Cowes Streetscape Master Plan

Community Consultation Feedback

How did the Community Hear About the Draft Cowes Streetscape Master Plan?

Bass Coast Shire Council Social Media Channels

Posts reached **23,193 people**
194 Reactions, 152 Comments, 28 Post Shares

Newspaper Articles

Phillip Island & San Remo Advertiser, The Sentinel Times, The Mirage and The Herald Sun

Engage Bass Coast Website

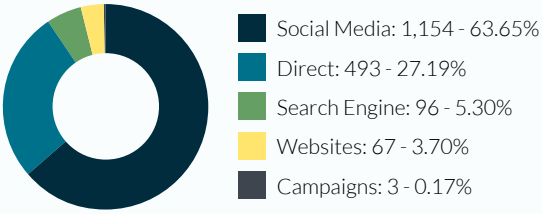
3,584 page views by **2,297 people**

50 page followers

603 Cowes Streetscape Master Plan documents downloaded

43 Survey Responses and **129 pins** dropped on concept plans

Traffic to the web page arrived through the following methods (nb. 'Direct' also includes access via QR code):



Direct Email to Stakeholders

7+ emails sent to **57** Key Stakeholders

8 Written Submissions received

Community Notice Board and Key Reference Groups

3 Articles in Local School Newsletters (Cowes Primary, Newhaven College, Our Lady Star of the Sea)

10 QR Code Signs in the Cowes Activity Centre

9 Key Reference Groups Engaged

Community Consultation Sessions

3 Drop-In sessions held at Olive Justice Place with approximately **100 attendees**.

What Did We Hear?

79% of survey respondents believe that the aim of the project was well defined. Of the **172 responses**, the key themes identified are:

Traffic Flow	- Preference of North bound traffic flow (Thompson Ave North Concept) - Strong support for one way traffic with the abilitya to adapt to seasonal demands (closures, peak periods)
Car Parking	- Car parking that is suitable for varying demographic and seasonal demands of Cowes - Ensure adequate parking is available in key locations i.e. Chemist, Post Office etc. - Provision of variety of car parking types (i.e. 45-degree parking, loading bays, drop-off/pick-up areas, accessible parking)
Signage and Wayfinding	- Clear wayfinding and signage required for parking, key locations, precinct areas and attractions. - Digitalized wayfinding and signage
Roundabouts	- Retention of existing roundabouts for traffic flow and congestion
Materiality	- Retention of Golden Cypress Pines - Ensuring appropriate materiality in design and construction (i.e., flora and fauna, surface treatments, seating, fixtures)

Proposed **bike lanes** in Thompson Avenue South were **widely accepted** supporting increased rider safety. Bicycle infrastructure such as bike storage, E-Charging Stations are identified as essential assets

51% of survey respondents preferred **'Option 1' for Olive Justice Place** while **26%** of respondents identified no preference and acceptance of either Option 1 or Option 2. Public toilets identified as a missing element.

Essential Assets in the Cowes Streetscape Master Plan include:

- **Public Toilets at Olive Justice Place**
- **Shelter from Weather Elements**
- **Drinking Fountains**
- **Lighting and Ambience**
- **Rubbish Bins**

Key Changes to the Final Cowes Streetscape Master Plan

1. Retain north-bound traffic to flow along Thompson Avenue to The Esplanade
2. Mixture of parking types along Thompson Avenue, between Chapel Street and The Esplanade e.g. 45 degree and parallel parking
3. Retain roundabouts at Chapel Street and Church Street
4. Public Toilets at Olive Justice Place

BASS COAST

hansen

COWES ACTIVITY CENTRE STREETSCAPE

- MASTER PLAN & IMPLEMENTATION PLAN -

November 2023

Acknowledgement of Country

The authors of this report acknowledge the traditional owners of Millowl (Cowes, Phillip Island), the Bunurong / Boonwurrung people and pay respects to their elders past, present and emerging and to all Aboriginal and Torres Strait Islander people living in our community today who are vital for maintaining knowledge, traditions and culture in the community.

Phillip Island was part of the homelands of the Yallok Bulluk people of the Bunurong/Boonwurrung clan for many thousands of years before white exploration of the area began. The Bunurong/Boonwurrung were members of the Kulin nation of Aboriginal people. The Bunurong/Boonwurrung people called the island "Millowl". The Yallok Bulluk came to Millowl in the summer months to feast on shellfish, fish, small marsupials and mutton birds.

It is said the Bunurong / Boonwurrung visited in spring and summer when food was plentiful and the water was calm for crossing. Middens containing the remains of shellfish, shearwaters and marsupials can be found behind beaches and in dunes around the island including at Forrest Caves, Cat Bay, Summerland dunes and at Swan Lake where waterfowl and shearwaters are plentiful. Stone artefacts have also been found.

Bass Coast Shire is one of many organisations that make up the Bass Coast Reconciliation Network (BCRN) and have an ongoing relationship with the Bunurong Land Council Aboriginal Corporation and other traditional owner organisations. Consultation and engagement with the traditional owners should be undertaken to inform subsequent planning, detail design, construction and ongoing maintenance works projects that stem from the Cowes Activity Centre Streetscape Master Plan.

This information is cited from the Phillip Island and District Historical Society website.

Project team & collaborators

Client: Bass Coast Shire Council

Lead Consultant: Hansen Partnership

Sub Consultant: Institute for Sensible Transport

Sub Consultant: WSP

Sub Consultant: North Projects

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Version	Title	Date	Issuer	Notes / changes
A	Cowes Streetsacpe Master Plan	14/11/2022	CS	

1 Introduction

1.1 The Intention

Bass Coast Shire Council is undertaking a range of activities designed to enhance transportation and public realm amenity within central Cowes. The development of the Cowes Activity Centre Streetscape Master Plan represents the unique opportunity to create a precinct that celebrates the personality of the township and supports best practice streetscape design intended to improve the quality and function of the public realm.

Through discovery via engagement with stakeholders and the local community, the Master Plan uncovers the qualities that are unique to Cowes and seeks to embed these within the streetscape. Couple this with the application of researched design methodologies and a Streets For People design approach, the Master Plan enables the revitalisation of central Cowes so that not only is the community's unique identify reflected in the very fabric of the streets, but Cowes becomes an exemplar of best practice streetscape design. The Cowes Activity Centre Streetscape Master Plan provides a practical, equitable and unique vision for the Cowes community.

Bass Coast Shire Council have determined now is the time to bring forward the keystone project of the Cowes Activity Centre Plan with the development of this Master Plan which will set forth a strategic vision for the revitalisation of the Cowes core town centre as the 'Destination Place'. A key objective to achieving this project is a shifting of the transportation hierarchy from vehicle dominated to pedestrian oriented. It is important to recognise that enhancing transportation in Cowes cannot come at the expense of quality of place. Ultimately, people choose to live and visit Cowes because of its natural beauty and amenity and therefore consideration for enhancing public realm outcomes is central to the approach. Council understand that creating a vibrant, livable activity centre is an essential outcome for Cowes and the Cowes Activity Centre Streetscape Master Plan provides a firm platform for Council to embark on staged upgrades.

1.2 Project goals

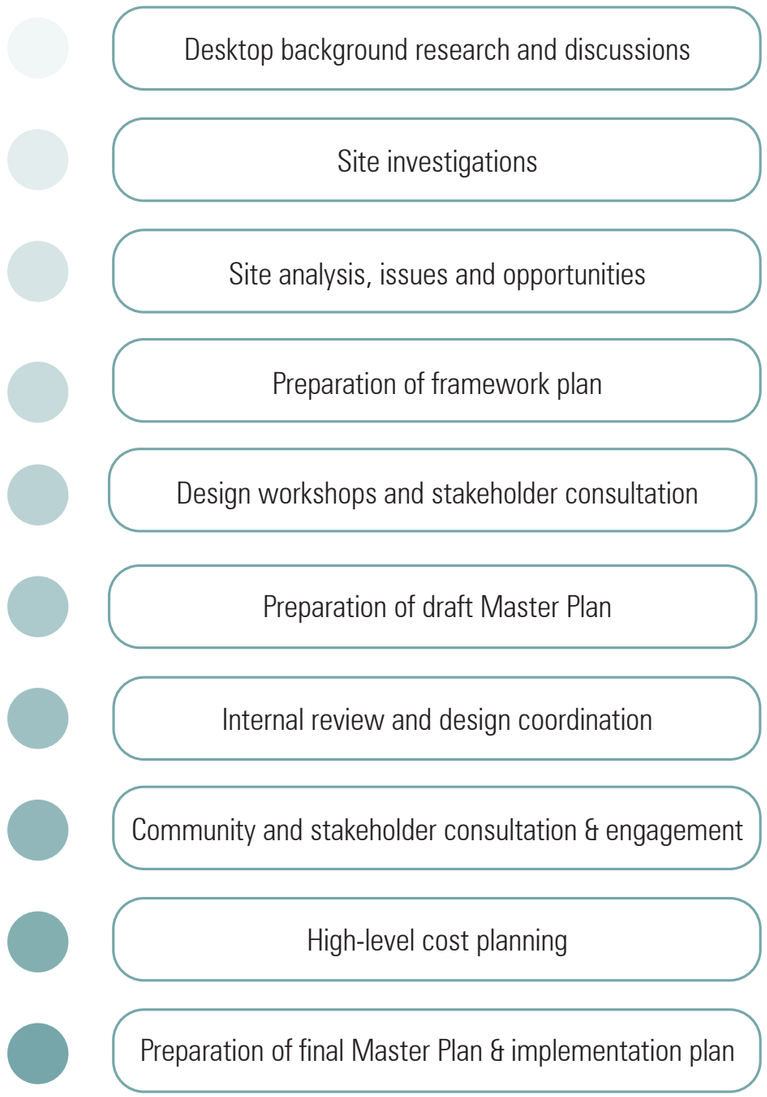
The key objectives of the Cowes Streetscape Master Plan will enable the development of a revitalised town centre that:

- Establishes Thompson Avenue (from Church Street to The Esplanade) as a 'Destination Place'
- Connects the Cowes township to the foreshore
- Supports 'Streets For People' by creating a pedestrian friendly environment in which pedestrians are at the top of the transportation hierarchy
- Supports sustainable modes of transportation
- Reinvigorates the character of Cowes allowing for and supporting commercial activity
- Connects the two ends of town, including Olive Justice Place and the future Cowes Cultural and Community Centre.

With the implementation of the Cowes Streetscape Master Plan, it is Council's vision that Cowes is a vibrant destination that makes the most of its intrinsic beauty with a street network that promotes safe, inviting and comfortable places to walk, ride and spend time.

1.3 Project process

The Master Plan is built upon the foundations of extensive analysis and multiple site investigations, multiple consultation and engagement sessions and design coordination across multiple disciplines and stakeholders. The process that has led to the development of the Master Plan is illustrated in the diagram below.



2 Background

2.1 Context

The strategic and scenic location and proximity of Phillip Island to both the Melbourne CBD and Gippsland region has been a catalyst for the social and economic growth occurring in Cowes, supported by local industry but most prominently tourism. Cowes is located some 140km south east of the Melbourne CBD and is the key settlement on Phillip Island, with the highest permanent residential population. While Cowes has a relatively small population of 4,000 residents, during the holiday periods the population swells to well over 50,000, thus increasing over twelve-fold. Simultaneously increasing the demand on services and infrastructure twelve-fold. This demand can cause pressure on the transport system, including car parking problems, safety issues, and localised congestion. In addition to the transport systems, key tourist attractions such as the foreshore are some of the hardest hit with the influx of people.

A key component of the Cowes Streetscape Master Plan is to balance the needs of a fluctuating population, in particular the needs and wants of the local residents with those of the seasonal tourists. Better management of transport issues in Cowes, including freight, public transport, active travel, car parking and taking advantage of emerging transport technology is required to ensure Cowes remains an attractive place to live, visit and work.

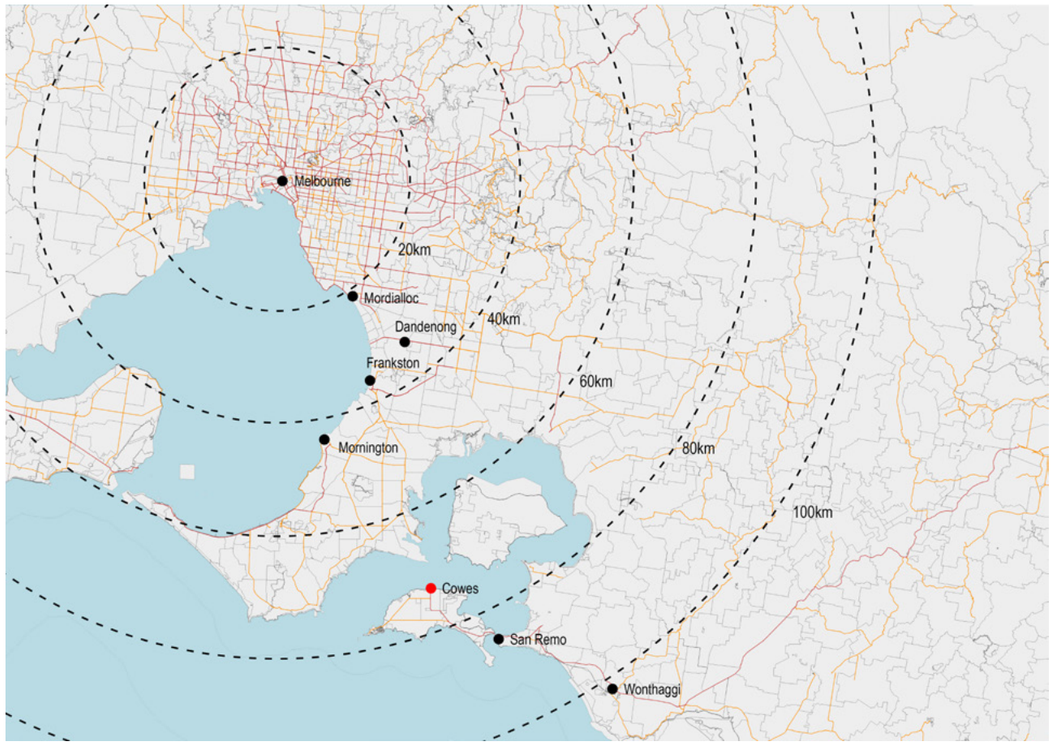


figure 1 *Context Map*

2.2 Master Plan Site Area

The extents of the study area relevant to the Cowes Streetscape Master Plan project are inclusive of:

1. The Esplanade, between Warley Avenue and Bass Avenue
2. Thompson Avenue, between The Esplanade and Church Street
3. Bass Avenue
4. Chapel Street, between Warley Avenue and Bass Avenue, including Olive Justice Place
5. Church Street, between Genesta Street and the Transit Centre

Cowes is a great seaside destination, and the town centre is a pleasant space to spend time enjoying the beach, restaurants, cafes and shops. The interface between the commercial centre and the beach and foreshore is the towns greatest asset, however there are opportunities for Council to continue to develop and improve this area. The Esplanade suffers severance issues that disconnects the foreshore from the street. The existing fence, ramps and stairs make it difficult and uninviting to access the foreshore from the Esplanade west of Thompson Avenue.

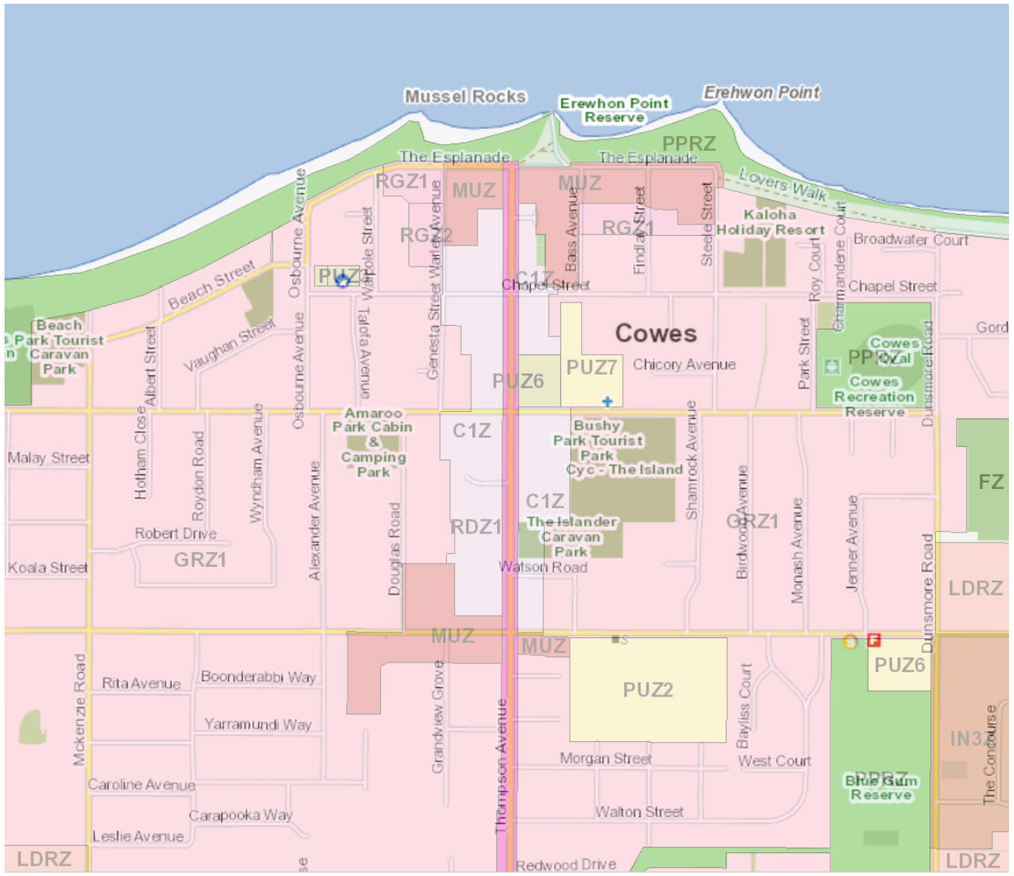
The northernmost block of Thompson Avenue is one of the most valuable public spaces in Cowes, but the current streetscape allocates a significant proportion of this space to moving traffic and parking of private vehicles. This mis-allocation of space is leading to crowded footpaths, a muted sense of vibrancy, and missed opportunities to improve the quality of Cowes as a 'Destination Place'.



figure 2 *Study Area Map*

2.3 Planning Policy

2.3.1 Zoning



All Zones

Planning Scheme Zones

Residential Zones
- LDRZ - Low Density Residential Zone
- MUZ - Mixed Use Zone
- RGZ - Residential Growth Zone
- GRZ - General Residential Zone

Industrial Zones
- IN3Z - Industrial 3 Zone

Commercial Zones
- C1Z - Commercial 1 Zone

Rural Zones
- FZ - Farming Zone

Public Land Zones
- PUZ2 - Public Use Zone-Education
- PUZ3 - Public Use Zone-Health & Community
- PUZ6 - Public Use Zone-Local Government
- PUZ7 - Public Use Zone-Other Public Use
- PPRZ - Public Park and Recreation Zone
- RDZ1 - Road Zone-Category 1

