



MACKAY WATERFRONT

MACKAY WATERFRONT MASTER PLAN

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Report title	Mackay Waterfront Master Plan
Document number	1018069
Prepared for	Mackay Regional Council
Authors	Place Design Group
Revision number	Revision D
Revision issue date	08/08/2019
Approved	Stephen Smith, Principal

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"If there's a lesson in street watching it is that people do like basics - and as environments go, a street that is open to the sky and filled with people and life is a splendid place to be."

William H Whyte



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1.0

INTRODUCTION & PURPOSE

The purpose of this master plan is to help deliver and achieve the liveability aspirations of the community.



Mackay Regional Council in conjunction with the Mackay community have embarked on a process to investigate the revitalisation of the Pioneer River and Binnington Esplanade waterfronts. These waterfronts are an important edge of the city which have the opportunity to contribute to creating a livelier and more prosperous place to live.

Council is seeking to do this through the Mackay Waterfront Priority Development Area (PDA) along the Pioneer River waterfront, through Queens Park and along the Binnington Esplanade waterfront. The PDA sets out a long-term vision which will determine the course for future development, infrastructure, built form and public realm elements within the PDA boundaries. This document builds upon previous public realm investigations, to develop a unified public realm response for the PDA.

The purpose of the master plan is to establish the overall vision for the Mackay Waterfront through the incorporation of the communities ideas from consultation and previous investigations completed by Council for areas within the PDA. The intention for this master plan is to reflect the community and city's identity and purpose, respond to the local community's needs and consider emerging opportunities afforded by changes in the broader inner-city environment.

THE MASTER PLAN WILL IDENTIFY:

- » Public and private development
- » Opportunities and benefits
- » Attractions and facilities
- » Public realm works and embellishments
- » Infrastructure works and requirements
- » A strategy for delivery

2.0

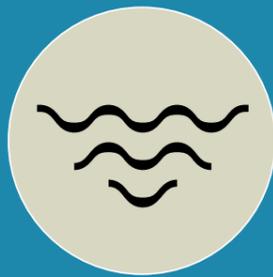
VISION

Queensland's Bluewater Edge
Edges of Green and Blue

The Mackay Waterfront PDA will establish a range of culturally vibrant, accessible, liveable, diverse, and attractive places that support the objectives of the PDA built form while providing a design that caters for the growth and development of Mackay.

The public realm will be an expression of a mixed-use live, work and play waterfront environment that meets the needs of current and future residents and visitors, whilst celebrating its regional and river city focus, heritage assets, climate and local identity.

The vision is made up of key principles that will influence the formation of the strategies to guide future development within the Mackay Waterfront PDA.

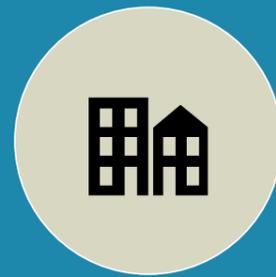


THE BLUE WATER EDGE

Celebrating Mackay's unique asset by connecting Mackay and its visitors to the water. The generous city-wide waterfront will be supported by public and active transport networks connecting it to surrounding precincts and activity nodes. The waterfront edge will prosper, providing an important regional and national identity for the city. The Bluewater Trail will be a major pedestrian/cycle movement corridor, linking experiences and locations and promoting the city and the PDA precincts as walkable and active places.

KEY ELEMENTS:

Inner-city connection, river and beach accessibility, walkability, public and active transport networks, traffic management, wayfinding, public art, lighting.



GROWTH AND FORM

Whilst the master plan does not regulate land uses, it sets out a vision for public realm, pedestrian movement and greenspace. The public realm is intended to provide an accompaniment to the built form to allow opportunities for activities within adjoining buildings to spill into the street to help activate and revitalise the city's street life. The master plan provides opportunities to bring life back to the city, by promoting the city and PDA precincts as walkable, and active places both day and night. The revitalised city centre will be supported by an efficient movement network allowing residents and visitors opportunities to engage with the CBD and its diverse range of retail, commercial and dining offerings.

KEY ELEMENTS:

Distinctive climate responsive architecture, streetscape and orientation, street engagement, city centre revitalisation, local economy, walkability, business and innovation hub, facilitating development and activation.



LIVEABLE SPACES

Providing a range of existing and activated public places that facilitate the evolution of the waterfront into premier retail, dining, tourist and lifestyle destinations. The master plan does not adopt an everything, everywhere approach. A network of key spaces that showcase local values and character will provide a range of opportunities for events and activities, improving the city's liveability and investment attraction.

KEY ELEMENTS:

Land use, local economy, City Centre, River Street and Binnington Esplanade opportunities, public realm setting, shade and shelter, temporary activation and events.



CULTURE AND IDENTITY

The Mackay Waterfront tells the story of the history and development of the place and its people. The distinctive urban form will build on existing heritage and encourage tropical design that enhances Mackay's local character. The public realm elements and detail will reflect the history and stories of the waterfront. Wayfinding and interpretive signage will contain both physical and digital strategies to reveal layers of history, activation and culture. The master plan will promote the celebration of Mackay's distinct character and identity and will build on this sense of community pride.

KEY ELEMENTS:

Culture, people & Identity, wayfinding, heritage, working waterfront, wharves, heritage assets, local character and identity.

3.0

STRATEGIC CONTEXT



The Mackay Waterfront presents an opportunity to deliver an active and engaging range of spaces and experiences that capitalise on the character and nature of the Pioneer River and Binnington Esplanade waterfronts.

A site analysis was undertaken to identify key features of the public realm that will inform the design priorities of the master plan. Key opportunities were identified to improve the public realm within the PDA and beyond.

- » Unlock opportunities by reimagining the waterfront as a series of connected but individual experiences.
- » Waterfront experiences reflect the spirit of their location, history and the tropical climate of the city.
- » An architecture of light and shade creates varied built responses that frame, activate and embrace the public realm.
- » New and existing paths and walkways that encourage, walking, cycling strolling or sitting link the places, spaces, attractions and experience creating a united and coherent waterfront with its own sense of character, appeal, history, place and identity.
- » A curated placemaking agenda to test opportunities and activate, enhance and rejuvenate places and spaces before, during and after transformational opportunities are realised.



