Geraldton City Centre Master Plan

Part One - Master Plan Report May 2018

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Table 1. Edition Details

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Document Register			
Version	Date	Amendments	Prepared By
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GERALDTON
TAKE A FRESH LOOK

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contents

1.0 part one - master plan report

part one

1.0 Concept Master Plan

The complete Geraldton City Centre Master Plan includes:

- **Part One:** The Master Plan;
- **Part Two:** Public Realm Materials Palette; and,
- **Part Three:** Lester Avenue, Chapman Road and Cathedral Avenue 15% Design.

executive summary

This Master Plan has been prepared as a continuation of the revitalisation process for the Geraldton city centre. The City of Greater Geraldton Revitalisation Plan was adopted by Council in August 2017 as local planning policy. The Master Plan will enable the City of Greater Geraldton (CoGG) to achieve the vision identified in the City of Greater Geraldton Community Plan which includes:

- Create a prosperous, diverse, vibrant and sustainable community;
- Revitalise the city centre through economic, social and cultural vibrancy; and
- Create a 'community heart' that is connected, accessible, vibrant and resilient.

The project team in collaboration with the CoGG and key stakeholders has developed a Master Plan that will provide:

1. Significantly improved overall tree canopy cover within the city centre area, creating a more shaded, comfortable pedestrian environment;
2. Improved Streetscapes that maintain vehicular access and movement into and through the city centre, whilst creating more equitable networks for cyclists and pedestrians;
3. A stronger arrival sequence for those entering the city centre along Cathedral Avenue through reinforcing existing Norfolk Island Pine plantings;
4. The realignment of the intersections of Cathedral Avenue and Chapman Road, creating a 'Gateway' into the city centre and allowing opportunities for new landmark built form developments and new pedestrian spaces;
5. A new shared space on the north east end of Cathedral Avenue between Marine Terrace and Foreshore Drive. This new precinct -'The Heart'- will be a low speed environment for vehicles, creating a vibrant 'people-first' space encouraging a much stronger connection between the ocean and the city centre;
6. A new pedestrian link via the transformed 'Rocks' building which provides another connection between Marine Terrace and Foreshore Drive. This space will be an energetic, shaded precinct that links Post Office Lane to Clock Tower Square through to the re-purposed Rocks Building, terminating with a new residential development on an under-utilised car park on Foreshore Drive;
7. A more welcoming, defined entry 'Port Arrival' precinct at the intersection of Marine Terrace and Lester Avenue; and,
8. A strategic implementation plan is also included along with order of magnitude Opinion of Probable Costs.

The implementation of this Master Plan will greatly improve the connections between the city centre and Champion Bay, which sets Geraldton apart as a unique city in WA, with unrivaled natural and heritage assets. It is envisaged that the investment in realising this Master Plan will be returned many times over in private investment in the surrounding city centre, thereby helping to secure the economic prosperity of this unique city.

image 1.1: Freemasons Hotel

1.1 project origin

As Western Australia's third biggest city, Geraldton has significant natural and built assets. In diversifying the economy, the city needs a strong, vibrant city centre. Whilst there are 'bright spots' within the CBD with great architecture and retailers, there are increasing vacancies in tenancies and realisation that to get wallets past doors, the city centre needs to be a more people focussed precinct. Geraldton's city centre is unique in WA, being directly adjacent to the foreshore, which has been substantially transformed over the previous decade into a much loved community asset. There are immense opportunities to link the foreshore to the city centre and create a vibrant city centre precinct.

fig 1. Spatial interpretation of the Geraldton City Centre Revitalisation Plan

N

Not to Scale

1.2 study area

Geraldton is a major regional town with a population of approximately 37,500 located 400 kilometres north of Perth in Western Australia.

The study site is located within the Central Business District and is illustrated on the figure opposite. The area is generally bounded by Foreshore Drive to the North-West, Forrest Street to the North-East, Maitland, Sandford and Augustus Streets to the South East and Francis Street to the South-West.

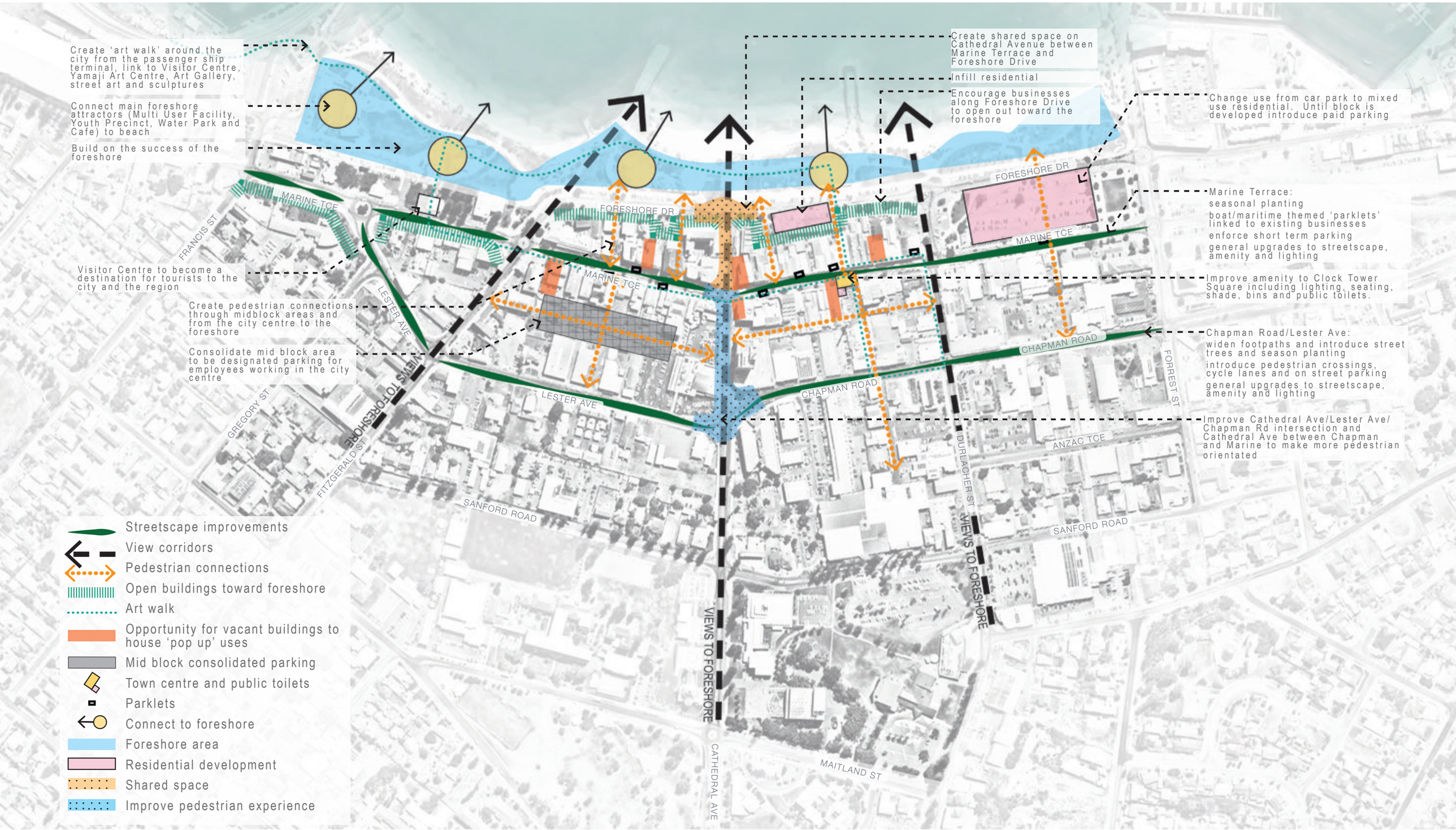

fig 2. Spatial interpretation of the Geraldton City Centre Revitalisation Plan

1.3 geraldton city centre revitalisation plan

The Geraldton City Centre Revitalisation Plan was prepared in April 2017 by TPG and Place Match with input and funding by Royalties for Regions, Mid West Development Commission and the City of Greater Geraldton. It provides a guide for future development and revitalisation for the city centre. The following actions have been identified from the Revitalisation Plan as spatial outcomes that can be addressed as part of the Master Plan.

