet Creating a new destination for residents, workers and visitors. High value amenity, streetscape and urban design create defined precincts and enjoyable spaces that attract people and encourage activity whilst improving the liveability at the same time. Once derelict areas can be transformed into a new micro destination to attract social and commercial activity and new visitation.
- 2. People Magnet; Stick and Stay People will be attracted to precincts that spike their interests. New public spaces will attract people to stop and stay in the CBD creating new opportunities for social and commercial interactions.
- Direct Intervention to Build a New Identity Physical change of streets and buildings will contribute to the incremental development of a distinct identity for the CBD where organic identity has failed to form and take hold.
- 4. Establish Character A renewed CBD with new high-quality public realm will produce common benefits for residents, workers and visitors alike which can translate into the establishment of a new desirable character of the CBD. This new character will help attract more businesses, workers and residents to the CBD generating increased foot traffic, economic activity and local amenity.
- 5. Adding Versatility New streetscapes and public spaces provide new opportunities to hold small and significant events where previously it was not capable of providing.
- 6. Point of Difference Queanbeyan's country feel, with city convenience is an important point of difference.

How does a Renewed CBD Deliver Connection Benefits?



- 1. More Pedestrians Interventions to improve public amenity and streetscapes significantly increases pedestrian activity.
- 2. Improved Safety New traffic calming measures, ease of crossing, lighting and pedestrian connectors creates a safer environment for pedestrians.
- 3. Widening footpaths Providing a safer pedestrian environment allows people to shop comfortably, to socialise and provide space for seating and tree planting.
- 4. A Place for People It is no coincidence that the most liveable cities in the world are also the most walkable. Trees and street furniture help create space in which the car is no longer dominant and drivers get the message that they are driving through a place for people, not just vehicles.
- 5. Creating Exchange Improved street character, walkability, ease of crossing, good seating and enhanced vibrancy are essential components of how streets are used as public venues for social exchange, cultural exchange and economic exchange.

DELIVERING BENEFITS

How does a Renewed CBD Deliver Investment Benefits?



- 1. A Good Physical Environment is a Good Economic Environment The Queanbeyan CBD needs a concentration of people and commercial activity to prosper. The quality of the public space directly results in higher visitation levels and frequencies, longer dwell times, and higher levels of expenditure per head.
- 2. Increase Pedestrian Movement Incentivising developments with high employment or patron generation in the CBD (such as cinema, offices, aged care, serviced hotels) will increase pedestrian movement and patronage to retail and café outlets.
- 3. Increase Profitability There is a desire amongst retailers to occupy retail space which is more attractive by virtue of its street environment and research suggests that this directly feeds into higher levels of profitability *(a)*.
- 4. Increase Retail Mix An improved CBD environment will enhance the potential for attraction of new commercial tenants and increase the retail mix with interesting and diverse offerings.
- 5. Workforce Talent Attraction Companies of all sizes now factor quality-of-life variables into their location decisions. Increasingly, talented workers expect to live in communities that have recreational and cultural amenities, are safe, accessible, attractive, and vibrant. It becomes a virtuous circle: Businesses seek talented workers, who seek quality places, and quality places continue to attract new residents, jobs, and investment. Furthermore, evidence shows that in communities where residents have developed a strong attachment to place, local GDP growth exceeds the national average *(b)(f)*.
- 6. Improved Investment Attraction Vibrant retail and increased commercial activity attracts further investment in the residential, office, and industrial property markets. This sends a positive signal to investors about the attractiveness and sustainability of all forms of business investment in the area.
- 7. Research shows that improvements to the quality of publicly owned and managed areas such as high streets and town centres, return substantial benefits to the everyday users of streets, and to the occupiers of space and investors in surrounding property in multiple ways (a):
 - An additional uplift in office rental values. This helps to support investment in business space
 - An uplift in retail rental values. This results from the more attractive retail environment that has been created and the encouragement this is giving to investment in these locations despite competition from on-line retail and 'out-of-town' shopping centres
 - A strongly related decline in retail vacancy and increase in renovation of run-down buildings
 - A growth in leisure uses and a greater resilience of businesses in the improved streets
 - Good design has a positive impact on capital values and, in particular, occupancy and take- up rates (c)(e)

How does a Renewed CBD Deliver Social Benefits?