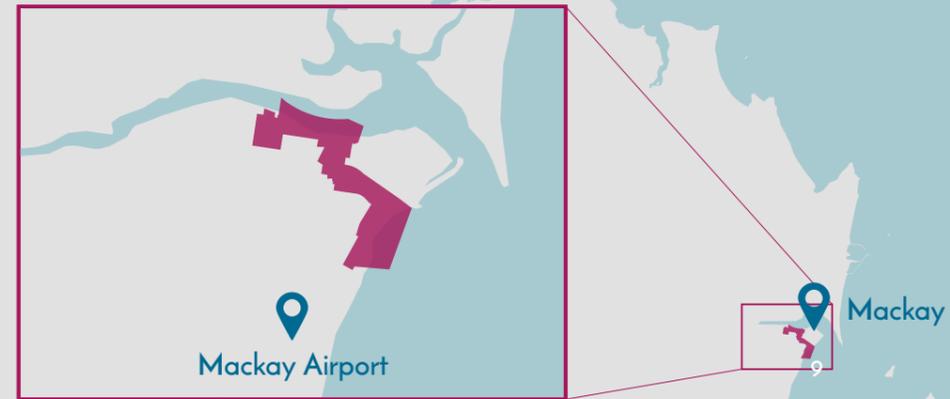
CONTEXT PLAN

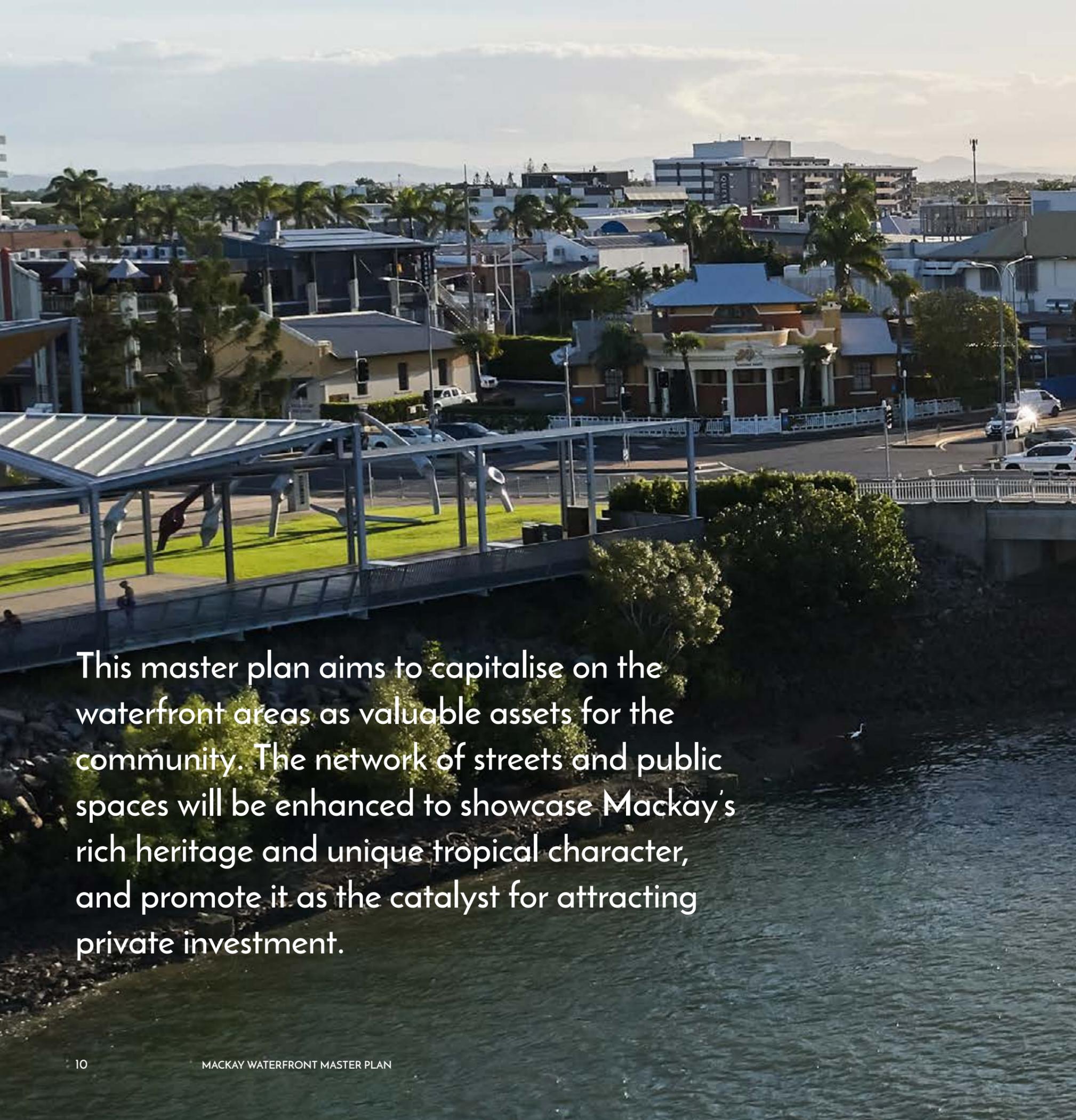
Proserpine

Airlie Beach

Whitsunday Island

Mackay Waterfront PDA





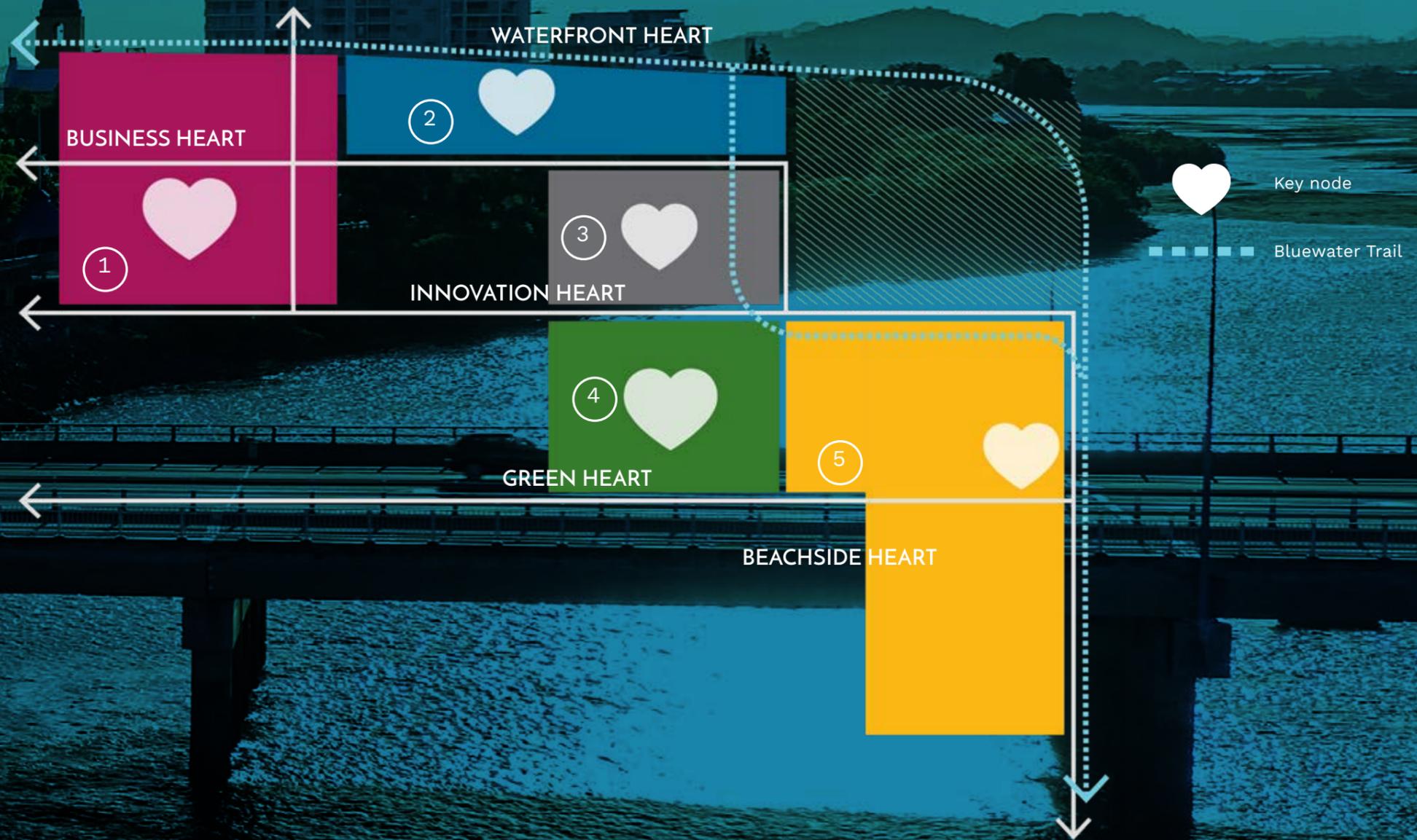
This master plan aims to capitalise on the waterfront areas as valuable assets for the community. The network of streets and public spaces will be enhanced to showcase Mackay's rich heritage and unique tropical character, and promote it as the catalyst for attracting private investment.

Mackay has the unique advantage of boasting both riverfront and beachfront next to the city centre. The PDA contains the building blocks to create a vibrant waterfront that reflects the city and its history.

The PDA was established to stimulate the redevelopment and transformation of Mackay's waterfront areas to attract visitors, retain residents and build on this outstanding opportunity.

The waterfront setting affords an exciting opportunity to improve the region's liveability by providing a range of recreational uses to stimulate activation and improve the regional economy. The PDA is broken down into five (5) precincts. A conceptual plan with strategic ideas shows how the pieces of the PDA fit together.

STRATEGIC FRAMEWORK PLAN



STRATEGIC IDEAS

1 CITY CENTRE	2 RIVERSIDE	3 ENTERPRISE	4 QUEENS PARK	5 BEACHSIDE
<ul style="list-style-type: none"> BUSINESS HEART DAY AND NIGHT HERITAGE TOURISM CITY HEART OUTDOOR DINING COMFORTABLE STREETS WALKING 	<ul style="list-style-type: none"> WATERFRONT HEART HERITAGE WATER SPORTS ACTIVE LIFESTYLE EVENTS TROPICAL ARCHITECTURE WORKING EDGE OUTDOOR DINING RENEWAL BLUE WATER TRAIL TOUCH THE WATER TOURISM 	<ul style="list-style-type: none"> INNOVATION HEART TECHNOLOGY KNOWLEDGE FLEXIBLE REUSE 	<ul style="list-style-type: none"> GREEN HEART ACTIVE EVENTS PLAY SPORT 	<ul style="list-style-type: none"> BEACHSIDE HEART OPEN SPACE BEACH SPORTS LIFESTYLE PLAY CONNECTIONS FORESHORE TROPICAL STREETS TOURISM

4.0

SITE-WIDE STRATEGIES

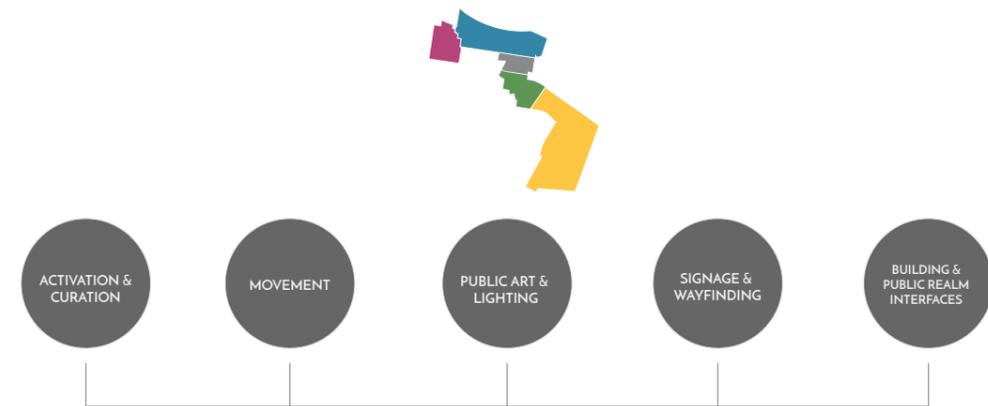
A suite of site-wide strategies has been created to guide future development and to ensure that all precincts within the PDA provide a unified public realm. All of these site-wide strategies are applicable to all five precincts of the PDA.

Detailed sub-strategies have also been created for each precinct, which are described in later sections of this master plan. Each side-wide strategy has been developed to achieve implementation of the vision and key principles across the PDA's public realm.

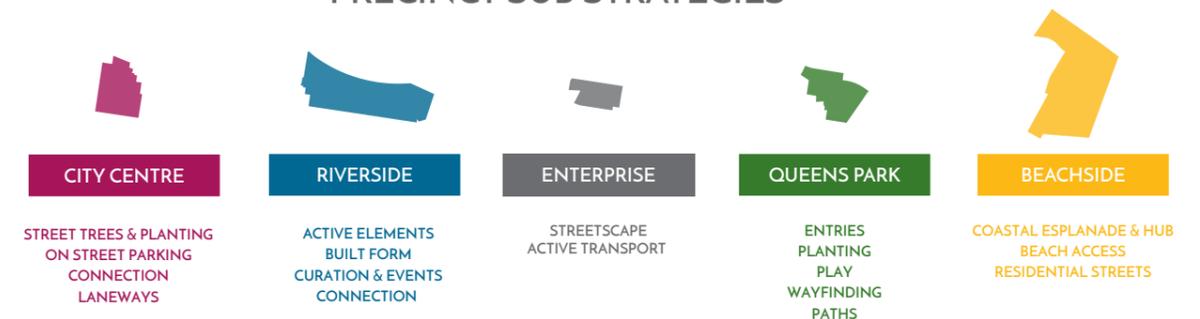
KEY VISION PRINCIPLES



SITE-WIDE STRATEGIES



PRECINCT SUB STRATEGIES





4.1 ACTIVATION AND CURATION

This master plan does not prescribe land uses, but aims to set out a clear and unified vision for the public realm, pedestrian movement network and open spaces. The main priority of the public realm is to activate streets and public spaces. The public realm will provide opportunities for surrounding development to spill out into these areas blurring the line between the public and private space.

Parts of the PDA have not seen new development occur for many years which has resulted in a lack of activation and consequently a lack of public realm investment or underdevelopment of key sites and locations. To achieve activation at the street level, new development should improve their connections with the public realm by providing pedestrian entries at ground level and building openings (windows, doors and balconies) above ground level.

The opportunities provided through temporary activations and place management should not be undervalued as a contributor to the public realm. Low cost items or activities that can be mobilised and implemented quickly should be investigated to provide an interim measure that will achieve an immediate, yet similar effect, of longer term public realm solutions. Temporary activations can test concepts and ideas, obtain community feedback and influence long-term capital projects where successful.

Generally, the locations for these activation opportunities or temporary installations will be at existing nodes of activity (or future nodes of activity as identified in this master plan) with existing facilities – power, water and toilets.

This method is also known as Lighter Quicker Cheaper (LQC), which is a specific method that encourages a range of temporary uses, events, or installations to be delivered in various locations to assist with activating public spaces. It is also a way of seeding a place with activation to encourage business and commercial operators to realise opportunities exist that can be capitalised on.

A curation strategy for the PDA waterfront areas is a critical governance tool to creating and maintaining quality public spaces. Curation can transform spaces into destination places, as it supports, safeguards and promotes the social, economic and cultural requirements associated with the delivery of truly great places.

A considered and well-formulated curation strategy will ensure that the people using these spaces are at the centre of the strategy. The connections to places and other people should be the ultimate measures of success of a great place. Such a strategy should prioritise the people and identity of Mackay. The strategy should aim to draw people in, provide an anchor for decision making, support the precinct intents, and drive the energy and activation for key places.

KEY OBJECTIVES

1. Create magnetic and energised public spaces in key precincts such as the city centre, riverside and beachside to encourage a 24/7 economy and bring them to life.
2. Create a network of public spaces. Each public space should operate individually but contribute to a contiguous activated waterfront edge, providing a range of experiences for multiple user groups.
3. Generate interest and intrigue by creating spaces that tell the story of the city and reinforce its identity.
4. Create a framework built on partnerships, co-investment and unified aspirations for the enjoyment of everyone who visits these activated and enlivened places.

SUB-STRATEGIES

- » Establish a range of locations throughout the PDA for activation initiatives and other temporary interventions where future development is expected.
- » Co-locate with or be complimentary to other events and festivals to create a series of connected interventions that generates a route of smaller attractions.
- » Develop a detailed curation strategy for the PDA and its many public spaces, particularly along the waterfront, to coordinate events, installations and programming.
- » Establish a range of potential partners including local businesses, furniture and tech suppliers, and universities.

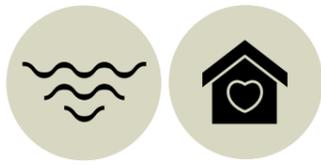
WHY LIGHTER, QUICKER, CHEAPER?

Initial LQC projects are often temporary - relatively inexpensive alterations to a public space that take place while more long-term projects grind through the lengthy development pipeline. Bringing multiple and wide-ranging benefits to communities, the early implementation of LQC projects can help:

- » Bring life and amenities to previously lifeless public spaces
- » Break down resistance to change, while empowering vulnerable or overlooked communities who may have lost faith even in the possibility of change
- » Generate the interest of potential investors, both public and private
- » Establish (or re-establish) a neighbourhood or region's sense of community
- » Inform best practices for later planning efforts
- » Encourage community buy-in (by demonstrating, for example, how a new street design would impact traffic flows not only for cars, but also for pedestrians, cyclists, and public transit)
- » Bring together diverse stakeholders in generating solutions and a collective vision
- » Foster a community's sense of pride in, and ownership of, their public spaces

Although a LQC approach is not for every situation, it can be a creative, locally-powered alternative to the kind of capital-heavy and top-down planning processes that so often yield end results that are completely detached from the needs and desires of the communities they are meant to serve.

Reference: Project for Public Spaces (PPS.org)



4.2 MOVEMENT

The street network will provide the ability to easily, conveniently and comfortably connect and link precincts, destinations and activity nodes in the PDA. Improved public transport and active transport options within the PDA will allow efficient personal mobility to be further encouraged as the principal form of movement within the PDA

The existing Bluewater Trail and its future enhancement will be a unifying element tying together a range of activity nodes and experiences along the waterfront areas. The current street network affords generous space to accommodate a range of comfortable public realm configurations. Places and spaces within the PDA should invite pedestrians to stroll, linger, stop and experience the waterfront areas both day and night. Whilst not all footpaths and public spaces need to be completely weatherproofed, their comfort levels should be improved to offer shelter and shade allowing people to walk around comfortably at any time of year.

The development scheme stipulates the significance of the movement networks role in the PDA by:

- » Supporting connectivity between precincts, activity nodes, attractions and destinations;
- » Prioritising convenient and safe movement corridors; and
- » Promoting a healthy lifestyle through active transport.

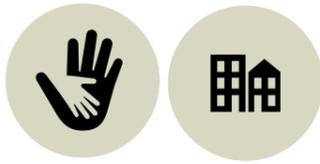
KEY OBJECTIVES

- » Create clear access points to the riverfront and beachfront as part of the existing street network. Streets should contribute to the wayfinding within and across the PDA and wider city.
- » Design a high quality public realm that affords comfortable and safe pedestrian and cycle connections within and between precincts, activity nodes, attractions and destinations.
- » Establish key connections as multi-purpose corridors that are flexible and where practicable, allow for placemaking events, installations and curation activities to assist in activating spaces.
- » Prioritise pedestrian and cycle movement and encourage active transport by establishing safe and convenient connections across the PDA to promote active and healthy lifestyles.

