

# draft Beach Road Western Precinct Streetscape Plan

Revision A post Community Engagement, May 2023



# INTRODUCTION

Project Background

It has been identified that Christies Beach has potential to grow as a tourism hub and by undertaking a tourism focussed place-building approach to Beach Road, it will identify and realise the area’s untapped potential, as well as build strong foundations to enable Beach Road, Christies Beach to emerge as a tourism destination.

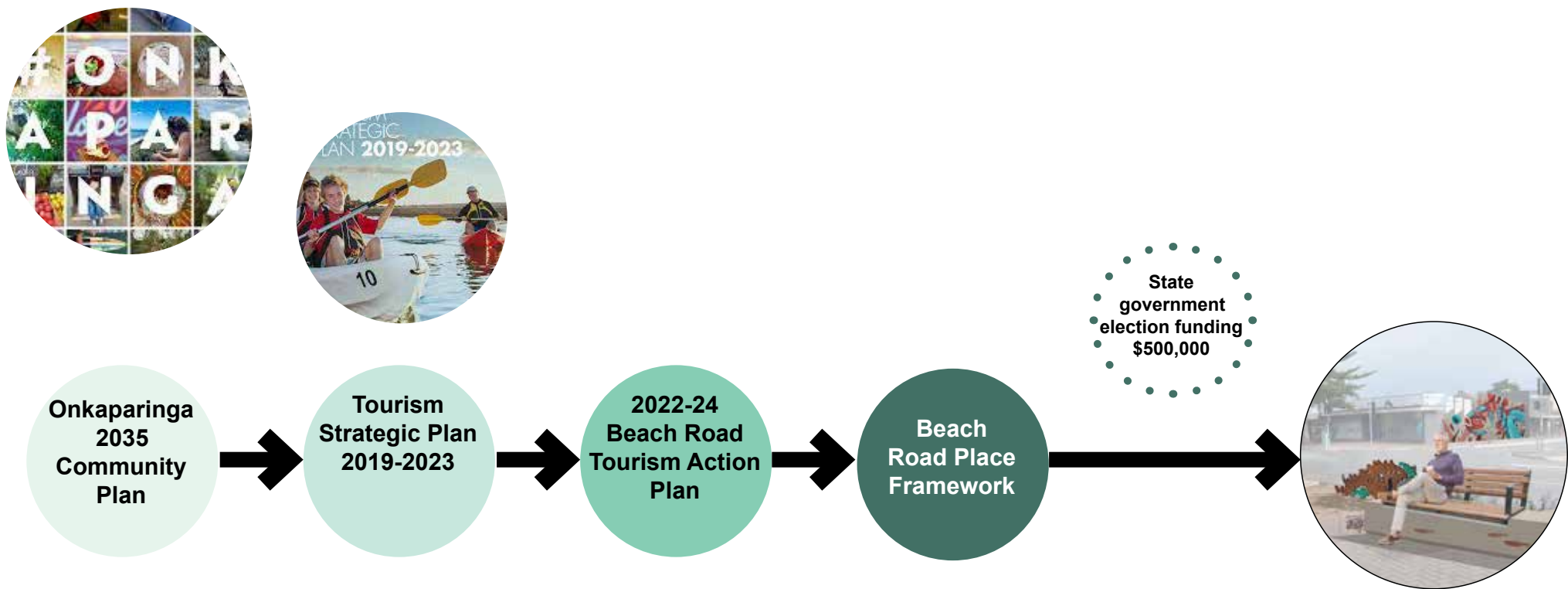
In 2021, Council engaged visitors, businesses and landlords to understand the types of experiences and services required and expected from a coastal destination to establish priorities for Beach Road.

As part of the engagement a tourism hub was identified from the Esplanade to Overland Terrace.

From the feedback received during this engagement process, the Beach Road Action Plan (the plan) was developed and endorsed by Council. Actions in the plan include:

- streetscape enrichments
- branding and marketing to reposition Beach Road
- decorative lighting infrastructure
- shopfront/facade improvement grant program
- transforming a car park into alfresco dining
- activation program
- car parking way finding signage
- sub zone for Beach Road.