NORTH
0 0.2 0.4
Kilometres

Map Projection: GDA 1994 VICGRID94
Print Date: 17/03/2021

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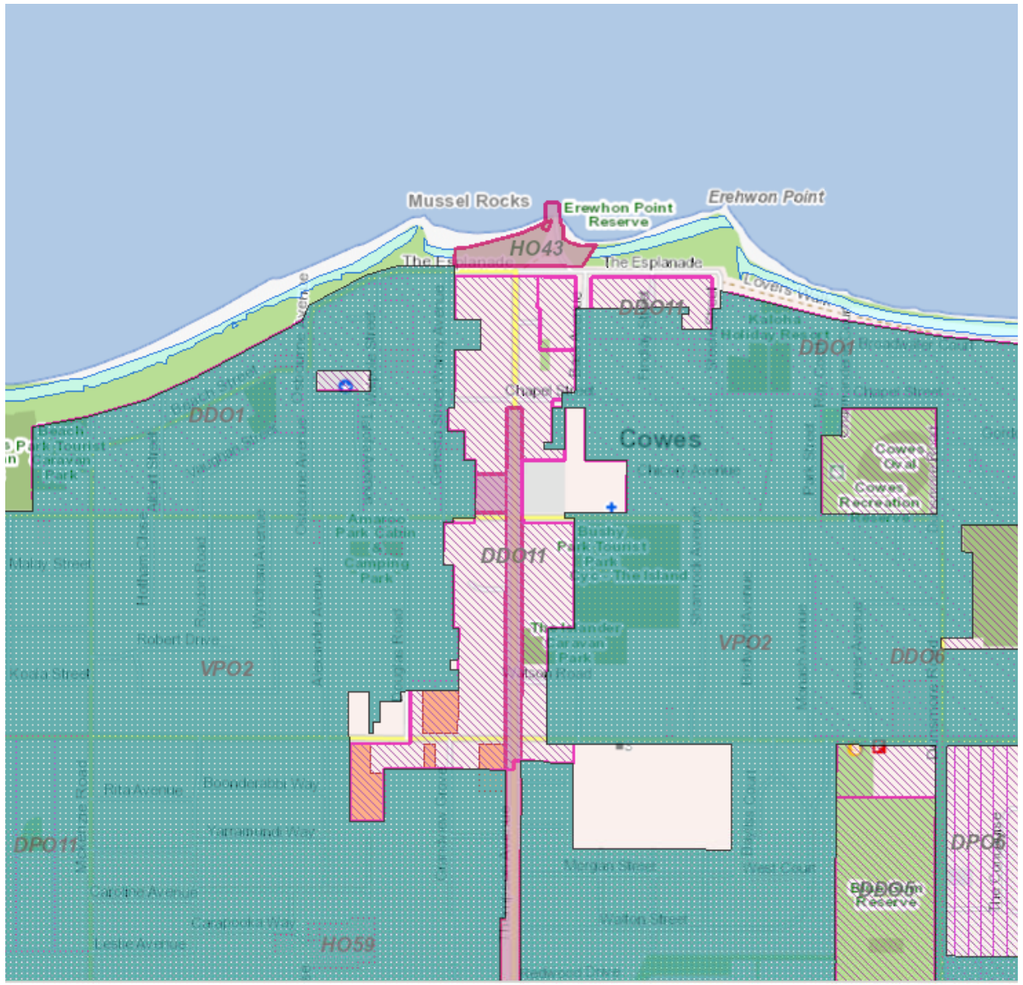
figure 3 *Planning Zones Map*

2.3.2 Overlays



Planning Scheme Overlays

Environment and Landscape
- VPO - Vegetation Protection Overlay

Heritage and Built Form
- DDO - Design and Development Overlay
- DPO - Development Plan Overlay
- HO - Heritage Overlay

Land Management
- LSIO - Land Subject to Inundation Overlay

Other Overlays
- EAO - Environmental Audit

NORTH
0 0.2 0.4
Kilometres

Map Projection: GDA 1994 VICGRID94
Print Date: 17/03/2021

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figure 4 *Planning Overlays Map*

2.3.3 Policies & Guidelines

This section provides an overview of the pertinent themes to emerge from a review of the policy and data context in relation to the study area within Cowes.

A number of documents were reviewed to provide an overview of the policy context. The summation of this desktop review will be used to guide the development of the Streetscape Master Plan and ensure that the initiatives recommended as part of the Master Plan serve to support the wider strategic objectives of Council.

Cowes Activity Centre Plan, 2015

The Cowes Activity Centre Plan is a comprehensive summary of the key issues and priority development opportunities in Cowes and provides a strategic plan for the implementation of projects to improve the function and character of Cowes. This Plan seeks to re-orientate the transport system in Cowes to prioritise walking, cycling and public transport. It is therefore broadly consistent with the other strategic documents that have been prepared both before and since; each of which are intended to offer a more sustainable transport system and town centres focused more on the needs of people than vehicles.

Some of the key actions that are included in the Plan are shown below:

- More programs, gathering spaces and shops at ground level for visitors in the north of Chapel Street to capitalise views
- Avoid large trees at the north of town that could block views to the foreshore
- Create more outdoor seating areas and event space linking to Thompson Avenue
- Provide more shelters and shade to encourage walking along the full length of Thompson Avenue
- Create space for more access and activities between Church St and Chapel St to create a better connection between north and south ends of Thompson Avenue.
- Remove foreshore car parking and replace it with a 'village green'
- Remove The Esplanade parking near Thompson Avenue and replace it with wider, flatter footpaths, footpath dining decks and pedestrian friendly streetscapes.
- Provide flat and level alfresco dining decks on Thompson Avenue, and remove the existing ramp on the western side of Thompson Avenue
- Provide a street level foreshore boardwalk along the beach side of The Esplanade
- Install 10-minute parking limits for The Esplanade, to create drop-off/pick up points for beach goers
- Provide a bus transit zone with the all-day car park to key attractors
- Provide bus drop-off and pick-up facilities at opposite ends of the lower end of Thompson Avenue to promote walking through the main street by tourists
- Rezone land to reduce the size of the commercial core and prevent further linear expansion of the town centre beyond a walkable distance.
- Provide a non-signalised mid-block pedestrian crossing outside the Cultural Centre and Anglican Church on Thompson Avenue
- Relocate the existing on-road bicycle lanes on Thompson Avenue from behind angle parking bays to between the kerb and angle parking bays in order to remove car and bicycle conflict zones
- Provide parallel parking bays in place of existing angled bays on Thompson Avenue between The Esplanade and Chapel Street in order to provide improved landscaping and footpaths.
- Assess footpath trading and remove obstacles on the footpath.
- Maximise the efficiency of the central car parking area and encourage people to walk around the town in order to support local businesses along with improving the health and wellbeing of the community
- Minimise pedestrian and vehicular conflicts and the visual impacts of access and parking.
- Way finding and information; There is a demand for street notice boards advising of community events. Way finding signage was identified as being required to provide clearer directions to key facilities. A need to better sign post off street parking.

In summary, the Activity Centre Plan was highly consistent with the directions formed during the site inspections conducted for the Master Plan project. In particular, there was alignment with regard to:

- An overall prioritisation of sustainable mobility over non sustainable travel
- The need to better integrate the urban area with the foreshore
- Reducing the space dedicated to motor vehicles along The Esplanade and create more space for people orientated places
- Enhance the opportunity to ride in central Cowes through the creation of a high quality bikeway between The Esplanade and the RSL along Thompson Avenue.
- Replace angle parking with parallel parking in some locations.
- Promote the use of off street parking rather than on street parking on key streets within Cowes.

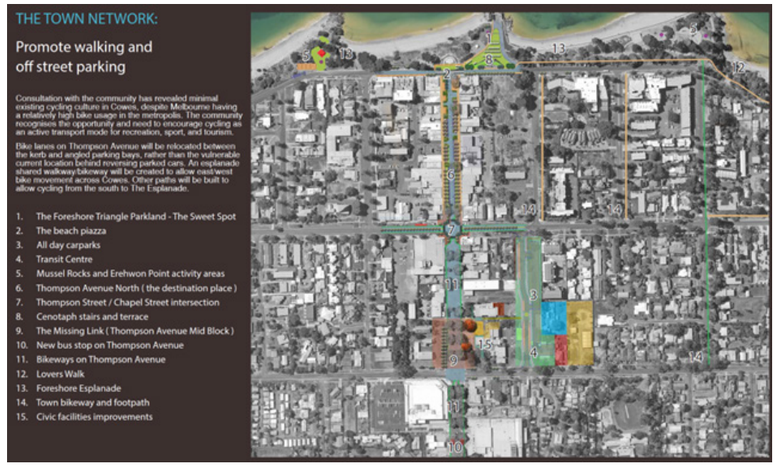
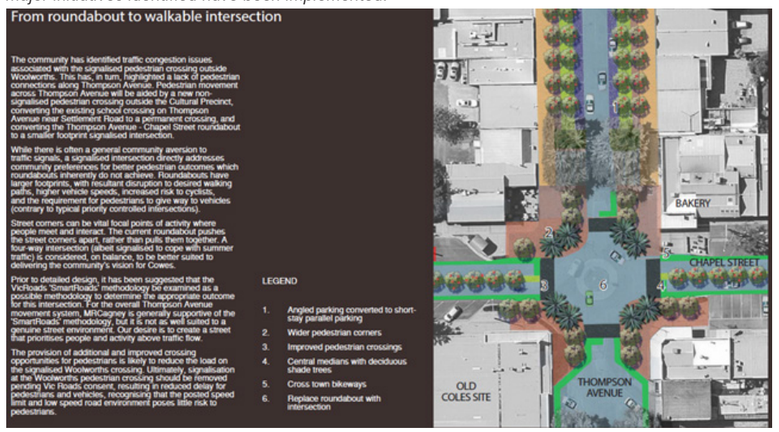


figure 5 *The Town Network Plans (Cowes Activity Centre Plan)*

This plan captures many of the key locations in which the Cowes Activity Centre Plan identified changes to the street network. This map also highlights a commitment to enhancing cycling, and shifting parking towards off street locations. In the six years since this Plan was prepared few of the major initiatives identified have been implemented.



Cowes Activity Centre Plan - Intersection of Thompson Avenue and Chapel Street. The intersection of Thompson Avenue and Chapel Street was examined as part of the Plan and provides a snapshot of what the Plan recommended; a signalised intersection.



Cross section for Thompson Avenue North. While this is clearly an improvement on the current design, since 2015, bicycle level of service standards have improved, and this could be applied to the street design to ensure that people on bikes do not ride without more physical protection.

Cowes Access and Movement Study, 2021

The Access and Movement Study of Cowes provides recommendations on the basis of the Bass Coast Shire Council's vision to 'improve sustainable travel and place quality in the town centre' and other key observations from review of existing Council policies and strategies. The report responds to existing data relating the current use of the site, its demographics, and safety records.

The report is based upon the following principles:

1. Prioritise place quality over free-flowing traffic

2. Treat cars as guests on main streets

3. Define preferred routes

4. Use filtered permeability to disrupt through traffic on local streets.

5. Use environmental design to guide driver behaviour.

The principles and design directions are based upon a hierarchy which gives pedestrians the highest modal priority and private vehicles the lowest priority. The report describes existing site conditions that are acting against the proposed modal hierarchy including: the amount of on-street parking in central Cowes, poor way finding, lack of universal access and safe pedestrian crossings, and missing pedestrian and cycling connections.

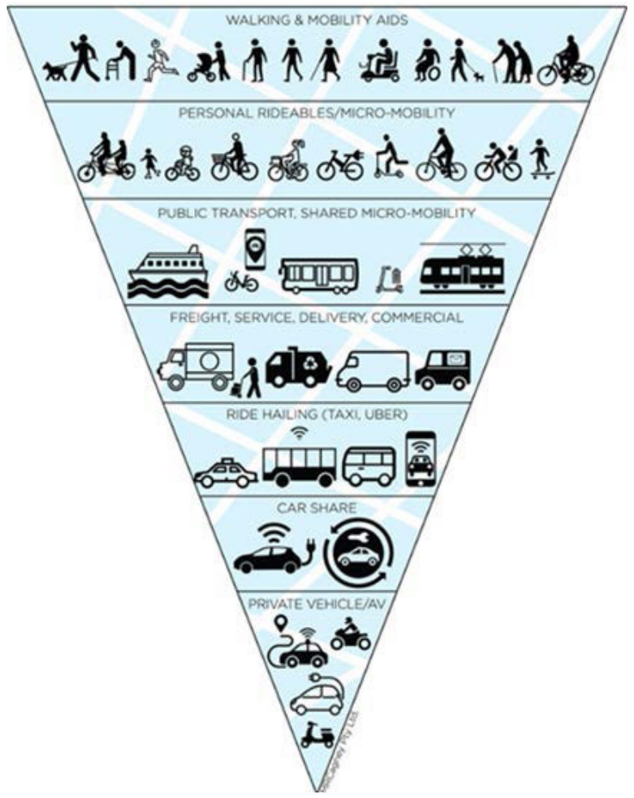


figure 6 *Transport modal hierarchy from Cowes Access and Movement Study (MRCagney, 2021)*

Issues have been defined and recommendations presented. These are briefly summarised below.

- Thompson Avenue and the Esplanade: Five valid options have been proposed for this zone of the study area in relation to the flow and direction of vehicular traffic. The options propose combinations of one-way or two-way roads within shared street environments and various design interventions such as bollard and amphitheatre style landscaping. Options for seasonal closure of streets is also mentioned. Moreover, this report considers three options for the provision of protected bike lanes along Thompson Avenue:
  - A bi-directional bike lane on the eastern side of the street
  - Protected bike lanes on either side with no parking on Thompson Avenue
  - Protected bike lanes with parallel parking on both sides
- Roundabouts on Thompson Avenue: Recommended approaches to the two roundabouts on Thompson Avenue within the study area are:
  - Chapel Street: Add raised zebra crossing to all approaches. Terminate protected bike lane immediately to the south of the roundabout.
  - Church Street: Add raised zebra crossings in the medium term, and pursue a signalised solution in the long term
- Midblock Crossing: A mid-block crossing is recommended at Thompson Avenue between Church and Chapel Street.
- Church Street: Upgrade the existing path to a shared path.
- Car Speeds: Consider implementing a 30km/h speed limit on Thompson Avenue north of Settlement Road.
- Car Parking: Implement way finding signage to direct drivers toward preferred parking locations - primarily the transit car park.

Cowes, Silverlease, Ventnor & Wimbledon Heights Structure Plan, 2010

The Plan articulates a vision and framework to direct future land use and development decisions in Cowes.

Some of the key suggestions that are included in the report are shown below:

- Improve pedestrian linkages on Bass Avenue, The Esplanade
- Provide pedestrian path along foreshore
- Street tree planting on Thompson Avenue and Chapel St
- Maintain Golden Monterey Cypress tree planting on Thompson Avenue.
- Provide pedestrian vegetation buffers/network of indigenous vegetation corridors integrated with pedestrian and cycle network.
- Create treed, pedestrian and bicycle linkages between public open space areas.
- Integrate smart tech into streetscape, WiFi, wireless charging

Phillip Island Transport Study, 2014

The Phillip Island Integrated Transport Study (PIITS) was developed to guide transport investment on Phillip Island, and the main road link between San Remo and Anderson, through to 2030. Five key principles were outlined in the Study, including:

- Transport network improvements (with a focus on walking, cycling, and public transport)
- Creating a vibrant and safe walking and cycling network (pedestrian priority infrastructure on main activity streets in townships)
- Better connections and integration across modes (overcome barriers to sustainable transport created by the arterial road network)
- Development of the transport network as an attractor (capitalise on the unique environment)
- Partnership with the Victorian Government (particularly for public transport and arterial road improvements).

Several actions in the report relate directly to the Cowes township. This includes blanket 40km/h, eventually moving down to 30km/h on all streets within the built-up area; improving pedestrian access in the commercial core; creating a high-quality public realm with seating, lighting, drinking fountains, shade, and shared zones; and building a network within 2km of the commercial core for local residents and visitors to use active transport to visit the centre.

Thompson Street (between Chapel Street and The Esplanade) and The Esplanade (between Warley Avenue and Bass Avenue) were identified as areas for conversion to shared zones.

Active Bass Coast Plan 2018-2028

The Active Bass Coast Plan guides the strategic actions to increase organised and incidental physical activity for local residents and visitors to Bass Coast. The 10-year plan outlines the actions Council will take to meet contemporary needs for sport and exercise, address inequality and health problems by inactive groups, plan for current and future open space needs, and construction of connected walking and cycling networks.

Analysis undertaken as part of the report highlighted Bass Coast's ageing population and levels of inactivity are higher than the State average; 59% of residents are not meeting their physical activity needs. When residents are engaging in physical activity, walking and visiting the beach are the top two activities, followed by swimming and cycling. Lack of facilities and feeling unsafe were highlighted as the main barriers to physical activity in Bass Coast.

Actions relating to Cowes include upgrading local parks and playgrounds and delivery of a shared path along Thompson Avenue, connecting with The Esplanade shared path.

A minor structural review of the report is due to be undertaken this year. Broadening the vision of actions to include more incidental physical activity, including walking and bike riding for everyday transport trips, could help increase physical activity rates for residents.

Overall, there is a high degree of strategic alignment between the directions set out in this Plan and the initial ideas for enhancing streetscape outcomes in Cowes.

Bass Coast Shire Council Philip Island Integrated Transport Study A Community Vision for Transport, 2014

The study articulates a community vision and to guild future investment in the transport network on the Phillip Island.

- Replace share paths with pedestrian path and provide off road cycling path
- Increase pedestrian crossings
- Provide more routes and transport services to attractors and link to residential zones
- Enhance water transport such as creating new paths for people moving cross bridge or considering linkages by ferry at Stony Point
- Create buffer zones between freight and areas of high amenity
- Avoid adverse impact on natural attractions by public transport
- Increase public parking facilities
- A PT bus service circulating the Island and link into local collectors
- Improve facilities for pedestrians of all ages and abilities
- Improve facilities to support wheel chairs and scooters
- Protect and provide more commercial opportunities for township

TRPI_calls for priority funding for cycling for Active Transport on Phillip Island

The report provides a review of current state of cycling and existing road/pathway infrastructure, and the plans for improvements.

Some of the key suggestions that are included in the report are shown below:

- Remove angle parking in Thompson Avenue and create new bikeway either side and carpark from Settlement Rd to Chapel St
- Provide shared path along Settlement Rd
- Build Ventnor/Cowes/Rhyll northern shore bike trail
- Provide an Esplanade shared walk/bikeway to allow east/west bike movement across Cowes
- Reduce speed limit to 40 km/h
- Creation of on & off-road bicycle network within 5km/h of each township
- Provide end of trip facilities in townships
- Improve routes in Coghlan Rd to encourage kids to walk & ride
- Extend the George Bass trail & improve it for riders

Representing our community: Shaping Our Future, 2019

The report has understood advocacy strategy and priority list and helps shape a better Bass Coast.