SUB-STRATEGIES

- » Improve weather protection across all streets and public spaces within the PDA. Pedestrian walkways and footpaths should be prioritised, utilising street trees, awnings, and arbours to shelter walkways.
- » Encourage mid-block pedestrian access across city blocks.
- » Enhance pedestrian routes and open spaces with consistent tree cover.
- » Enhance walking and cycling connections internally and externally.
- » Complete or upgrade sections of the Bluewater Trail through the Riverside and Beachside precincts where the footpath requires improvement or where legibility is poor, to provide a continuous pedestrian/cycle network.
- » Establish new active transport connections from Riverside precinct to Beachside precinct via Queens Park and along East Gordon Street, Shakespeare Street and Park Street.
- » Establish wayfinding elements on all north-south streets that intersect with River Street in the Riverside precinct and all east-west streets that intersect with Binnington Esplanade in the Beachside precinct.
- » Reinforce major movement corridors through appropriate street tree planting, reinforcing the hierarchy of the streets including major movement paths. Refer to street tree planting hierarchy on page 16).





4.3 SIGNAGE AND WAYFINDING

Signage and wayfinding can contribute to the identity of a city and how people interact with the city. It can guide visitors, be welcoming and inviting, tell the community's stories, express character and identity, and what the city can offer in terms of attractions and experiences.

Wayfinding and signage are imperative to the ongoing implementation and success of providing an easy to understand public realm within the PDA. Signage and wayfinding should promote cognitive awareness and encourage pedestrian movement within and beyond the PDA boundary. Wayfinding should emphasise the urban structure and its existing and future movement patterns and the hierarchy of the network, whilst informing signage content.

KEY OBJECTIVES

- » Identify key public places and provide meaningful connections to places, activity nodes, attractions and destinations.
- » Build the confidence of residents and visitors to walk and reduce their dependence on vehicular travel.
- » Utilise a smart, innovative and successful wayfinding system that promotes pedestrian, cycle and public transport by making it easy to use, convenient and stimulating.
- » Encourage exploration throughout the PDA by generating interest and intrigue at key junctions that endorses curiosity to discover the city.
- » Ensure signage and wayfinding supports landscape and public art strategies throughout the PDA and work harmoniously to produce a cohesive network of artforms.
- » Utilise subtle wayfinding forms and elements in the public realm (like in footpaths, furniture and low boarder walls) to avoid over cluttering public areas with signage.

SUB-STRATEGIES

- » Implement directional signage at all key pedestrian junctions. Signage should include maps identifying the user's location and utilise natural and built land marks and features to orientate the user.
- » Provide for the recognition and appropriate interpretation of important historical places, people and groups relevant to the area's historical and cultural background.
- » Link activity nodes with key connections that allows pedestrians and cyclists to reach milestones along the way by measuring distance and time to destination.
- » Develop a suite of signage and stylised mapping that is cohesive throughout all wayfinding interventions within the PDA.
- » Ensure signage and mapping details activity nodes or key recreational routes such as the Bluewater Trail and Cross City Link.
- » Incorporate a range of smart technologies including QR codes to connect the physical infrastructure with smart devices.
- » Utilise streets as wayfinding elements. Capitalising on the more prominent cross city linkages will strengthen wayfinding within the PDA, linking the Mackay city centre to Beachside precincts.
- » This includes the creation of a street tree hierarchy that highlights and reinforces the major movement paths across the city (refer to street tree planting hierarchy plan and planting species list on page 16 and 17).



STREET TREE PLANTING HIERARCHY PLAN

	LOT SIDE	MEDIAN	PARK SIDE
	AGATHIS ROBUSTA	FIGS / PALMS / PANDANUS	-
	CUPANIOPSIS ANACARDIODES	ARAUCARIA HETEROPHYLLA	-
	WATERHOUSEA FLORIBUNDA 'SWEEPER'	FIGS	-
	MELICOPE ELLERYANA	FIGS / PALMS / PANDANUS	-
	ELAEOCARPUS RETICULATUS	-	AGATHIS ROBUSTA, CALLISTEMON VIMINALIS, CUPANIOPSIS ANACARDIODES, PANDANUS, PODOCARPUS ELATUS,
	CUPANIOPSIS ANACARDIODES	TERMINALIA CATAPPA	ALLOCASUARINA LITTORALIS, BACKHOUSIA CITRIODORA, FICUS BENJAMINA, FICUS RELIGIOSA, MELALEUCA QUINQUENERVIA, TERMINALIA CATAPPA



AGATHIS ROBUSTA



ALLOCASUARINA LITTORALIS



ARAUCARIA HETEROPHYLLA



BACKHOUSIA CITRIODORA



CALLISTEMON VIMINALIS



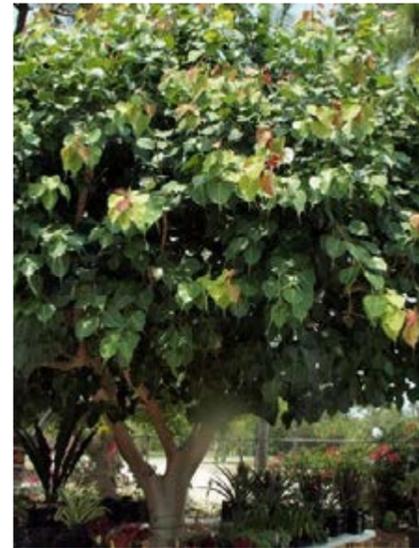
CUPANIOPSIS ANACARDIODES



ELAEOCARPUS RETICULATUS



FICUS BENJAMINA



FICUS RELIGIOSA



MELALEUCA QUINQUENERVIA



MELICOPHE ELLERYANA



PANDANUS SPECIES



PODOCARPUS ELATUS



STENOCARPUS SINUATUS



TERMINALIA CATAPPA



WATERHOUSEA FLORIBUNDA
'SWEEPER'



ROYSTONIA ROBUSTA



WASHINGTONIA ROBUSTA



4.4 PUBLIC ART & LIGHTING

The Mackay Regional Council Public Art Strategy 2018 – 2023 provides principles, goals and objectives to guide the future development and implementation and maintenance of public art within Mackay. The elements of the strategy with relevance to the PDA have been integrated into this site-wide strategy for public art and lighting. As such, this master plan aims to adhere to the vision of the Public Art Strategy, to implement vibrant art in public spaces that demonstrates the cultural diversity, history and creativity.

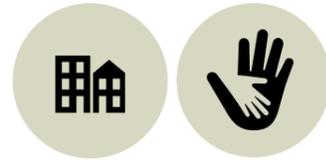
KEY OBJECTIVES

- » Utilise diverse art forms and practices to create landmarks in urban, natural and park environments throughout the PDA. Utilise these artforms to activate public spaces and establish them as natural gathering places for residents and visitors.
- » Provide temporary and permanent public art opportunities that create quality public places, tell local stories and express civic pride.
- » Improve lighting forms across the PDA (e.g. navigational, safety, spectacle).

SUB-STRATEGIES

- » Use lighting to emphasise important historical building facades, feature trees, roundabout trees and significant infrastructure such as the Forgan Bridge.
- » Provide additional lighting for safety (e.g. under awning lighting, along pedestrian/cycle routes, activity nodes and parks).
- » Integrate lighting with proposed signage and wayfinding interventions, such as in-pavement up lighting and cross-city lighting.
- » Encourage diverse artforms that tells the unique story of Mackay and represents its vibrant and diverse community.

The Public Art Strategy 2018–2023 details key objectives which have been integrated into this master plan.



4.5 BUILDING AND PUBLIC REALM INTERFACES

The PDA will include and facilitate a variety of built forms to meet the needs of a range of uses and encourage innovation through design. The interfaces between the built form and the public realm can play a key role in creating identity and character of places, and deliver a series of experiences, particularly along the waterfronts.

Development proposals including built form and landscape, should be designed in an integrated manner and seek to activate building frontages facing significant public realm, be climate responsive, and reflect the history and identity of Mackay.

KEY OBJECTIVES

- » Ensure building and landscape elements respect the climate and identity of Mackay. Buildings should be climatically responsive, whilst reflecting the history and unique tropical identity of the city.
- » Generate activation by ensuring buildings contribute to streetscapes and public spaces with interactive ground floors, and openings on the higher levels to encourage over-looking onto the public realm and to adjacent natural features like the river and ocean.
- » Identify catalyst sites that have the potential to be redeveloped in the near future, and ensuring they are designed to reflect the strategies identified in this master plan.

SUB-STRATEGIES

- » Ensure development on the waterfronts are orientated and designed to maximise river or ocean views. Buildings should capture natural light and cooling breezes, while reducing heat load from the sun and achieving an appropriate relationship with neighbouring buildings.
- » Design buildings to express to the street and overlook the public realm.

- » Design building entries to be accessible from streets and public spaces.
- » Design ground floor tenancies as a flexible space that can include interchangeable land uses.
- » Vehicle access to the site is minimised or co-located from River Street and Binnington Esplanade to reduce the number of access points and increase public realm space.
- » Incorporate deep planting zones at the rear and front of each site for buildings in all precincts except the Mackay city centre precinct. Generous deep planting of both public and private spaces reinforces the tropical climate and heritage of the city. Building interface at street level is characterised by tropical landscaping and water-sensitive urban design.
- » Ensure buildings create outdoor spaces that are comfortable shaded zones that complement landscape elements.
- » Design buildings to flow onto the streets and public spaces that adjoin them with generous shared outdoor spaces through the use of open air foyers, atriums, colonnades, awnings and arbours. These elements help provide shade and shelter and create a seamless and breathable ground level with activity and movement between private and public realms.
- » Consider landscape elements such as green walls, rooftop gardens, generous balconies and open-air tenancies at ground level and their integration into building design.
- » Achieve a tree coverage of 40% across the PDA, which will contribute to the cooling of the city and the creation of shaded spaces.
- » Identify key catalyst sites for temporary activation or long-term disposal to encourage further development and activation of the waterfront.
- » Develop guidance material to assist in communicating how built form character can complement existing heritage and reflect the city's history.



4.6 PUBLIC REALM DELIVERY LAYERS

To support the realisation of the vision and strategies, this section will provide delivery actions. The delivery actions are designed to connect, promote and support intended outcomes of the master plan at the precinct level. The implementation plan brings these delivery actions together and identifies responsibilities, priorities and indicative budgets.

Three types of delivery elements have been identified to help implement the Mackay Waterfront master plan – physical, activation and governance actions. These different delivery types layer on each other and work together to support the vision for the Mackay Waterfront public realm.

The icons represent future physical and activation interventions, whilst also maintaining existing elements of the urban fabric, that should be retained.

PHYSICAL

Physical delivery elements are those that can be seen by users day-to-day and require design phases, approval, tender and budgetary/financial commitment. Example physical delivery actions include:

- » Bluewater Trail
- » New or improved public realm and open spaces
- » New recreation options
- » Streetscape improvements
- » Pedestrian crossings
- » Improved amenities, infrastructure and facilities
- » Intersection improvements
- » Pathways and active movement links
- » Car parking reconfiguration
- » Bicycle infrastructure
- » Cross-block connections
- » Outdoor gym equipment



ACTIVATION

Mackay is highly responsive to an activated public realm. Activation delivery elements work with physical assets to make the public realm a more attractive and well-utilised place. The interventions provide interim measures that can achieve a more immediate desired effect/outcome than a longer term physical intervention. Being temporary, these interventions are generally lower cost items or activities that can be mobilised and implemented quickly, able to be delivered within general operational budgets, labour force or on a volunteer/community basis.

They may be used to test concepts and ideas with the desire to obtain community feedback. They can be a temporary or movable physical installation with an irregular presence (i.e. markets or mobile food vendors), or may be a physical installation with a consistent or ongoing presence that is not designed or constructed as the permanent built outcome (i.e. pop-up landscaping or art).

Many of the interventions related to activation are fundamentally about place branding. An effective place brand strategy brings all stakeholders together from government, businesses to residents and it works on changing behaviour and underlying beliefs.

Example activation delivery actions include:

- » Food & beverage activation
- » Events and festivals
- » Retail activation
- » Residential activation
- » Tourism and marketing
- » Signage, wayfinding and lighting



GOVERNANCE

These are the delivery elements behind the scenes that make the public realm work. They include the regulatory framework that manages the temporary and physical items and activities (e.g. PDA development scheme, local laws and the like). It also includes the organisations responsible for the coordinated management, marketing and promotion of a public and private spaces. This may include the uses of government owned land and assets to catalyse change in the public realm. Importantly, the governance interventions establish a framework for providing financial support to deliver temporary and physical interventions.

The consistent role of governance throughout the life of the master plan acknowledges the ongoing role of public and private sector organisations to remain the custodians of the Mackay waterfront public realm.

Example governance delivery actions include:

- » Governance and coordination strategy
- » Public space & private-public space management
- » Use of Council assets
- » Further detailed study
- » Civic and education uses
- » Empowering local groups and champions.



5.0

PRECINCT PUBLIC REALM PLANS

MACKAY WATERFRONT
PRECINCT PLAN

- MACKAY CITY CENTRE
- RIVERSIDE
- BEACHSIDE
- QUEENS PARK
- ENTERPRISE



ILLUSTRATIVE MASTER PLAN



5.1 ILLUSTRATIVE MASTER PLAN

The illustrative master plan has been informed by the major structuring elements of the city and the vision and strategies proposed within this document. The master plan is based on achieving the PDA's desired vision and objectives.

