VICTOR HARBOR MAINSTREET PRECINCT MASTER PLAN

MASTER PLAN REPORT

03

Government of South Australia
Department of Planning, Transport and Infrastructure

Fifth Creek Studio
infraPlan
URPS
WAX

Acknowledgments

The core project team included David Read, Graham Pathuis, Ashley Russell and Council staff, Warwick Keates and Isabella James from WAX Design, Angela Hazebroek from URPS, Graham Hopkins from Fifth Creek Studio and Gayle Buckby from Infraplan.

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Report Guide

This *Master Plan Report* is the third report within the Victor Harbor Mainstreet Precinct Master Plan package. It is to be read in conjunction with *01 Key Findings Paper* and *02 Strategic Directions and Master Plan Options* but also acts as a stand alone document that explores the issues and opportunities of the Victor Harbor Mainstreet Precinct Master Plan.

This document is to be printed at A4 portrait, double sided, 2 page spread as a PDF.

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WEST END
Grosvenor Hotel
TAB
SA Lotteries
ANCHORAGE
Open 7 Days

1.0 Vision

Over the last six years, Council and the community have analysed, researched and planned a new framework for the town centre of Victor Harbor. This extensive body of work lead to a vision for the Mainstreet Precinct, one that captures the future potential of the town centre.

"Create a visually inviting, safe, well designed, integrated Mainstreet Precinct"

As a result, the Victor Harbor Mainstreet Precinct Master Plan has been developed to create new streetscape designs for Ocean Street and Coral Street, as well as McKinlay Street and Stuart Street, providing a staged program of upgrades that will assist in revitalising the town centre.

The Master Plan will deliver outcomes that seek to meet the short and long term needs of businesses and the wider community.

- Provide improved **pedestrian linkages** (disabled access, crossing points)
- Incorporate opportunities for feature **artworks** (temporary and permanent)
- Provide **landscaping treatments** (shade, amenity, Water Sensitive Urban Design, green infrastructure)
- Provide **improvements to amenity** (landscapes, paving treatment, lighting, street furniture, outdoor dining)
- Address **traffic and movement** (parking, bicycle access, lanes, approach points and intersections)
- Consider **community needs** ('age friendly' design)
- Establish **themes and/or branding** (point of difference with other areas)
- Identify **collaborative opportunities** (Council, land owners, tenants, agencies & the community)
- Provide integrated **signage opportunities** (commercial, events, direction, sub precincts)
- Support sustainable, economic and **commercial viability**
- Provide improved **security and safety**
- Provide increased **environmental sustainability** and resilience

2.0 Design Statement

The Victor Harbor Mainstreet Precinct Master Plan builds on the detailed analysis and consultation that has been undertaken by council and the project team. The master plan draws on these investigations in order to reinforce the existing sense of place within Victor Harbor centre, as well as the landscapes and coastal waters that surround the edge of the town.

The master plan aims to achieve a number of objectives in relation to:

- **Increasing pedestrian connections** and links
- Encouraging a **low speed shared space** approach to Ocean Street
- Creating defined entrances and a **sense of arrival** into the precinct
- Adjusting and/or **modifying road reserves** (to increase function and reduce movement conflicts)
- Upgrading and **improving amenity** and function (landscape, drainage, lighting, public art, signage, seating)
- **Delivery of urban design outcomes** that reflects the heritage and landscape value of the town centre

The master plan considers a series of distinct projects that will be linked by new footpaths, parking and other infrastructure upgrades. The progressive implementation of these projects over time will provide Victor Harbor with a new integrated Mainstreet Precinct.

Ocean Street

The entrances, intersections and mid block crossing points will be redesigned as part of the master plan for Ocean Street while vehicular access and parking will remain largely unchanged

Road crossings and entry points will be redesigned to increase public space and amenity in the street at the same time reducing pedestrian crossing distances.

The introduction of landscape areas and new grated drains will improve stormwater management and remove the existing swale from the pavement cross section. The integration of planting within the drainage system will provide additional amenity and help create new green infrastructure, rain gardens and water sensitive urban design initiatives.

The reclaimed areas of public realm will provide opportunities for seating, venues for public art, signage, lighting and tree planting. Over time these spaces will become a valued destination for the community, creating activation and animation of the street.

New palm trees at the intersections and entrances of Ocean Street create landscape markers that define the mainstreet precinct. This tree selection also reinforces the heritage character of Victor Harbor and recognises the existing palm trees within the town centre. In addition, these trees provide shade and encourage microclimate air circulation while limiting potential screening of building facades.



Other trees such as Hackberries, native Frangipani and festigiate Oak trees have been considered as potential street trees along the main sections of Ocean Street, creating areas of shade and amenity. Extensive repaving of the streets will occur using a combination of brick, concrete, stone pavers and bitumen. These materials will reinforce the existing character of the town as well as providing longevity and quality to the public realm.