Some of the key directions that are included in the Plan are shown below:

- Support and deliver key local community and regional infrastructure
- Implement critical erosion infrastructure in Cowes
- To develop the new Phillip Island Recreation Precinct in Cowes
- Improve Cowes-Rhyll Road from Thompson Avenue, Cowes to Rhyll
- Link the accommodation of Cowes with the seaside hamlet at Rhyll
- Connect with the walking trails through protected bushland at Oswin Roberts Reserve and Conservation Hill Reserve
- Linking accommodation and attractions

Gippsland Accessible Tourism Plan 2019-2021, 2019

It is recognised that there are many benefits of building the region as an accessible and welcoming tourism destination for all users. Ensuring destinations and journeys are accessible to all people, regardless of age, disability or other factors will help grow visitation and enhance the tourism opportunities available.

With relation to Cowes and public realm improvements within the town centre, accessible tourism can be supported by investment in accessible and safe infrastructure including footpath and crossing improvements, equitable access to public transport, improved lighting and enhanced way finding. Streetscape improvements should adhere to the Australian Standards Design for access and mobility and be guided by the principles of Universal Design which comprise: Equitable Use, Flexibility in Use, Simple and Intuitive Use, Perceptible Information, Tolerance for Error, Low Physical Effort and Size and Space for Approach and Use.

Phillip Island and San Remo Visitor Economy Strategy 2035, 2016

This document provides an overview of Phillip Island as a Destination Place, with Cowes being the main holiday town and principal community and retail service centre. This report outlines the key tourist actions for Council, through to 2035. The report recognises the existing and future importance of tourism to the economy of Phillip Island and Bass Coast. Tourism, from local to international, constitutes a large proportion of activity on the Island, and is forecast to continue growing in the future. Visiting cafes, restaurants, and night life featured as some of the more popular activities undertaken by all visitors to Phillip Island. Approximately 95% of visitors arrive by private vehicle.

The report highlights several key actions for Thompson Avenue to encourage a more diverse and economically vibrant economy. This includes encouraging more specialist retail, café, and restaurant offerings; creating pedestrian links between off-street car parks and the street, including encouraging local businesses to provide those links; encouraging a landscape frontage along the street, and encouraging high-quality accommodation developments with ground floor commercial tenancies.

Actions relating to The Esplanade include incorporating new pedestrian links within new developments, between off-street car parks and the street; encouraging the use of upper decks for activations (balcony dining, etc); and encouraging contemporary and high-quality developments

Key objectives to improve tourism through public realm improvements within Cowes, specifically along Thompson Avenue and The Esplanade are identified and summarised below.

- The corner of The Esplanade and Thompson Avenue is identified as a Key Development site and should be a feature of the public realm maximising opportunities for activity at ground level, and protecting, enhancing and maximising existing views of the water.
- Pedestrian links are encouraged between rear of shop car parking and the street, between The Esplanade and Chapel Street.
- Consider switching Thompson Avenue to provide one-way traffic.
- Vegetation located around the foreshore and Thompson Avenue has historical and cultural importance and should be protected. In particular the Golden Monterey Cypress trees that line Thompson Avenue are an iconic feature and important to the town's and regional identity.
- Between Chapel Street and Church Street landscaped frontages are encouraged.
- In general, a high level of interaction between indoor and outdoor areas is encouraged within the streetscape to generate commercial activity.

Bass Coast Advocacy Priorities, 2018

The new Cowes Cultural Centre is one of the main priorities identified in this document.

Climate change is also identified as one of the main challenges Council seeks to prioritise in coming years, and this does have direct implications for transport, given that transport is the fastest growing source of greenhouse gas emissions.

Recreation is identified as an area Council seeks to promote, and it specifically identifies new shared paths to enable informal recreational opportunities. Indeed pathways has its own section within the document, and the Cowes to Rhyll pathway project has direct relevance to the current project. The Cowes to Rhyll Road Shared Path is identified as occurring in two stages:

Stage 1: Thompson Avenue to Coghlan Road (3.2km) $1.63m

Stage 2: Coghlan Road to Rhyll (3.8km) 1.88m

Bass Coast Township Study, 2019

This study covers all the townships within the municipality. In terms of Cowes specific findings, the following summarises the key points of relevance for the Cowes Streetscape Master Plan:

- Increase residential densities in Cowes
- Protect areas of distinct and highly valued urban character from development
- Design new buildings to reflect the intimate, small-scale character and landscape of Cowes

The Township Character Assessment Matrix identified the following elements as having a high contribution to the township's character:

- Sense of Arrival: Thompson Avenue entry/arrival clearly defined by Golden Monterey Cypress trees which result in canopy 'bridge' over road reserve. From one of the iconic Phillip island vistas. Secondary entries from Ventnor/Settlement Roads less notable and essentially comprise farm land separated from residential development by a road.
- Town Centre: Given it supports the largest settlement on Phillip Island (plus Silverleaves, Ventnor) is notably advanced in terms of range/scale of shops and services provided.
- Principally structured around linear retail strip of Thompson Avenue with 'big box' retail, service stations etc primarily located south of Chapel Street. Character of these areas still benefits from Golden Monterey Cypress trees. North of Church Street, commercial development has a finer grain – comprises higher proportion of food and drink premises and tourist oriented development. Pedestrian areas benefit from views to foreshore and incorporate wider footpaths and street furniture.
- Landscape quality (public realm)
- Landscape quality (private properties)
- Heritage values
- Public open space.

A findings summary from the township study identifies that Cowes will be subject to a high degree of growth and density, and this has direct ramifications for enhancing the efficiency of the transport system that serves Cowes. This must include a shift towards more space efficient travel (i.e. walking, cycling and public transport).

Bass Coast Shire Council Youth Action Plan 2016-2020

The Bass Coast Shire Council Youth Plan identifies the aspirations of young people and their vision for the future and to see opportunities for improvement.

Some of the key directions that are included in the Plan are shown below:

- Create more 'youth spaces' in Thompson Avenue
- Provide more sporting options and facilities or entertainment venues

Final Engagement Summary Report for Olive Justice Place, 2020

The Report for Olive Justice Place presents refined options for the Shire's consideration and to determine future uses of Olive Justice Place. Some of the key directions that are included in the report are:

- Create a connection between the Jetty Triangle and Thompson Avenue.
- Turn the place into a green open space and encourage local people to use it.
- Remove the carpark in order to discourage the use of vehicles.
- Create a better look and feel for the site by introducing artistic installations.
- Introduce historical signage and notice boards. (At the time of the completion of this Master Plan, there was a new information sign at Olive Justice Place explaining the history of Olive Justice.)
- Create a peaceful pocket park garden, holistic and immersive in encompassing interest of the unique historic way of life but also playful and supportive of parents, carers and child development.

2.3.4COVID-19

COVID-19 has caused the largest disruption to mobility and work patterns in living memory. The need for physical distancing has also placed greater emphasis on the outdoor environment. On street dining has allowed hospitality enterprises to continue to serve their community and these parklets have been embraced by traders and patrons. In addition, networks of pop-up bike lanes and wider footpaths have also been created in response to the Pandemic and many now see these alterations to our public space as something that could provide on-going benefit, even after the COVID-19 response has subsided.

Cowes plans for parklets, 2020

Bass Shire Coast Council developed a plan to bolster opportunities for on-street dining, road closures and speed reductions in response to COVID-19. The below figure provides an outline of the proposed changes as of November, 2020.

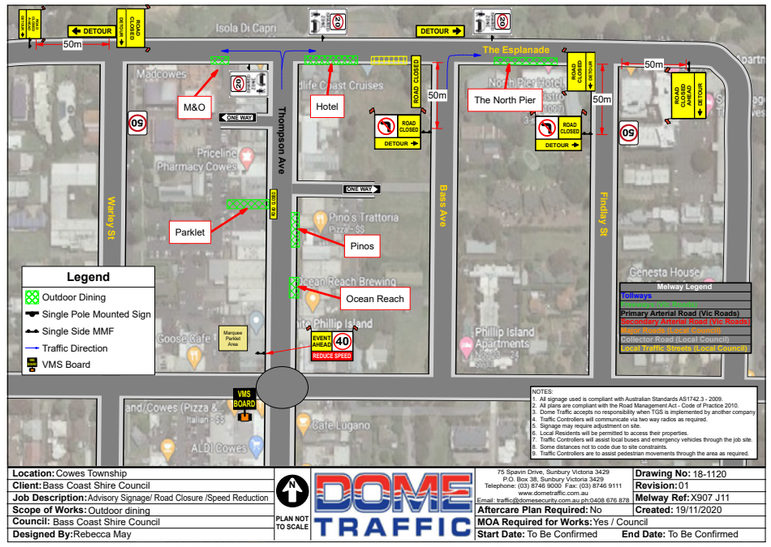


figure 7 *Cowes Township Outdoor Dining Plan*

The parklets/dining that occurred in response to COVID-19 have generally enhanced the public realm in Cowes. In particular, the Thompson Avenue pop up's are well used and effectively support the businesses that uses them. The Esplanade also has well used series of pop up dining opportunities.

The only pop up that was not identified as being well used during the COVID-19 lockdown was located at Olive Justice Place. The Olive Justice Place pop up had no clear intended use and offered little more than artificial grass laid out in a space that felt like a car park, adjoining a car park. Since the time of initial site inspections and the end of the lockdowns, semi-permanent improvements have been made to Olive Justice Place that have converted the space into a much more functional and utilised open space - complete with upgraded surface paving, picnic tables, an artificial turf area with lounges and large planters. It would appear that conversion of the space to a more permanent pocket park with ample seating, shelter, informal play and flexible use space would be an effective use of the space.

2.4 Streets For People Approach

A street is not just a conduit for movement. It can also be an inviting, vibrant place that supports the community and economy.

Currently, Thompson Avenue performs as a transportation conduit linking the southern commercial end of the Cowes Activity Centre to the northern foreshore. It caters primarily to vehicle traffic, in particular large volumes during holiday periods. There are bicycle lanes either side of the road, but their location running behind reverse-out vehicles parked on an angle poses some safety risks. As one moves toward the foreshore the footpaths become wider (though the streets remain just as wide) and modes of transportation begin to get intertwined with a surplus of pedestrian activity.

From a place perspective Thompson Avenue, being the central commercial spine, should perform as a vibrant linear village square and a meeting space for the community and local businesses to trade; and prioritise the pedestrian while still maintaining access for other modes of transportation.

The concept of Streets For People represents a paradigm shift in thinking about streets, lanes and road reservations as spaces for all users through the negotiation of confined road spaces. To achieve holistic people-oriented places, public realm upgrades must also be paired with public realm improvements through the following principles:

- Prioritise People: To recognise people as key street users. Street design should maximise opportunities to improve pedestrian amenity and safety.
- Minimise conflict: between the varying modes of transport, a higher priority given to pedestrians and cyclists without compromising the functional role of streets to support existing and future uses.
- Maximise vibrancy: To encourage activities to spill out onto the street from nearby tenancies. Create opportunities for visible street activities.
- Evidence based approach to streetscape design: A place and movement approach to street design is consistent with VicRoads and the Department of Transport contemporary practice.

The Cowes Streetscape Master Plan aims to establish Cowes as an exemplar of Streets For People driven design.

2.5 Pedestrian Oriented Design (POD)

The Streets For People approach to streetscape design stems from the Pedestrian Oriented Design (POD) philosophy. POD relates to the design and presentation of public spaces with the provision for associated facilities to encourage walking and cycling along a transit corridor/street.

The presence of or intensification of development and commercial activity, coupled with public realm improvements makes it possible to reduce trips made in private vehicles. It is therefore essential to apply the principles of POD in order to shift the transportation hierarchy and prioritise pedestrians. This can be achieved through applying these key principles:

- Foster human-scale development that emphasizes pedestrian and cyclist rather than vehicular features by incorporating consistent and active urban street frontages.
- Promote pedestrian amenities and landscaping that contribute positively to an appealing streetscape environment.
- Promote an environment where areas are accessible to all abilities.
- Promote pedestrian safety by increasing the visibility and vitality of areas occupied by pedestrians.
- Provide a connected network of footpaths.
- Encourage street activity to support livable neighbourhoods and commercial areas.
- Encourage designs that promote crime prevention, personal and community safety.

A failure to address the human scale in planning and designing for POD will ultimately result in an under whelming public realm characterised by poor urban amenity and associated social and cultural impacts.

The economic uplift associated with POD provides wonderful opportunities to generate commensurate levels of social uplift through improvements to the public realm, which in turn can lead to further investment in commercial ventures which seek to leverage increased activation within the public realm and provide a complementary offer. Investment in the public realm can and does provide a real stimulus for investment in the private realm.

Key opportunities in this context include the enhanced connections between key attraction, along the commercial spine and abroad to the precinct, uplift of a tourism-based economy, outdoor dining, trading and community gathering atmosphere, a walkable centre and associated improvements to street amenity, tree planting, legibility, way finding, lighting and safety.

The opportunity exists through the application of POD principles to establish Cowes as an exemplar of a commercial and tourism/transit hub within the context of regional Melbourne.

2.6 Transportation mode hierarchy

An objective of the Cowes Streetscape Master Plan is to flip the traditional transportation mode hierarchy, which has over the last ~70 years had motor vehicles at the top. In the last ~20 years, some governments have begun to reverse this hierarchy within Activity Centres, in order to promote urban amenity features and sustainable mobility. The below diagram illustrates the recommended mode hierarchy within the town centre. This has pedestrians at the top, followed by other modes, based on the degree to which they support Cowes' strategic ambition to be a more people oriented, sustainable township. It is designed to guide road space allocation decisions and transport investment.

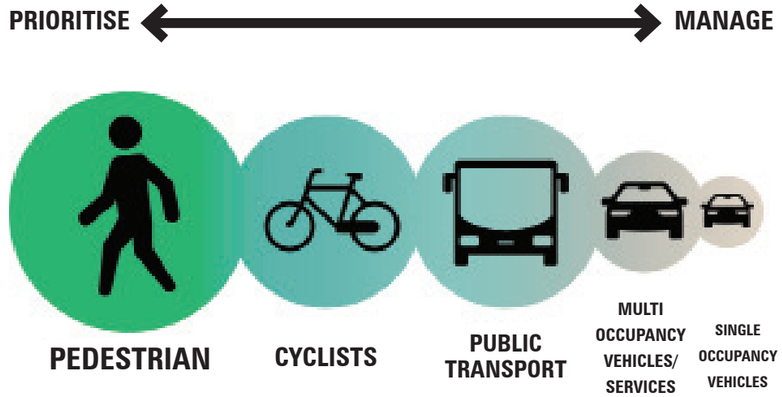


figure 8 *Proposed transportation mode hierarchy for Cowes town centre*

2.7 Exemplar street design concepts

This section provides Cowes with a set of exemplar street design concepts to enable the township to improve access, circulation and safety and celebrate its unique identity.

2.7.1 Threshold treatments

The way in which pedestrian cross the street can have an important impact on safety and the level of service for people walking. There are a number of intersections that are key pedestrian crossing points in which pedestrians are forced to give way to motor vehicles. The new transport mode hierarchy encourages a reversal of this situation, in order to provide priority to pedestrians. Threshold treatments are effective in asserting the priority of the pedestrian at crossing points and many local governments are installing these facilities, one of which is pictured below. This raised threshold provides a continuous level crossing for the pedestrian, raising their profile and enhancing accessibility while simultaneously acting as speed bump for motorists. There are many instances in which raised threshold crossings within the town centre would provide an effective mechanism for Council to enhance pedestrian priority and accessibility. This is particularly important for Cowes, with an ageing population, as the elderly are overrepresented in pedestrian traffic injury statistics. Moreover, by creating a level crossing, those with walking aids or mobility scooters are more easy able to navigate crossing points.



figure 9 *Raised pedestrian threshold crossing in Sydney*

The intersection of Chapel Street and Thompson Avenue has been identified as requiring greater pedestrian priority. The application of a raised threshold crossing along all crossing legs would both enhance safety and act as 'gateway' to the heart of Cowes, supporting the 'Destination Place' concept that has been established in past Council reports. An example of the treatment recommended for the intersection of Chapel Street and Thompson Avenue is shown below, from South Melbourne. This style of intersection provides raised thresholds for both pedestrians and cyclists.



figure 10 *Raised threshold roundabout in South Melbourne*

2.7.2 Encouraging negotiation

Spaces that encourage negotiation are often safer and more inviting than discretely programmed spaces. The below image shows a space where different user groups are encouraged to negotiate with each other as they travel through the space. The elimination of the kerb, fully shared space, tactile paving, and only gentle design suggestions encourage people to slow down and negotiate. This is usually done through subtle body language, eye movement, and hand gestures to let each other know their intended movements.



figure 11 *Different user groups negotiating streetscape space in Groningen The Netherlands (Source: Institute for Sensible Transport)*

2.7.3 Shared streets and low vision navigation

Shared street environments should include high quality landscaping, pavements and flush-kerbed streetscape. It is crucial that the streetscape clearly communicates to drivers that they are guests in the pedestrians space, and yield to pedestrians accordingly.

Notwithstanding, shared streets can be difficult to navigate for people with low vision because of the absence of spatial cues such as kerbs. (MRCagney, 2021)

The City of Auckland has been steadily making shared streets over the last decade, and needed to develop new standards for blind and vision impaired pedestrians in shared streets as part of the work. Elliot Street, which opened in 2011, was one of the first to use the new standard (RTS 14 – Guidelines for facilities for blind and vision impaired pedestrians). It enables and guides the use of tactile and contrasting paving rather than TGSI.

There is a continuous accessible path of travel (CAPT) from the building line – meaning a clear, wide path reliably free of obstacles on both sides of the street. Next to it is the 'activity zone' featuring seating and plants, and in the middle is a space for cars and other vehicles. However, the lines between the different zones are blurred.



figure 12 *Shared street in Auckland with CAPT visible in the lower right corner. (MRCagney, 2021)*

2.7.4 Lowering and eliminating the kerb

Lowering or eliminating the kerb is a design treatment that removes barriers for pedestrians moving across the street. The design maintains vehicle access, at reduced speeds, and signals to drivers that pedestrians have priority in the space.



figure 13 *Eliminated kerb on Little Malop Street, Geelong (Source: fortemag.com.au)*



figure 16 *Eliminated kerb on Greville Street, Prahran (Source: acecontractors.com.au)*

2.7.5 Textured street pavement

Textured paving is used to delineate space within an area and provide tactile messaging to drivers to slow down. The below figures show tactile paving used to slow vehicles on the carriageway while a smooth surface is provided for the adjacent pedestrian path and protected bike lane.



figure 14 *Textured paving on Little Malop Street, Geelong (Source: gartland.com.au)*



figure 17 *Tactile paving on carriageway in Sydney (Source: Transport for NSW)*

2.7.6 Rationalising vehicle access

Restricting vehicle access, partially or fully, can open up new opportunities for activity.



figure 15 *Pedestrianised street in Acland Street, St Kilda (Source: mcgregorcoxall.com.au)*



figure 18 *Temporary road closure to vehicles for pedestrians in Main Street, Mornington (Source: mpnews.com.au)*

3 Site Analysis

The following pages detail site observations in relation to the site function and characteristics of the Master Plan study area. Information was collected and recorded from site investigations and desktop research.