Development supports and enhances an attractive, high quality, accessible, well-connected, multifunctional public realm with a strong sense of place, character, identity and amenity by:

- » Creating a high level of amenity and identity by providing landscaping, street furniture and footpath treatments to the public realm.
- » Providing temporary and permanent public art opportunities that create quality public places, tell local stories and express civic pride.
- » Having regard to the relationship and interface with the adjoining public realm.
- » Improving the relationship between, and safety of pedestrians, cyclists and vehicles to minimise conflicts to, from and within the site.
- » Reflecting and reinforcing the tropical image and coastal character of Mackay by extending the character and amenity of the adjoining public realm from the street into the building foyers, onto podiums, balconies or external walls, communal spaces surrounding buildings, and including elements such as arbours and green walls
- » Providing opportunities for temporary placemaking activities within streets, laneways, parks, and other public spaces.

5.2 MACKAY CITY CENTRE

The city centre sits upon a grid street plan comprising of 30 metre wide road reserves, typical of many regional cities. It is within this precinct that majority of the finer grain retail, restaurants and commercial activities are located. Numerous historic buildings are scattered across the precinct, presenting a range of facades that signify the history and development of the city. The built form and scale within the precinct adds to the character and charm of the city and providing a pleasant pedestrian experience.

The wide streets allow for a range of public realm configurations including wider footpaths and generous amounts of tall planting.

Shade and shelter assist in creating a functional and comfortable pedestrian environment, that attracts local residents and visitors to spend more time in the city centre. Attracting further commercial, retail and residential uses to the Mackay city centre precinct will help generate interest and activate the centre.

The Pioneer River is located on the northern edge of the precinct. The relationship and movement between the river and city centre is not seamless. The open space area at the top of Wood Street is the anchor of a strong sight line from the city centre to the river, and should be celebrated.

The Bluewater Trail runs along the river's edge at this point and is a significant pedestrian/cycle movement path across the city. Facilitating better access to this edge will assist in activating an underutilised opportunity for both residents and tourists alike.

5.2.1 INTENT

Defined by its broad streets, art deco heritage character and tall palms, the Mackay city centre precinct is an active commercial, social and entertainment space both day and night. Being the heart of the city, the streets and public realm are robust in design and layout to accommodate a broad range of users and uses.

Pedestrians are a priority of the city with well-lit street crossings promoting the flow of people through the centre. Generous street tree planting provides for shade and shelter in the pedestrian realm providing comfortable and pleasant spaces all year round. The built form and public realm will reflect the importance of the centre as a social, commercial and entertainment space.

Active frontages with wide shaded footpaths allow buildings to extend their activities into the streets blurring the lines between the public and private realm. These spaces are supported by the enhancement of vibrant laneways to provide finer grained spaces, activation and experiences and improve pedestrian movement. Up lighting highlights historic facades, prominent buildings and signature street trees adding to the amenity of the nightlife experience.

New digital wayfinding and directional signing allow visitors to experience and explore the history of the city as a compact walkable space. Visitors explore new connections to the riverfront where a new kinetic public art installation completes a view line from the city to the Pioneer River.

Pedestrian connectivity to the riverfront is strengthened at the northern end of Wood Street by establishing a public plaza within the park.

The new public plaza provides a direct line of sight to the new art installation sitting within the river, which will assist in drawing people to the riverfront, and provides a more formal city relationship with the river.

5.2.2 SUB-STRATEGIES

STREET TREES AND PLANTING

- » Planting is appropriate to Mackay's tropical climate and provides interest through layering, leaf/flower colour, texture and seasonal variation, including scent and retaining the verdant tropical character.
- » Plant selection respects the local climatic conditions, is readily available through local nursery stocks, and has been designed to require minimal irrigation and maintenance in line with the environmentally sustainable design aspirations.
- » Signature plantings and feature trees, shade and median trees establish a legible and interesting tree layout that ties in with the Royal Palm character. Fig trees and other similar large canopy trees and tropical plantings are located in the median and intersections.
- » Palms are to be retained and enhanced where plantings exist within the street.
- » Street tree and under storey planting is consistent with CPTED principles.

ON STREET PARKING

- » On street parking is provided as a combination of median and parallel parking in the fringing streets of the precinct (such as Gregory Street, River Street and Brisbane Street). Parallel on street parking and centre 90 degree parking optimises the generous street widths.
- » Other parking configurations are created to suit locations according to the requirements of the public realm in relation to increased pedestrian amenity, footpath trading and placemaking initiatives.



- » Parking is not provided at the expense of street planting but is provided in conjunction with planting. Build-outs for street trees, planting beds and rain gardens optimise access and parallel parking whilst ensuring an appropriate level of shade and amenity.
- » Median tree planting and planting beds mark block ends and break up long runs of parking bays to reinforce the tropical street character and provide additional shade.
- » Equitable parking for people with disabilities (PWD) is to be located on parallel parking bays for safety and convenience. In general, 1% of on street parking bays should be PWD accessible to ensure equitable urban access.

CONNECTION

- » Explore the opportunity to improve signalised pedestrian crossing at the intersection of Sydney and Victoria Streets to encourage better pedestrian movement across this space.

LANEWAYS

- » Well-designed laneways make movement around the city safer and easier. Laneways and arcades will provide direct connections that allow people to navigate through the city.
- » Existing laneway connections will be maintained as well as the creation of new connections to provide additional pedestrian and service vehicle access.
- » Facilitate small, flexible and affordable business and retail uses to occupy laneways and arcade to encourage entrepreneurs and start-ups as well as providing for economic activity and social interaction.
- » Utilise laneways as public spaces that provide stages for festivals and entertainment.
- » Laneways provide opportunities for smaller, ‘hole in the wall’ bars, micro-theatres, riverside events and small-scale gatherings, contributing to the variety of city life.

Legend

- | | | | |
|--|-----------------------------|--|-----------------------------------|
| | Bluewater Trail | | New Or Improved Green Space |
| | New Recreation Options | | Streetscape Improvements |
| | Pedestrian Crossing | | Improved Amenities |
| | Intersection Improvements | | Pathways And Active Movement Link |
| | Car Parking Reconfiguration | | Bicycle Infrastructure |
| | Cross Block Connection | | Outdoor Gym Equipment |
| | Food Beverage Activation | | Events And Activities |
| | Retail Activation | | Tourism And Marketing |
| | Residential Growth | | Signage / Wayfinding |
| | Governance And Coordination | | Council Assets |
| | Further Study Detail | | Civic & Education Uses |



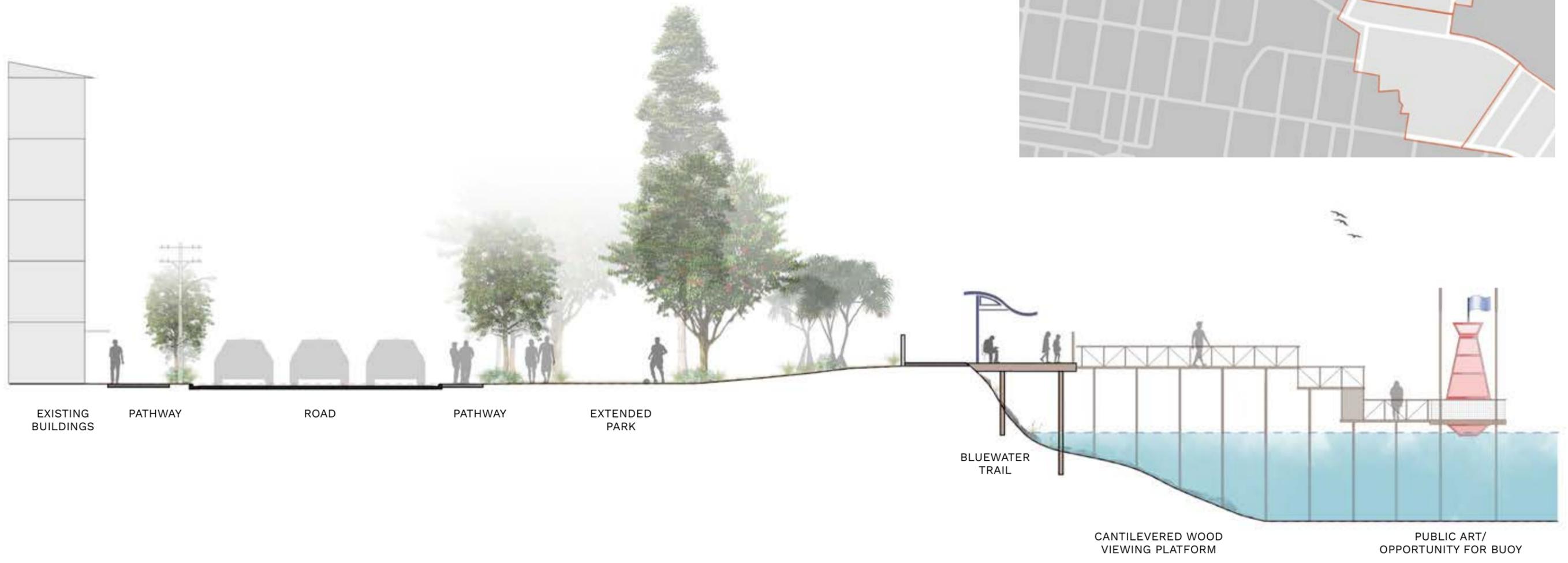
5.2.3 KEY LOCATIONS & CATALYST SITES

RIVER STREET

- » River Street carriageway width is reduced between Wood Street and Sydney Street to encourage active transport. Traffic lanes at the Sydney Street intersection are retained.
- » Improved pedestrian crossing to provide easy access and improve west-east connectivity for pedestrians and cyclists. Post Office Park widened and new embellishments added, such as a stage for small scale performances, public plaza aligning with Wood Street and new art installation within the river, table tennis, giant chess and boules court to activate the space.
- » Wood Street connection to the river is improved, with new pedestrian link across River Street to a new viewing platform via the new public plaza which provides pontoon access to a giant buoy sculpture in the river.
- » New tree planting includes large shade specimens within the park and street trees both sides of River Street to footpaths and parking areas.



SECTION 1
THROUGH RIVER STREET WEST AND POST OFFICE PARK



SECTION 2
THROUGH WOOD STREET & GREGORY STREET



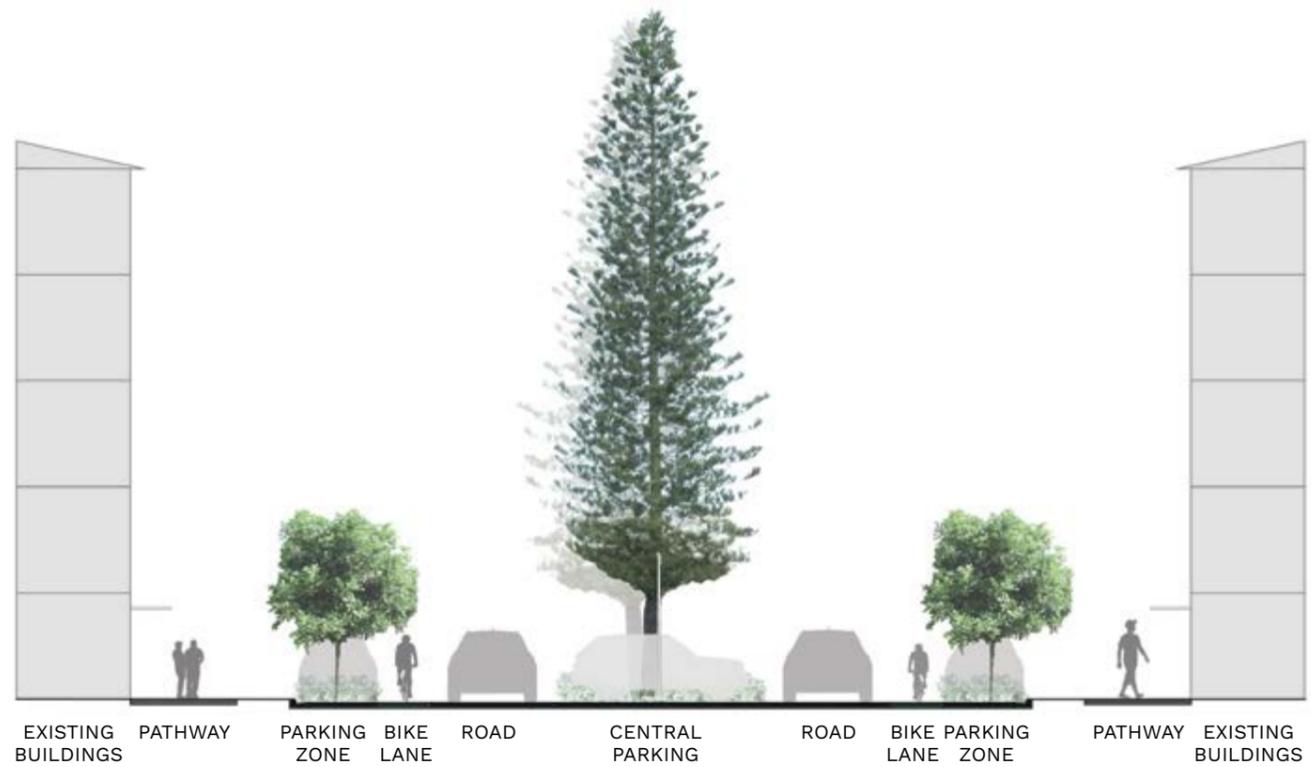
SECTION 3
THROUGH SYDNEY STREET



SECTION 4
THROUGH VICTORIA STREET



SECTION 5
THROUGH GORDON STREET



PRECINCT CHARACTER IMAGES



5.3 RIVERSIDE

Riverside represents the historic working edge of the city. It is also where there is greatest opportunity to achieve a meaningful visual and physical relationship with the river. There are significant opportunities for redevelopment of this edge to allow for residents and visitors to capitalise on the river views.