Coral Street

The planning for Coral Street aims to maintain the existing traffic flow in order to provide suitable vehicular circulation throughout the entire precinct. The intersection upgrade with Ocean Street creates a dynamic new town heart to the precinct and introduces paving treatments, pedestrian crossing points, landscape areas, tree planting and public art opportunities in the street.

The circulation and configuration of Torrens Street intersection is maintained to allow suitable traffic movements in and out of the precinct. New paving areas and landscaping increases the definition between pedestrian and vehicular access while improving amenity.

At the intersection with Stuart Street, kerb petrubrences will narrow the road corridor. This narrower profile will improve pedestrian access to Grosvenor Gardens as well as reinforcing the slow vehicle speeds of the precinct.
The junction of Coral Street and Flinders Parade will undergo a significant upgrade as part of the proposed precinct master plan. The need to improve connections with the foreshore provides the potential to develop additional public space within the Railway Precinct, as well as outdoor dining for The Anchorage to help deliver additional commercial opportunities.

Kerb extensions to both streets will improve pedestrian access, while the potential removal of five car parks will create a plaza across the intersection leading to the foreshore.

The introduction of paving to the footpath and road crossing reinforces the shared space character of the plaza.
Landscape treatments, as well as the planting of palms and other trees will increase amenity and reinforce the heritage character of the area. New lighting, fencing, signage, public art and shelters will add to the quality and function of the area, creating a seamless transition between Coral Street, Flinders Parade and the Foreshore.

Torrens Street

Torrens Street is a key arterial route that provides access to the Precinct from the wider residential areas of Victor Harbor. Forming the north western edge of the Precinct, a number of potential modifications have been proposed to improve pedestrian access and rationalise vehicular movements into the Precinct.

The master plan proposes the closure of the right turn into Ocean Street from Torrens Street. The potential modification of vehicle movements is offset by improvements to pedestrian access and an increase in the amount of public space to the northern end of Ocean Street. The existing right turn while providing convenient access to Ocean Street, is already superseded by the roundabout at Eyre Terrace.

By closing the right turn, vehicles will still be able to access Ocean Street from the roundabout as well as encouraging potential access to Eyre Terrace and the major off street parking areas along McKinlay Street.

In addition to rationalising vehicle movements into the Precinct, the right turn closure will allow a narrowing of the Ocean Street entrance increasing pedestrian access, public space and opportunities for landscape. The right turn closure also offers the potential to develop a pedestrian link across Torrens Street to the adjacent local centres further north. This proposed connection increases the connectivity of the Precinct to the surrounding locality.

At Stuart Street the master plan considers the closure of the northern end of Stuart Street with Torrens Street. This closure will restrict vehicle movements, but has the potential to increase activation and open space provision within Grosvenor Gardens.

The existing bus stop is moved to Torrens Street through the reuse of the existing angled parking. The rearrangement of the bus stop and vehicle parking improves pedestrian access, reduces potential conflicts (associated with reversing onto the main road) and increases openspace.



Albert Place

Albert Place and Warland Reserve are key tourist destinations that provide a link between the Mainstreet Precinct and the Foreshore. The master plan considers a narrowing of Albert Place to decrease pedestrian crossing distances while encouraging lower vehicle speeds and providing opportunities for additional public realm and landscape.

The narrowing of Albert Place presents a correction of the road alignment. Currently, the road width and radius are maintained by line marking, allowing significant deviation, informal parking and stopping along Albert Place. The master plan proposes a series of kerb realignments to the northern edge of Albert Place to define the road corridor.

These proposed kerb realignments create new landscape areas as well as opportunities for seating, tree planting and public art which will increase amenity. The proposed design will create a continuous connection to the foreshore across Albert Place and through Warland Reserve.

Eyre Terrace and McKinlay Street

The off street parking areas along McKinlay Street represent a significant opportunity for the master plan. The ability to provide accessible parking has the potential to encourage people to park and walk through the Mainstreet Precinct, which will increase foot traffic and activation of the streets and shops.

The introduction of signage and the closure of the Torrens Street right turn into Ocean Street will increase and encourage traffic flows to Eyre Terrace and McKinlay Street. The development of a new one way road along the council owned land to the western edge of the railway line will improve access to the existing off street car parks while allowing additional circulation loops that use McKinlay Street. With the existence of numerous developed pedestrian walkways between McKinlay Street and Ocean Street, a permeable public realm can be created with easy off street parking and opportunities to encourage foot traffic throughout the Mainstreet Precinct.