3.1 Constraints

General site constraints are apparent following observations of the streetscape layout, characteristics and how people are using the area. These constraints are listed below and generally identified on the adjacent map.

1. Disconnection between surrounding streets and the foreshore due to lack of pedestrian permeability across the street and way finding infrastructure
2. Street hierarchies are incoherent
3. Existing features cause visual and physical clutter with low amenity value
4. Narrow pedestrian width and steep grades adjacent to The Esplanade restricts pedestrian access to foreshore and restricts opportunities for pedestrians to enjoy uninterrupted coastal views
5. Steep inclines at the northern end of Thompson Avenue require wide areas of ramp for DDA pedestrian movement, and restricts opportunities for traders to provide outdoor dining opportunities to patrons
6. Angled car parking acting as barrier between sides of the street and parking occupies a large portion of the road widths in the study area whilst also causing excessive circulating traffic
7. Motor vehicles prioritised over other users and limited protected crossing opportunities (e.g. pedestrian refuges, zebra crossings etc)
8. Car parks exposed to otherwise active street frontages along Church Street and Chapel Street cause visual disruptions to the pedestrian scale streetscape
9. Pedestrian access from the Transit Centre car park to the main street activity is restricted and indirect. The main desire line north from the bus terminal to the centre of Cowes is blocked by landscaping and built form.
10. There is limited bike parking in inconvenient areas. Moreover, some of the bike parking does not meet Australian Standards – specifically with regard to the ability to easy lock the frame
11. Cycling infrastructure is appealing only to a narrow segment of the population, as they offer no physical protection from either reversing cars or those travelling on the carriageway.
12. Currently there is no way finding/orientation guidance at Transit Centre entrances

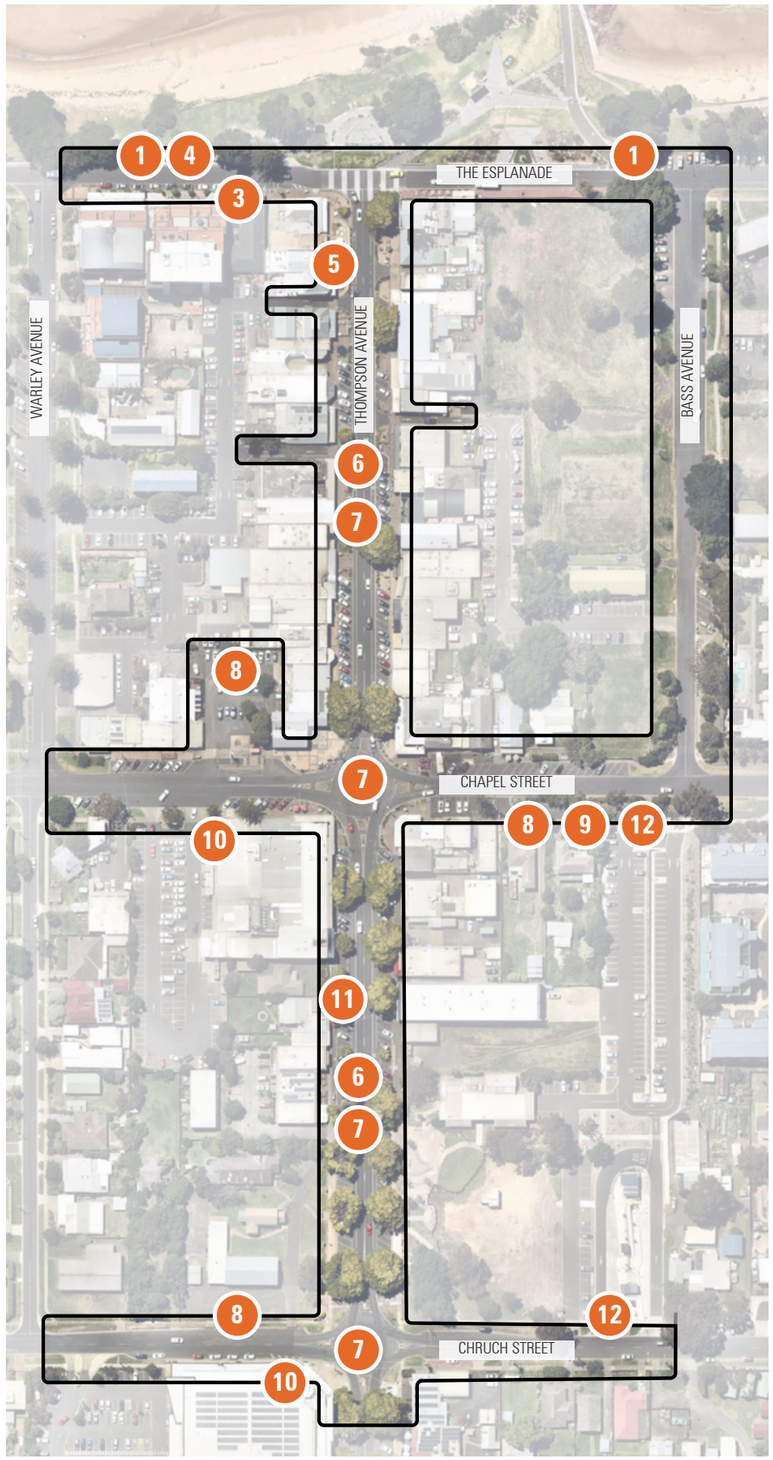


figure 19 *Site Constraints Map*

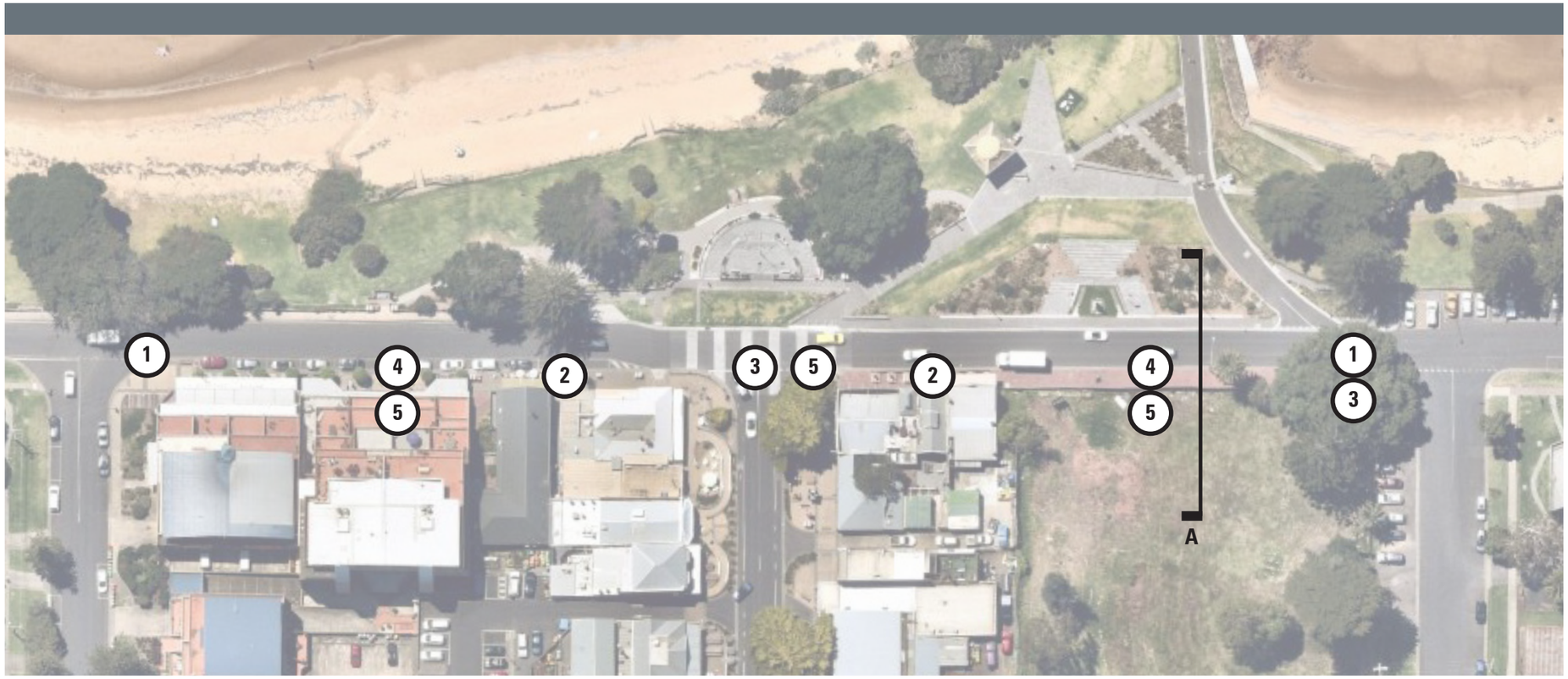
3.2 Early observed opportunities

Cowes has been identified as a township to support growth within the broader Gippsland Region. The Cowes Community Plan 2017 provides strategies to support local business in becoming more commercially resilient and diverse, thus encouraging economic development and future growth. Commercial activity is the beating heart of Cowes. People, both local and tourist, are shopping, dining, staying and playing. The town centre environment should support and encourage these uses and provide flexible and safe spaces within which these activities can occur. We understand there is a delicate balance to be struck between the needs and uses of private and public space, the vehicle and the pedestrian, especially within the confined boundaries of an urban streetscape. Some initial opportunities for consideration include:

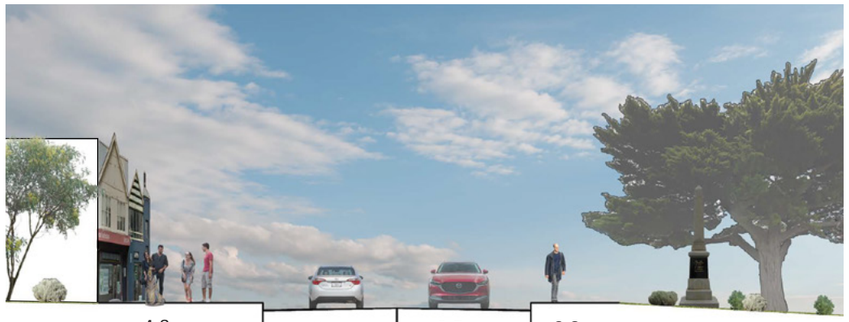
- Creating depth to the ground plane: Providing beautiful external spaces for people to sit and linger. Outdoor spaces that encourage people to linger are essential to successful shopping centres. These become meeting spaces and way finding nodes. Generally, a well resolved design and well-considered materials will contribute to the quality of the space.
- Human scale is in the detail: Ensuring materials at the ground level provide interest, colour and tactility to passersby. Identify and consider scale, size and articulation of public realm infrastructure. Options to collaborate with local artists may contributes to both the comfort of visitors and the character of the space - perhaps through integrating an interpretive layer into the urban design fabric sympathetic to the traditional qualities of the area. An example may be infusing street furniture or paving with local stories through interpretive elements such as etched graphics or sculptural form.
- Retain and enhance tree canopy: The existing Golden Monterey Cypress trees, which are of regional significance, are an iconic feature of Cowes and should be protected and supported. Additional tree planting of species along streetscapes within the study area, suitable to and representative of the coastal environment will provide a significant contribution to the landscape.
- Managing visual clutter: This includes inappropriate and poorly considered signage, inappropriate or unplanned street furniture and utility fixtures often detracting from the overall space. The use of a consistent palette of urban furniture and delineation of spaces (i.e. footpath trading zones) may help minimise visual and physical clutter. Similarly consolidating services or disguising them, for example removal of kerbs and side entry pits and replacement with decorative heel safe and slip resistant trench grates.
- Safe and Accessible: Employing well recognised Crime Prevention Through Environmental Design (CPTED) and Universal Design principles, such as avoid creation of hiding spaces, dark shadows and glare, promoting passive surveillance and street activation. Ensuring universal access and use, such as ensuring side streets and laneways cater to the needs of a diverse range people in the community including children, young families, the elderly and mobility impaired. Paths of travel should be well sign posted and lit at night, and trip hazards and barriers removed and confusing surface treatments rectified.

The following section delves into a detailed analysis of each streetscape precinct and identifies site-specific opportunities to inform development of the Master Plan initiatives.

3.3 The Esplanade

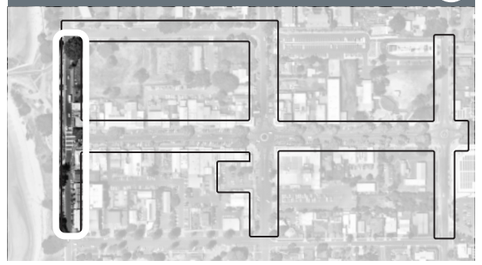


0 20 40
10 30 50m



Existing Cross Section A

KEY PLAN



3.3.1 Opportunities

The opportunities to enhance The Esplanade include:

1. The opportunity to restrict motor vehicle access and prioritise non-vehicular modes of transportation is made considerably more achievable by the fact that there is only one driveway along The Esplanade between Thompson Avenue and Warley Avenue. One-way vehicle traffic is already in practice between Thompson Avenue and Bass Avenue through an ongoing trial by Council.
2. Existing 'pop-up dining' on The Esplanade illustrates the potential for a greater focus on people orientated designs and transitioning away from the typical street layout to a more flexible use shared space that maximise people's enjoyment of the outdoors and supports commercial activity.
3. Provide way finding and information signage in areas of high activity to reduce confusion and promote tourism.
4. Improve pedestrian access and uninterrupted views of the Bay by establishing more prominent and wider pedestrian paths of travel and seating closer to the foreshore and removing visual clutter and low amenity landscaping.
5. Upgrade surface treatments to footpaths and the roadway with a higher quality finish and to improve access and safety through delineation of vehicle and pedestrian areas, remove trip and slip hazards and consider removal of the mock 'zebra crossing' treatment.

3.3.2Existing conditions

The Esplanade is a nationally significant waterfront promenade. It runs parallel to the foreshore and caters to two-way vehicle traffic west of Thompson Avenue, and one-way east-bound traffic east of Thompson Avenue. It is popular with pedestrians and diners, due in large part to the excellent views of the Bay and it being the closest street providing access to the beach and jetty.

On the block between Thompson Avenue and Warley Avenue, The Esplanade contains a number of retail outlets and take way food businesses and has no role in regional traffic distribution. Some semi-permanent on-street dining has taken the place of some parallel parking. The walkways adjacent these businesses between Thompson and Warley contain small evergreen topiary trees that provide low visual and amenity value. Though the trees help to create a sense of enclosure to the space, the trees narrow the walkway and form a barrier to those wanting to walk closer to the foreshore. Moreover, overhead powerlines cause visual clutter to the overall streetscape. The opposite side of The Esplanade comprises a narrow concrete footpath with a timber post and rail fence dividing the street from the foreshore embankment below. Many large existing trees (Norfolk Island Pine and Cypress primarily) are along this interface and have raised evergreen canopies providing shade and views to the Bay from street level.

This intersection of Thompson Avenue and The Esplanade is where the town centre connects with its key attraction- the foreshore. The intersection is defined by a bluestone and granite cobblestone pattern that resembles, but is not, a zebra crossing. Observation during site visits confirms that while it may not be an official zebra crossing, road user behaviour often assumes this is a zebra crossing. Pedestrians assume vehicles will given-way; however this can be dangerous for pedestrians crossing the road. Thompson Avenue visually terminates at The Esplanade with steel removable bollards set within a grassed area defined by a ha-ha or recessed wall creating a seat edge on the foreshore side.

The eastern side of The Esplanade, between Thompson Avenue and Bass Avenue does not have the same fine-grain commercial activity as its western counterpart. There are three larger commercial active frontages along a brick footpath with semi-permanent and expansive on-street dining that has taken the place of the east-bound vehicle traffic lane. The remainder of the southern street frontage is a solid construction fence to the former Isle of Wight site (currently vacant and recently sold and planned for development). The opposite/northern side of the street has been upgraded within the last few years with a new exposed aggregate concrete footpath with granite cobblestone feature banding, accessible grass areas and coastal landscaping to frame and compliment the Cowes War Memorial monument that commemorates those people of Phillip Island who died in service or killed in action in World War One. There are open views to the Bay though there are young Norfolk Island Pines which will grow tall in time. A large mature Fig tree envelopes the southwest corner of The Esplanade and Bass Avenue, with roots intertwined in an old stone wall and is a feature to be retained and protected.



figure 20 *The Esplanade between Thompson Avenue and Warley Avenue looking east*



figure 21 *The Esplanade looking east from Warley Avenue*



figure 22 *The Esplanade looking west toward Thompson Avenue and the Cowes War Memorial.*



figure 23 *The Esplanade looking east toward Bass Avenue, Cowes War Memorial on the left and the Isle of Wight site on the right.*



figure 24 *The intersection of The Esplanade and Thompson Avenue*



figure 25 *Existing mature fig tree at the corner of The Esplanade and Bass Avenue.*

3.4 Thompson Avenue (between The Esplanade & Chapel Street)



0 20 40
10 30 50m



Existing Cross Section A



Existing Cross Section B

KEY PLAN



3.4.1 Opportunities

The opportunities to enhance Thompson Avenue north of Chapel Street include:

1. The opportunity to reduce motor vehicle access and prioritise non-vehicular modes of transportation is made considerably more achievable due to the high intensity retail environment and 'pop-up dining' attracting large amounts of pedestrians, particularly in the summer months. Limiting vehicle access, perhaps through one-way traffic and limited car parking could support creation of a shared zone.
2. Remove kerbs bringing the footpath flush with the carriageway, and introducing traffic calming measures to support and prioritise pedestrian and non-vehicular movement throughout the streetscape creating more accessible and usable outdoor space. Consider redesign of the crescent-shaped ramps to provide more usable space while still providing accessible access paths.
3. Preserve and celebrate views to the Bay, and protect the existing Golden Monterey Cypress trees.
4. Remove the mock 'zebra crossing' at The Esplanade and create raised pedestrian crossings or continue the flush footpath and carriage way treatment through to The Esplanade and Chapel Street intersections.
5. Prioritise entry to off-street carparks by directing vehicles down Chapel Street toward the carpark entrances on Warley Avenue and Bass Avenue. Ensure adequate way finding signage is provided to guide people back toward Thompson Avenue.

3.4.2 Existing conditions

Thompson Avenue is the main street of Cowes, with an intensified retail environment at its northern end, north of Chapel Street, right through to The Esplanade. The gradient of the street becomes more pronounced north of Chapel Street, sloping down towards the foreshore. The sloping topography enhances the spectacular views experienced while heading north toward the Bay. Existing Golden Monterey Cypress trees with broad reaching canopies across the street further frame these attractive views. The decline however is noticeably steep no matter the mode of transportation, so much so that the western footpath comprises a series of stairs and ramps to provide DDA compliant access.