The WH Paxton & Co. warehouse building, originally design by Mackay local architect Arthur Rigby in 1899, is listed on the Queensland Heritage Register and is currently used for night markets, and a range of other private functions. The location and character of the building lends itself to become an attraction. Opportunities exist to build upon this offering of uses and capitalise on the riverfront by generating further activation and public access.

Another notable opportunity on the riverfront is the existing Seafood Market. This master plan aims to encourage this operation to continue to contribute to activity along the river. It is encouraged that the uses on the eastern alignment of River Street transition to mixed use or residential uses, to activate the edge and capitalise on the riverside location.

5.3.1 INTENT

This precinct represents an enormous opportunity to create a high-quality pedestrian focused public realm extending from Post Office Park and Sydney Street in the west to the River Street boat ramp in the east.

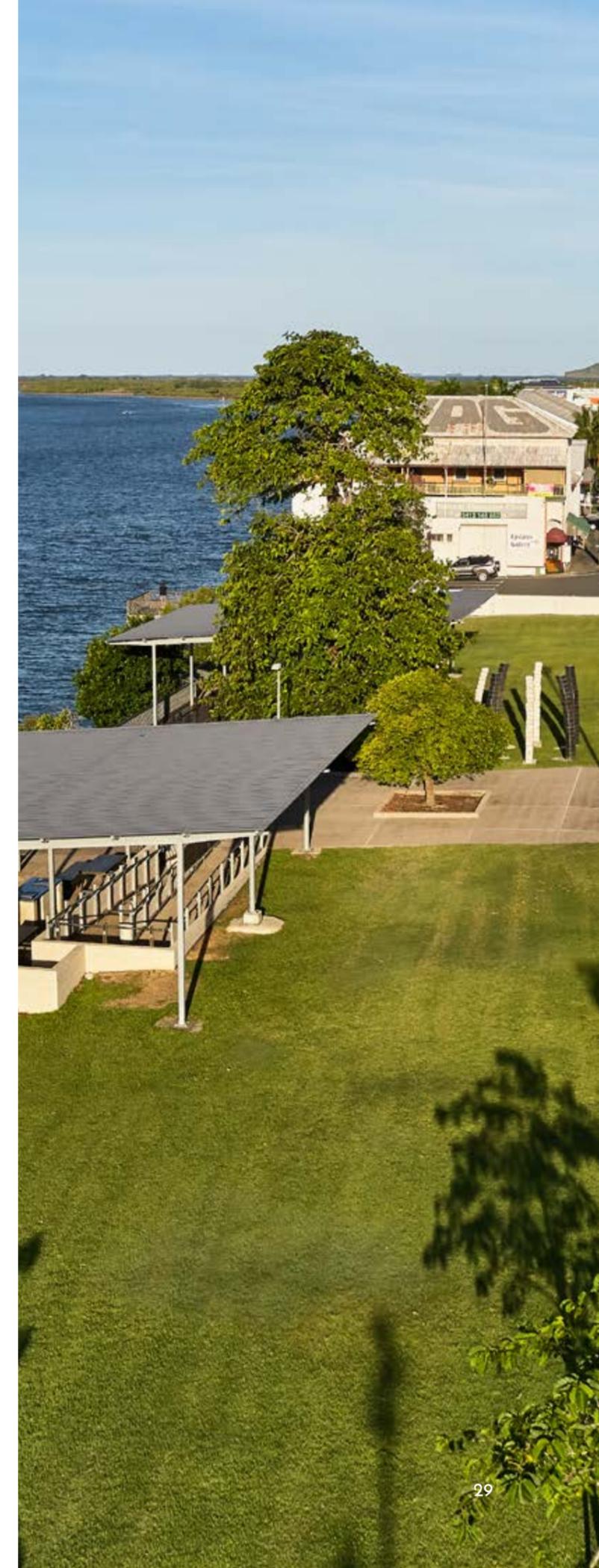
This new city precinct will engage with the river and provide a generous pedestrian space activated day and night. Mixed use and residential buildings line the precinct with expressive facades overlooking the riverfront. Spaces at ground level are activated with direct pedestrian connections, generous private-public spaces, cafes and a range of uses that capitalise on the views of the river.

The precinct will provide opportunities for the PDA to grow and change. The river will act as a significant amenity driver. The built form and public realm elements will work in unison to create an active and attractive riverfront.

The character of the precinct is influenced by the history of the area as a former working port for the transport of people and goods. Interpretive signage along with physical and digital wayfinding devices tell the story of the city, the river, its people and the place.

The space moves from an urban feel of hardscapes and structures in the west, to a softer landscape characterised by deep planting and greenspace in the east. The Bluewater Trail weaves through the precinct unifying the riverfront. Active recreation opportunities allow visitors to explore the precinct and the many activity nodes adjoining it. Outdoor fitness stations along the way further promote active lifestyles in the precinct.

The sensitive reuse of existing heritage and other buildings provides opportunities for cafes, markets, events and restaurants that support activation of this edge. Mackay's flood defences are integrated into a reimagined public realm, removing hard barriers to the river while maintaining the city's safety. This softer response to the levee allows for better physical and visual access to the river. The precinct resolves itself at the River Street boat ramp with generous public realm and a pontoon for the launching of non-motorised water craft.



5.3.2 SUB-STRATEGIES

ACTIVE ELEMENTS

- » Extension of the Bluewater Trail throughout the precinct.
- » Inclusion of fitness stations in appropriate locations along the riverfront.
- » Inclusion of cycle stations.
- » Creation of river access points such as pontoons, boardwalks, picnic shelters, viewing platforms, fishing areas, etc.
- » Mid-block connection from Chain Street to create a wide pedestrian connection to the Bluewater Trail.
- » Memorable play spaces and relaxing street furniture.

BUILT FORM

- » Buildings address streets and public spaces.
- » Balconies orientate towards views and promote appropriate climatic responses.
- » Pedestrian entries are provided to open space areas and public realm areas.

CURATION & EVENTS

- » Public spaces will be used to provide temporary activation opportunities, such as mobile food vendors.
- » Pop-up events are to be used along this edge to encourage activity and use.

CONNECTION

- » Explore the opportunity to improve signalised pedestrian crossing at the intersection of Sydney and River Streets to encourage better pedestrian movement across this space.



Legend

BLUEWATER TRAIL	NEW OR IMPROVED GREEN SPACE
NEW RECREATION OPTIONS	STREETScape IMPROVEMENTS
PEDESTRIAN CROSSING	IMPROVED AMENITIES
INTERSECTION IMPROVEMENTS	PATHWAYS AND ACTIVE MOVEMENT LINK
CAR PARKING RECONFIGURATION	BICYCLE INFRASTRUCTURE
CROSS BLOCK CONNECTION	OUTDOOR GYM EQUIPMENT
FOOD BEVERAGE ACTIVATION	EVENTS AND ACTIVITIES
RETAIL ACTIVATION	TOURISM AND MARKETING
RESIDENTIAL GROWTH	SIGNAGE / WAYFINDING
GOVERNANCE AND COORDINATION	COUNCIL ASSETS
FURTHER STUDY DETAIL	CIVIC & EDUCATION USES

5.3.3 KEY LOCATIONS & CATALYST SITES

BLUEWATER QUAY

The Bluewater Quay provides expanded public realm areas and improved pedestrian and cycle access to the river's edge. The character of this area is more structured and includes formal tree layout, in keeping with recently completed public realm improvements between Sydney Street and Brisbane Street. The focus for this area is to improve activation and usability.

- » The Brisbane Street intersection is wholly pedestrianised to strengthen the link to the existing Brisbane Street pier and provides activation for potential development on adjacent sites.
- » Activation ideas include covered food court that allows for users to have food and beverage purchased either from food trucks or 'brick and mortar' establishments in the ground floor of adjacent buildings.
- » New tree boulevard planting along Brisbane Street frames the river vista and strengthens connectivity to the river.
- » Levee wall is retained and enhanced in this area.
- » The Bluewater Trail varies along the length of the Pioneer Promenade, resolving itself as a cantilevered pathway between Brisbane Street and Paxton's Market, and forming part of the Pioneer Promenade in other areas.



LEICHARDT WHARVES

Leichhardt Wharves provides expanded public realm areas and improved pedestrian and cycle access to the riverfront between Brisbane Street and Burns Street. River Street in this area is reduced to a one-way arrangement for vehicular access to existing lots on south side of the street from Carlyle Street to Burns Street. The character of the public realm in this area is less structured with an informal tree layout, but maintains a strong defined edge along the riverfront. Placemaking opportunities (which could be temporary to begin with) are included to activate the space.

- » New tree boulevard planting along Carlyle Street, Tennyson Street, Lawson Street and Burns Street frames vistas, strengthens connectivity to the river and terminates with a public plaza or viewing platform, incorporating large scale timber retaining walls (groynes) which function as informal seating areas.
- » Paxton's Market and associated vehicular access and car parking is retained, due to its cultural heritage status and significance, and is improved with new interpretation and signage.
- » Embellishment of the riverside park areas around the Leichardt Tree includes new cultural heritage interpretation and signage, as well as a new play area to increase appeal of this area to families as well as other users.
- » Proposed 5.5m wide roadway in River Street provides vehicular access to lots on the southern side of the street and is proposed as a low speed environment with flush kerbs to adjacent footpaths, pedestrian areas and car parking/ drop off zones.
- » The widened pedestrian area incorporates seating decks/ platforms, terraces/steps, pergolas, barbecue/ picnic spaces and grass areas that allow for a range of organised or impromptu uses.
- » Riverside developments will respond to, and reflect on the Pioneer River location and historic river port character.
- » Levee wall is retained in this area up to the eastern side of Paxton's Warehouse.



4	VIEWING PLATFORM
12	PLAY AREA
13	RETAINED LEICHARDT TREE
14	KIOSK
15	PAXTON'S MARKET
17	RETAINED LEVEE WALL
18	STREET ACTIVATION SPACE (e.g. DECKS, PERGOLA, GRASS PICNIC SPACE, SEATING, BBQ)
19	BOARDWALK
20	NEW DEVELOPMENT
21	LINEAR PARK WITH GRASS BATTER LEVEE
30	NEW PERPENDICULAR CAR PARKING



THE FISHER'S TALE

The Fisher's Tale at the eastern end of the riverfront provides expanded public realm areas and improved pedestrian and cycle access to the river's edge between Burns Street and the boat ramp. The character of this area is a green linear park with an informal tree layout transitioning to river terraces along the riverfront.