3.0 Victor Harbor Mainstreet Precinct Master Plan

Legend


New Street Trees


Feature Trees


Existing Trees


Landscape Areas and Rain Gardens


Pedestrian Brick Paving


Crossover, Light Brick Paving


Outdoor Table & Seating


Street Lighting


EYRE TERRACE
MCKINLAY STREET
FLINDERS PARADE
OCEAN STREET
TORRENS STREET
STUART STREET
CORAL STREET
CORAL STREET
STUART STREET
RAILWAY TERRACE
OCEAN STREET
CROZIER ROAD
ALBERT PLACE
WHALE CENTRE
5m 10m 20m 30m
NORTH

Key Actions (northern section)

- 01 Ocean Street and Coral Street Intersection
- 03 Northern Ocean Street entrance
- 06 Closure of Stuart Street
- 07 Ocean Street Node (North)
- 08 ‘Shared space’ along Ocean Street
- 09 Existing pedestrian links between McKinlay Street and Ocean Street
- 10 Existing laneway access to off street parking (McKinlay Lane Walk)
- 11 Island refuge for pedestrian connections to local centre
- 12 Potential pedestrian link between Ocean Street and Grosvenor Gardens
- 13 Greater access to major destinations to and from Ocean Street (Foreshore, Warland Reserve, Grosvenor Gardens, local centres)
- 14 Significant urban planning areas (McKinlay Street carpark, Crozier Road corner landmark site)
- 15 Develop crossing points along McKinlay Street
- 16 Explore potential relocation of existing bus stop and shelter to Torrens Street




Redesigned entrance to Ocean Street implements a strong Victor Harbor identity with increased pedestrian accessibility.
Closure of right turn from Torrens Street (increase use of roundabout) provides public space for pedestrians and increases crossing to local shopping centre.
03
EYRE TERRACE
09
15
16
09
08
14
15
10
07
MCKINLAY STREET
FLINDERS PARADE
15
16
09
OCEAN STREET
01
Ocean St and Coral St intersection creates a centre piece for the town and ensures pedestrian hierarchy over vehicular traffic. Strong Victor Harbor identity with art trail, signage, cycling infrastructure and coastal connections. To be developed with increased landscaping, paving and seating.
CORAL STREET
13



Key Actions (southern section)

- 02 Ocean Street Node (South)
- 04 Southern Ocean Street entrance
- 05 Eastern Coral Street
- 06 Closure of Stuart Street
- 08 ‘Shared space’ along Ocean Street
- 11 Island refuge for pedestrian connections to local centre
- 13 Greater access to major destinations to and from Ocean Street (Foreshore, Warland Reserve, Grosvenor Gardens, local centres)
- 15 Significant urban planning areas (McKinlay Street carpark, Crozier Road corner landmark site)
- 17 Victor Harbor Railway Precinct (2008)


CORAL STREET
RAILWAY TERRACE
OCEAN STREET
WHALE CENTRE
08
11
13
17
05
Major eastern entrance and connection to the Mainstreet that reflects the culture/brand of the area and improve pedestrian access to the foreshore. Increased paving, tree planting and public realm.
02
Mainstreet nodes create activation; defined crossing points, amenity, disabled parking and landscape opportunities. Each node is designed to reflect the cultural history of the town through themes, public art and landscape treatments such as the seaside whaling and Ngarrindjeri .

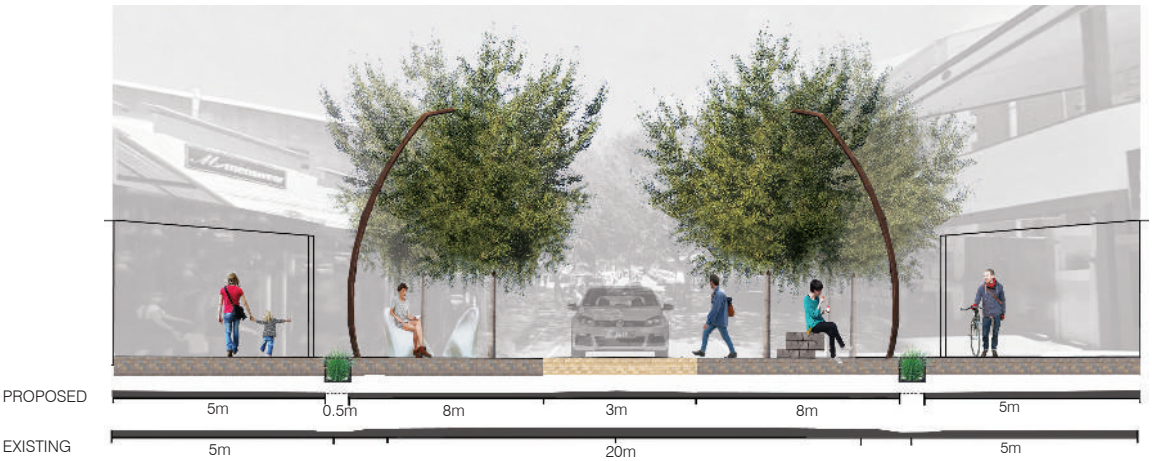
01

Ocean Street and Coral Street Intersection





Ocean Street and Coral Street Intersection Plan



1:100 Ocean Street Node Section





1. Raised pedestrian crossing to provide continuous access
2. Feature paving creating distinct public space with opportunities for outdoor dining, seating and public art
3. Street trees planted in landscape areas with rain water catchment to create rain gardens
4. Upgrade drainage, to remove existing swale, increase stormwater collection and improve access
5. Roll over kerb to maintain informal pedestrian access
6. Brick paving to maintain heritage character of the mainstreet precinct
7. Feature Palm trees reinforcing the heritage planting of the town, while providing amenity, maintaining air flow and limiting screening of historic facades