The street's current design prioritises motor vehicle traffic, with pedestrians giving way to vehicles and painted bicycle lanes between the carriageway and the rear of angled parked vehicles. This bicycle lane arrangement can be dangerous for cyclists as they are not clearly visible to parked cars. This street layout is likely a legacy from previous decades in which priority was placed on motor vehicles, rather than a reflection of contemporary considerations. There is however a pedestrian crossing at the intersection to Chapel Street and midway along Thompson Avenue delineated by bulb-outs of the kerb with pram ramps and bollards, but no linemarking or further traffic calming is provided.

The speed limit on Thompson Avenue is 40km/h (was recently reduced from 60km/h and 50km/h). As a high pedestrian activity zone this reduced speed is more compatible with a Safe Systems approach to road safety; however the relationship between reverse-out angled parking and the painted bicycle lanes is still not ideal for cyclist safety.

The main street is subject to heavy traffic volumes during the peak seasons which often reduce the speed of vehicles to a crawl; however being the primary commercial and retail street within the town centre, there is considerable opportunity to support a more people-focused street layout without impacting unreasonably on vehicular traffic.

Thompson Avenue is flanked on both sides by primarily mature Golden Monterey Cypress trees which are regionally significant and iconic to Cowes. The trees have dense evergreen canopies creating patches of deep shade along the footpath and for parking. The trees are large and mature on the east side of the street providing dense canopy cover and shade, while the west side comprises younger trees still establishing allowing for open views toward the Bay and access to sunshine for outdoor dining and trading.

There are shop awnings along both sides of the street providing some shelter, however the awnings extend primarily over the footpath and not where outdoor dining or gathering spaces are located. The mix of commercial, retail and dining opportunities along Thompson Avenue results in the footpath being shared with on-street dining, advertising signage and retail displays. The footpath widths are fairly generous, however can become cluttered and restrict access and sight lines. There are also patches of garden beds (out from under the Cypress tree canopies) with low height coastal planting providing a sense of character and softening to the streetscape environment.



figure 26 *Thompson Avenue at the northern termination point, looking south.*



figure 27 *Thompson Avenue eastern footpath looking south with coloured exposed aggregate concrete paving, street furniture and on-street dining with festoon lighting.*



figure 28 *Thompson Avenue mid-block pedestrian crossing.*



figure 29 *Thompson Avenue looking north from the western footpath including crescent-shaped ramps and stairs, outdoor dining, nautical theme bollards and lamp posts.*



figure 30 *Thompson Avenue looking north at the mid-block pedestrian crossing, on-street retail and coastal garden beds.*

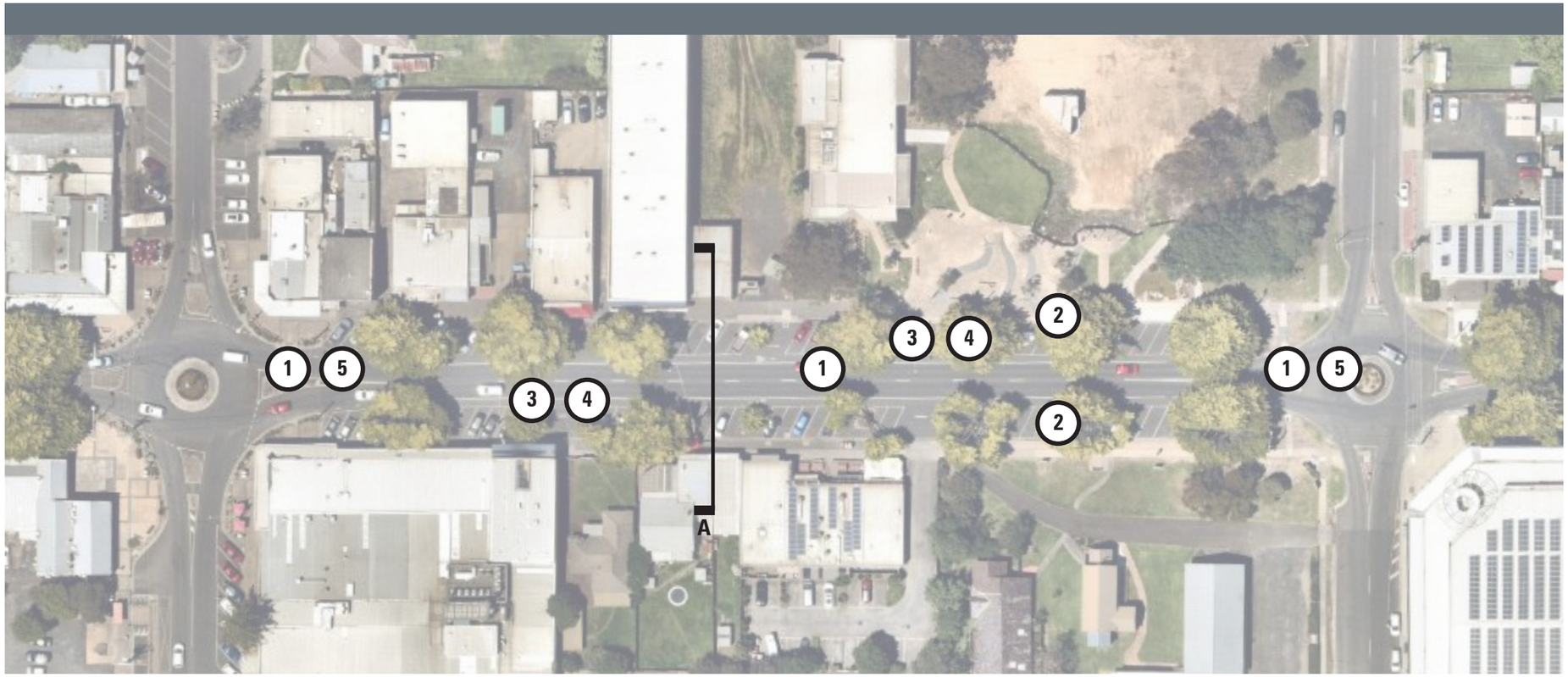


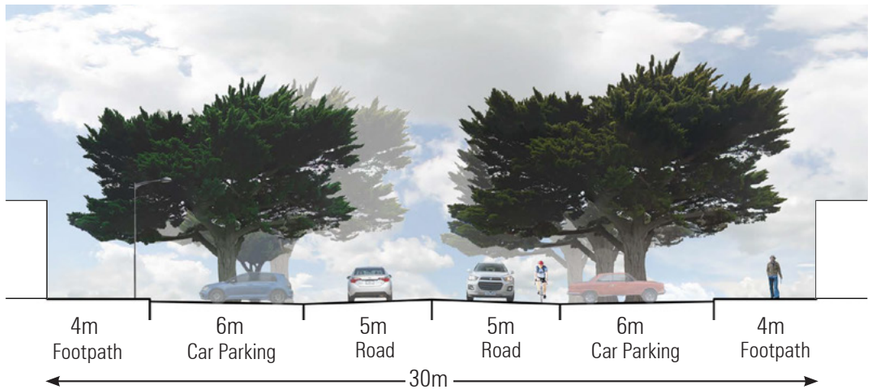
figure 31 *Thompson Avenue looking north from the western footpath.*



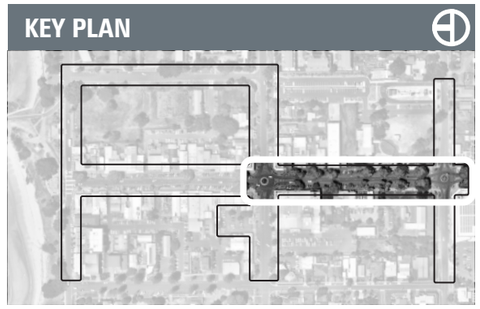
figure 32 *Thompson Avenue looking north toward the Bay from the pedestrian crossing north of the intersection with Chapel Street.*

3.5 Thompson Avenue (between Chapel Street & Church Street)





Existing Cross Section A



3.5.1 Opportunities

The opportunities to enhance Thompson Avenue between Chapel Street and Church Street include:

1. Adjust the streetscape layout to improve pedestrian permeability, access and safety by introducing raised pedestrian crossings with traffic calming measures. Consider footpath resurfacing with a consistent material. Option to provide a new, direct connection between the Transit Centre car park and Thompson Avenue as part of the development of the Cowes Cultural and Community Centre.
2. Improve the safety of and opportunities for cyclists and other wheeled forms of mobility (other than vehicles) but creating dedicated bicycle lanes protected from vehicle traffic.
3. Consider managing time periods for on street parking to increase turnover and availability of car parks.
4. Protect and support the existing Golden Monterey Cypress trees by expanding available permeable area for root growth. This may also help minimise damage to hard surfaces and trip hazards.
5. Prioritise entry to off-street carparks by directed vehicles down Church Street and Chapel Street toward the off street carpark entrances, in particular toward the Transit Centre carpark. Ensure adequate way finding signage and comfortable and access paths are provided to guide people back toward Thompson Avenue.

3.5.2 Existing conditions

Thompson Avenue is the main street of Cowes, with larger format retail (i.e. super markets) and commercial offerings at its southern end between Chapel Street and Church Street. Lot sizes are larger which results in fewer active frontages along the footpath. The southeast side of Thompson Avenue just north of Church Street is under construction with the future Cowes Cultural and Community Centre expected in 2023 which should comprise of an open and welcoming frontage to Thompson Avenue.

Existing Golden Monterey Cypress trees, which are regionally significant, have broad reaching canopies and create a sense of enclosure when driving down the street, but also present a strong and consistent character. The canopies cast large patches of deep shade to the footpath and parking. While the shade provides respite in the warmer months, in cooler months it blocks out the sun and creates a cool and barren environment as not much plant life is able to thrive beneath the canopies. The trees are located within kerb outstands between angled car parking and roots are uplifting the asphalt pavement and cracking concrete kerbs in many locations creating trip hazards and patchwork surface finishes. The kerb outstands are separated from the footpath and kerb and channel allowing surface runoff to be directed toward the channel and into drainage side entry pits.

The street's current design prioritises motor vehicle traffic, with pedestrians giving way to vehicles and a painted bicycle lane between the carriageway and the rear of parked vehicles. There are no mid-block pedestrian crossings. This bicycle lane arrangement can be dangerous for cyclists as they are not clearly visible to parked cars. The speed limit on Thompson Avenue is 40km/h (was recently reduced from 60km/h and 50km/h). The reduced speed is more compatible with a Safe Systems approach to road safety; however the relationship between reverse-out angled parking and the painted bicycle lanes on both sides of the road is still not ideal for cyclist or motor vehicle safety.

The main street is subject to heavy traffic volumes during the peak seasons which often reduce the speed of vehicles to a crawl; however being the primary commercial and retail spine within the town centre, there is considerable opportunity to support a more people-focused street layout without impacting unreasonably on vehicular traffic.

Shop awnings are hit and miss along both sides of the street providing patches of shelter. The footpath width is fairly generous but is not a consistent material, often a mix of concrete and asphalt. The footpath is also shared by pedestrians, some on-street dining, bins, advertising signage and retail displays. Footpaths can easily become restricted and cluttered.



figure 33 *Thompson Avenue looking south toward the future Cowes Cultural and Community Centre site.*



figure 34 *Thompson Avenue looking northeast toward the future Cowes Cultural and Community Centre, with road signage in the foreground.*



figure 35 *Thompson Avenue looking north toward Chapel Street.*



figure 36 *Thompson Avenue looking south with footpath trading, existing loading zone and typical streetscape profile comprising angled parking, cycle lane and carriageway.*



figure 37 *Pedestrian crossing north of Church Street with kerb ramps and centre island.*

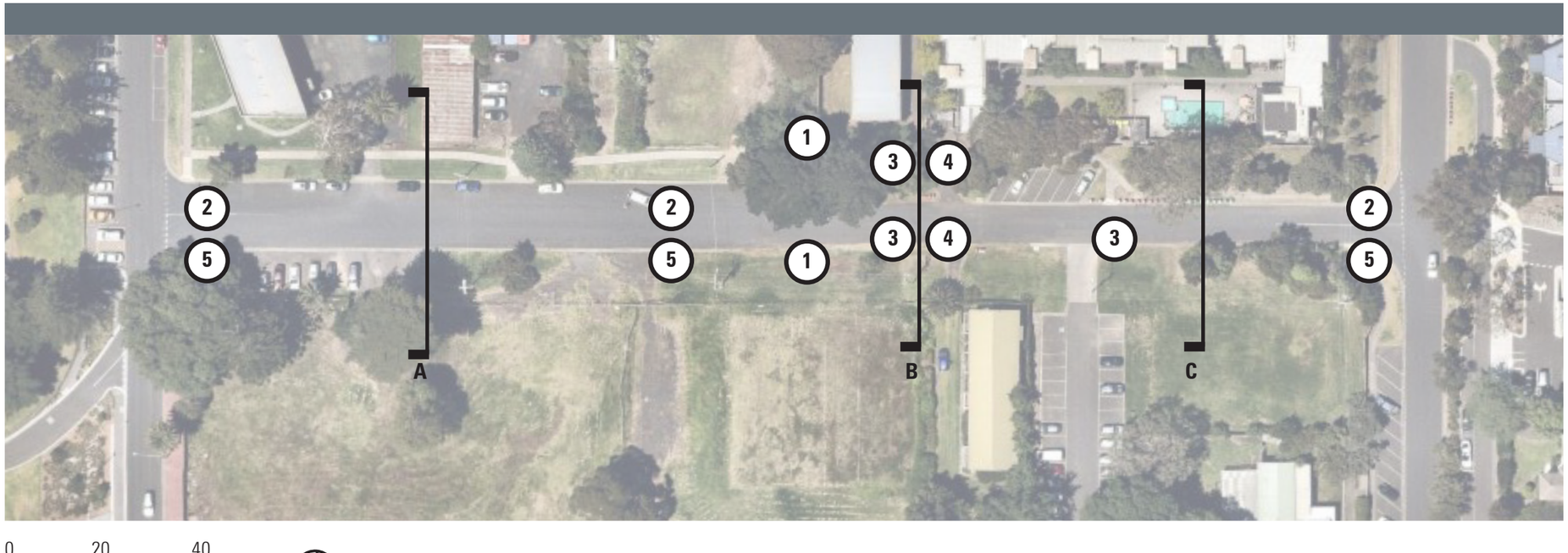


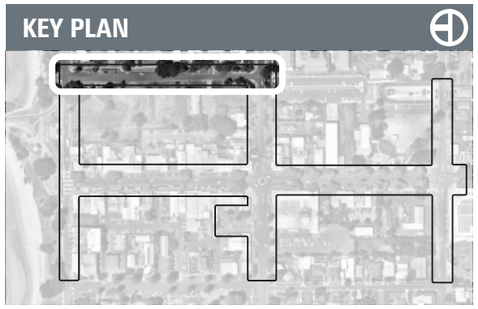
figure 38 *Footpath along the west side of Thompson Avenue looking south toward Coles.*



figure 39 *Pedestrian crossing at Thompson Avenue and Chapel Street.*

3.6 Bass Avenue

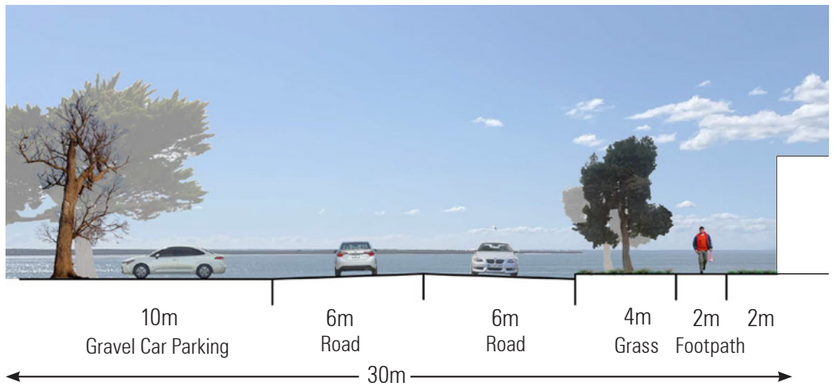




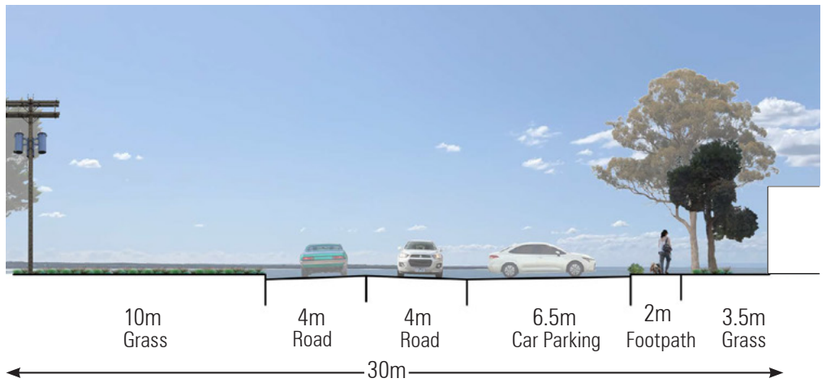
3.6.1 Opportunities

The opportunities to enhance Bass Avenue include:

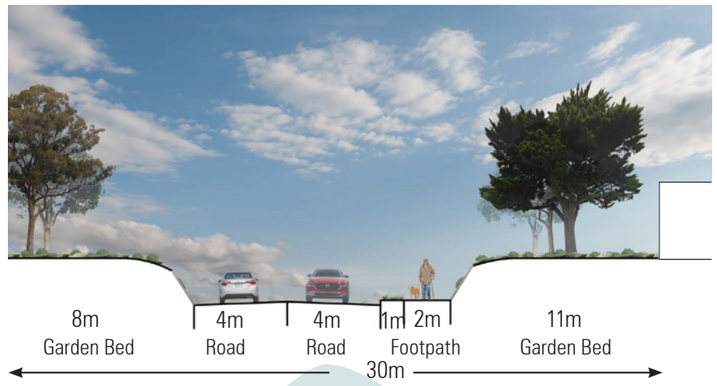
1. Create a more pedestrian-friendly environment by widening existing and introducing new footpaths to both sides of the street.
2. Adjust the streetscape layout to improve pedestrian permeability, access and safety by introducing raised pedestrian crossings and a mid-block crossing connecting to the existing off-street car park and laneway through to Thompson Avenue. Include traffic calming measures.
3. Increase and formalise available parking to both sides of the street. Provide clear and visible parking signage directing vehicles into off-street car parks.
4. Create a distinct and consistent streetscape character with continuous tree planting to both sides of the street, whilst maintaining open views toward the Bay.
5. Provide information and way finding signage at key locations to reduce confusion and promote tourism.



Existing Cross Section A



Existing Cross Section B



Existing Cross Section C

3.6.2 Existing conditions

Bass Avenue runs north-south between The Esplanade and Chapel Street. It comprises two-way traffic via a wide carriageway, with parallel parking and some angled parking on the east side. A road reserve of approximately 10m width on the west side is used for informal parking until the road starts to slope uphill heading south at which point there can be some vehicles parked informally parallel alongside the road.