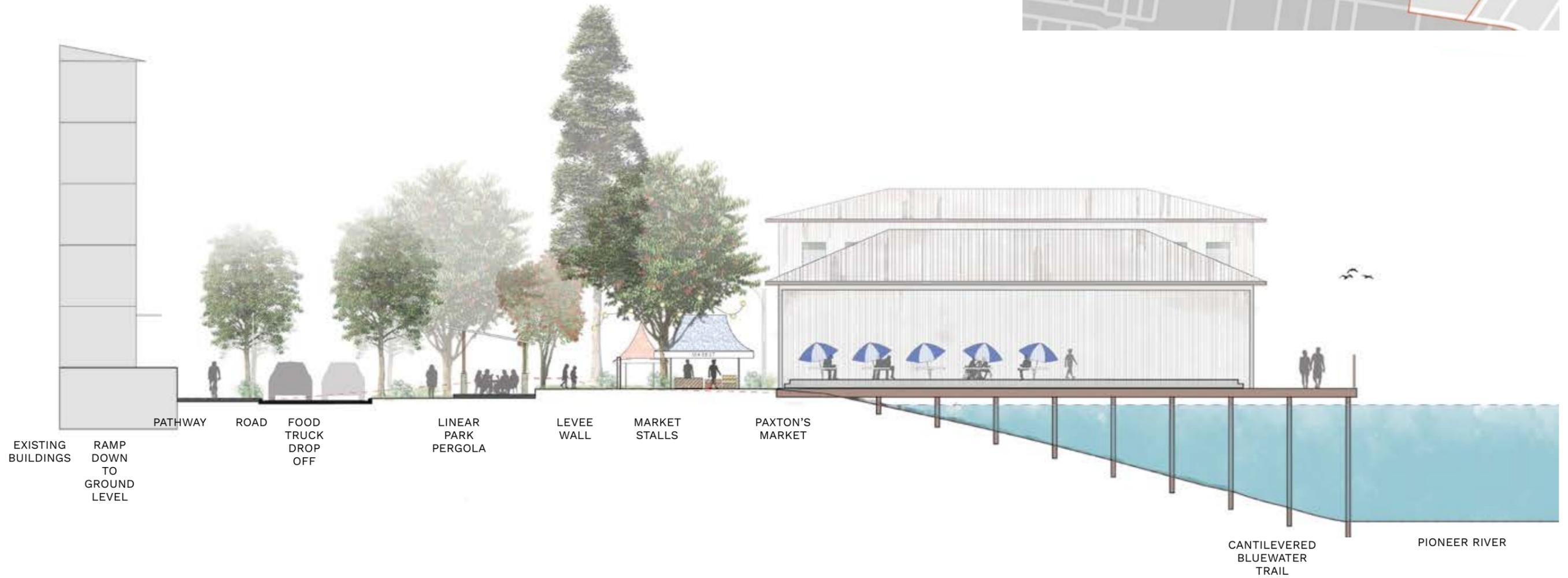
- » The widened pedestrian area is proposed as a linear park providing grassed recreation areas for informal uses under the shade of large trees.
- » Proposed river terraces provides opportunities for users to get closer to the river, whilst recognising the safety challenges associated with the river's 6 metre tidal range. Manicured river terraces at higher levels of the river levee transition into a more natural solution, like rock batters, to provide a strong delineation between low risk and high risk areas.
- » The Seafood Market is retained as a working building with vehicular access. Space will be provided for mobile food vendors to help activate the area.
- » The Fisher's Tale Park incorporates a series of embellishments to activate this end of the riverfront, including multiuse court, play area, amphitheater, grass areas and shade tree planting.
- » Levee wall is replaced with grass batters extending from existing road levels up to the height of the Bluewater Trail.
- » Development on sites fronting Victoria Street may build out to the levee wall and provide pedestrian connection between private and public realms and the Bluewater Trail.
- » A new boardwalk is extended around the Fish Market building allowing opportunities for public activation on the riverside of the building.



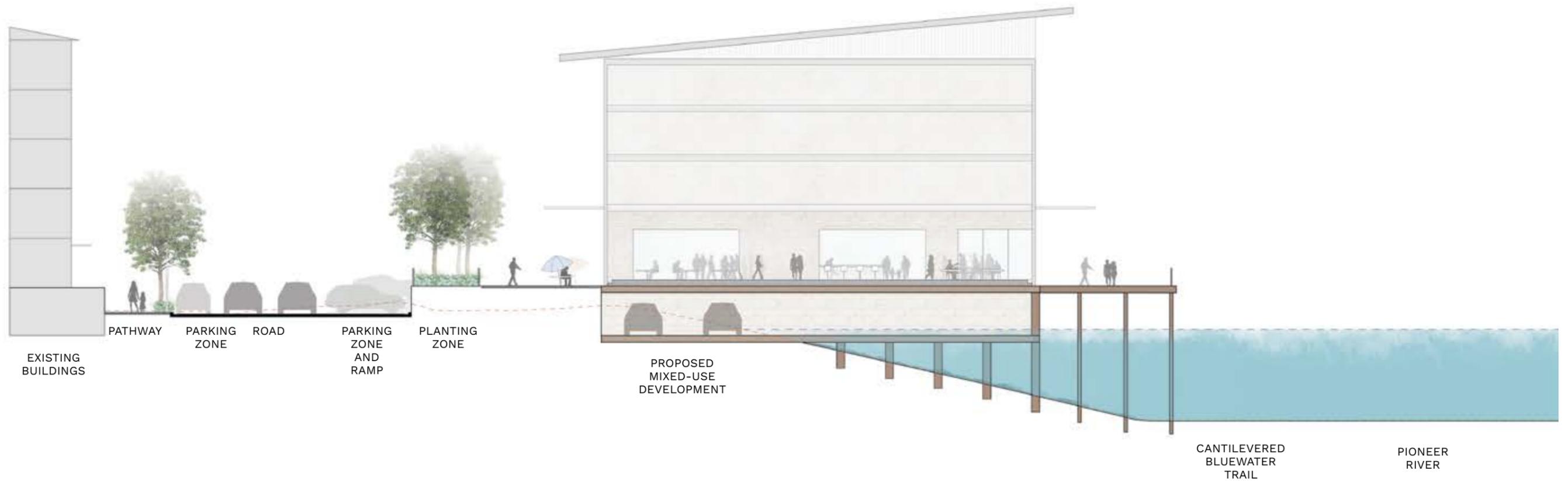
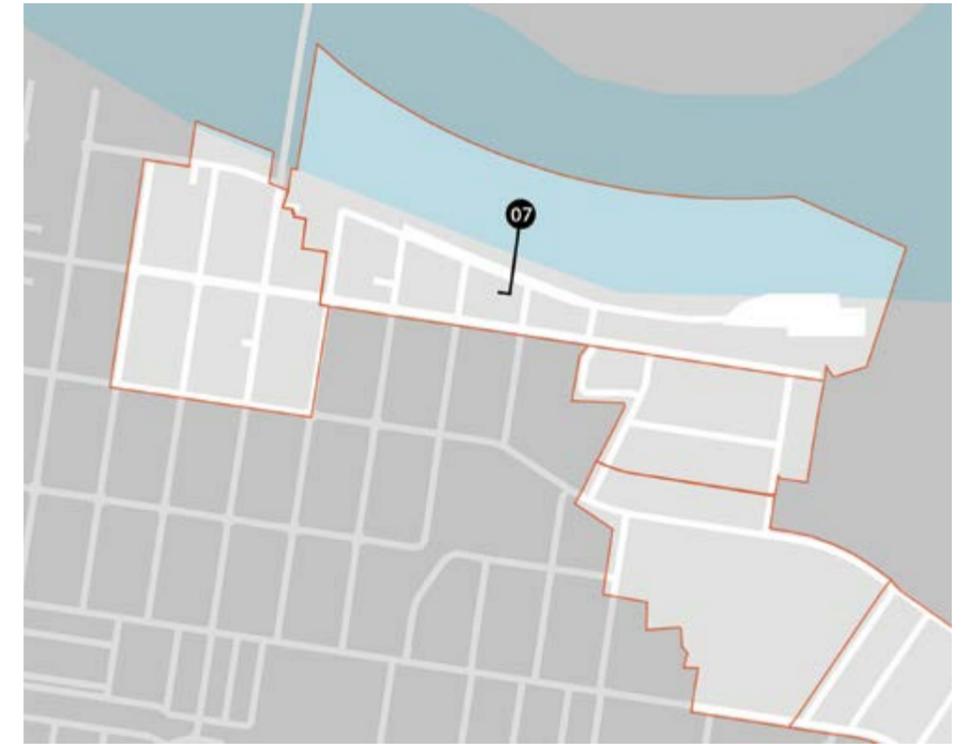
12	PLAY AREA
22	TERRACED VIEWING AREA
23	MULTIUSE COURTS
24	RESTORED WHARF
25	NEW PONTOON
26	BOAT RAMP PARKING
27	BOAT RAMP
28	BBQ PICNIC AREA
29	NEW PEDESTRIAN LINK
30	NEW PERPENDICULAR CAR PARKING



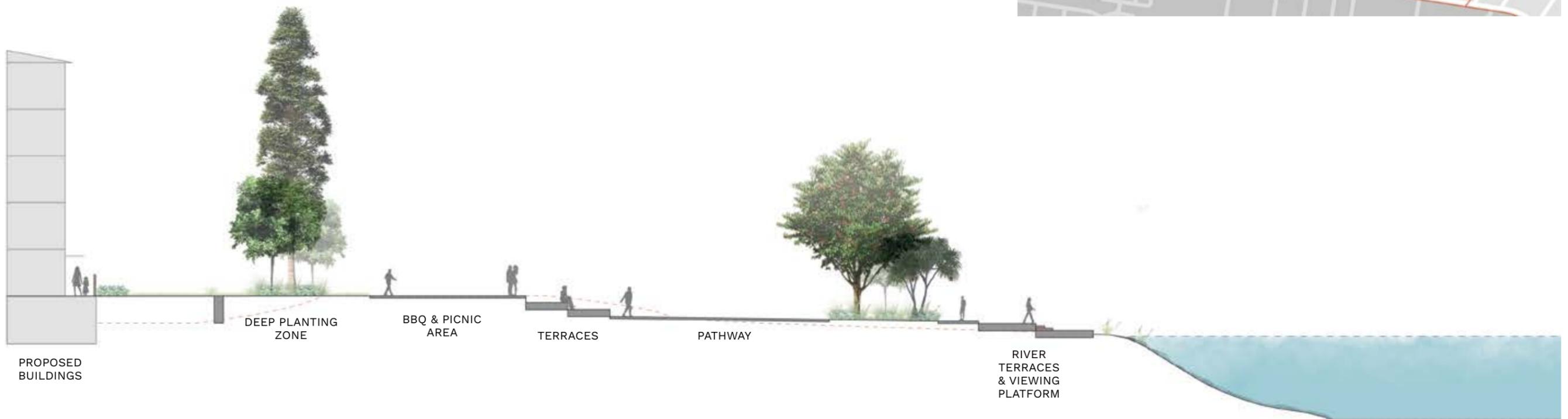
SECTION 6
THROUGH RIVER STREET (BETWEEN CARLYLE
AND TENNYSON STREET)



SECTION 7
THROUGH RIVER STREET (BETWEEN TENNYSON
AND LAWSON STREET)



SECTION 8
THROUGH VIEWING PLATFORM, NEAR BOAT RAMP





PRECINCT CHARACTER IMAGES





5.4 ENTERPRISE

The Enterprise precinct is intended to be developed as a knowledge and innovation hub. Pedestrian activation and movement is currently limited within this precinct of the city. From a public realm perspective, creating opportunities for strong external connections to adjacent precincts is vital. Well signed entries and generous pedestrian footpaths should be encouraged, whilst the views and vistas to Queens Park should be maximised.

5.4.1 INTENT

The Enterprise precinct will develop as the new knowledge and technology hub of the city. This precinct is characterised by a generous public realm with wide footpaths, street trees on Chain Street, and high levels of on street parking.

Gateway treatments at the northern and southern end of Chain Street highlight the changing nature of the precinct and reinforce the nature of the space. Chain Street links the Riverside precinct with Queens Park and forms a strong movement path particularly for pedestrian and cycle movement. Buildings maintain a closer relationship with Chain Street allowing for a range of smaller scale uses associated with the industrial use.

A modern industrial character contributes to a cohesive streetscape and precinct identity and maintains a human scale while promoting a mix of industry, manufacturing and technology uses.



5.4.2 SUB-STRATEGIES

STREETSCAPE

- » Soften the appearance of industrial buildings from the street frontage
- » Create entry statements at key locations to identify the precinct. This may include signage and mapping to identify key users/tenants
- » On street parking should be integrated into street tree planting and include adequate areas for set down and servicing
- » Maintain the view corridor from River Street via Chain Street south to Queens Park.

ACTIVE TRANSPORT

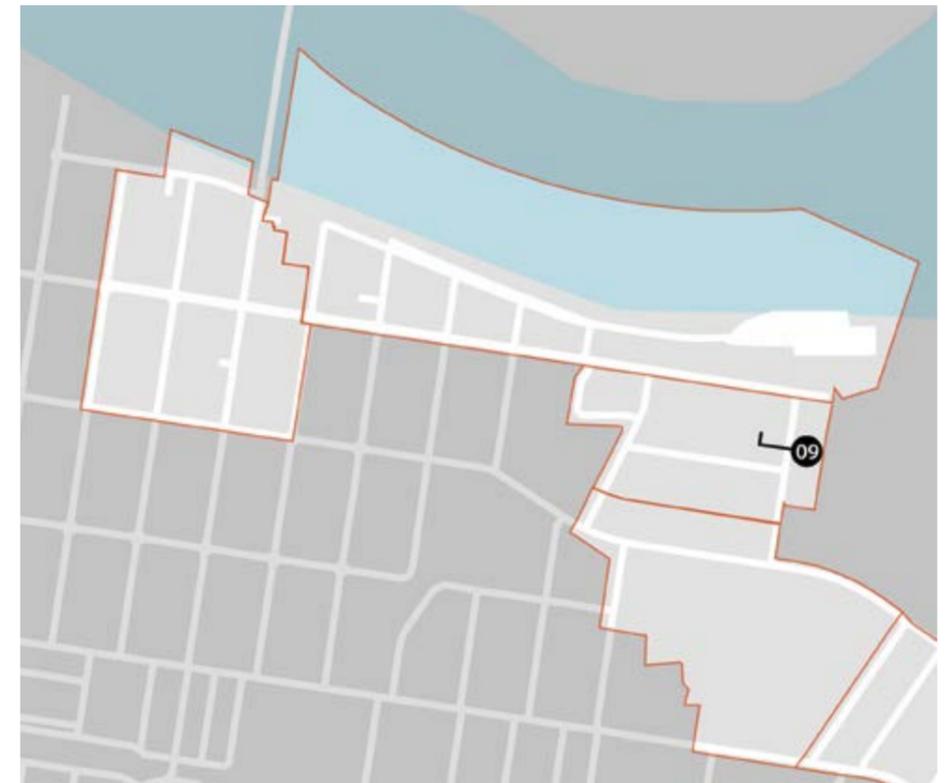
- » Create a direct connection from Bluewater Trail to Queens Park via Chain Street.