1.4.1 Parklets

Establish in front of existing businesses to take advantage of outdoor space and activate the street.

1.4.2 Public Art

Enliven the sides of buildings and other unused spaces with public murals and installations.

1.4.3 Shade

Introduce shade through verandas, canopies and awnings along key pedestrian connections. This Master Plan places more of a focus on tree planting than structures.

1.4.4 Enhance Clock Tower Square

Provide a gathering space in the heart of the mall. The Master Plan connects the Square through The Rocks and Laneway link.

1.4.5 Streetscape improvements

Reduce clutter and signage and upgrade street furniture.

1.4.6 Port Connection

Connect the City Centre to the Cruise Ship Dock.

1.4.7 Maritime history

Establish a Maritime theme as part of Geraldton's identity.

1.4.8 Tree Canopy

Improve upon existing street trees.

1.4.8 Planting

Increase planting to medians.

1.4.9 Development

Identify opportunities for residential development.

Image: Geraldton City Centre Revitalisation Plan, 2017

fig 3. Master Plan 1:4000 @A3

1.4 master plan

key

1. the entry
2. the gateway
3. the heart
4. the port arrival
5. the rocks and laneway link
6. proposed development sites and potential for hotel development on Lot 601

legend

- extent of works
- feature paving
- timber deck
- the laneway link
- trees
- shade shelter
- maritime themed sculptures

fig 4. master plan design principles

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1:4000@ A3

1.5 design principles

The following design principles have been applied to the Master Plan. Taking into account the scale of the city centre fig. 3 shows the focus areas of these principles.

1.5.1 streetscape

1. Improve conditions for pedestrians;
2. Encourage the city centre as a destination, not just an area to pass through;
3. Increase tree canopy;
4. Reduce traffic speeds;
5. Maintain much of the on-street parking;
6. Improve cycling conditions and infrastructure; and,
7. Cathedral Avenue as the major spine of the city centre - connecting vehicles, cyclists and pedestrian visually and physically through to the foreshore.

1.5.2 intersections

1. Realign kerbs to tighten turning circles in order to slow traffic and reduce crossing distances for pedestrians.

1.5.3 tree planting to car parks

1. Tree planting to major car parks provide opportunity to significantly increase the canopy cover across the Geraldton City Centre. Refer to the greening strategy for more detail.

1.5.4 future development sites

1. Introduction of more residential landuse in the city centre;
2. Opportunity for medium to high density living with mixed use to ground levels;and,
3. Buildings to engage with street and open towards the foreshore where possible.

1.5.5 foreshore connections

1. Improve physical and visual connection from the city centre to the foreshore.

EXISTING CANOPY - 7.6%

A

STAGE 1 CANOPY - 13%

Tree planting to streets and major car parks, as part of master plan scope

A+B

B

STAGE 2 CANOPY - 20%

Tree planting to streets & mid-block car parks

A+B+C

C

fig 5. greening strategy staging

1.6 greening strategy

Current canopy cover within the city centre of Geraldton is 7.6%, with many streets completely devoid of street trees. Car parks are also lacking in trees or could have much denser planting. Trees not only shade and cool the city centre mitigating urban heat island effect, but provide some protection form Geraldton's strong winds, creating more people friendly street and spaces.

Stage one (Fig. B) proposes to increase canopy cover to 13%. This is based on street tree planting to the focus areas of Cathedral Ave, Chapman Road, Lester Ave, several major car parks and Lot 601 as a tree farm for future street trees, until such time as it is developed. Both public and private car parks provide opportunity for tree planting to occur and have a significant visual and environmental impact. Geraldton Regional Library (parking station No.2), Geraldton Resource Centre, Geraldton Council (parking station No.5) are sites where The City can retro-fit tree pits and implement planting. Woolworths and IGA shopping centre car parks, the Durlacher St/Anzac Tce parking station No.3

Stage two (Fig.C) aims to reach a canopy cover of 20%. This is based on optimum tree planting opportunities for the city centre with infill street tree planting and trees to mid-block car parks. Much of the mid-block car parking is privately owned therefore the City will need to develop guidelines and provide incentives to encourage businesses and landowners to take back responsibility for tree planting and beautification.

By way of comparison, Perth local government areas of Subiaco, Perth, Nedlands and Mosman Park have 20-29.9% urban tree canopy cover, Bayswater, Victoria Park, Melville, Fremantle and East Fremantle have a coverage of 10-19.9% and Belmont a coverage between 0-9.9%. (*Where are all the Trees? 202020 Vision Report 2014*).

Maximise trees

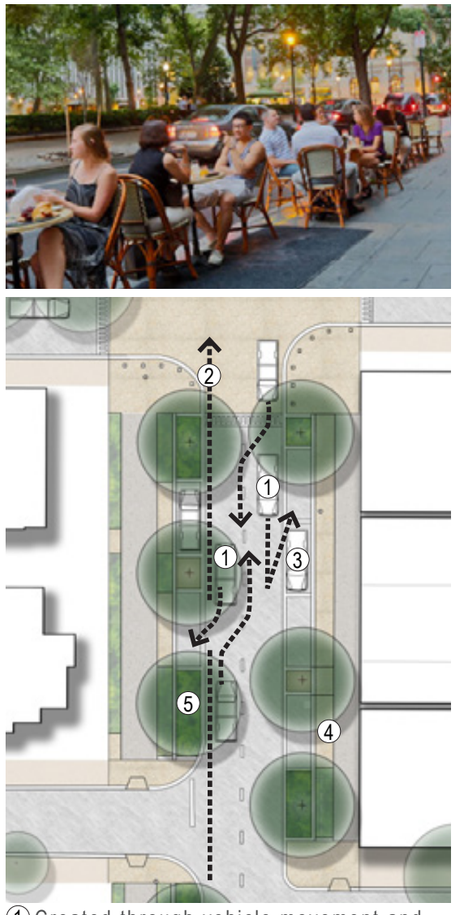
① Plant as many trees as possible.

Real world condition (services etc) will be the limiting factor.

Consider sacrificing some car bays in order to create room for trees (1 bay = 3 trees).

Sink power to create room.

Create Friction



① Created through vehicle movement and start /stop.

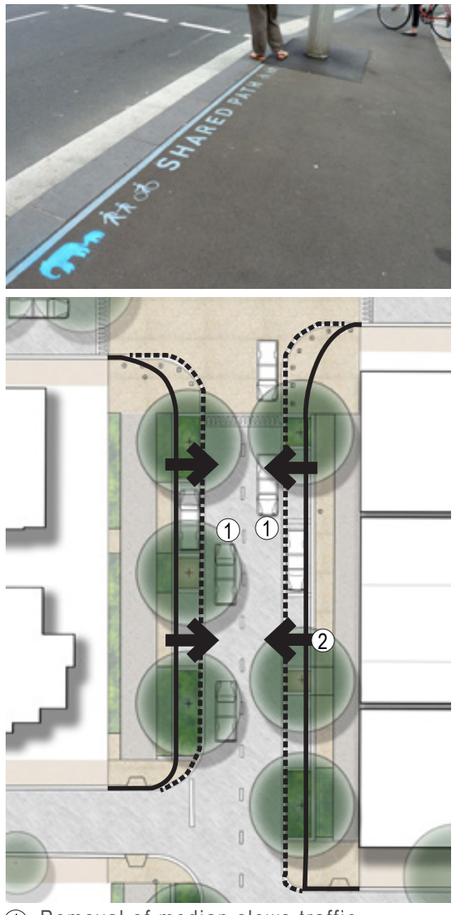
② Shared road space for bicycles

③ On-street parking.

④ Activation to kerb edge.

⑤ Planting / trees.