- 1. Improved Wellbeing Research shows that good public realm interventions improve human wellbeing and long term value resilience. The quality of the environment in which people spend their normal day can make a huge difference to health well-being and productivity *(d)*.
- 2. Improved Civic Pride The presentation of the CBD influences resident, business and visitor perceptions of civic pride and the social health of the city.
- 3. Improved Inclusion and Access Good design public realm improves community safety, social inclusion and access to services and amenities.
- 4. Increased Socialisation Research shows that there is a large hike in the sorts of leisure based static activities (socialising at cafes) that only happen when the quality of the environment is sufficiently conducive to make people wish to stay (a).
- 5. Increased Attraction Quality public space provides for the needs and tastes of people that are attracted to the CBD.

References:

- a. Transport For London, Street Appeal http://content.tfl.gov.uk/street-appeal.pdf (no date)
- b. Knight Foundation, Soul of the Community, 2017
- c. Places Matter, The Economic Value of Good Design, 2009
- d. CBRE, Placemaking Value and the Public Realm, 2017
- e. Heart Foundation, Good for Business, 2011
- f. Economic Development Research Partners, Place Matters: the Role of Placemaking in Economic Development, 2017



PART B BLOCKPLANS

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BLOCKPLANS

Block Images

The streetscapes and block plans in the Queanbeyan CBD Spatial 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.

One of the key goals of the Master Plan is to increase workers and residents in the CBD. This will help to restore retail activity and grow a café culture and other lifestyle opportunities in the city. It can be achieved by repurposing some Council assets such as car parks, into decked parking and new public realm. Together with connecting the CBD parks to the river through green pedestrian corridors, this work will provide a place that prioritises people.

The following pages show block images that depict the new design for the Queanbeyan CBD. They illustrate where new developments may occur. For example, block B depicts Council's planned redevelopment of its Head Office and Smart Hub in Crawford Street and the potential for serviced apartments and town houses on the adjacent sites in Rutledge Street, subsequently vacated by Council. The block maps colour code sites (shown in the legend below) to differentiate between Council-owned and privately-owned property. The heights, uses and setbacks are in line with the Local Environmental Plan and Development Control Plan..

Legend

Possible public / private development on council-owned property

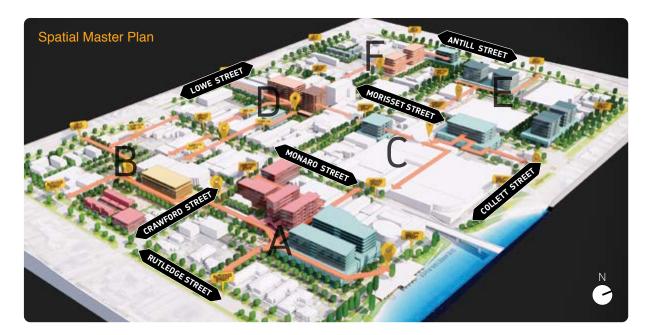


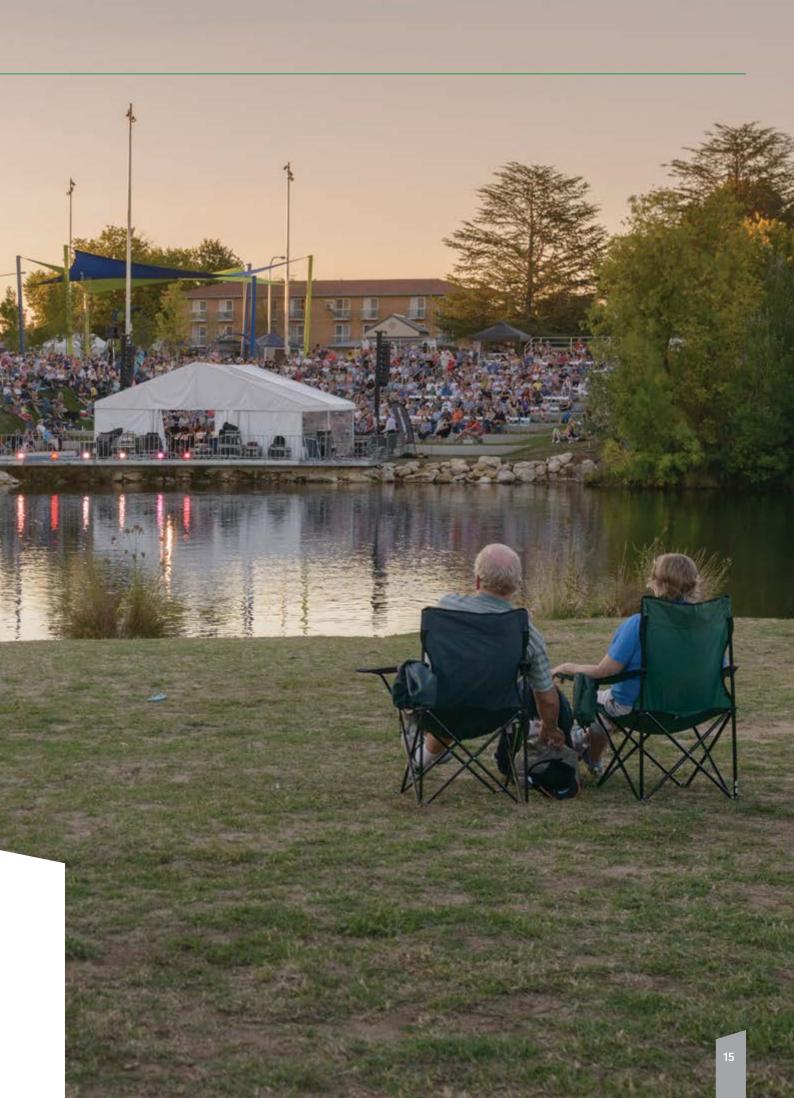
Possible private development on private-owned property