Legend

 BLUEWATER TRAIL	 NEW OR IMPROVED GREEN SPACE
 NEW RECREATION OPTIONS	 STREETScape IMPROVEMENTS
 PEDESTRIAN CROSSING	 IMPROVED AMENITIES
 INTERSECTION IMPROVEMENTS	 PATHWAYS AND ACTIVE MOVEMENT LINK
 CAR PARKING RECONFIGURATION	 BICYCLE INFRASTRUCTURE
 CROSS BLOCK CONNECTION	 OUTDOOR GYM EQUIPMENT
 FOOD BEVERAGE ACTIVATION	 EVENTS AND ACTIVITIES
 RETAIL ACTIVATION	 TOURISM AND MARKETING
 RESIDENTIAL GROWTH	 SIGNAGE / WAYFINDING
 GOVERNANCE AND COORDINATION	 COUNCIL ASSETS
 FURTHER STUDY DETAIL	 CIVIC & EDUCATION USES



SECTION 9
THROUGH CHAIN STREET





5.5 QUEENS PARK

Queens Park is a historic open space within Mackay, providing for both active and passive recreation pursuits. Queens Park plays a significant role in providing recreation and green space within the PDA. A master plan with detailed design has already been completed for this regional parkland, which will be incorporated into this master plan. Importantly, beyond the role of a regional park and greenspace, Queens Park also plays a broader axial role within the PDA, connecting the Mackay city centre and Riverside precincts to the Beachside precinct. Queens Park aligns with the Cross City Link along Park Street, and to the Mackay Showground along Alfred Street. This master plan will look to reinforce these axial relationships.

5.5.1 INTENT

Queens Park will be a modern interpretation of a traditional city park to meet the needs of a range of users and host a range of events. The park retains its function as both an active and passive piece of open space whilst enhancing the visitor experience through improved education and cultural functions.

The notion of a large civic and botanic park in this location extends as far back as 1887. This park will have an axial relationship through the PDA and the city by connecting the Mackay city centre and Riverside precincts to the Beachside precinct.

Upgrades to existing features such as the Orchid House, cricket ovals and arboretum mark the revitalisation of the space. Existing houses on the site have been demolished to create new connections and a grand entrance to East Gordon Street. This includes the provision of additional ways to access the site consistent with proposed active transport route initiatives and desire lines. A new playground, nature play area and dog park along with improved vehicle and pedestrian circulation will help to activate the space. An investigation area in the north east corner of the site is yet to be resolved.



5.5.2 SUB-STRATEGIES

ENTRIES

- » New entry esplanade to be created on the corner of Goldsmith and East Gordon Street
- » New entry statements are created at key entry points to Queens Park that complement the heritage elements of the park.
- » Existing Shakespeare Street entry to be formalised.
- » New entry statement to be created from Chain Street pedestrian/bikeway connection.

PLANTING

- » Additional planting is provided to enhance the park, help define spaces and reinforce key paths and entries.
- » Arbour structures are created over key paths and adjacent to key structures such as over the entry esplanade from Goldsmith Street.
- » The landscaping and deep planting of the park is encouraged to spill out into East Gordon Street, Goldsmith Street, Shakespeare Street and adjacent development.

PLAY

- » Retain and refurbish play areas such as the district adventure play space and the old playground located adjacent to the cricket ovals
- » Play opportunities are created amongst the mature trees east of the district playground.

WAYFINDING

- » Information signs are to include a site map of key locations and facilities information for the park to enable Cross City Link users and other visitors to navigate through the park.
- » Direction signs and markers are to be included at key path intersections
- » Interpretive signage is provided to highlight key park features such as heritage items, memorials, significant planting and trees.

PATHS

- » Cross City Link to be included in path details within the park design.
- » Enhance cross-park pedestrian/cycle links between East Gordon Street and Shakespeare Street.

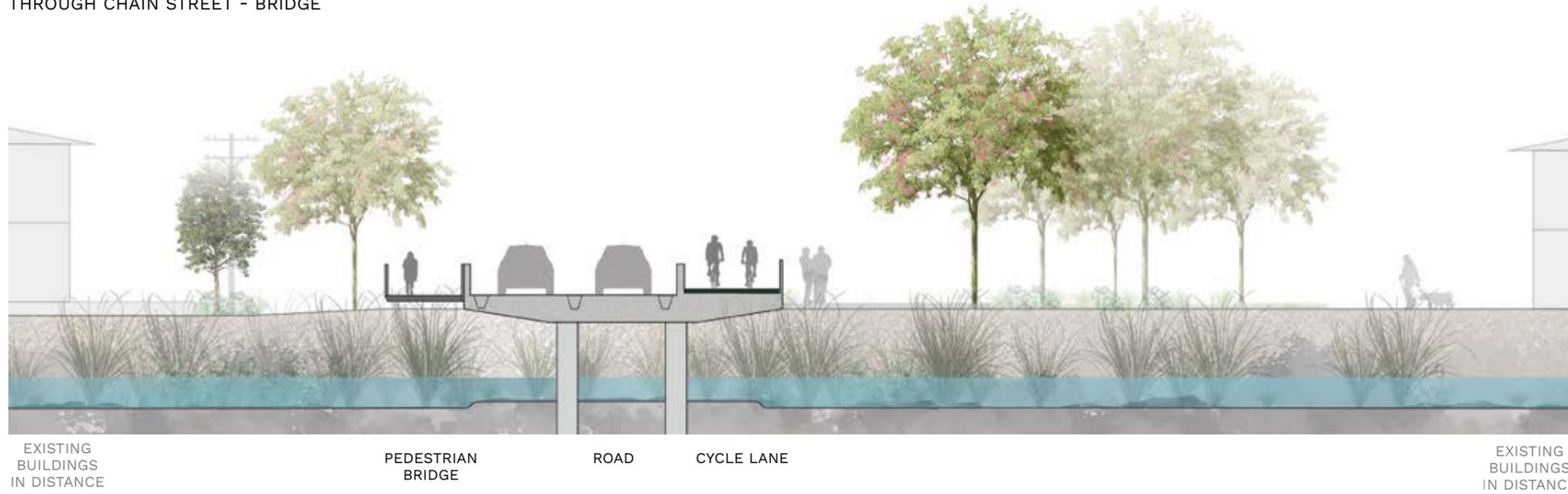
Legend

 BLUEWATER TRAIL	 NEW OR IMPROVED GREEN SPACE
 NEW RECREATION OPTIONS	 STREETScape IMPROVEMENTS
 PEDESTRIAN CROSSING	 IMPROVED AMENITIES
 INTERSECTION IMPROVEMENTS	 PATHWAYS AND ACTIVE MOVEMENT LINK
 CAR PARKING RECONFIGURATION	 BICYCLE INFRASTRUCTURE
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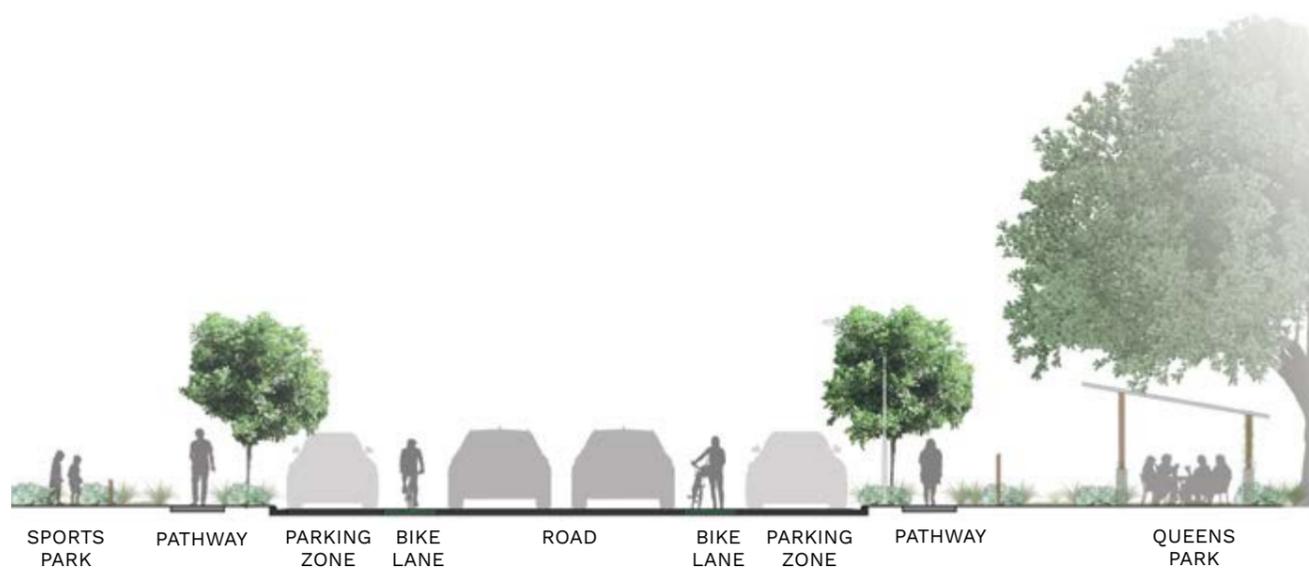
QUEENS PARK

SECTION 10
THROUGH CHAIN STREET - BRIDGE



EXISTING BUILDINGS IN DISTANCE PEDESTRIAN BRIDGE ROAD CYCLE LANE EXISTING BUILDINGS IN DISTANCE

SECTION 11
THROUGH SHAKESPEARE STREET



SPORTS PARK PATHWAY PARKING ZONE BIKE LANE ROAD BIKE LANE PARKING ZONE PATHWAY QUEENS PARK

SECTION 12
THROUGH EAST GORDON STREET



QUEENS PARK PATHWAY PARKING ZONE BIKE LANE ROAD ROAD BIKE LANE PARKING ZONE PATHWAY RESERVE



5.6 BEACHSIDE

Town Beach provides around 22,000 local residents located within the southern half of the city with direct access to the beach front. Opportunities exist for improving wayfinding, accessibility, and carparking to the beach. Town Beach is popular with locals for both active and passive recreation activities, including walking, fishing and kite boarding. The Bluewater Trail also traverses along this beach frontage with connections northeast (to the city) and southwest (to the Botanic Gardens).

Town Beach is a valuable area of open space for a range of both active and passive recreation. Iluka Park, located at the end of East Gordon Street, could be enhanced to a more prominent space for play, community and health in the PDA. The concept for the redevelopment of beachside is to create an active stretch of foreshore that is complementary to the proposed activity node at the end of Shakespeare Street.

South of Iluka Park, around Mulherin Street boasts uninterrupted views of the water framed by coastal vegetation. This presents opportunities for picnic areas, viewing platforms and other activities that capitalise on the expansive scenic views. This master plan will explore additional public realm opportunities for local road connections, landscaping, and active transport connections along the 'missing link' of Binnington Esplanade and especially the continuation of the Bluewater Trail along this edge.

5.6.1 INTENT

The Beachside precinct will provide an enhanced waterfront edge to the city, which boasts expansive ocean views and generous open spaces. A re-imagined Binnington Esplanade will link the beachfront from East Gordon Street to Kippen Street acting as a low speed, high amenity esplanade that is characterised by its coastal vegetation, narrow carriageway and gentle grades. The existing trees within the road reserve are retained where possible to assist in maintaining the beachside look and feel of the location.

A new activity node is formed at the end of Shakespeare Street, providing a strong community focus for the city and the region. Iluka Park, which is framed by dunal vegetation to the east, will form a new active recreation node. This space will contain a new public plaza including a range of recreation facilities and community amenities, which will create a city-wide attractor and help support the vitality of this emerging node.

South of Iluka Park will create opportunities for passive recreation uses that capitalise on the expansive ocean views. Additional beach access is created along the length of the new esplanade to enable beach users to interact with the extensive shoreline. A small active node of recreation facilities, picnic shelters and BBQ's are located at the end of Evan Street which makes use of the coastal setting and views. Beachside carparking has additional capacity during normal operations but can also be closed, to create additional space for events. Beachside precinct capitalises on its coastal location to deliver higher density residential forms and an attractive coastal esplanade. This will be one of Mackay's premier beachside locations with outstanding access to active recreation, local shops and services.

An extension to Binnington Esplanade is created to complete the 'missing link' between Evan Street and Kippen Street. This link is to include an extension to the Bluewater Trail as well as a range of public realm improvements such as picnic shelters, BBQ's, lookouts and small playgrounds.