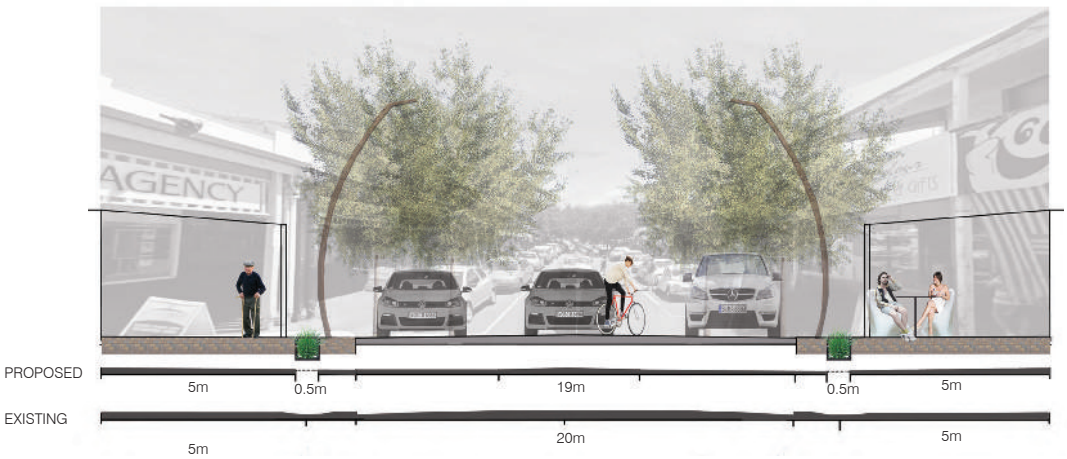
02

Ocean Street Node





Ocean Street Node Plan



1:100 Ocean Street Section

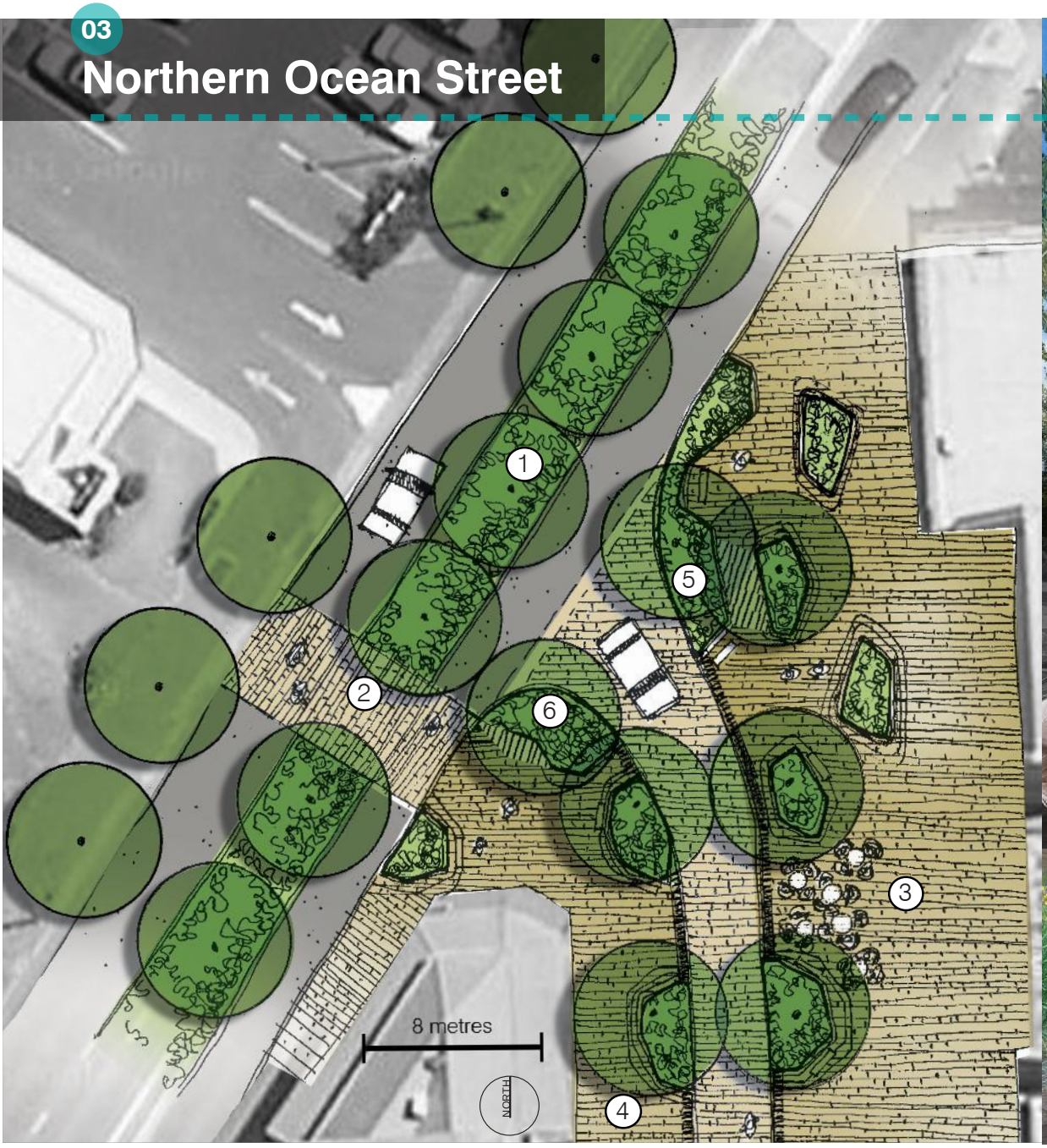




1. Raised crossing with continuous paving treatments and narrow road to 3 m width to increase public space
2. Trees and landscape areas with integrated rain water catchment
3. Grated swale with landscape treatments (bio-swale) to increase stormwater function and improve access across swale
4. Seating areas with integrated signage, lighting and public art
5. Disabled parking integrated into Ocean Street node provide 'at grade' access and flexible public realm space when parking is unoccupied

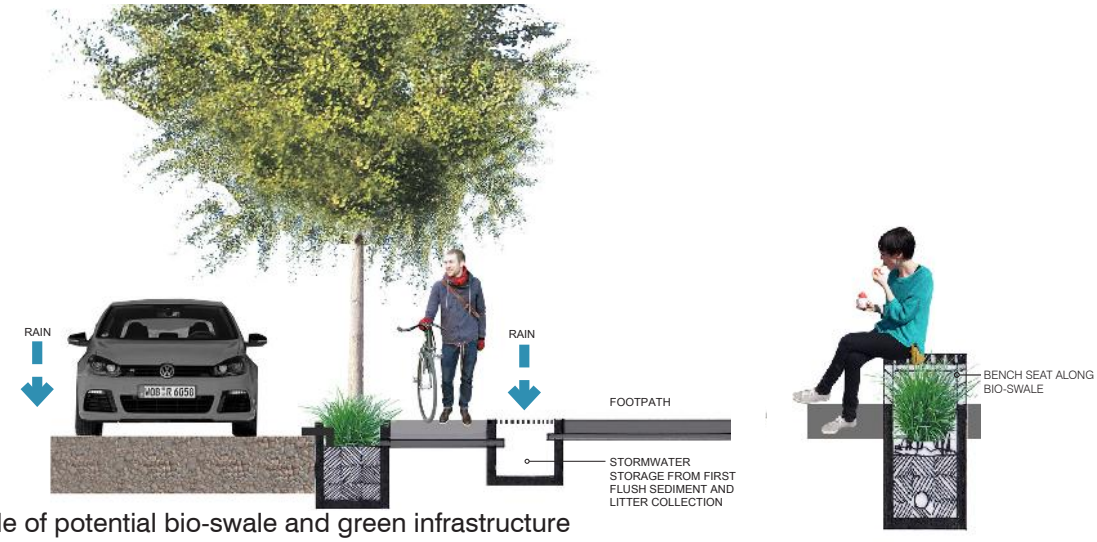
03

Northern Ocean Street





Northern Ocean Street Plan



Example of potential bio-swale and green infrastructure





1. Modification of entrance to remove right turn from Torrens Street (use existing roundabout and improve pedestrian access to local shopping centre)
2. Pedestrian crossing over Torrens Street improving pedestrian access to adjacent local shopping centre
3. Outdoor dining areas, wayfinding signage, lighting and art creating an entrance with a strong Victor Harbor identity
4. Continuous paved surface to increase pedestrian activation
5. Landscape areas to improve amenity and increase stormwater function
6. Increased street trees to define destination and Mainstreet Precinct