Existing and planned future civic buildings on council-owned property

Except for the new Council Head Office and Smart Hub and the decked car park in Morisset St car park shown as 'Planned Development', no other 'Possible Developments' are confirmed. They are simply concepts proposed in the Master Plan based on contemporary urban design principles, economic and social objectives, and a desire to see the CBD transform into a vibrant social and commercial centre.





BLOCKPLANS

Key Block Plan "A"

Key Moves

- New pedestrian connectivity throughout the block
- Activated Laneways including Shamrock Lane
- New **pedestrian refuge** across Monaro St adjacent to Shamrock Lane
- Widening and refurbishment of footpaths on Monaro St and Crawford St
- New pedestrian refuge and parklet across Crawford St
- Possible sites for commercial/office and aged care facility

- Possible site for new Community Centre facility
- Possible redevelopment of Leagues Club
 precinct to complement new public plaza
- Possible **riverside deck development** on the Queanbeyan River to host events
- Possible Crawford Street Civic Plaza adjacent to Council Head Office and Smart Hub
- **Onsite parking** with those possible new developments
- Activation through themed lighting to encourage night-time economy and improved safety



People gathering places

 Mid-block pedestrian links Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

Key Block Plan "B"

Key Moves

- New Council Head Office including Smart Hub, co-working space and public foyer, linking the building to The Q, Bicentennial Hall and new civic square
- New **parklet and pedestrian refuge** in front of Council Head Office for events/activity
- New Civic square adjacent to The Q for hosting events
- Possible redevelopment of Council-owned property along Rutledge St including serviced hotel apartments and terraced townhouses
- New pedestrian connectivity throughout
 the block

- Possible refurbishment and re-purposing of old fire station and Dutton's cottage into cafe/gallery or commercial space
- Activated laneways including Blacksmiths Lane
 and Tom Donoghoe Walk
- New pedestrian refuge across Monaro Street adjacent to Blacksmiths Lane
- Widening and refurbishment of footpaths on Monaro and Crawford St
- Possible Crawford Street Civic Plaza adjacent to Council Head Office and Smart Hub
- Activation through themed lighting to encourage night-time economy and improved safety



People gathering places

Mid-block
 pedestrian links

Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

BLOCKPLANS

Key Block Plan "C"

Key Moves

- New pedestrian connectivity throughout the block
- Activated laneways including Fallick Lane
- New **pedestrian refuge across** Monaro St in front of Riverside Plaza leading to Blacksmiths Lane
- Widening and refurbishment of footpaths on Monaro St
- Possible development of Riverside Plaza car park south and north
- Possible retail frontage along Riverside Plaza underground car park level facing Queanbeyan River
- Possible **mixed use future development** on current vacant block on Crawford St
- New access into Riverside Plaza from Crawford St