There is minimal development on the west side of Bass Avenue, with many large and open vacant lots and an off-street public carpark accessed via Bass Avenue. The former Isle of Wight site on the northwest corner of Bass Avenue and The Esplanade was recently sold and is planned for development. Its likely that future development could bring an increase in activity along Bass Avenue, both vehicular and pedestrian.

The east side of Bass Avenue has many crossovers primarily leading to accommodation complexes/apartments on large lots. There is a continuous concrete footpath from The Esplanade to Chapel Street, however the steep gradient towards Chapel Street renders the path hard to access for those with mobility challenges or those utilising wheeled modes of travel such as prams, wheelchairs or motorised wheelchairs. There is a variety of street tree planting within a grassed nature strip toward the northern end, transitioning toward dense planting of trees and shrubs which appear unkept.

Pedestrian crossings with pram ramps are available at the north and south ends of Bass Avenue, however sight lines are limited and no traffic calming measures are in place.

A large, mature existing Fig tree anchors the northwest corner of Bass Avenue and spans across the public and private realm border. The roots are intertwined amongst an old stone wall and the large trunk and overhead limbs expand into the footpath. The roots are also lifting the surrounding pavement. The tree is an iconic landmark and worth considering for protection.

Heading north down Bass Avenue there are direct views out toward the Bay - similar to the iconic views available along Thompson Avenue, although slightly less expansive due to more tree planting along The Esplanade comprising Norfolk Island Pines and Cypress trees primarily.



figure 40 *Bass Avenue at the intersection with Chapel Street looking north.*



figure 41 *The eastern footpath heading toward Chapel Street.*



figure 42 *Bass Avenue looking south from the east side of the street.*



figure 43 *View south along Bass Avenue toward Chapel Street.*



figure 44 *Existing mature Fig tree on the northwest corner of Bass Avenue and The Esplanade.*



figure 45 *Bass Avenue looking south toward Chapel Street.*

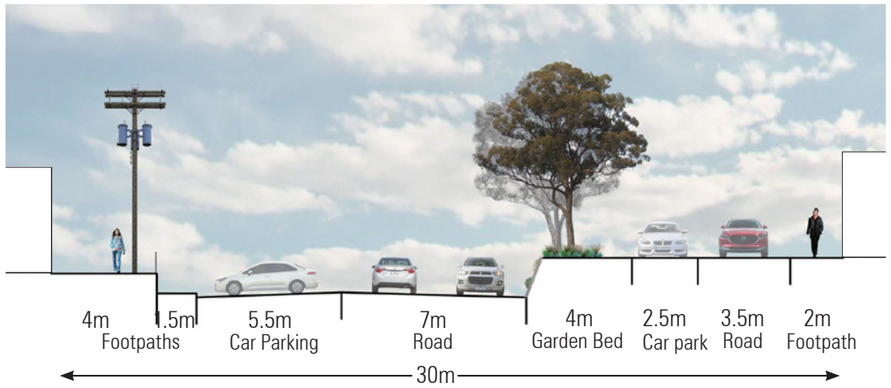


figure 46 *View north from Bass Avenue toward the Bay and The Esplanade.*

3.7 Chapel Street (between Warley Avenue & Bass Avenue) & Olive Justice Place



0 20 40
10 30 50m



Existing Cross Section A

KEY PLAN



3.7.1 Opportunities

The opportunities to enhance Chapel Street include:

1. Remove kerbs at the intersection with Thompson Avenue and Chapel Street on the east side - bringing the footpath flush with the carriageway creating a shared zone, and introducing traffic calming measures to support and prioritise pedestrian and non-vehicular movement across Chapel Street and toward the Transit Centre car park.
2. Continue the shared zone through the service road and connect to the Transit Centre car park. Upgrade the garden beds improving sight lines with raised canopies and low level coastal planting.
3. Provide rest points and meeting/gathering spaces with seating, shade/shelter and lighting.
4. Remove lawn and establish distinct, low maintenance garden beds in verges to enhance streetscape coastal character.
5. Provide directional and way finding signage at nodal points along Chapel Street to areas of activity and public transport.
6. Prioritise entry to off-street carparks by directing vehicles down Chapel Street toward the carpark entrances on Warley Avenue and Bass Avenue. Ensure adequate way finding signage is provided to guide people back toward Thompson Avenue.
7. Provide open and accessible public green open space in the form of a pocket park at Olive Justice Place that encourages local use, informal gathering and play.
8. Install a new public toilet within Olive Justice Place, ensuring it is clearly visible and accessible.

3.7.2 Existing conditions

Chapel Street runs perpendicular to and has a four-way roundabout intersection with Thompson Avenue. The activity along Chapel Street intensifies around this intersection where there is heavy vehicular traffic and foot traffic. Despite the heavy foot traffic, pedestrian crossings are relatively exposed to cars.

Similarly, the street character along Chapel Street is most strongly defined at the intersection of Thompson Avenue where wider footpaths and kerb bulb-outs allow for border garden beds filled with coastal native vegetation. The pedestrian boundaries are marked by timber and rope bollards.

The existing roundabout island is planted with coastal and colourful annual plants which surround a rotary clock tower and traffic signage.

Commercial businesses are spread along both sides of Chapel Street however, they are visually interrupted by empty lots, carparks and overhead power lines. There is a connection for vehicles and pedestrians on Chapel Street to the Transit Centre, however, it is not clearly visible or signed. Furthermore, there is a one-way service road parallel to Chapel Street providing vehicle access into the Transit Centre car park but only accessible via westbound traffic from Chapel Street east of Bass Avenue.

The service road is flanked by the Transit Centre car park and parallel parking. Adjacent the parallel parking is a garden bed overgrown with trees and shrubs. The garden bed is retained by a high block work retaining wall fronting Chapel Street. There is no footpath along the southern side of Chapel Street east of the service road egress.

There is a footpath along the northeast side of Chapel Street connecting to Bass Avenue, however it is narrow and steep in locations limiting access to all abilities. Similarly the footpath surface is a patchwork of asphalt and concrete creating a disjointed public realm environment.

West of Thompson Avenue, Chapel Street comprises primarily of big box shop fronts on the south with multiple vehicle crossovers, and finer grain commercial/retail on the north, including an open lot known as Olive Justice Place. There is also angled parking to both sides of the street. Olive Justice Place was previously used as an off-street car park, and its frontage to Chapel Street included a taxi rank and public toilet - both of which have since been removed. During the COVID-19 lockdown, the car park was removed and Olive Justice Place was used for temporary pop-up activations, and has more recently been upgraded to include exposed aggregate concrete paving, public picnic tables, artificial turf and pot planting. There is also a commemorative sign describing the history of Olive Justice.



figure 47 *Roundabout intersection at Thompson Avenue with native garden bed border.*



figure 48 *View east of vehicle crossover into Olive Justice Place from Chapel Street, and remnants of bus stop traffic marking and bollards.*



figure 49 *Exit from service road onto Chapel Street, looking east.*



figure 50 *Service road and footpath north of the Transit Centre car park parallel to Chapel Street and leading toward Thompson Avenue.*



figure 51 *Chapel Street looking west from Bass Avenue.*

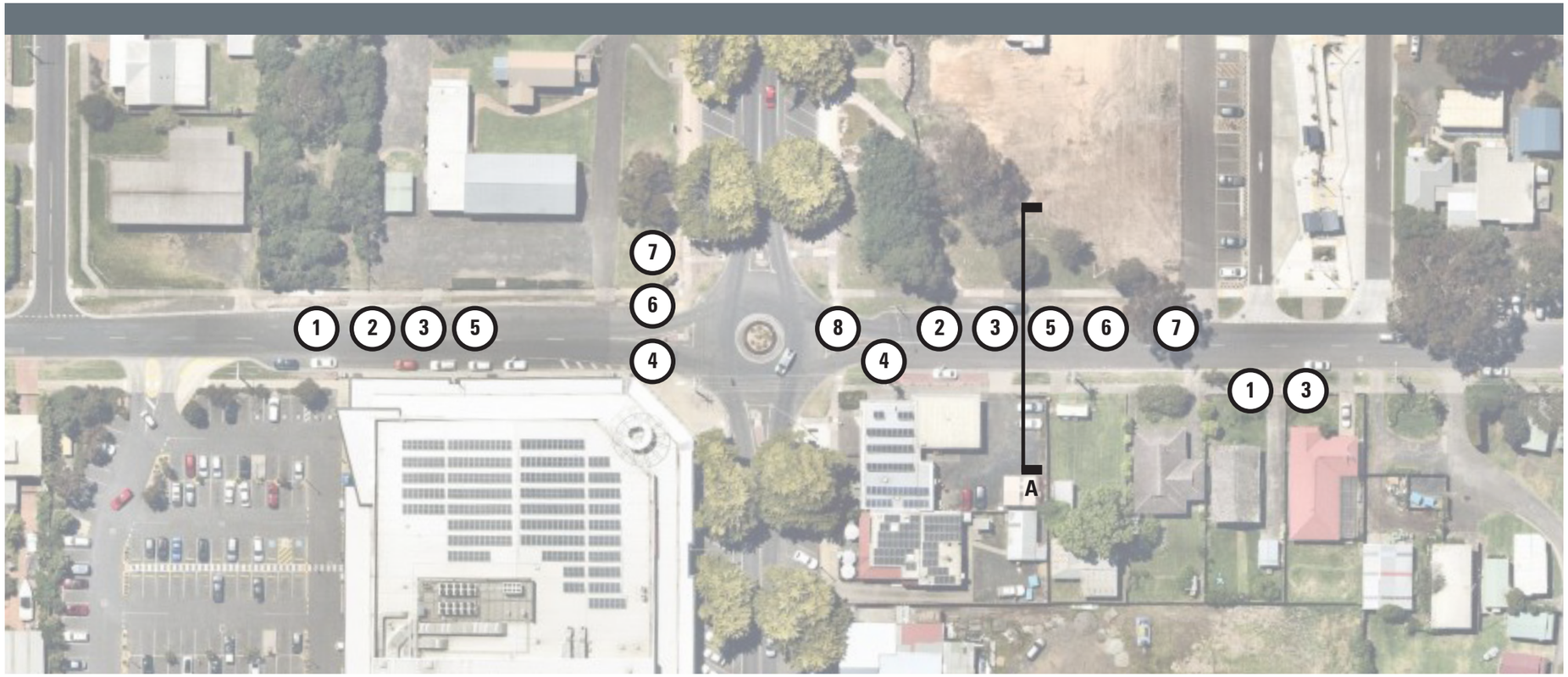


figure 52 *Footpath at intersection Chapel Street and Bass Avenue intersection.*



figure 53 *Chapel Street looking west and Olive Justice Place vacant lot (car parking removed and area used for temporary activations during COVID-19 lock down).*

3.8 Church Street (between Genesta Street & The Transit Centre)



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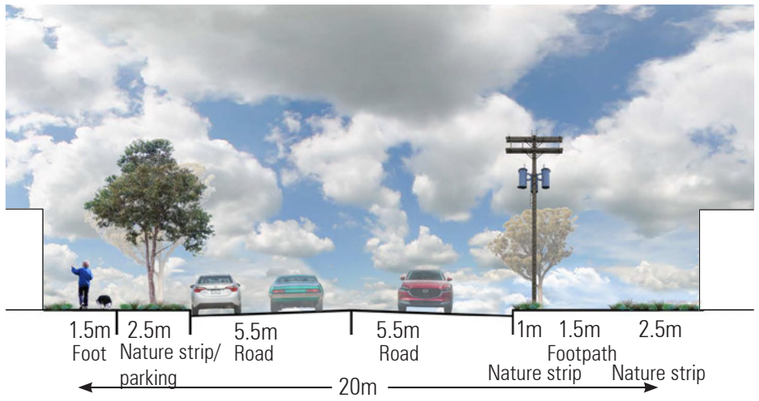
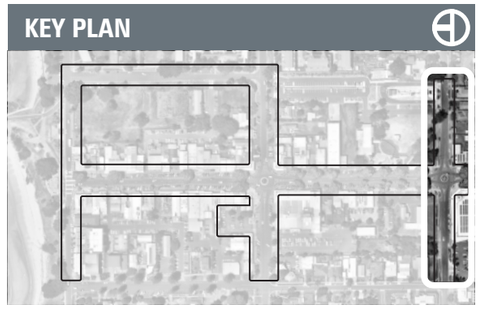


Existing Cross Section A



3.8.1 Opportunities

The opportunities to enhance Church Street include:

1. Install feature trees and update pavement and furniture to provide a comfortable environment for pedestrians.
2. Widen the footpath on the northern side of Church Street to improve access to Transit Centre and the future Cowes Cultural and Community Centre.
3. Remove lawn in nature strips and establish distinct, low maintenance garden beds in verges.
4. Establish pedestrian priority at Thompson Avenue intersection and at carpark crossovers; and safe cycling access along Church Street with cyclists sharing the carriageway with vehicles.
5. Formalise parallel parking along the north side of Church Street and deter parking within nature strips.
6. Provide directional way finding signage at nodal points along Church Street to areas of activity, public transport, and car parking and in particular the Transit Centre entrance offering guidance to key attractions and destinations.
7. Provide bicycle parking near pedestrian nodes at the intersection of Thompson Avenue.
8. Prioritise entry to off-street carparks by directing vehicles down Church Street toward the carpark entrance at Transit Centre. Ensure adequate way finding signage is provided to guide people back toward Thompson Avenue.

3.8.2 Existing conditions

Church Street runs perpendicular to and has a four-way roundabout intersection with Thompson Avenue. The activity along Church Street is comparatively low compared to the northern areas of the Cowes Town Centre.

West of Thompson Avenue and before Genesta Street, lot sizes are large. Coles and its carpark occupy the southern side of Church Street, and St Philip's Anglican Church and the Phillip Island Masonic Centre occupy the north side. There is informal parallel parking along the north side (within the nature strip over the kerb), and formalised parallel parking along the south.

To the east of Thompson Avenue, there are concrete footpaths to both sides of the street and grassed nature strips with intermittent tree planting. Cars park on the nature strip over the kerb on the north side of the street. The primary entrance to the Transit Centre including bus terminal is off of Church Street, though is not well signed particularly from Thompson Avenue. There are many residential crossovers along the south side of the street.

Street trees along Church Street are minimal, with pedestrians relying on shade from trees within adjoining properties. Moreover, garden beds are not established and lawns take precedence along nature strips, however the nature strips are often muddied or barren as vehicles tend to park within them.



figure 54 *Pedestrian crossing at Church Street and Thompson Avenue, looking south.*


figure 55 *Church Street looking east.*



figure 56 *Intersection of Church Street and Thompson Avenue looking southeast.*


figure 57 *Church Street looking east from Thompson Avenue.*


figure 58 *Church Street looking west from Thompson Avenue intersection.*



figure 59 *Church Street looking east from Genesta Street.*

3.9 Existing site and drainage conditions

3.9.1 Study area topography

Based on the GIS data and feature survey, the roundabout at Chapel Street is a high point and land generally falls either side of the roundabout and to the north and south along Thompson Avenue. Bass Avenue generally falls to the north towards The Esplanade. The roundabout at Church Street is another high point with flows falling on either side of the roundabout along the street. The figure below shows the flow directions (red arrows) along each road within the study area.

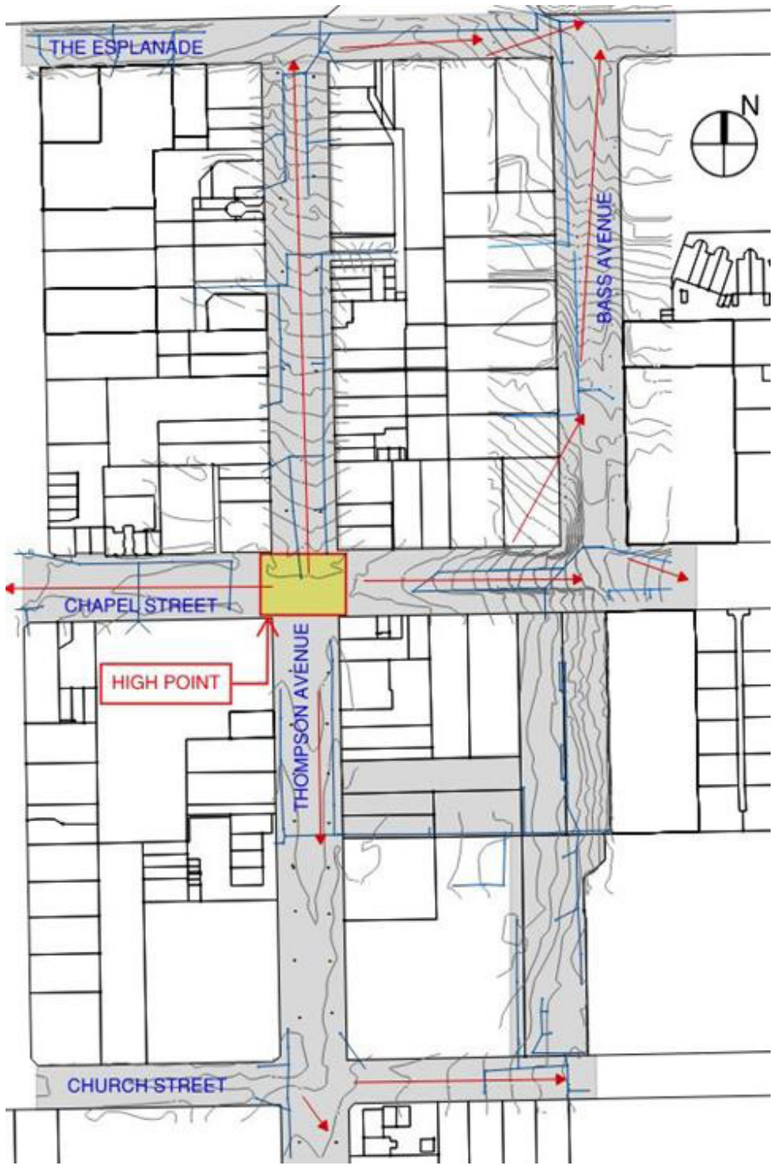


figure 60 *Flow directions within study area (WSP, 2022)*

3.9.2 Existing stormwater infrastructure

The managing authorities for stormwater infrastructure is the Bass Coast Council and Westernport Water.

Based on the feature survey, Thompson Avenue, Chapel Street and Church Street are drained via surface flow in the kerbs falling into side entry pits and grated pits on either side of the road. Bass Avenue is drained via surface flows in the kerbs falling to pits along the west side of the avenue.

All properties are drained to either the kerb, or directly to the in ground stormwater infrastructure. Stormwater runoff from the road drains towards kerb/channels and grated pits.

(A full utility assessment including any related upgrades/diversions was outside the scope of the Master Plan, and is recommended to be undertaken by Council to inform future works.)

3.9.3 Overland flow and flooding

From review of Department of Land, Water, Environment, Planning map data, the development area is not subject to any flood overlay, inundation overlay and any special building overlay.

