

2 urban design objectives

2.1 Objectives Refer: Ballina Council's Study Brief

1. Provide an environment which ensures the safety and comfort of its users.
2. Enhance the functional and visual amenity of the streetscape including public facilities such as shade, footpath street furniture, outdoor dining facilities and the introduction of appropriate plant species.
3. Establish a visual marketing 'themed' design for the C.B.D. area. Integrate design elements which are unique to Ballina's location and regional services.
4. Project Manage in association with Council, appropriate Community Consultation with respect to all components of the project including landscape and overall theme, engineering and traffic design, retail strategy, use of public space, and funding arrangements.
5. Prepare detailed design drawings and specifications for the first construction stage of the Beautification and Redevelopment to River Street.



Extended footpath with new seating, angle/parallel parking
- Dubbo



Mid-block crossing, median strip with planting and flag poles
- Dubbo

2.2 Staged Study Programme - Concept Design Phase

The following key time frame will ensure Stage One of this project is completed by September 2002 - subject to Council funding.

1. **PHASE ONE:**
Concept Masterplan for the Town Centre area, including vehicular entrance signage, avenue tree planting and identification of the Highway bypass, parking ring road system and on-street short term shopping parking.
COMPLETED FEBRUARY 2002
2. **PHASE TWO:**
Detailed design of the preferred Beautification scheme including development of a staged implementation programme and funding options.
STAGE ONE DETAILED DESIGN COMPLETED MARCH 2002
3. **PHASE THREE:**
Documentation: preparation of trades specification for construction by Council's day labour force and selected contractors.
STAGE ONE DOCUMENTATION AND APPROVAL OF FUNDING BY COUNCIL
4. **PHASE FOUR:**
Construction for Stage One to commence in May of 2002.
STAGE ONE COMPLETION OF CONSTRUCTION SEPTEMBER 2002



Sail structures with night lighting
- The Entrance



Interactive water play feature
- The Entrance

Ballina

3 project analysis

major issues summary

Summary of Major Urban Design Issues

3.1 Research

Previous background studies and reports were examined to determine vehicular and pedestrian use of the C.B.D. including the River Street precinct. A detailed on-site photographic study of River Street was undertaken to again identify urban design opportunities and constraints. Meetings and discussions were held with Council's Project Steering Committee and relevant Council Officers to determine site usage and redefine Council's Study Objectives. The issues identified during this initial research phase have been included in a Draft Issues Report (November 2001) - refer Appendix A. A summary of these major urban design issues is as listed below:

3.2 Issues

Traffic & Parking

- Poorly defined vehicular entry points to the Town Centre (traffic management)
- Lack of consistent signage and visual identification within the Town Centre
- High volumes of 'through traffic' using River Street - conflict with shopper parking
- Pedestrian safety near intersections and crossings
- Parking: define on-street parking and access/signage to off-street parking areas
- Visual dominance of road and car park area within the Town Centre

Business/Retail Activities

- Extensive advertising - visual pollution to shop facades
- Pedestrian lighting should be upgraded throughout the River Street precinct (Safety Issue)
- Shop displays and advertising require a unified visual theme
- Access to a co-ordinated information/marketing programme
- Central fresh food and local produce market as an attraction to the Town Centre

Community Perceptions

- Lack of a definite Town Centre - 'people meeting' place
- Poor pedestrian access to the river and public open space
- Vehicles dominate the existing streetscape - open car park
- No natural shade and shelter within the Town Centre
- Lack of quality furniture: seating, litter bins, signage and table/seat facilities
- Poor night lighting to footpath areas
- Lack of festival events (within the C.B.D.) - no central market area
- Little use of the river frontage
- Cycleway and pedestrian promenade linking the C.B.D. and river frontage
- No management or promotion of the Town Centre