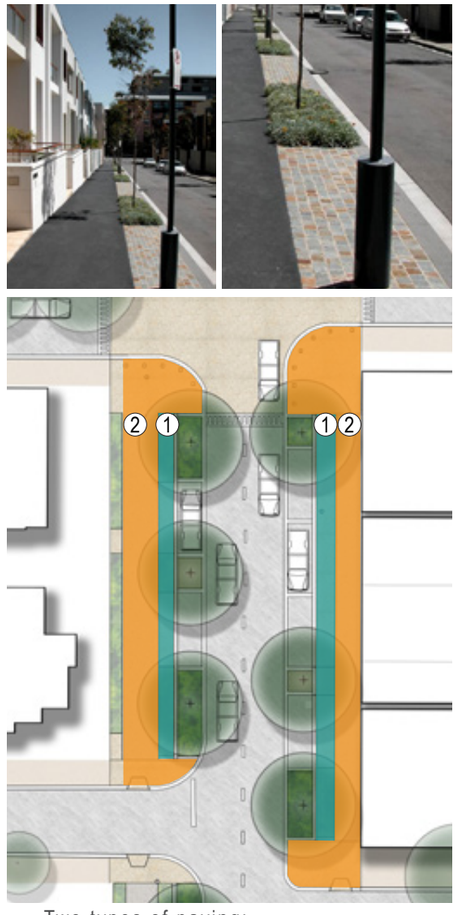
Reduce lane widths



① Removal of median slows traffic.

② Push kerb alignment toward centre of road to increase path width and create space for street trees.

Simplify paving

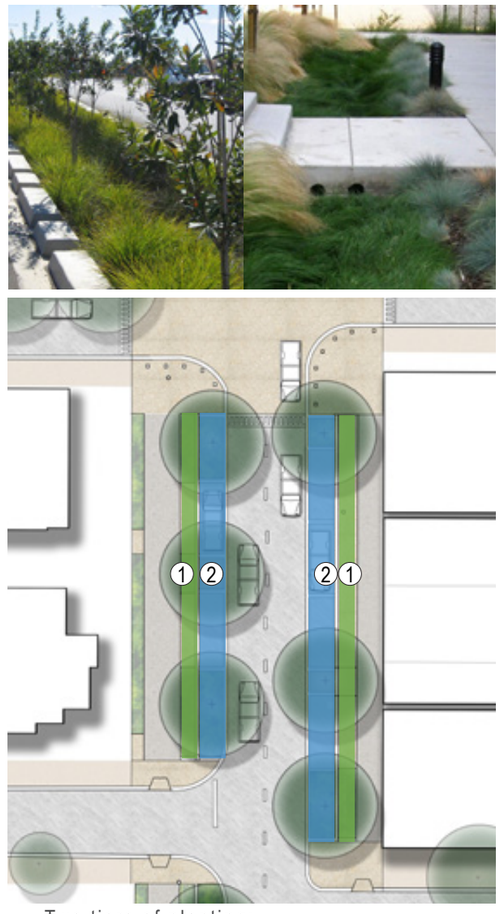


Two types of paving:

① Verge zone: Verge zone is a continuous strip where planting / paving / lighting / seating / signs etc are located.

② Main path: Main path is low maintenance surface.

Structure planting



Two tiers of planting:

① Verge garden: Can be privately maintained / planted. Occurs in the ‘verge strip’.

② Rain garden: Occurs on the road space and helps with run-off / drainage.

fig 6. streetscape principles

1.7 streetscape principles

These principles are applied throughout the city centre and can be adapted to different street conditions.

1.7.1 maximise trees

Street tree planting is a major element in the greening strategy. At street level trees provide a more pleasant experience for pedestrians through the provision of shade and wind protection, as well as creating an 'edge effect' for motorists. A driver's perception of a lane width is diminished due to the visual barrier of trees, resulting in lower speeds. Street tree planting is a proven technique for reducing traffic speeds without the need for hard infrastructure such as speed bumps and rumble strips.

1.7.2 create friction

Creating friction reduces the dominance of cars within the streetscape. Retention of on-street parking necessitates regular stopping and starting of cars, planting of trees and activation to the kerb edge through al fresco dining or other businesses using footpaths creates visual barriers that slow motorists.

These slower speeds encourage more cyclists to use the road rather than the footpath which in turn slows traffic further. An on-road cycle lane is not recommended in areas where there is on street parallel parking due to the increased risk of cyclists being hit by opening car doors.

1.7.3 reduce lane widths

Reducing lane widths and reassigning this space to the footpath will reduce traffic speed. The redistributed width also allows for generous footpaths, tree planting and garden beds, including rain gardens to capture road run-off, and on street parking. In particular, Lester Avenue and the northern section of Chapman Road are suitable for lane narrowing with little loss to existing on street parking. Lane narrowing and realignment of turns is also applicable to some intersections within the city centre in order to slow traffic and made crossing for pedestrians safer and easier.

1.7.4 simplify paving

Two types of paving are proposed, one type for the main path, and one for the verge zone. The verge zone acts as a designated area for any furniture or services to be located, such as lighting. The verge zone may also have a soft finish in the form of turf or garden bed, depending on location, for instance the further away from the city centre the more opportunity for planting. (Refer also to Part 2. Public Realm Material Palette for materials and finishes recommendations.)

1.7.5 structure planting

Planting to medians and suitable garden beds along the street are expected to have flush kerbs in order to capture road runoff. A specific planting palette has been developed with species appropriate to deal with high nutrient intake to treat stormwater runoff prior to infiltration. Other garden beds are to be planted with low growing species in order to maintain sightlines, and be suitable for the coastal conditions as well as provide visual interest. (Refer to Part 2. Public Realm Material Palette for species recommendations.)

fig 6. master plan areas

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1.8 areas

The five areas identified provide opportunities to create special spaces with a specific character within the Geraldton City Centre. The following key opportunities were identified during the design and review process:

the entry

1. The start of the approach to the city centre;
2. Continue and infill the norfolk island pine tree avenue;
3. Create strong visual connection to foreshore;
4. Introduce cycle path; and,
5. Improve footpaths.

the gateway

1. Reduce the dominance of cars at the Lester Ave/Chapman Rd/Cathedral Ave intersections; and,
2. Potential for development of lot 145 and lot 36 allowing for new plaza/ piazza area.

the heart

1. Connect the city centre to the foreshore;
2. Reduce dominance of cars in the space;
3. Maintain access to the Ocean Centre Hotel; and,
4. Encourage businesses to open towards the street and the foreshore.

the port arrival

1. Provide a welcoming space for passengers from the cruise terminal;
2. Connect to the foreshore and the city centre;
3. Reduce the dominance of cars in the space; and,
4. Draw pedestrians towards the Visitor Centre.

the rocks and laneway link

1. Create a new use for the recently acquired Rocks building;
2. Create an art trail from the foreshore to the art gallery;
3. Better connect Clock Tower Square;
4. Improve conditions along Post Office Lane; and,
5. Create a strong pedestrian connection through the city centre to the foreshore.