3.9.4 Drainage considerations

A high-level desktop analysis of the existing stormwater and flooding was done to identify current issues and limitations to the Master Plan design. Some of the factors to consider when implementing the proposed design are as follows:

- When implementing shared zones it is vital to take into consideration any overland flows which may issues such as capacity of freeboard. This will require drainage upgrades if subject to overland flow/flooding. Design to take into consideration major event (1% AEP).
- Any removal of kerbs and any raised pedestrian crossings may also create overland flow issues such as capacity of freeboard.
- Any reduction of existing roadway width will result in lesser overland flow capacity and may require upgrade of existing in-ground drainage system subject to detailed engineering assessment.
- Introduction of any raised crossings will introduce additional drainage considerations and detailed assessment of overland flow may be required.
- Introduction of garden beds and permeable paving will increase pervious area which in turn will decrease flows to the drainage system.
- Any change in finished levels obstructing upstream flows will require further assessment to ensure building freeboard is maintained.
- WSUD principles that could be incorporated wherever possible are as below (and not limited to):
  - Permeable paving.
  - Underground end of line treatment unit prior to discharge to legal point of discharge.
  - Rain gardens (Assessment of existing soil conditions to be undertaken to determine the type of rain garden, if appropriate.)
  - Rainwater harvesting tanks.

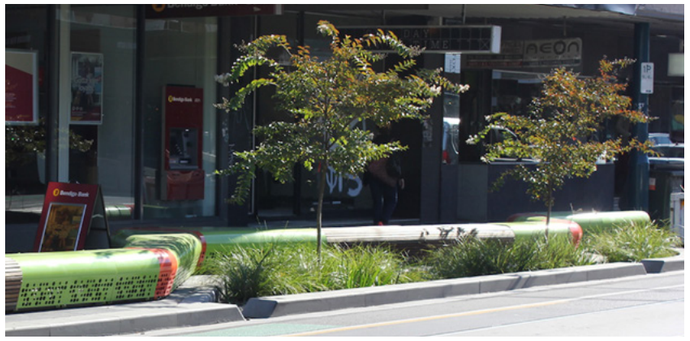


figure 61 *Consider the use of rain gardens and kerbs with gaps to filter water runoff reducing the pollutants down stream and the risk of flooding. (Chapel Street, Windsor)*



figure 62 *Trench drain within barrier in Woolloongabba bikeway, by ACO Drain.*



figure 63 *Feature trench drainage grate in Pitt Street Mall (Tony Caro Architecture)*



figure 64 *Interlocking permeable pavers*

3.10 Parking management reform

Car parking issues are a common frustration in activity centres. Cowes, like other small towns in Australia, have a very high proportion of trips by car, and thus people arriving by car can experience uncertainty when looking for a park.

Too much convenient car parking however can be detrimental to main street business. It suppresses walking distances in town, creates large areas of inactive space that disperses activity, and it leads to short car trips, short visits, and fewer opportunities for incidental interaction with people and business.

The Cowes Access and Movement Study (2021) identifies that parking surveys suggest there is plenty of available parking nearby to facilitate re configuration of Thompson Avenue to provide wider footpaths, more space for sitting and dining, or protected bike lanes, albeit at the loss of some parking. To demonstrate an extreme example, if all 235 parking spaces on Thompson Avenue were removed, parking occupancy in the town centre would still be below 75%.

Cowes is a key tourism hotspot, and experiences a number of very high demand times of the year, in which on street car parking in certain streets can reach capacity. Even during these high demand times, occupancy studies show off street locations continue to have surplus capacity.

3.10.1 Understanding the problem

Observation and data analysis conducted for this project revealed that following pattern regarding car parking behaviour within the study area:

- Thompson Avenue North is the location of highest demand for car parking. The reason for this is obvious; it has the highest concentration of retail and hospitality business and free, 45 degree angle car parking on both sides of the street.
- Thompson Avenue North is also a popular street to begin looking for a car park because it offers an easy 'second best' option, in the form of off street parking behind Thompson Avenue North shops, on both the east and western side. This means that should on street parking bays on Thompson Avenue North reach capacity, motorists can turn left or right into off street parking facilities that offer a very high chance of available bays.
- The above pattern of use is problematic because it results in Thompson Avenue North becoming the funnel through which motor vehicles pass when seeking a car park in central Cowes. This results in higher numbers of vehicles circulating, in the search for a car park, as well as reversing vehicle movements that make it unsafe for both crossing pedestrians, as well as people on bikes using the on-road painted bike lanes.
- The ability of Thompson Avenue North to achieve Council's goal of being the 'Destination Place' is hindered by both the angled parking on both sides of the street and the large number of vehicles circulating for a car park in which should be a pedestrian priority place.

3.10.2 Better management of car parking in Cowes

There are a number of opportunities to enhance people's experience of central Cowes through better parking management. The two key goals better parking management are designed to solve are:

- Providing greater certainty and clarity for those looking for a car park
- Reducing the negative impact parking has on key streets in Cowes, in terms of amenity, vibrancy, safety and Council's ambition to have sustainable mobility at the top of the mode hierarchy in Cowes.

These two goals can be achieved through the implementation of the following:

- Encouraging the use of off street car parking bays via Parking Overstay Detectors (PODS) to provide better monitoring of car parking availability. These can be paired with digital real time signage to alert motorists to available bays. The off street parking bays behind both sides of Thompson Avenue North, as well as the Transit Centre are recommended for the installation of PODS.
- Removing the incentive for motorists to use Thompson Avenue North as their first choice for parking by closing access to off street parking at Thompson Avenue North (see Figure 2). Entry and exits should be restricted to Warley Avenue and Bass Avenue.

An example of the real time dynamic signage proposed as part of the Master Plan is in shown in the below figure. The proposed locations of these signs is identified in the Master Plans. A network of signs such as this at strategic decision making points will enable motorists to see where available spots are minimising vehicle traffic along Thompson Avenue in particular north of Chapel Street and along The Esplanade.



figure 65 *Real time parking signage in Manly, NSW.*

3.10.3 Managed parking

Many Councils use pricing to better match supply and demand for parking, and to create a new method for generating revenue. Benefits of paid parking:

- Can reduce propensity for people to drive short distances into Activity Centres, thereby encouraging more sustainable mobility. In this way it can help to moderate demand for parking.
- Can help Councils pay for improvements in street amenity and other Council projects.

There are also some disadvantages with paid parking:

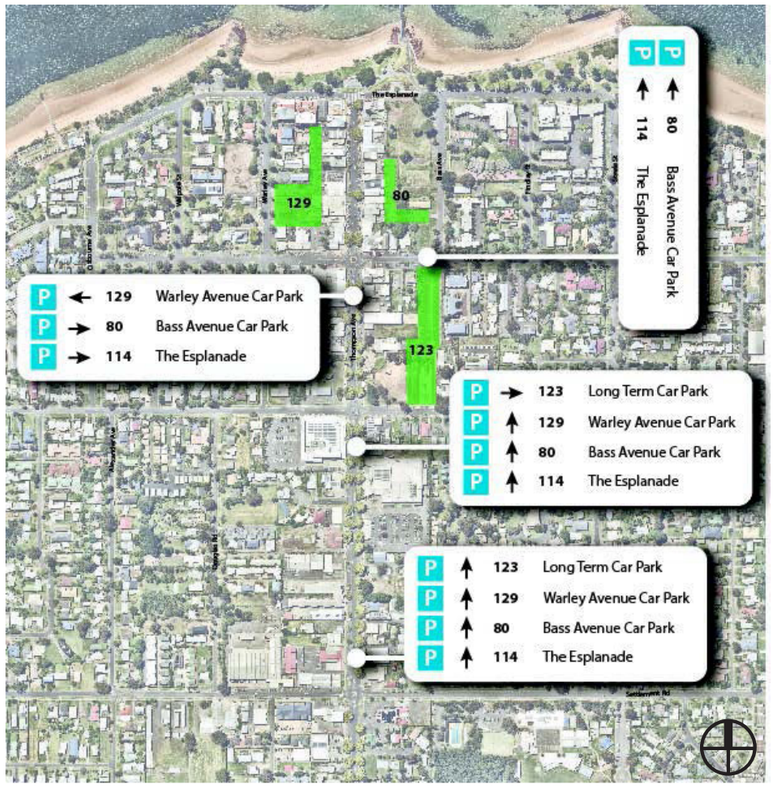
- Can introduce equity issues, whereby wealthy people are not impacted but low income motorists seek to avoid an area due to the financial burden of the payment.
- Politically unattractive; paid parking is typically one of the most divisive actions a local council can take. Once introduced, many of these grievances subside, but the initial decision to introduce paid parking where it was once free is generally met with opposition.
- Can create a financial dependence on car parking revenue. This can make it difficult for Council to use the space differently in the future. For example, if a street with paid parking brings in $12,000 per parking bay, per year in revenue, a decision to widen a footpath by removing parking would result in lost revenue from parking fees. Councils can therefore become conflicted.

On balance, given that the introduction of a network of PODS and digital real time displays come at significant capital expenditure, and do incur some ongoing operating expenditure, it may be reasonable to introduce paid parking along Thompson Avenue north of Chapel Street in order to recover the cost of installing and maintaining this parking technology. Motorists benefit from greater certainty regarding parking availability and less circling while looking for an available bay. Should paid parking be unreasonable, then time-restricted parking such as short term 15-minute or 30-minute parking bays may assist with vehicle turnover.

3.10.4 Carpark way finding

There are more than enough car parks in Cowes, they just are not being properly utilised. Way finding signage is important to direct people towards preferred parking locations, particularly the transit centre car park.

In the short term, simple way finding signage (blue P signage with directional arrows) should be provided to guide drivers to the transit centre car park, Warley Avenue car park and Bass Avenue car park, with an emphasis on the Transit Centre Car Park. Signage should identify preferred long term parking locations (the Transit Centre Car Park) and identify the supply of parking in each location. Recommended way finding signage locations are shown below as identified in the Cowes Access and Movement Study; and have been further illustrated in Section 5 Master Plans.



Note: Include The Esplanade on real time smart parking signage only

figure 66 *Recommended locations for off street parking way finding signage from the Cowes Access and Movement Study by MRCagney*

3.11 Smart technologies

Bass Coast Shire Council encourage the pursuit of innovative design solutions to improve the efficiency, health and well-being of the natural and built environment. Innovative design solutions not only lead to highly efficient systems, but they are often a contributor to a higher quality of living and working. The Master Plan should incorporate technologies or design strategies that deliver environmental and/or social benefits that are future-proof and on the forefront of sustainable, responsible and innovative design.

3.11.1 'Smart' poles and signs

A platform for this could be through the introduction of 'smart' poles and/or signs, that are true to their origin but have technological advancements. A light pole could display a similar heritage form to the existing light poles along Thompson Avenue - preserving the coastal small town feel, but could be more advanced with their materiality and technology. Added technology could include the ability to control lighting levels and timing remotely, motion-censored lighting or light installations, emergency notification announcements, way finding LED strobe lights for directional safety and/or parking assistance, banners, sensors for environmental monitoring, audio for music and video surveillance. Similarly, way finding map boards could be equipped with additional technology including QR codes to enable dictation or translation of information or display of additional maps via smart phones, Wi-Fi, USB/USC and standard GPO charging capabilities and beacon/emergency lighting to assist further with way finding.

Consideration should also be given to environmentally sensitive lighting. Principles to support this objective include containing light spill, minimise glare and choosing appropriate light colour to reduce impacts on wildlife, including Western Port's most abundant seabird, the Short-tailed Shearwater. This type of lighting also protects people's ability to enjoy the night sky, enhancing the sensory experience and connection to place. Dark skies are becoming increasingly important for tourism because they enable activities such as astronomy, reconnection with the natural environment, health benefits and storytelling. Refer to National Light Pollution Guidelines for Wildlife for further information.

3.11.2 'Smart' bins

Modernising waste and recycling management can help to minimise plastics and other litter making its way into the marine environment. The City of Melbourne has installed nearly 400 CleanCUBEs to replace 772 traditional litter bins in the city's CBD area. Besides reducing the footprint of public litter bins by almost half, Melbourne has also witnessed a notable drop in the average number of waste collections. Traditional bins had to be collected multiple times per day, whereas the new CleanCUBEs are collected only once overnight on average. The reduced amount of waste collections has also reduced the number of waste trucks within the CBD, easing traffic congestion and reducing carbon emissions. Areas of high activity would be best placed to test the use of CleanCUBE (smart bin) technology - such as The Esplanade and Thompson Avenue south of Chapel Street where there is a higher concentration of take-away food shops where litter and recycle bins are constantly overflowing.

3.11.3 'Smart' drink fountains and water refill stations

Smart water fountains provide convenient and accessible access to potable water. Technology in the fountains allow the water to be remotely monitored, generating cleaning and maintenance schedules, and built-in solar lighting keeps them illuminated and easy to find at night, supporting activation and use of public space at night. Low-lying drink bubblers on the side allow for access by children and those in wheelchairs, and inground dog drinking bowls cater to four-legged friends. Some new fountains also only require the user to press the bubbler button once allowing the water to flow for a set period of time, removing the need for prolonged contact with the tap surface. Further still, there are now fountains with touch-free technology, allowing users to stay hydrated in a safe and healthy way, and supporting use by those with limited mobility.



figure 67 *CleanCUBE in Melbourne CBD (Ecube Labs)*



figure 68 *Smart fountain in Parramatta*

4 Master Plan Objectives

The background review and comprehensive analysis work have been drawn together to guide the development of four project objectives and corresponding principles to enable the development of a revitalised town centre streetscape for Cowes.

1. Connect the township to the foreshore.

- Create a safe and comfortable place to navigate at night, with ample lighting and passive surveillance.
- Expansion of the foreshore's green open space by pulling the landscape into the streetscape.
- Allow for pedestrian and cyclists movement from the foreshore into the town centre and vice versa.
- Allow for unimpeded pedestrian movement toward the foreshore (the foreshore itself caters to people not cars)
- Foster a deeper emotional connection to place through sensory stimulation (smell, touch, sound, temperature, sight, etc.).
- Provide uninterrupted views of the coast.

2. Reinvigorate the character of Cowes (allowing for and supporting commercial activity).

- Create a streetscape with clear and well promoted identity and individual character.
- A welcoming and attractive location with high amenity value to entice visitors.
- Allow for active frontages and activation of the public space in front of shop fronts.
- Flexible use spaces to encourage gathering, interaction and community engagement such as parklets, trading, markets, festivals and community activities.
- Connect with the history/culture of the area.
- Provide spaces for physical interaction and community gathering.
- Enhance the human scale experience by creating depth and detail at ground level.
- Infuse the streetscape infrastructure with local stories through interpretive elements.
- Protect and maintain the existing Golden Monterey Cypress treed Avenue iconic to Cowes.

3. Connect the two ends of town (from The Esplanade to the future Cowes Cultural and Community Centre).

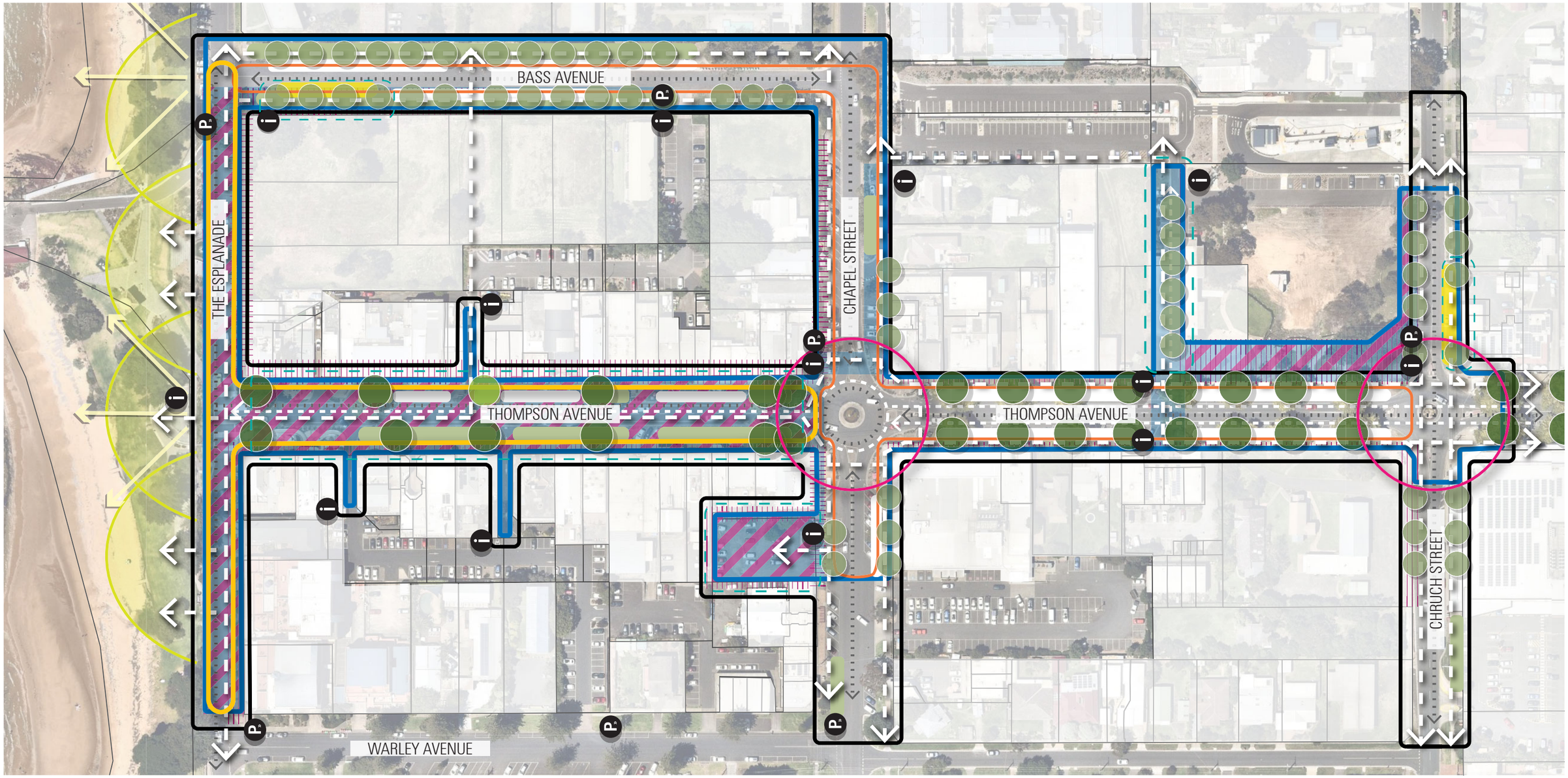
- Provide a clear sense of arrival to the Cowes town centre.
- Provide a **linear town square** that allows for physical and mental respite (seating, shelter and vegetation).
- **Clear and continuous paths of travel for pedestrians and all-abilities movement.**
- Locate directional way finding signage at entrances and intersections to alert people of their location in relation to key destinations.
- Allow for **open sight lines along the streetscape** to entice movement, activation, and safe transition through spaces.
- Relocate taxi rank to Church Street near Coles (daytime location); and to the corner of Bass Avenue and The Esplanade (night time location).