With the support of Chris Picton, Member for Kaurana, the state government is providing \$500,000 funding towards this project. This has led to the development of the Beach Road Western Precinct Streetscape Plan.



# PLACE THEMES

## Design Statement

The Beach Road Western Precinct Streetscape Plan (the Plan) has been built on a tourism focussed approach and previous investigations, studies and consultation that has been undertaken for the street over the years.

The Plan aims to achieve a number of objectives, including:

- Increasing areas on the street for alfresco dining and street activation
- Providing more opportunities to pause, rest and socialise
- Upgrading and improving amenity through landscaping, lighting, public art and seating
- Developing public art that is fun
- Building on existing street character to strengthen its identity
- Creating a sense of arrival into the precinct

With the funding available, the Plan intends to develop several identified nodal points along the street rather than undertake a full street renewal. The nodal points will seek to “surprise and delight” visitors and local alike through the playful incorporation of public art, street furniture, landscaping and lighting.

## Character

Beach Road, as the road name suggests, is a coastal destination with an urban grittiness. The road continues to act as a traditional high street, providing a number of retail, professional and community services with a strong community identity on display.

Several place themes that represent and uphold this character have been considered. These themes include:

- Fun
- Light Touch
- Creative
- Coastal Lifestyle.

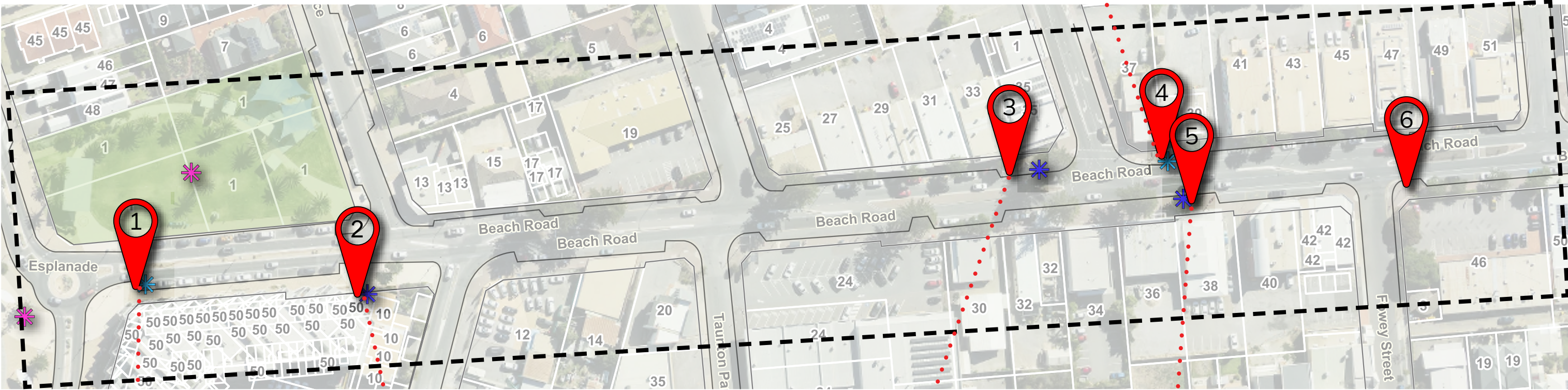


# Streetscape Plan



# PLAN

The plan is to take a measured approach to streetscape works along Beach Road, identifying and developing several nodal points rather than a full streetscape redevelopment. This allows a more focused use of funding to deliver more alfresco dining experiences, quality public realm infrastructure and a variety of public art.



KEY:

Primary priority node

Secondary priority node

Public art opportunities

Alfresco dining opportunities

Destination opportunities



# Nodal Point 1 - PLAN

Nodal Point 1 is located at the Beach Road and the Esplanade intersection.

With the successful roll out of a parklet in this location, the proposed footpath protuberance removes a single car park to provide an informal alfresco and landscaped nodal point with views to the ocean and directly adjacent several cafes and Rotary Park.

Key features:

- ① Footpath protuberance - removing single car park
- ② Native coastal garden and street tree
- ③ Informal alfresco dining
- ④ Seating opportunities to stop, pause and engage
- ⑤ Screen fencing dividing public space from traffic
- ⑥ Bespoke shelter



Nodal Point 1 (4/50 Esplanade) Plan

# Nodal Point 1 - MONTAGE

Existing



Artist impression - 4/50 Esplanade



# Nodal Point 2 - PLAN

Nodal Point 2 is located at 10 Beach Road and is an underutilised portion of land adjacent the public realm.