04

Southern Ocean Street





Southern Ocean Street Plan



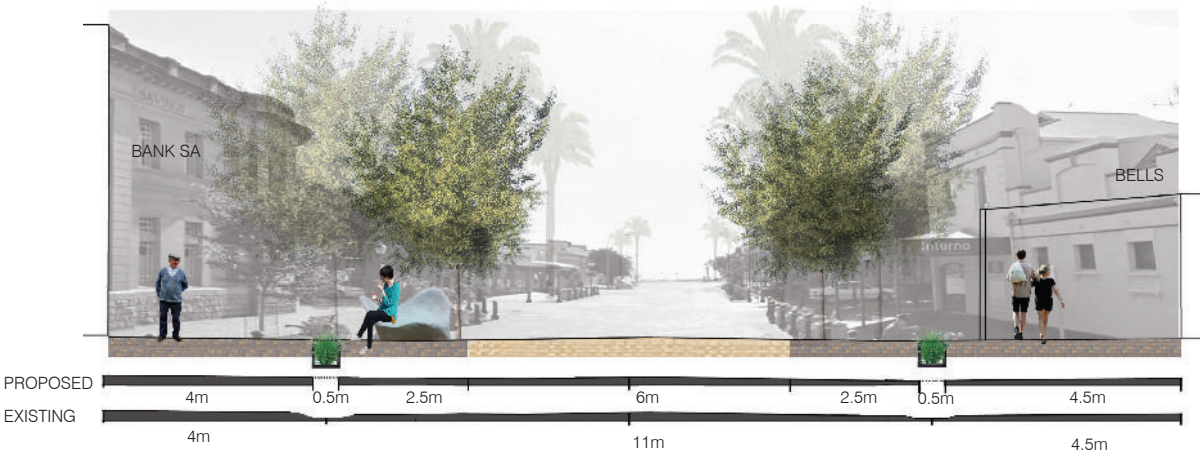
1. Narrowing of road corridor to increase public realm and improve pedestrian access
2. Reduce radius of main roads to meet current standards and narrow crossing distance for pedestrians
3. Improved pedestrian access along Crozier Road. Landscaped central median with opportunities for public art
4. Landscape areas to improve amenity and increase stormwater function
5. Feature Palm trees reinforcing the heritage planting of the town



05

Eastern Coral Street





1:100 Typical Coral Street Section





1. Direct linkage to foreshore via paved pedestrian crossing
2. Feature focal point at eastern end of Coral Street including seating areas with integrated signage, shelters, lighting and art to activate foreshore.
3. Integrated lighting and wind turbines facilities (if applicable)
4. Increased street trees to define destination
5. Redefine heritage railway crossing as historic landmark with supporting landscape amenities, informational signage and fencing

06

Closure of Stuart Street





Closure of Stuart Street





1. Closure to northern end of Stuart Street to increase public open space and improve pedestrian connections
2. Pedestrian crossings over Torrens Street to adjacent local centre (potential continuous link through existing car park)
3. Potential pedestrian link between Ocean Street and Grosvenor Gardens
4. Street trees and landscaped central reservation
5. Wayfinding signage, shelters, lighting and public art
6. Relocating existing bus stop and shelter from Stuart Street to Torrens Road

4.0 Urban Aesthetics

The need to create cohesive public spaces will be critical to the success of the master plan. Opportunities exist to develop future design strategies across all aspects of the precinct which will ensure that the ideas and vision of the master plan are made real.

By applying a considered approach to the design and selection of elements, objects and materials in the public realm, quality outcomes can be delivered. The analysis has demonstrated the important and unique character of the Victor Harbor town centre. This character is expressed and reinforced in the forms, aesthetics and function of the constructed environment, landscapes and features. In essence, the vision of the master plan over the next 10-15 years must be expressed in the design of the town's future urban fabric. The design of new public spaces should express authenticity, robustness and quality.

The future urban aesthetic of Victor Harbor's Mainstreet Precinct responds to these ideas of quality, longevity and legacy needs. The master plan does not propose a simple copying of the historic, thereby creating a fake or kitsch environment. Instead, the master plan considers relevant design responses, which are unique, confident and progressive, and that will deliver outcomes that match the future of the precinct.

The following pages represent ideas and opportunities in relation to the urban design of the Victor Harbor Mainstreet Precinct.