section AA 1:250 @A3

norfolk island pine avenue, Warrnambool *source: AusTouring.com*

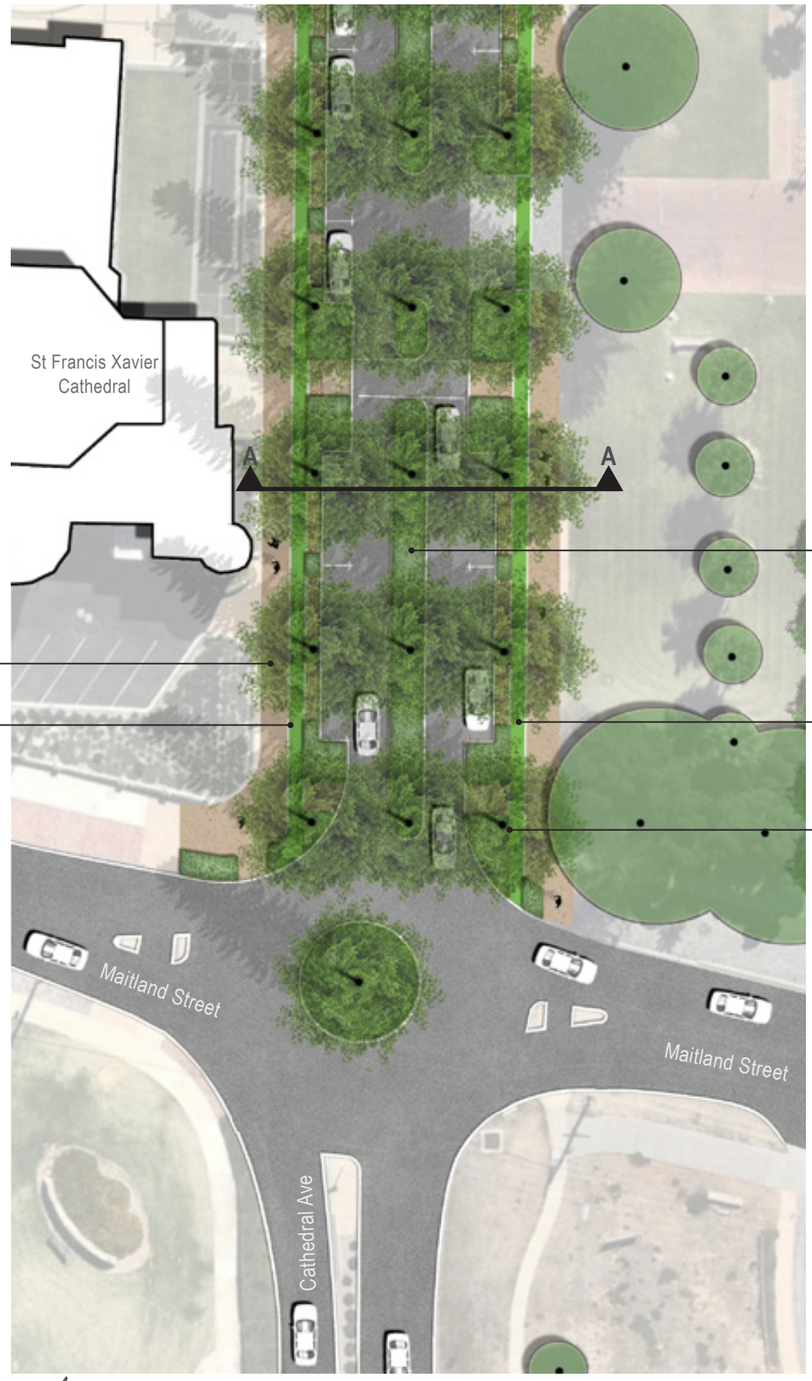
separated cycle lane, Arkansas *source: ruraldesignguide.com*

1.9 the entry

The Gateway signals the arrival to Geraldton city centre. The avenue of norfolk island pine trees begin, continuing down Cathedral Avenue and establishing a strong visual connection to the foreshore.

The Geraldton 2050 Cycling Strategy identifies Cathedral Ave as a strategic route, providing users with access to the city centre from greater Geraldton city. Single direction cycle paths are proposed to both sides of the road, fully separated from the road and on-street parking by the verge zone of planting and paving. The presence of parallel parking in the street necessitates a separated cycle lane for cyclist's safety.

The cycle path ends at Lester Ave and Chapman Rd, meeting the road where traffic conditions are slowed enough to allow for safe cycling.



footpath

single direction cycle path alongside footpath. Separated from road and parking by verge zone

tree and low shrub planting to median

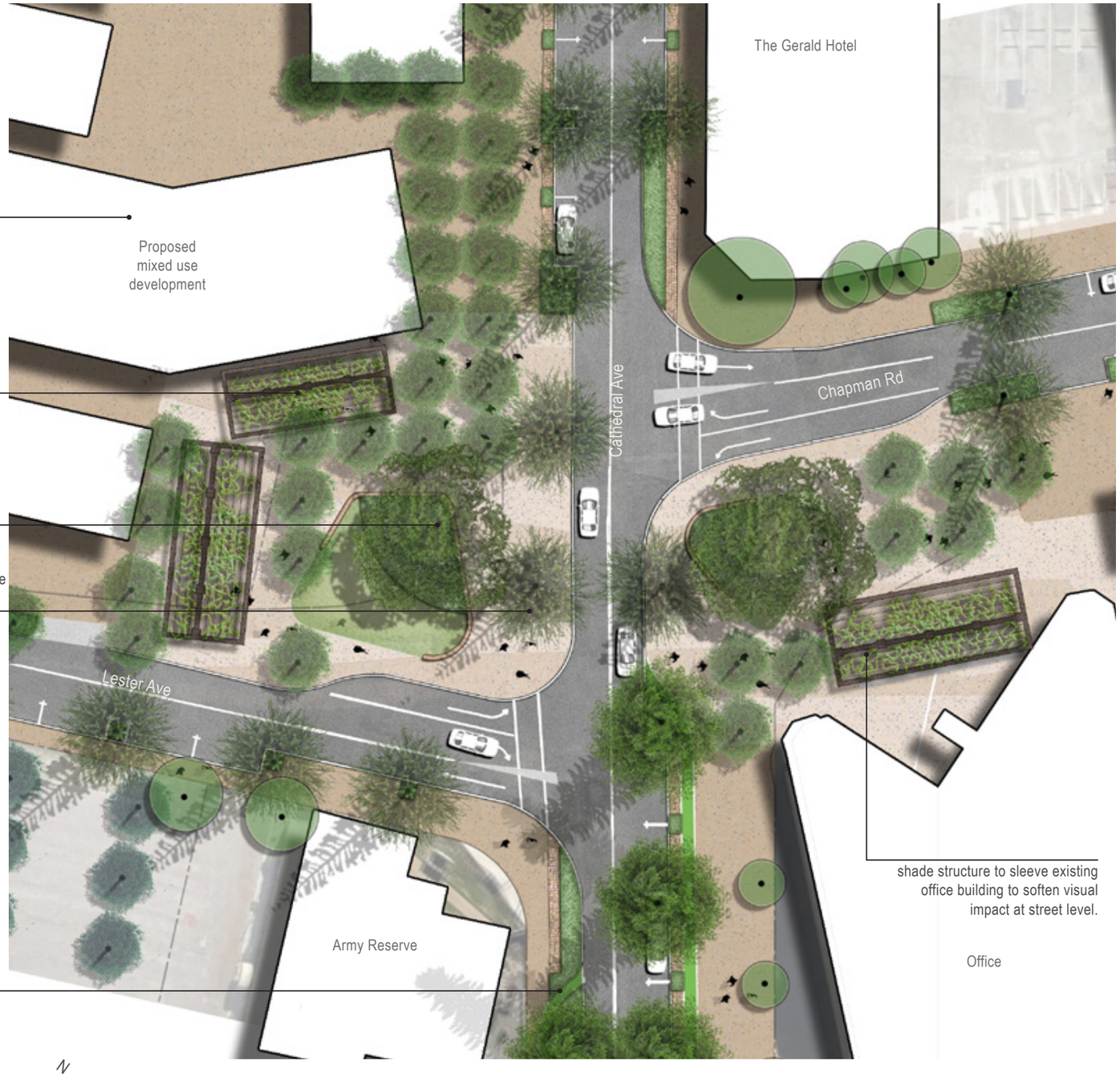
single direction cycle path alongside footpath. Separated from road and parking by verge zone

norfolk island pine trees planted to median and both sides of road

‘The Gateway’ cnr Lester Ave and Cathedral Ave looking north
across Cathedral Ave toward Chapman Rd and The Gerald Hotel.