The proposal seeks to develop a coastal garden bed with stepping logs/stones offer a play opportunity through the garden. The adjacent shop wall will support interactive street art.

Key features:

- ① Repurpose underutilised land as pocket park
- ② Play opportunity - stepping logs/stones
- ③ Native coast garden
- ④ Public art: wall mural



Nodal Point 2 (10 Beach Road) Plan



## Nodal Point 2 - MONTAGE

Existing



**Artist impression - light touch pocket park (10 Beach Road)**

*\* Mural art (#WhatLiftsYou by Kesley Montague Art) is only for illustrative purposes and an mural artist will be procured at a later date*

# Nodal Point 3 - PLAN

Nodal Point 3 is located at 33 Beach Road and nearby several cafe and take-away.

The proposal seeks to develop a casual nodal point to pause and engage alongside quirky public art. The 3m high sculpture represents the everyday beach experience of dropping an ice cream as a child, using height, colour and beach icons to create interest in the street.

Key features:

- ① Native coast garden bed
- ② Concrete plinth and seat inlay
- ③ Informal social seating arrangement
- ④ Public art: sculpture, 'WHOOPS' - a dropped ice cream



Nodal Point 3 (33 Beach Road) Plan



## Nodal Point 3 - MONTAGE

Existing



Artist impression - public realm (33 Beach Road)

# Nodal Point 4 - PLAN

Nodal Point 4 is located at 36 Beach Road at the Roy Terrace intersection.

The proposal seeks to develop a nodal point to pause and engage alongside a playful metallic screen. One option being the screen depicting a school of PJ sharks swarming on a reef rock, bedded into a garden bed.

Key features:

- ① Native coast garden bed
- ② Public Art: Metallic corten screen - school of PJ sharks swarming in on a reef rock
- ③ Informal social seating arrangement
- ④ Concrete plinth dividing the garden bed from the footpath



Nodal Point 4 (36 Beach Road) Plan



# Nodal Point 4 - MONTAGE

Existing



**Artist impression - opportunity to rest (36 Beach Road)**

*\* Mural art is only for illustrative purposes and an mural artist will be procured at a later date*

# Nodal Point 5 - PLAN

Nodal Point 3 is located at 37 Beach Road and nearby several cafe and take-away.

With the successful roll out of a parklet in this location, the proposed footpath protuberance removes two car parks to provide an alfresco dining area and landscaped nodal point.

Key features:

- ① Native coast garden bed
- ② Street tree
- ③ Concrete plinth and seat inlay
- ④ Outdoor dining area
- ⑤ bollards and planter boxes to separate diners from traffic movement



Nodal Point 5 (37 Beach Road) Plan



# Nodal Point 5 - MONTAGE

Existing



Artist impression - protuberance (37 Beach Road)



# Nodal Point 6 - MONTAGE

Existing



Artist impression - view the coast (46-48 Beach Road)



# Public Art

Council engaged a public art team, Wills Projects, to prepare a public art concept for Beach Road with an understanding of what we want to achieve along the street. Public art proposals include:

## 1. Interactive Mural (Nodal Point 2)

A mural that incorporates public interaction. This could be located at multiple locations.

## 2. Quilted Screen (Nodal Point 4)

A quilted screen at Nodal Point (36 Beach Road) having a shiver of Port Jackson sharks, a catch of fish or flock of seagulls congregating to a point. The repetitive imagery is to be quilted together to create a screen along the street to divide traffic from the pedestrian and landscape area.

## 3. Whoops - dropped ice cream (Nodal Point 3)

Sculpture includes a large dropped ice cream (strawberry ice cream and waffle cone). It is to be quirky, fun and colourful. The waffle cone has iconographic images and text etched into the form.

## 4. Footpath Inlays (various)

To connect the nodal points, several footpath inlays are proposed down the street. The inlays are to be imitate the Hollywood walk of fame but in this case the stars are local marine flora and fauna.