5.6.2 SUB-STRATEGIES

COASTAL ESPLANADE AND HUB

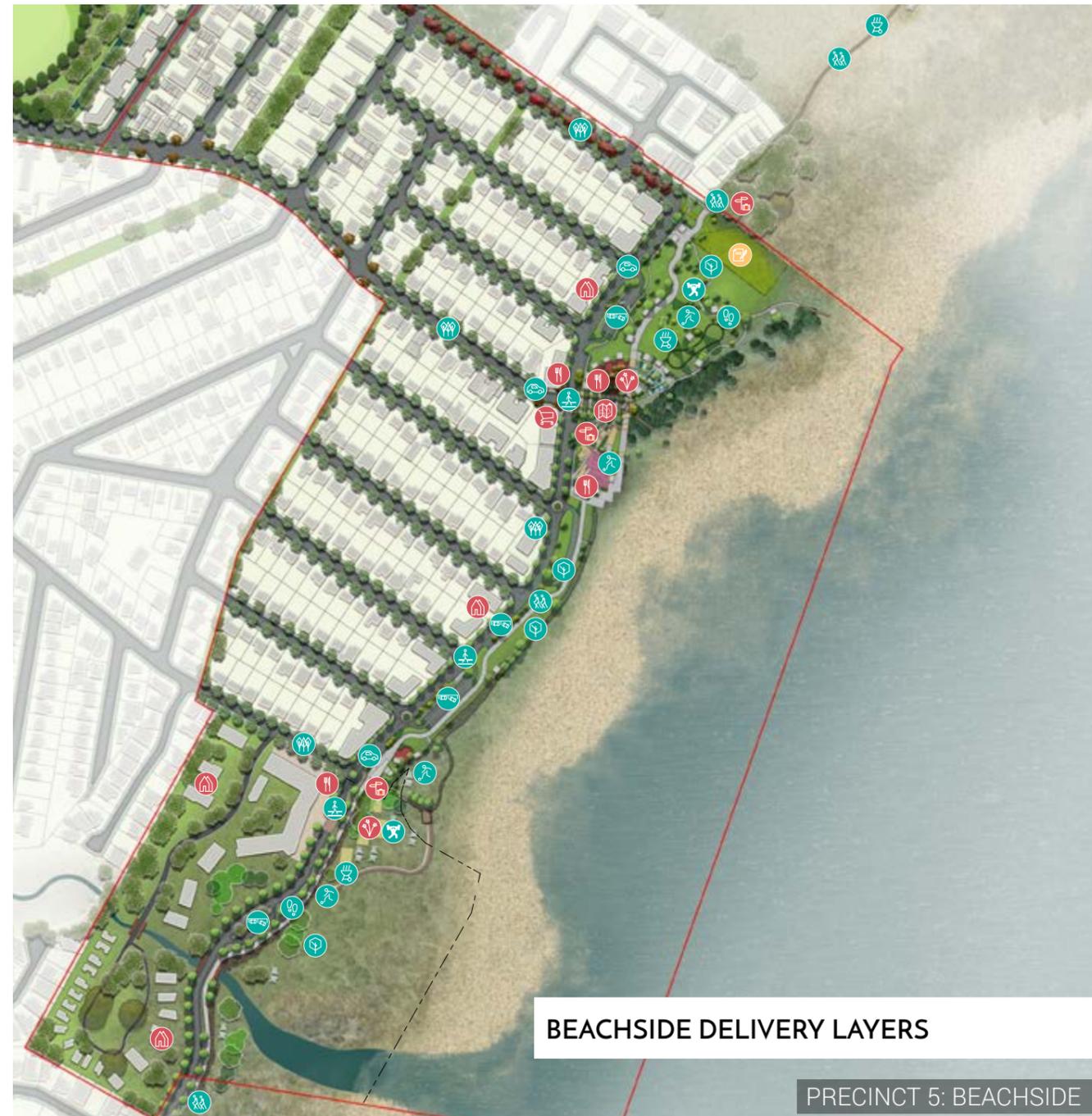
- » A new play park containing items such as youth plaza, parkour course, water play area, adventure playground is created at the end of Shakespeare Street.
- » Redefine the role function and look of Binnington Esplanade as a high amenity low speed street. This will include a connection of the Bluewater Trail.
- » An extension to Binnington Esplanade will include an extension to the Bluewater Trail and include stormwater backflow devices

BEACH ACCESS

- » Formalise beach access at regular points along the beach

RESIDENTIAL STREETS

- » Major connecting streets such as Binnington Esplanade, Shakespeare Street, Evan Street and East Gordon Street are used as stronger wayfinding streets with their own distinct street tree treatment and street cross-sections. These connections include on street cycle paths
- » Secondary streets retain a low density residential character.



Legend

- | | | | |
|--|-----------------------------|--|-----------------------------------|
| | BLUEWATER TRAIL | | NEW OR IMPROVED GREEN SPACE |
| | NEW RECREATION OPTIONS | | STREETScape IMPROVEMENTS |
| | PEDESTRIAN CROSSING | | IMPROVED AMENITIES |
| | INTERSECTION IMPROVEMENTS | | PATHWAYS AND ACTIVE MOVEMENT LINK |
| | CAR PARKING RECONFIGURATION | | BICYCLE INFRASTRUCTURE |
| | CROSS BLOCK CONNECTION | | OUTDOOR GYM EQUIPMENT |
| | FOOD BEVERAGE ACTIVATION | | EVENTS AND ACTIVITIES |
| | RETAIL ACTIVATION | | TOURISM AND MARKETING |
| | RESIDENTIAL GROWTH | | SIGNAGE / WAYFINDING |
| | GOVERNANCE AND COORDINATION | | COUNCIL ASSETS |
| | FURTHER STUDY DETAIL | | CIVIC & EDUCATION USES |

5.6.3 KEY LOCATIONS & CATALYST SITES

BEACHSIDE PLAY HUB

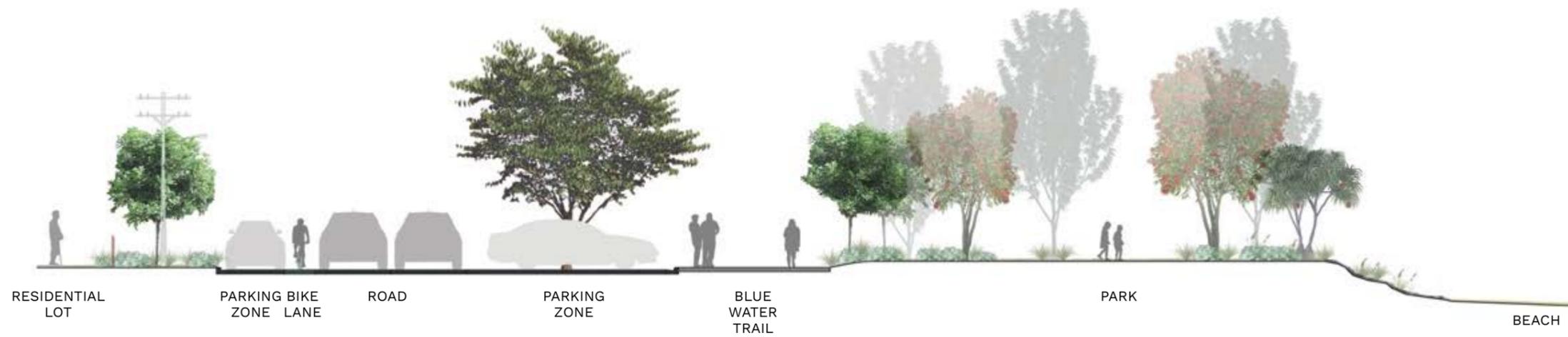


7	PLAZA
8	SIGNALISE PEDESTRIAN CROSSING
12	PLAY AREA
23	MULTIUSE COURTS
30	NEW PERPENDICULAR CAR PARKING
31	WATER PLAY
32	NEW ACTIVITY NODE
33	PARKOUR

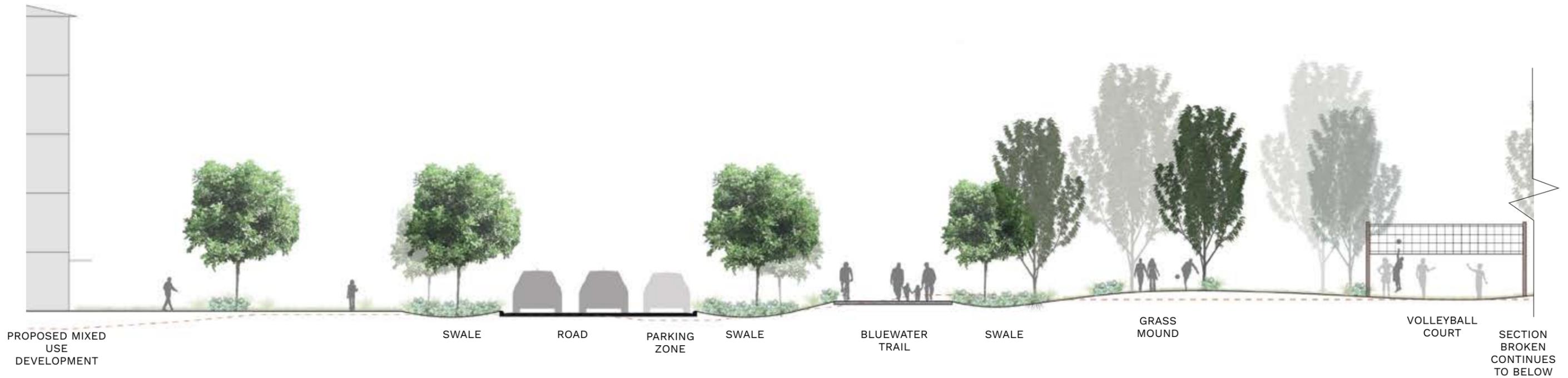
THE MISSING LINK



SECTION 13
THROUGH BINNINGTON ESPLANADE



SECTION 14
THROUGH PROPOSED MIXED USE
DEVELOPMENT TO BEACH



SECTION 14 CONTINUED



SECTION BROKEN
CONTINUES FROM
ABOVE

TERRACED SEATING

BEACH







6.0

IMPLEMENTATION AND DELIVERY



6.1 OVERVIEW

The implementation of the strategies and elements discussed in this document will not be achieved by Council alone and their timely delivery will be influenced by a number of factors including financing sources, development pressure, governance and the like. Strategic partnerships with a range of community groups, developers and other organisations as well as State and Federal governments will need to be developed in order to achieve many of the outcomes identified for the public realm within the Mackay Waterfront. This includes seeking further funding and partnerships for a range of catalyst sites and projects. In considering the projects and their relative priority, additional weighting should be given to projects that achieve multiple outcomes from a Council policy, the PDA and community objectives.

6.1.1 STAGING

Staging is dependent upon a number of factors. The PDA looks at creating significant uplift across the entire area and not all areas will see redevelopment at the same time. In this regard, timing is critical to either reinforce existing development fronts or to create development fronts in other locations by investing significantly in public realm projects.

Where there is currently opportunity in parts of the Mackay Waterfront to develop, public investment matched with private investment allows for delivery to be shared. It allows Council to generate better value for money through these partnerships allowing for greater coverage of public realm redevelopment. Investing in existing areas brings potential for partnerships where Council matches private investment through contributions in terms of monetary contributions or physical works (or both) with public investment. Investing in existing areas brings potential for partnerships where Council facilitates private investment through public realm investment.

Council has made significant investment in public realm improvements around the Bluewater Quay area. It would be ideal if further investment in the public realm could build on from this creating a consistent unified space.

There is existing development activity in this location so investing in public realm along this front makes good economic and public policy sense. This master plan proposes a number of initiatives and ideas for works and activities.

6.1.2 CATALYST SITES AND PROJECTS

The master plan identifies a number of key sites and projects, which are major city building proposals that have the ability to be significant attractors in their own right, attracting visitors both locally and regionally.

These projects can be undertaken as standalone projects independent of development activity given their ability to be attractors in themselves. These projects are also well resolved in the design detail. In this regard these projects may be suitable for attracting independent funding sources such as grants, regional funding agreements, etc.

This does not detract from their ability to be catalyst projects to attract further development investment around these projects. It simply allows them to be created independent of development pressure given their city wide and regional significance.

6.1.3 TESTING IDEAS

The creation of public realm improvements will create extensive period of construction. River Street presents as an opportunity as a “Living

Lab” – to experiment, prototype and test the ultimate future configuration of elements and ideas. This can be done in an iterative way using technology to enable monitoring and measurement of street performance – occupation, foot traffic, and the like. By testing and trialing different configurations (differing footpath widths, street furniture and treatments for example) over a period of time, and with performance analysis, Council will be able to construct the ultimate product with confidence that it has been ‘future tested’. This gives Council solid empirical data from which to make evidenced based decisions on public realm ideas and elements before committing to a particular direction.

The lighter quicker cheaper approach in this regard would include the use of movable bollards/ barriers, creation of temporary park/landscape structures and the narrowing of road movement lanes to test the performance, use and outcomes of different aspects of the ultimate development.

Beyond just a trial and prototyping opportunity, the ‘Living Lab’ concept would allow the Mackay Waterfront to be a place for Council (potentially in partnership with universities and other partners) to trial emerging technology, equipment or innovations in the ‘smart city’ arena. This could be IoT sensor networks measuring and reporting upon a variety of environmental factors, or trialing new smart street furniture and civic infrastructure items such as public Wi-Fi, smart poles and emerging 5G/small cell phone infrastructure requirements.

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