3.3 Issues Summary

- Provide traffic direction and quality avenue landscaping to the Town Centre approaches and Highway heavy vehicle bypass road system
- Direct through traffic to bypass the C.B.D. - Town Centre Traffic
- Direct vehicular shopping traffic to stop within the Town Centre - on and off-street parking with safe, easy pedestrian access to retail outlets: short and long term parking
- Extend footpath areas to include:
 - new pedestrian lighting
 - boulevard avenue shade trees
 - room for cafes and outdoor restaurants
 - improved quality street furniture and pavements
- Central Market/Entertainment Space:
 - Provision of a Town Square that links the commercial centre with the river frontage and provides an opportunity for a market area containing regional produce. Riverside parkland setting that provides opportunities for family entertainment and recreation.
- Pedestrian Access:
 - Improved pedestrian cycleways and walking links throughout the Town Centre to define access to the river, shops and car parks.



River Street Ballina



Ballina

4 signage

4.1 Vehicular Traffic & Directional Signage

One of the best methods of alleviating traffic congestion with the C.B.D. area is to implement a programme of clear vehicular directional signage at key intersections. Traffic separation relates to:

1. Highway Traffic - through bypass traffic
2. Local Traffic - Town Centre bypass the C.B.D. - through traffic only
3. Long Term Shopping Traffic - likely to stay in the Town Centre for a period of time - Tamar Street precinct
4. Short Term Shopping Traffic - short term parking, higher turnover, maximum capacity - River Street Frontage



1 Highway

Highway entrance signs and landscape theme required.

Bypass traffic - Town Centre identification.

— Pacific Highway Bypass Road System

Themed avenue tree planting required to visually define the Highway route.

2 Local road Town Centre bypass

Key intersection signage and themed landscape for long-term car parking access.

Maximum on/off street parking.

— Local car park road system

3 Shopping car parking (long term)

Maximum extent of long term parking on and off street. On-street parking to be time restricted: 2 - 4 hrs.

Directional parking signage required at key intersections. Shade tree planting to streets.

The objective is to encourage people to park and walk through the shopping precinct.

4 Shopping car parking (short term)

River street precinct to be designed as a car park with slow moving traffic.

Short term parking - restricted traffic movements - easy access to parking spaces.

Pedestrian style link system; shared space for maximum pedestrian use widen footpath areas.

Ballina

4 signage

4.2 Landscape & Signage

Directional signage is one of the key issues for traffic management within Ballina C.B.D. Clear signage with quality graphics needs to be incorporated to identify the following traffic routes and parking.

1. Highway Signage

Highway entrance signage is the first identification point seen by visitors travelling in motor vehicles along the north coast highway. It is important that key vehicular entry points have attractive signage that clearly defines Ballina as a regional Town Centre and holiday destination. Signage needs to direct drivers both to the Town Centre and to alternative highway destinations. Signage which is both themed in a graphic style and landscaped with an identifiable image will encourage drivers to visit Ballina Town Centre.

2. Town Centre Signs

As vehicles turn off the Highway Bypass there needs to be a visually strong avenue of themed street tree planting that directs motorists to the Town Centre. These avenue plantings should provide a greening of the road entrance corridor to enhance the visual experience of motorists entering the town centre. As vehicles approach the C.B.D. - 'landmark' intersections need to be identified. These intersections require sculptural elements (such as trees, walling, quality graphic signage, etc.) that define the visual 'theme' of the Centre's environment as well as directing traffic to an inner car parking link road system.

3. Car Park Link Roads

To again reinforce the driver's visual experience, it is proposed that inner town car park link roads should be extensively landscaped and sign posted to direct traffic into off-street central car parking facilities. The development of themed landscape and signage is important for driver identification and to reinforce the that the long-term parking associated with the C.B.D. is located in Tamar Street.

4. C.B.D. Short-Term Parking

River Street signage should again be related to the general 'marine theme' developed for other directional signage. River Street has been designed as short-term car parking with slow moving traffic. It is important that drivers be made aware that River Street is not a through route and has been designed for shopping parking only - not high speed vehicular through traffic. River Street vehicular signage should divert through traffic along easy access routes to the car park link roads and bypass traffic routes.