1.10 the gateway

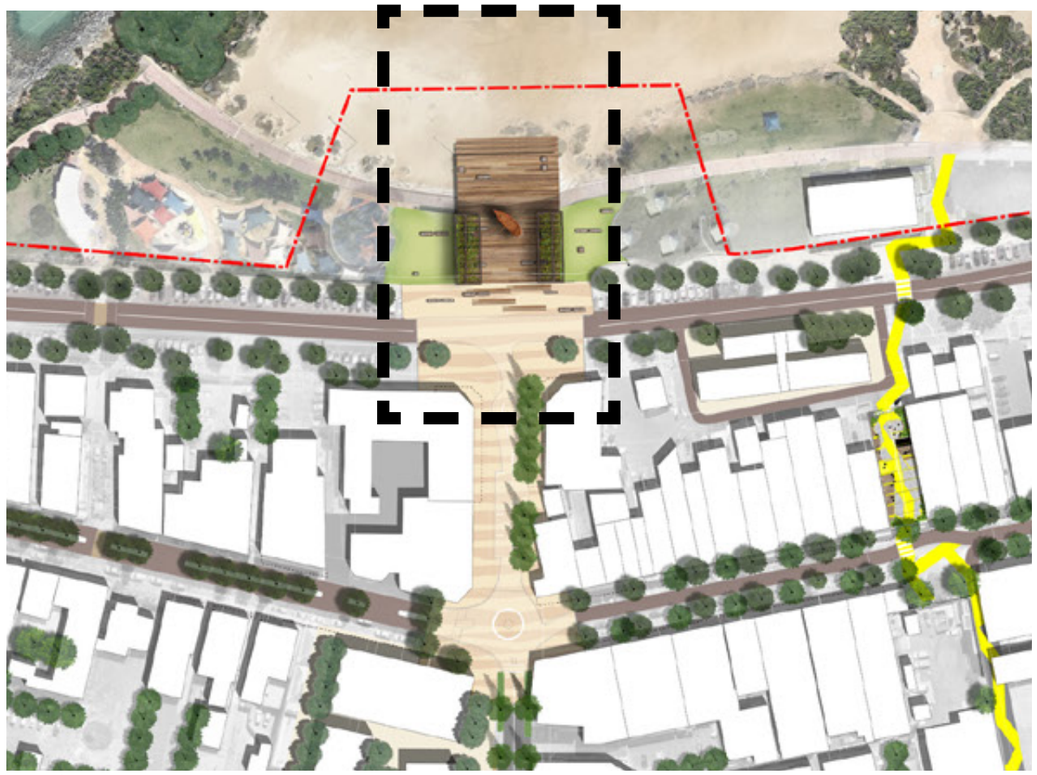
At the major intersection of Chapman Road and Lester Avenue, the gateway converts a car dominated space into one for pedestrians. The reconfiguration of the intersection has broken the cross roads into two T-junctions to slow traffic and allows for new plaza space of high quality paving, shade shelters, seating and trees providing a flexible, open space in the middle of the city centre of Geraldton.



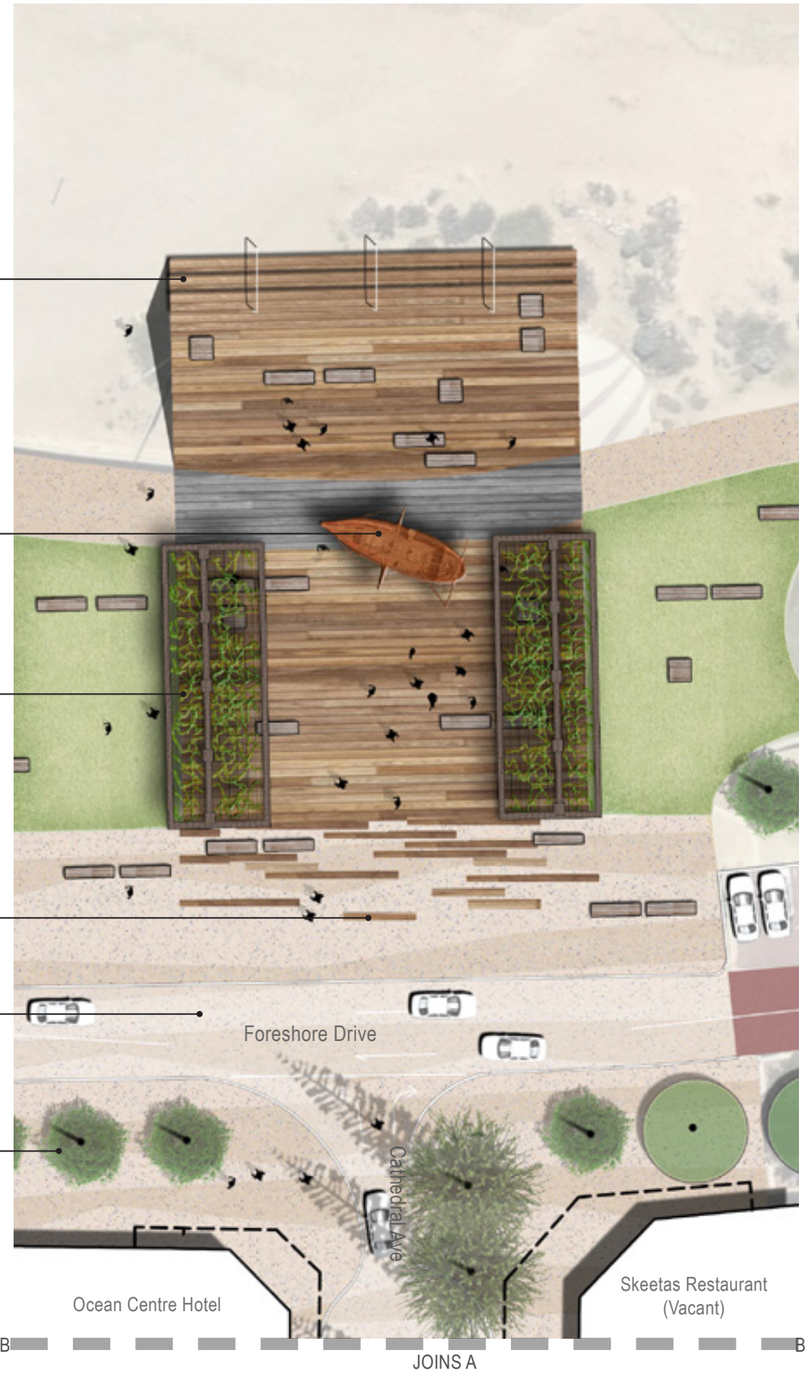
‘The Heart’ from the beach looking ESE up Cathedral Ave.

1.11 the heart

The Heart establishes the city centre's connection to the new foreshore. The northern end of Cathedral Avenue becomes a shared space for cars and pedestrians drawing people down from the retail and hospitality areas to the water.