Streetscape

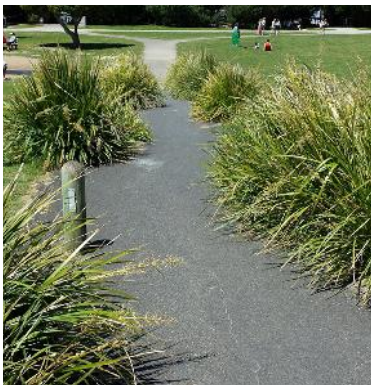






Landscape amenities









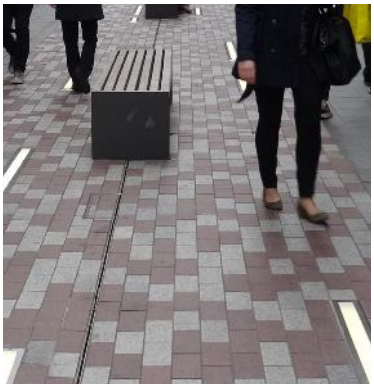




Paving treatment







5.0 Street Furniture



1 Street lighting



2 Wayfinding signage



3 Educational signage



4 Timber bollard



5 Timber Seating



6 Metal bike racks

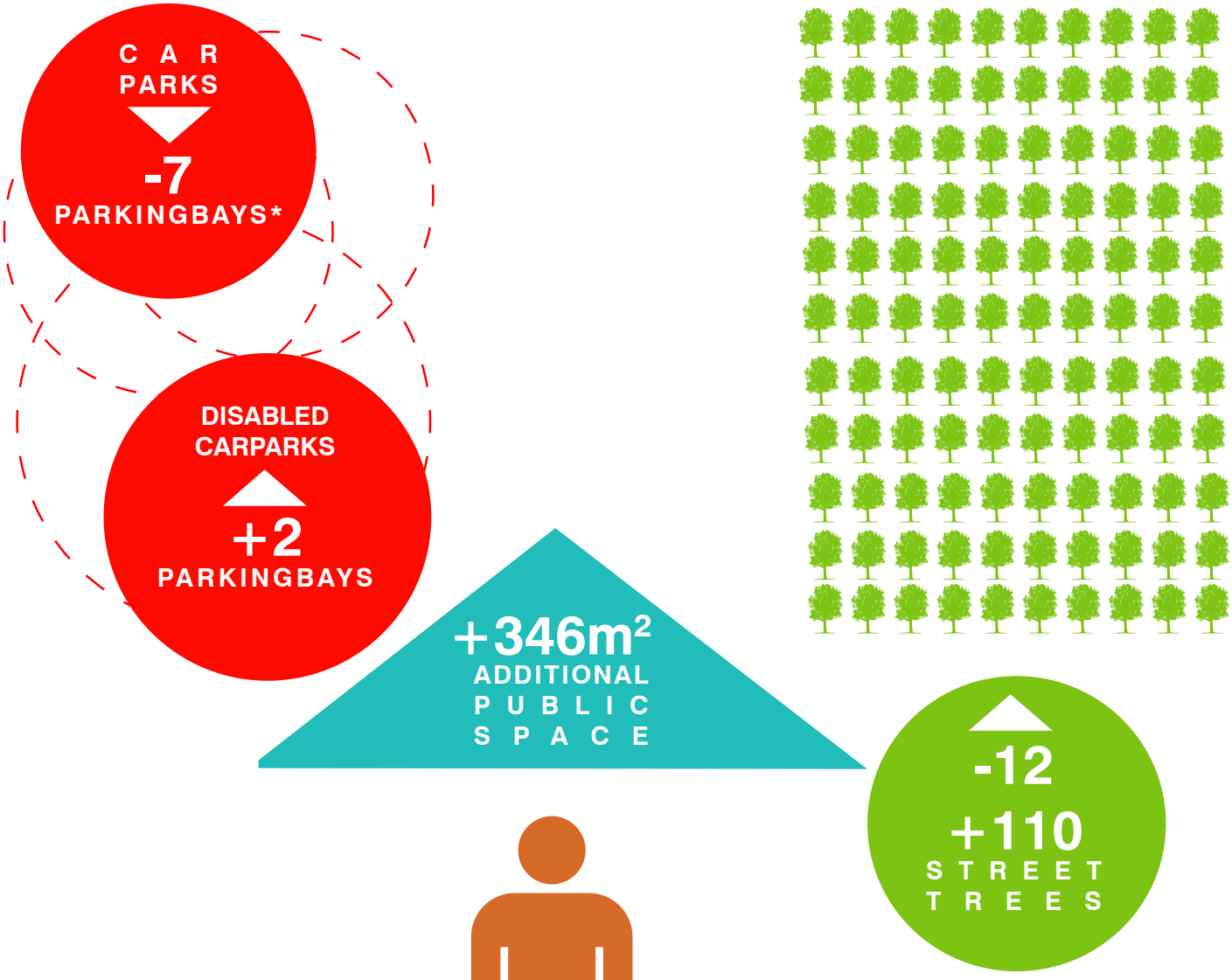


7 Sculptural seating

6.0 Master Plan Capacity

The master plan makes a number of modifications to the public realm, vegetation and parking and includes the loss of 7 parking bays and the addition of 2 disabled parks on Ocean Street. The master plan will also deliver an additional 345.9m² of public space to the precinct, while 110 street trees will be planted.

Pedestrian safety has also been redefined as a primary objective with the master plan doubling current pedestrian crossings and improving linkages to major destination points.



*Locations include:
x3 Flinders Parade (Coral Street junction)
x2 Coral Street (increasing anchorage outdoor dining)
x2 McKinlay Street (increasing public space)

7.0 Frequently Asked Questions



Q. Why do we need a Mainstreet Precinct Master Plan?

A. Victor Harbor is the regional service centre for the Southern Fleurieu and is currently experiencing continued residential growth.

The Mainstreet Precinct Master Plan (the Plan) intends to provide Council with a strategic urban design framework to assist in facilitating and managing the public areas in the Mainstreet Precinct. The Plan also contributes towards a sustainable future for the city.