People gathering places

Mid-block
 pedestrian links

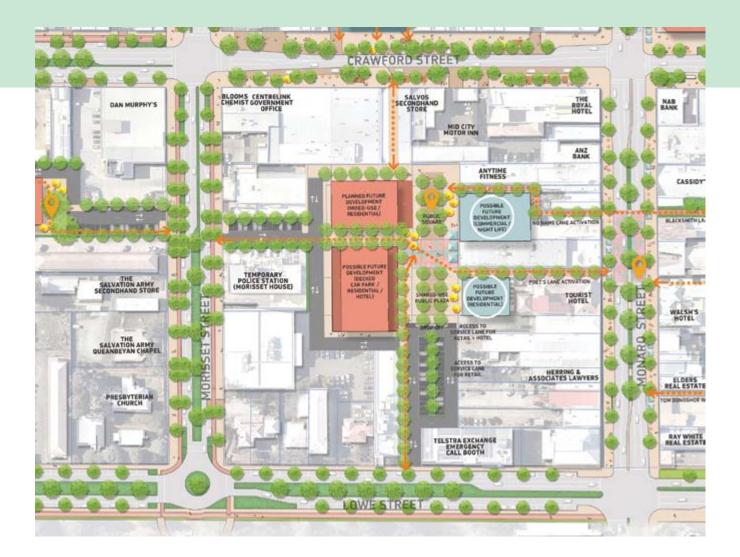
Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

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Key Block Plan "D"

Key Moves

- New public square to host events and socialise
- New pedestrian connectivity throughout the block
- Activated Laneways including Poets Lane and No Name Lane
- New **pedestrian refuge** across Monaro St leading to Blacksmiths Lane
- Widening and refurbishment of footpaths on Monaro St
- Possible **commercial/residential developments** to activate the rear of Monaro St properties
- Possible decked car park with residential apartments/hotel offering above
- Activation through themed lighting to encourage night-time economy and improved safety



People gathering places

Mid-block
 pedestrian links

Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

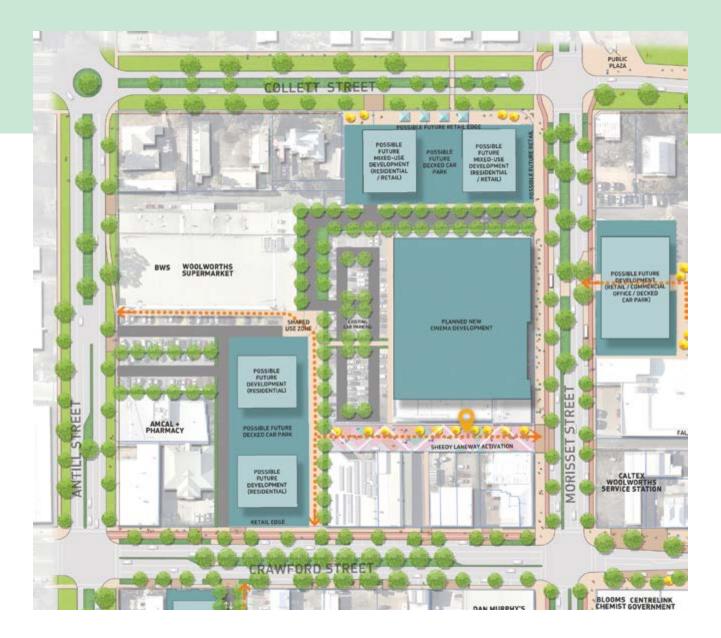


BLOCKPLANS

Key Block Plan "E"

Key Moves

- Activation of Sheedy Lane adjacent to cinema, Kmart and Woolworths car parks
- Possible future mixed use/commercial/ residential/decked car park developments on private land creating new commercial street frontage opportunities



People gathering places

Mid-block
 pedestrian links

Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

N

Key Block Plan "F"

Key Moves

- Possible new **decked car park** in Crawford St car park
- Possible new residential developments
- Mid-block pedestrian connections



People gathering places

Mid-block
 pedestrian links

Possible public/ private development on Council-owned property Possible private development on private-owned property Existing and planned future civic buildings on Council-owned property

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PART C STREETSCAPES

STREETSCAPES

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



Planting street trees on the verge between parking bays.



Use large street trees that shade the footpaths and arch across the road



Pedestrian crossings to assist east/west movement between additional parking and supermarket



Providing a separated shared path on the eastern verge for cyclists



Modify the traffic signals at Morisset St and Crawford St to favour pedestrians and cyclists



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



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 St will come to life. Key design moves include:

- Close the street for regular festivals, events, and markets
- 2 Provide power outlets to support food trucks (until more restaurants open up)
- 3 Encourage alfresco dining
- Place picnic tables and umbrellas and bike parking in the street to welcome people to stop and stay.
- 5 Improve safety of pedestrian crossing points
- 6 Modify the traffic signals at Morisset St/Crawford St and Monaro/Crawford Sts to favour pedestrians and cyclists
 - 7 Themed lighting installation to encourage night-time economy



More furniture to support eat street activities



Regular food trucks and pop-up stall events



Street parties and festive events



STREETSCAPES

Recognisable Heart Crawford south

Crawford south becomes the recognisable 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:



Create a plaza space as an identifiable heart with civic and cultural function that is integrated with the new QPRC Head Office (front and rear)

Provide a raised shared space with a reduced traffic speed limit



Narrow the roadway with a lane in each direction



- Reconfigure angled parking to minimise loss of parking
- Relocate access to Rutledge car park to reduce conflict between vehicles and pedestrians. Provide a pedestrian connection through to river



Retain taxi rank and bus stop



Civic quality



Feature lighting



Space for people to congregate



Shared space with pedestrian priority



Main Street Monaro St

Monaro St is Queanbeyan's main street. Although classified as a State Road, NSW Road and Maritime Services (RMS) recognises Monaro St should also have a 'place' function and not focus solely on the movement of traffic. The RMS is 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 non-peak times (arrangements are subject to future modeling)
- 7 Improved traffic light sequencing to favour pedestrians
- 8 Theme connecting laneways and install attractive lighting to encourage night-time economy and improve safety



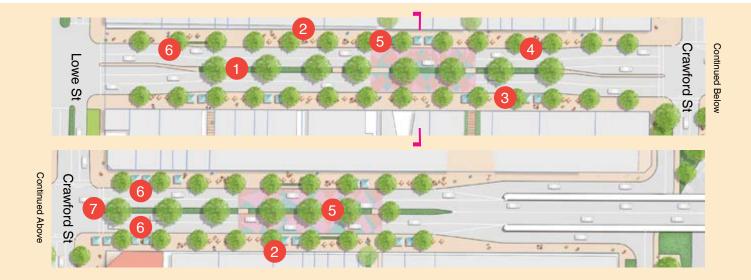
Active frontages

CONCEPT ONLY

Street trees



Small public places



STREETSCAPES

River Boulevard Morisset St

Morisset St is an important green link between Queanbeyan Park and Queen Elizabeth II Park and the Queanbeyan River. Morisset St 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:



- Develop Sheedy Lane with cheap eats with murals and road paint
- Improved traffic light sequencing to favour pedestrians



Visit Sheedy Lane before a movie



Cycle paths



Park Edge Lowe St

Lowe St 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



Street trees on the verge and median



Greenery is maximised throughout the streetscape





PART D ARTIST'S IMPRESSIONS

The following artist's impressions are concepts.

ARTIST'S IMPRESSION

Laneway Activation Poets Lane fronting on to Monaro St

Support new block 'D' development through activation of Poets Lane connection: opening up retail and food and beverage frontages along Poets Lane and Monaro St, new lighting, seating and bike parking options, street trees and planters, and public art.





Laneway Activation Blacksmiths Lane

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





ARTIST'S IMPRESSION

Start-Up Precinct Monaro St

Support new block 'B' and 'D' development through activation of Monaro St 'Start-Up Precinct': opening up retail and food and 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.







Art Precinct Corner of Sheedy Lane and Morisset St

Support new block 'E' development through activation of Sheedy Lane connection: opening up approved cinema frontage on to Sheedy Lane and Morisset St, new lighting, seating and bike parking 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.





ARTIST'S IMPRESSION

Civic and Cultural Precinct Crawford St

This Plan envisions a new public square behind the QPRC HQ Building in Block B, and adjacent to the Q Performing Arts Centre. Crawford Street is seen to be improved and more pedestrianised including a civic refuge with parklets and a new public realm foyer in the forecourt of Council's new HQ and the Council Chambers. There are multiple linking foyers and pedestrian connectors which are considered key in connecting Crawford Street to the new Civic Square. The linking connectors have also opportunity to be embellished and contribute to pedestrian experience like no other.





Start Up Activation Morisset St Car Park

Support the development of a multi level car park to replace the existing at grade car park in Block D - Morisset St car park. This car park is connected via Poet's Lane and No Name Lane. This would contribute to the activation of both Poets Lane and No Name Lane and provide a future mixed use hub with a new public square. There is a big opportunity here to build upon Queanbeyan's third Place Driver, Creative Start Up culture.





ARTIST'S IMPRESSION

Riverbank Activation Concept of a floating deck on Queanbeyan River

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.





IMPLEMENTATION

Implementation Timeline

The redevelopment of the CBD will 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.

Stage	Works	Year Funded
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 Corrider (Crawford to Lowe) 2020-22 Monaro Corrider (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 Queabeyan 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
STAGE 8: BOTANICAL SISTER CITY GARDEN	 Curated botanical garden along Queanbeyan River connected to the River Walk 	2021 2024