Location Plan



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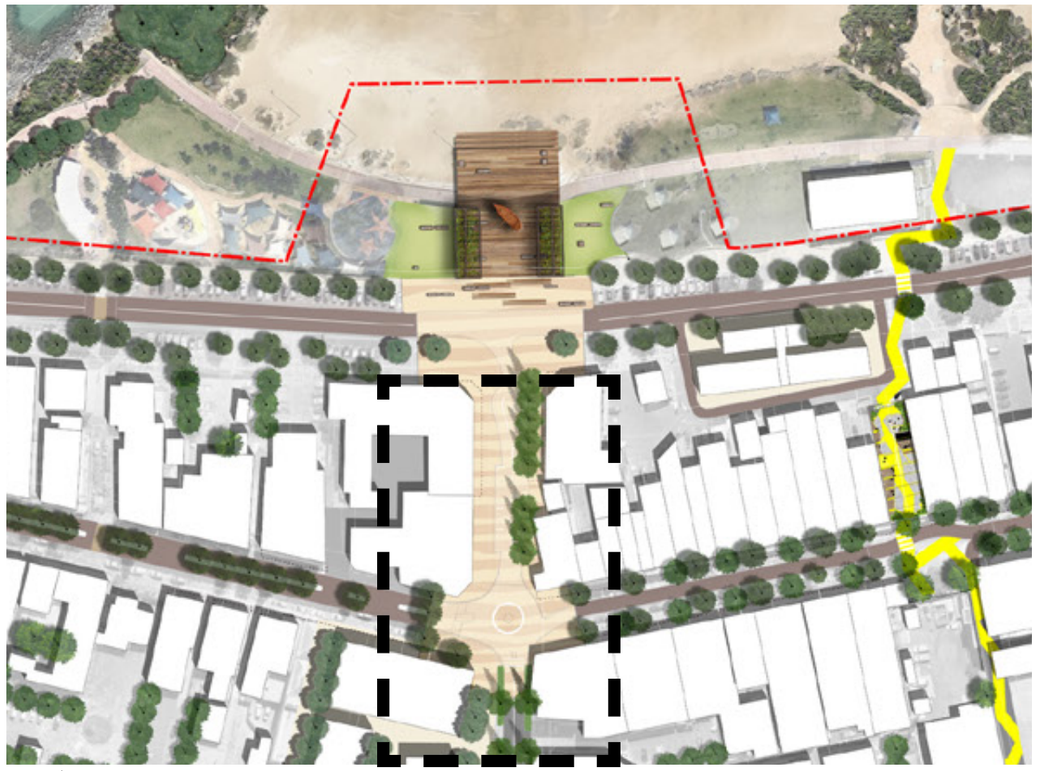
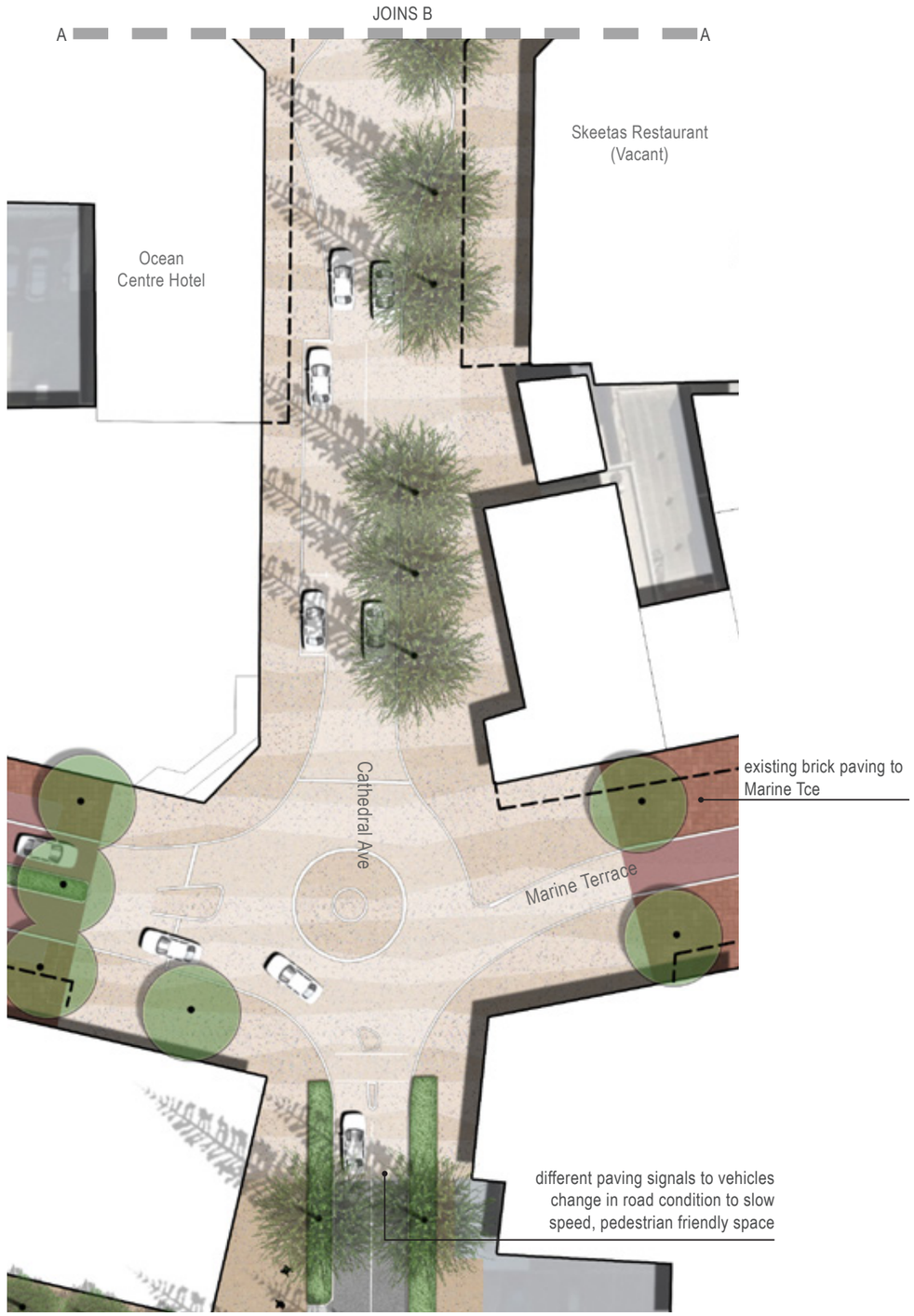
‘The Heart’ from the corner of Cathedral Ave and Foreshore Drive outside the Ocean Centre, looking toward the beach.



Location Plan



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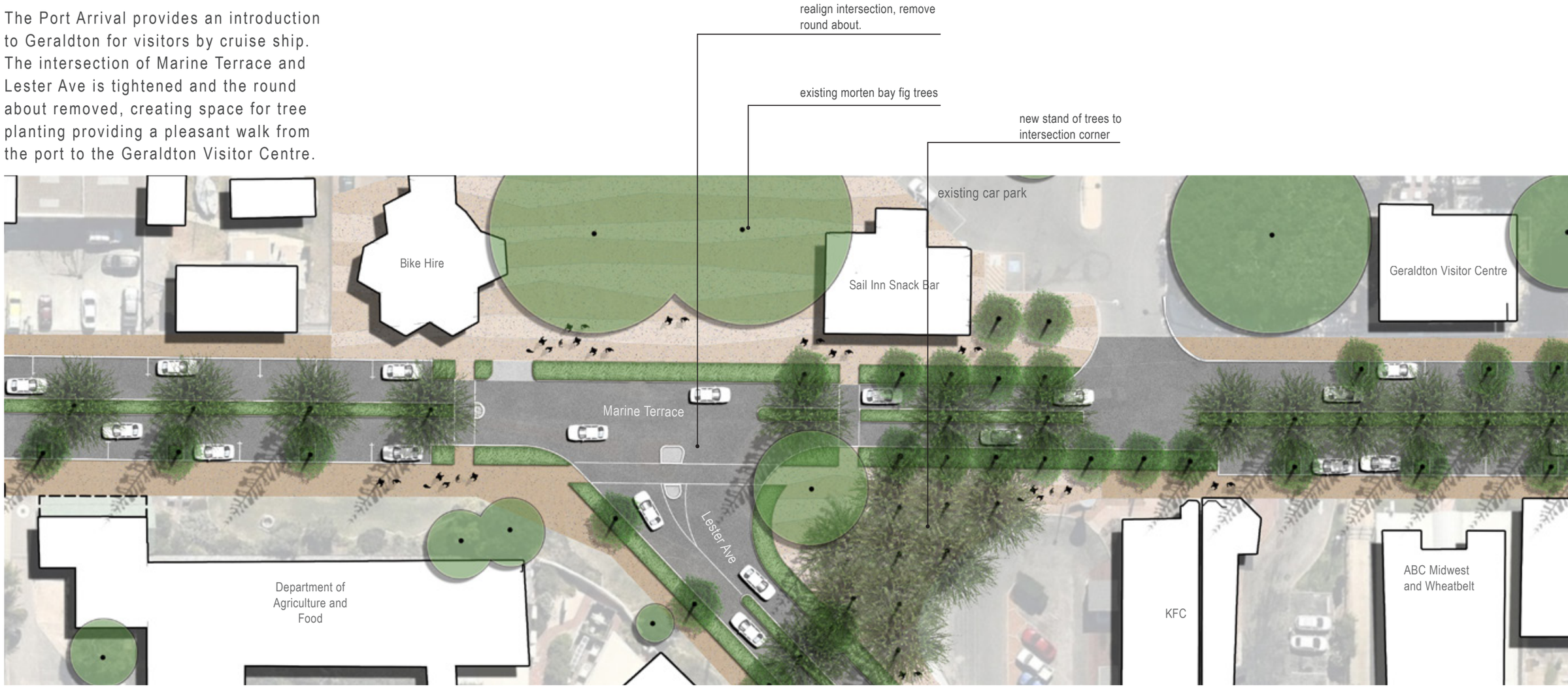
‘The Port Arrival’ cnr Lester Ave and Marine Tce, looking NNE along Marine Tce.