The Plan is not a quick fix. It is a long term approach to make our Mainstreet Precinct the best it can be.

Q. The Mainstreet Precinct is fine as it is!

A. Although the Mainstreet Precinct is functional at the moment, accessibility for the elderly and disabled is poor.

The visual appeal of the street can be optimised to make it more inviting for visitors. There is also an opportunity to enhance the pedestrian links to encourage more foot traffic through the heart of our city.

Q. There's more to Victor Harbor than the Mainstreet Precinct. Why are we focussing on this area only?

A. The Mainstreet Precinct remains the physical, commercial and social heart of Victor Harbor.

The quality and vitality of the streets and public space remains a reflection of the community and requires suitable investments and upgrades to meet our needs and aspirations.



Q. How much will this cost and can Council afford it?

A. The plan outlines a staged approach to revitalise our Mainstreet Precinct. This allows Council to evaluate financial commitments at various points of the project and capitalise on grant funding and partnership opportunities.
Through stakeholder and community engagement Council will identify short and long term priorities.

To execute all stages of the proposal (which would occur over a number of financial years) the total cost is estimated to be between $5.5-$7.25 million. This investment into one of our city's major assets will provide the community with benefits for more than 30 years.

Q. Why not make the Mainstreet a mall?

A. Whilst there may be some positive benefits in turning a street into a pedestrian mall, the complete removal of vehicle access from Ocean Street will create many challenges and could potentially undermine the vibrancy and operation of the Precinct.

Many activities rely on direct vehicle access to Ocean Street, for example commercial deliveries, on-street car parking, disabled access and emergency vehicle access.

The absence of vehicle traffic can potentially create areas that are less inviting and more vulnerable to graffiti and vandalism.

Recognising the benefits of providing a pedestrian friendly Mainstreet, the Plan seeks to create a 'shared space' which improves pedestrian comfort by providing wider and more trafficable footpaths and crossing points, whilst still allowing the functionality of retaining on street parking and vehicle access.

Q. The palm trees don't really represent Victor Harbor. Are there any other options?

A. Palm trees are an existing historical element of Victor Harbor. Many of these type of trees remain around the railway precinct, coastline and are scattered throughout the Mainstreet Precinct.

The palms will provide some shade as well as contribute to air circulation within the street. Most importantly, the palm trees frame rather than screen the heritage buildings and are designed to become an iconic landmark for our Mainstreet Precinct.



Q. Will there be opportunities for local artists to be involved in this project?

A. Additional public space has been created throughout the Precinct. This space, along with street furniture and other infrastructure upgrades, provide numerous opportunities for public arts.

It is intended the public art in the precinct will be both temporary and permanent, and will reflect historic and contemporary themes which relate to Victor Harbor.

Q. Parking is already a problem in the Mainstreet Precinct. Will the proposed plan reduce the number of car parks in this area?

A. Council has conducted a review into car parking in the Mainstreet Precinct and found that parallel parking is the best approach in the area.

The Plan makes minor modification to parking and includes the net loss of five car parks and offers a safer environment for pedestrians.

It is intended that improved signage will free up more on-street car parking in Ocean Street.



Q. Will the design incorporate sustainable elements?

A. Sustainability has been central to the proposed plan and there are a number of environmentally sustainable principles presented throughout the project.

Bio-swales along Ocean Street and rainwater gardens located on the Ocean/ Coral Street intersection will ensure the collection and cleaning of stormwater.

Q. Why remove the right hand turn into Ocean Street from Torrens Street?

A. Instead of the right hand turn into Ocean Street, it is proposed that vehicles will drive to the roundabout and enter Ocean Street via the left hand turn. Alternatively, vehicles would enter Eyre Terrace, park in McKinlay Street and walk to Ocean Street.

The improvement that this alteration would make to the public space at the northern end of Ocean Street outweighs the inconvenience to drivers.

The removal of the right hand turn also provides safety benefits through the installation of a pedestrian refuge that will assist with pedestrians crossing Torrens Street to the adjacent services.



Q. Why is the Stuart Street bus stop being relocated to Torrens Street?

A. This will enable Stuart Street to be closed at the northern end. It will provide a pleasant area for bus passengers and allow for a pedestrian refuge in Torrens Street to enhance safety. Additionally, moving the bus stop will relieve the current conflict created by vehicles parking and reversing back into Torrens Street.

Q. What does the new northern access into the McKinlay Street car park from Eyre Terrace achieve?

A. Together with signage, there would be easier and direct access to off-street car parking. This would reduce traffic circulating around the precinct looking for a park and contribute to increasing the foot traffic in the Precinct.

Q. Will the town centre be disrupted by any works that may occur as a result of the Plan?

A. At this stage Council is seeking feedback on the proposed vision for the Precinct. As the plan progresses and works start to occur, Council will work closely with those who may be affected, particularly Mainstreet Precinct traders, to minimise disruption.

Visit www.victor.sa.gov.au/mainstreet to find out more.



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