Design for Entry Signage to the Town Centre
- Maitland



Entry Signage to the Town Centre at Maitland near completion



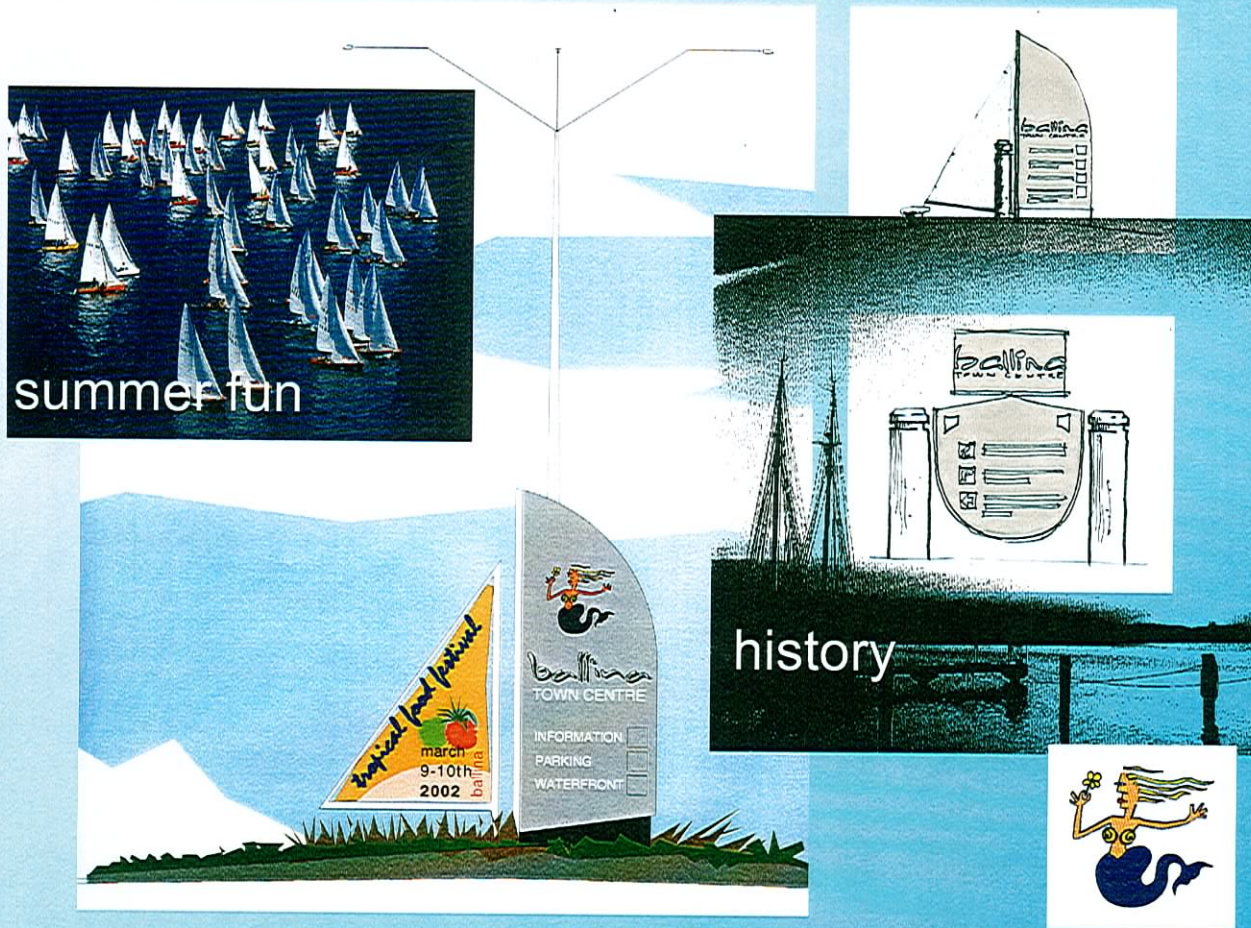
Roundabout intersection treatment

Ballina

4 signage

signage examples

4.3 Signage Examples



Ballina