1.12 the port arrival

The Port Arrival provides an introduction to Geraldton for visitors by cruise ship. The intersection of Marine Terrace and Lester Ave is tightened and the round about removed, creating space for tree planting providing a pleasant walk from the port to the Geraldton Visitor Centre.



Corner of Post Office Lane and Chapman Rd, looking south-west along Chapman Rd.

1.13 the rocks and laneway link

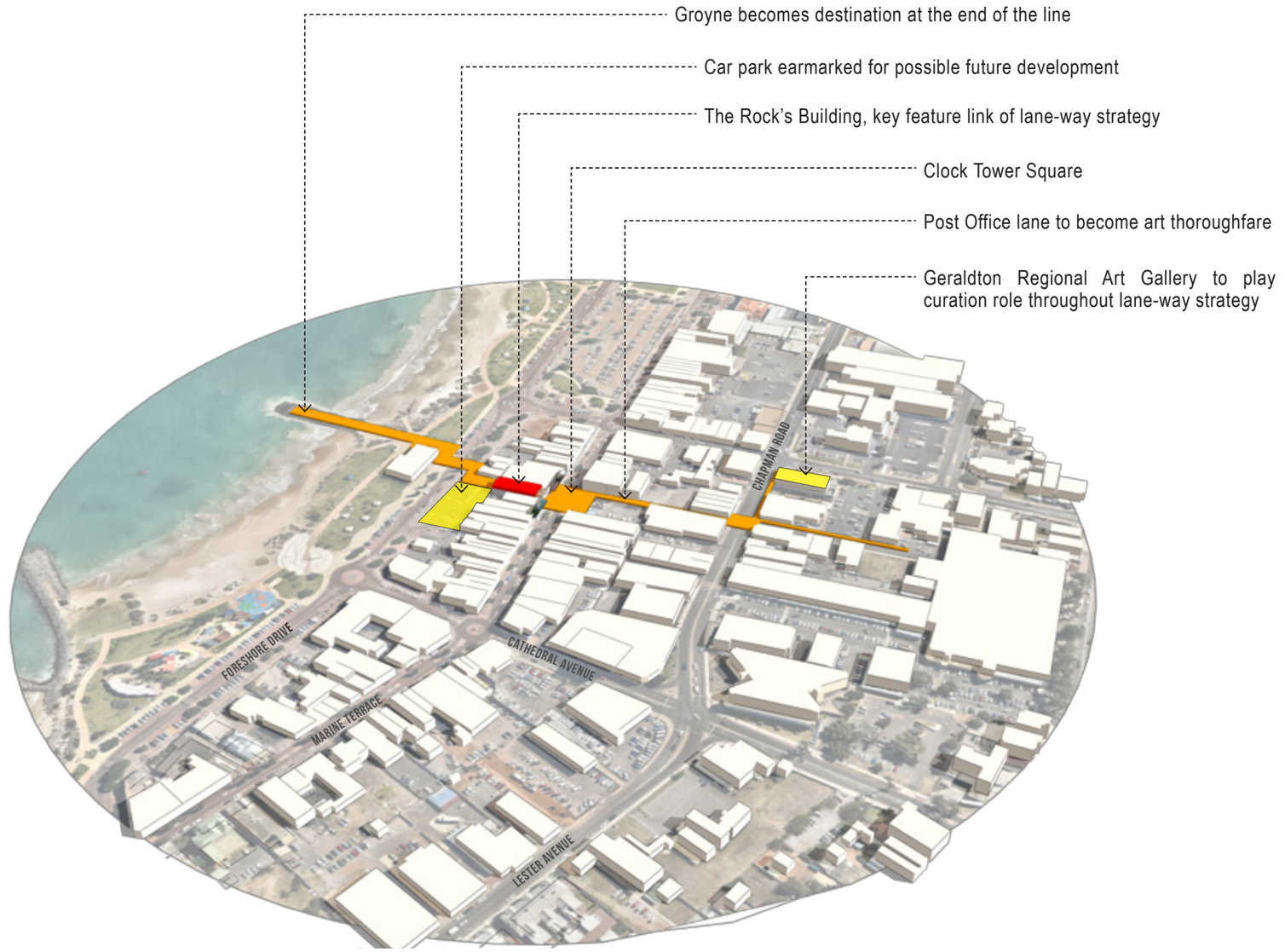
The Rocks and Laneway Link form a major pedestrian connection from the city centre to the foreshore. A super-graphic on the ground plane, developed through engagement with an artist, starts at the art gallery on the corner of Chapman Road and Durlacher Street, continues down Chapman Road and turns onto Post Office Lane, crosses Clock Tower Square and Marine Terrace, into The Rocks Building then out the other side to the foreshore.

The Rocks building becomes a unique space that has the flexibility for a variety of uses. Showcasing art, hosting food truck nights, concerts or simply a public space sheltered from inclement weather.

The building interior is gutted, with roof trusses remaining, and some new clear panels installed.

Proposed is a new green wall, elevated ‘crow’s nest’ looking out towards the foreshore, open walls for art/projection and new timber decked terraces for informal seating

The space can facilitate temporary event access from Foreshore Drive and Marine Terrace and will be gated at both ends.



Clock Tower Square looking south-west down Marine Tce.

View from Marine Terrace

Index Plan


FORESHORE DR
FORESHORE DR
MARINE TCE
MARINE TCE
CHAPMAN RD
LESTER AVE
ANZAC TCE
DURLACHER ST
SANFORD ST
SANFORD ST
CATHEDRAL AVE
GEORGE RD
MAITLAND ST
A
B
C
D
Development Sites
A B C D


A


B


D

1.14 development sites

An analysis of Geraldton City Centre highlighted the following findings:

- Lack of residential (apartments) in the city centre;
- Lack of mixed use (activated ground floor with residential above) in the city centre;
- Under activated car park sites throughout the city centre, particularly on prominent intersections;
- Vacant retail tenancies along high streets; and
- Limited green landscape beyond renewed foreshore areas.

The four sites below have been selected as key sites which could activate Geraldton City Centre through new and engaging built form which responds to the main axes and principles set up in the Master Plan.

The proposed built form concepts are based on the principles of:

- Increasing residential density in the city centre;
- Providing multiple use types within buildings (mixed-use);
- Developing on vacant or unbuilt sites (vacant lots, car parks, car yards); and
- Integrated green landscape and built form.

Development Site A

Cnr. Lester and Cathedral Avenues (200 Lester Ave & 36 Cathedral Ave)

This site is currently occupied a car showroom and associated car yards, with its edge condition consisting of garrison fencing (2/3) and shop front glazing (1/3).

The proposed development is depicted in Figure B and includes:

- Public plaza or to prominent heart/ gateway site (Cnr. Lester & Cathedral Ave);
- 4 – 6 storey mixed-use development, including:
  - ground floor use which interacts with the plaza, such as food and beverage, retail or community use space;
  - residential (apartments) above, with ocean views and shared amenities such as a roof terrace and ground level gym or library; and
  - Smaller scale-built form to the periphery of the site, which is sympathetic to and integrates with the surrounding built form, including the army barracks opposite on Lester Avenue. Proposed uses including food and beverage, gallery, pop-up space or civic space.

Development Site B

Cnr. Foreshore Drive and proposed Rocks Artwork Laneway or [No. 30] Foreshore Drive

This site is currently a public car park with no landscaping or tree planting provided.

The proposed development is a townhouse style residential development, as illustrate in Figure C, which takes advantage of the beachside location and proximity to city centre. The proposal includes:

- Raised ground floor for apartments, for resident privacy and enhanced views;
- Maintain ground level parking, but provide screening and tree planting elements to soften edges;
- Linking in to the Rocks laneway walk, physically and visually; and
- Small scale food and beverage tenancy to the N-W, or ocean front, edge of the development taking advantage of the views and improving the Foreshore Drive streetscape.

Development Site C

[No. 8] Durlacher St

This is currently a vacant and undeveloped site used for parking, adjacent to Development Site D (Lot 601). The proposed development includes residential townhouse similar to development site B, but responding to the larger scale Durlacher Street context rather than the intimate scale of the Rocks Laneway.

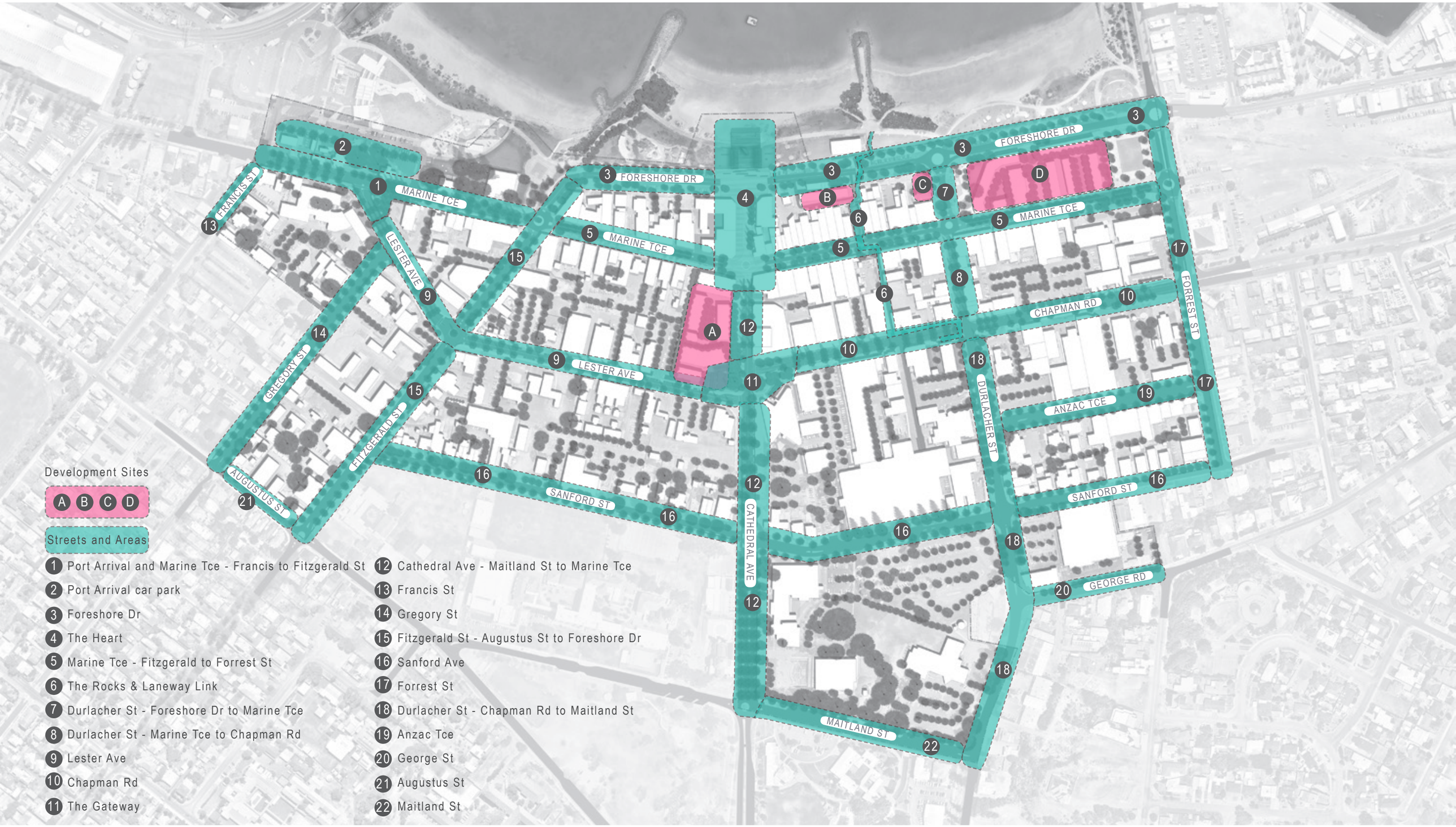
Development Site D

Lot 601 [No. 101-209] Foreshore Drive

This site is currently a huge vacant car park with sparse tree planting, and a landscape park edge to the S-W edge of the lot.

The proposed development for this large, well-located site includes:

- 2-3 storey townhouse style development;
- Built form massed so as to break the large site into two distinct segments joined by a landscaped park strip, refer to Figure E;
- Forming generous courtyard spaces with the built form, providing a communal outdoor space sheltered from the coastal winds and elements;
- High quality, articulated façades to Foreshore Drive and Marine for improved streetscapes and to provide a sense of continuity of built fabric at the periphery of the city centre.



Development Sites

A B C D

Streets and Areas

1. Port Arrival and Marine Tce - Francis to Fitzgerald St
2. Port Arrival car park
3. Foreshore Dr
4. The Heart
5. Marine Tce - Fitzgerald to Forrest St
6. The Rocks & Laneway Link
7. Durlacher St - Foreshore Dr to Marine Tce
8. Durlacher St - Marine Tce to Chapman Rd
9. Lester Ave
10. Chapman Rd
11. The Gateway
12. Cathedral Ave - Maitland St to Marine Tce
13. Francis St
14. Gregory St
15. Fitzgerald St - Augustus St to Foreshore Dr
16. Sanford Ave
17. Forrest St
18. Durlacher St - Chapman Rd to Maitland St
19. Anzac Tce
20. George St
21. Augustus St
22. Maitland St

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1.15 implementation

The Geraldton City Centre Master Plan has been developed to guide change within the city centre precinct in both the long and short term and to ensure future development responds to the principles and desired outcomes that the community values.

The Master Plan can be treated on a street by street basis, allowing CoGG to assess available funding and priority to stage future works.

An order of magnitude Opinion of Probable Cost has been developed for each section of street and the main areas (The Port Arrival, The Heart, the Rocks, Laneway Link and The Gateway) of the Master Plan with and high and low estimate followed by an average and then rounded total.

Savings may be achieved by combining areas of works.

Geraldton City Centre Master Plan - Opinion of Probable Cost

		Low Total	High Total	Average Total	Rounded Total
1.	Port Arrival/Marine Terrace	$1,274,096	$2,039,122	$1,656,609	$1,700,000
2.	Port Arrival Car park	$590,747	$1,043,748	$817,248	$800,000
3.	Foreshore Drive	$265,829	$470,787	$368,308	$400,000
4.	The Heart	$5,287,394	$8,298,446	$6,792,920	$6,800,000
5.	Marine Terrace	$460,808	$781,832	$621,320	$600,000
6a.	The Rocks	$682,330	$682,330	$682,330	$700,000
6b.	Laneway Link	$274,756	$547,192	$410,974	$400,000
7.	Durlacher Street	$509,553	$760,734	$635,143	$600,000
8.	Durlacher Street, Marine-Chapman	$793,520	$1,255,331	$1,024,426	$1,000,000
9.	Lester Avenue	$1,116,667	$1,783,082	$1,449,875	$1,400,000
10.	Chapman Road	$1,596,676	$2,561,308	$2,078,992	$2,100,000
11.	The Gateway	$2,913,848	$4,892,325	$3,903,086	$3,900,000
12.	Cathedral Avenue	$1,984,509	$3,205,389	$2,594,949	$2,600,000
13.	Francis Street	$255,485	$474,102	$364,794	$400,000
14.	Gregory Street	$557,164	$934,340	$745,752	$700,000
15.	Fitzgerald Street	$834,330	$1,428,636	$1,131,483	$1,100,000
16.	Sanford Street	$1,611,838	$2,570,942	$2,091,390	$2,100,000
17.	Forrest Street	$1,139,126	$1,794,234	$1,466,680	$1,500,000
18.	Durlacher Street	$1,162,649	$1,843,061	$1,502,855	$1,500,000
19	Anzac Terrace	$523,334	$914,146	$718,740	$700,000
20.	George Road	$339,797	$551,562	$445,679	$400,000
21.	Augustus Street	$325,060	$551,562	$438,311	$400,000
22.	Maitland Street	$412,418	$697,138	$554,778	$600,000
	TOTALS	$24,911,932	$40,081,349	$32,496,640	$32,500,000

* Exclusion to note: escalation, design fees, project management, major service realignment, lighting, headworks charges, Horizon Power gifted assets taxes, road signal changes.