4. Flip the transport modal hierarchy in favour of the pedestrian and sustainable modes of transportation.

- Provide dedicated pedestrian areas and/or shared zones with flush surface levels to improve accessibility and slow traffic.
- Prioritise transport connections via foot, bicycle and public transport.
- Provide destinations within a 400-800m walk from public transit.
- Allow for improved access to and connections between transit routes at regular intervals (bicycle and bus).
- Provide a connected network of footpaths and multi-purpose paths.
- Slow traffic within new shared zones north of Chapel Street.
- Provide informational parking signage alerting people to the direction of and distance to available (off-street) car parking.
- Priority is given to pedestrians and cyclists without compromising the functional role of streets to support existing and future uses.
- Allow for pedestrian street crossing opportunities every 75m.
- Incentivise the use of off-street car parks by introducing managed parking along Thompson Avenue & Chapel Street (to subsequently fund SMART parking technologies and live car park count directional signage).

4.1 Framework Plan

The Framework Plan visually presents the project objectives and illustrates the key directions for future public realm improvements within the project extents in Cowes. It is an integral part to the development of the Master Plan as it provides a spatial representation of the key project objectives.



Legend

- Subject site
- Pedestrian priority zone
- Pedestrian movement
- Formalise bicycle movement
- Vehicle movement
- 30/40km/h zone
- 20km/h shared zone
- Protected intersection with raised crossings
- Parking signage
- Wayfinding signage
- Managed parking area
- Taxi / ride share drop-off/pick-up zone
- Connect foreshore to The Esplanade
- Maintain scenic views
- Ex Golden Cypress tree to be retained
- New Golden Cypress tree
- New street tree
- New garden bed area
- High-quality public realm finish
- Flexible use space
- Encourage frontage activation
- Provide sheltered areas

0 10 20 30 40 50m

4.2 Design Inspiration

Cowes history



Cowes Beach Breakwater (bluestone)

Credit: Phillip Island and District Historical Society



Black sand deposits found on Phillip Island

Credit: Memoirs of the National Museum of Victoria



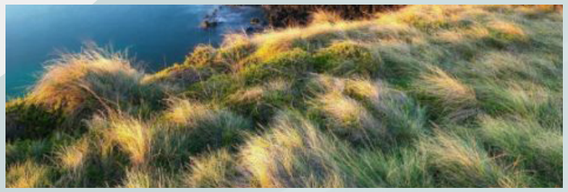
Isle of White Hotel

Credit: Phillip Island and District Historical Society



Cowes Beach with grassy dunes

Credit: Phillip Island and District Historical Society



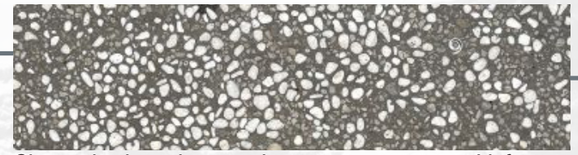
Phillip Island native bushland

Credit: Camperman Australia

Proposed Streetscape Materiality



Split bluestone pitcher paving



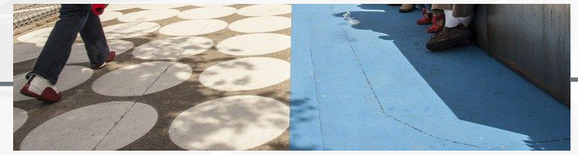
Charcoal coloured exposed aggregate concrete with feature aggregate/shells



White-washed/ weathered timber



Timber decks



Colourful, painted surfaces



Granite cobblestones



Stencilled concrete

Cowes present day



Exposed aggregate, granite and bluestone



Cowes jetty



Coastal vegetation

4.3 Design Interpretation

Reinvigorate the character of Cowes

Connect the town centre & prioritise pedestrians

Connection to the foreshore

Promote active transport & street greening

Inspiration







Interpretation

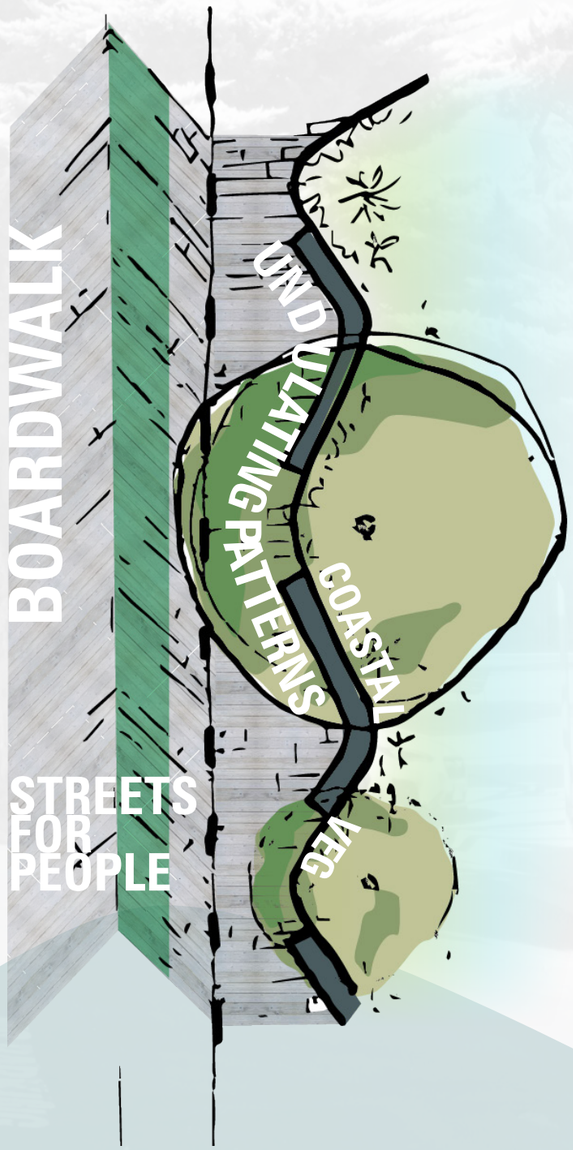








Composition



5 Overall Master Plan

Extensive background research, analysis, consultation and engagement with stakeholders and the local community has led to the development of the Cowes Activity Centre Streetscape Master Plan. The Master Plan uncovers the qualities that are unique to Cowes and seeks to embed these within the streetscape. The Master Plan seeks to enable the revitalisation of central Cowes so that not only is the community's unique identity reflected in the very fabric of the streets, but Cowes becomes an exemplar of best practice streetscape design. The Cowes Activity Centre Streetscape Master Plan provides a practical, equitable and unique vision for the Cowes community.

The following pages develop each of the streetscape precincts and provide further information regarding the design inspiration and proposed strategies.

Aspects of this Master Plan can be taken in isolation and Council's final solution may be an amalgamation of different elements. Alternatively, Council may also wish to pursue a staged implementation of several of these streetscape sections over time to steadily transform the area. (Refer to Section 6: Implementation Plan for further information.)

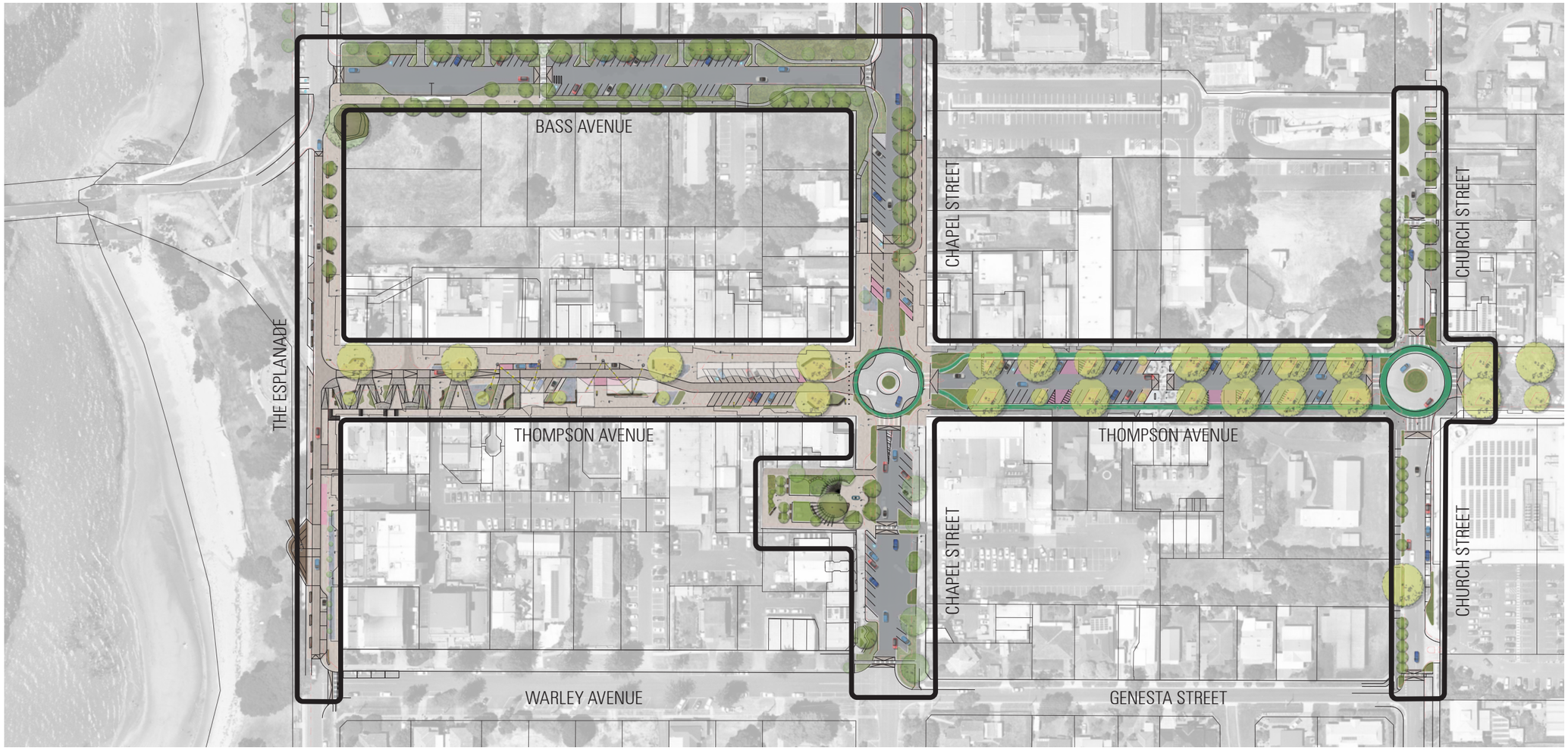
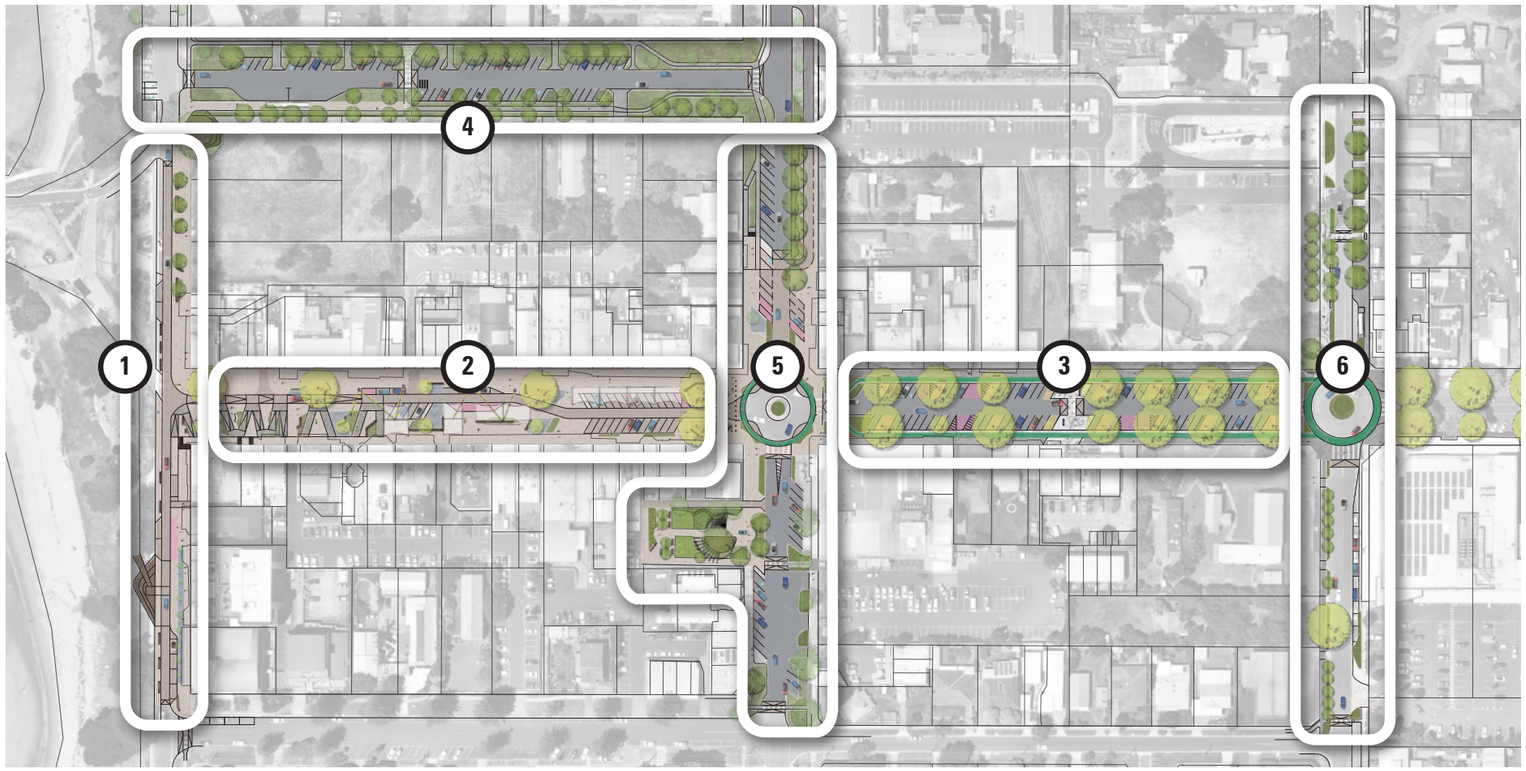


figure 69 *Overall site Master Plan*

0 40 80
20 60 100m

Hansen Partnership Pty Ltd



1 **THE ESPLANADE**

2 **THOMPSON AVENUE (between The Esplanade & Chapel Street)**

3 **THOMPSON AVENUE (between Chapel Street & Church Street)**

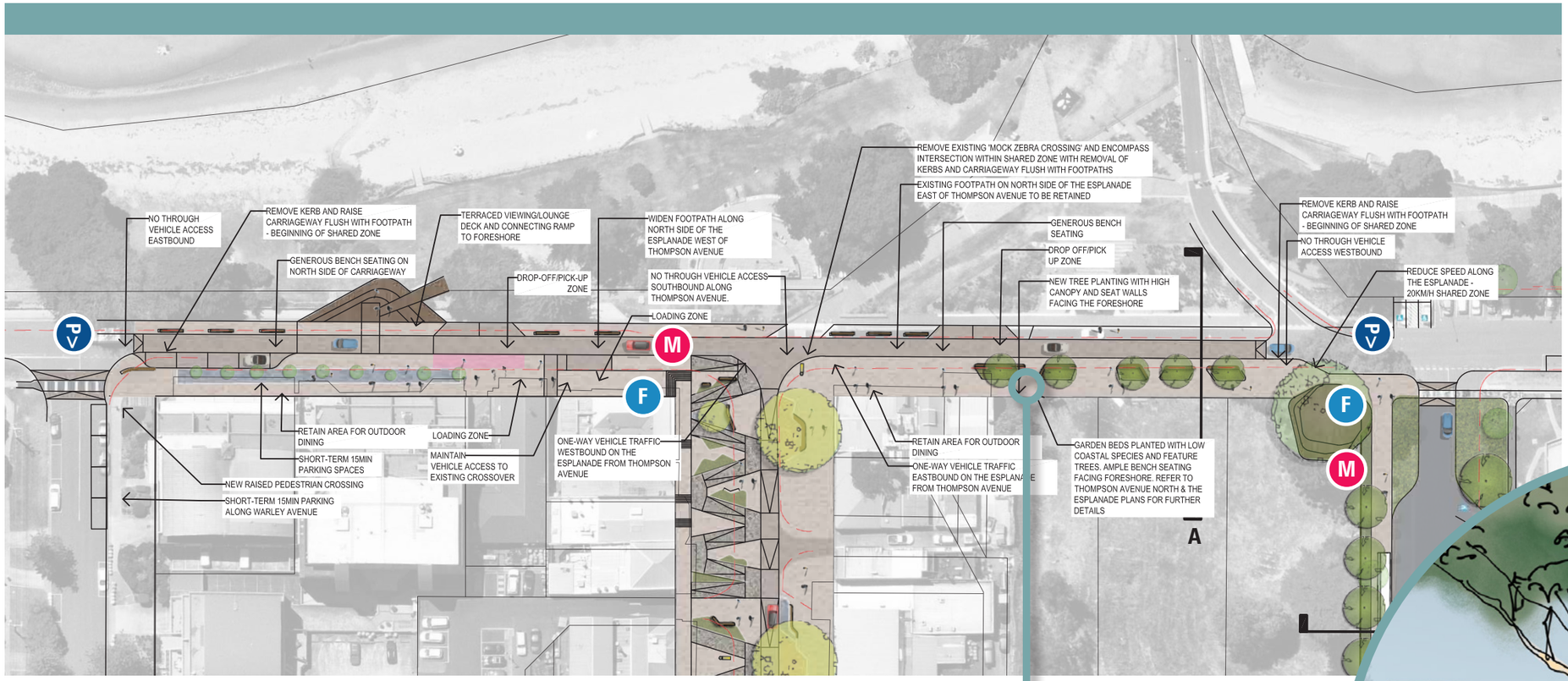
4 **BASS AVENUE**

5 **CHAPEL STREET & OLIVE JUSTICE PLACE**

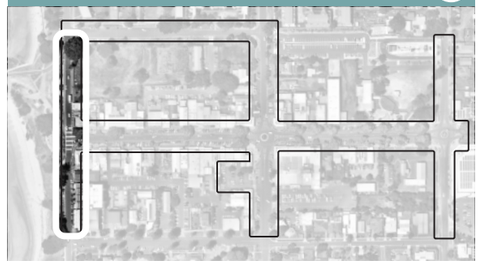
6 **CHURCH STREET**

figure 70 *Overall site Master Plan key plan*

5.1 The Esplanade



KEY PLAN



SIGNAGE LEGEND

- Directional parking signage
- Way finding signage - finger board
- Way finding signage - map board
- Extent of existing kerb

figure 71 *Existing conditions*



figure 72 *Artist impression of The Esplanade shared zone*

Proposed Cross Section A

5.1.1 Strategies

1. The Esplanade (between Warley Avenue and the ferry entrance) transitions to one-way vehicle traffic accessible from Thompson Avenue only to prioritise non-vehicular modes of transportation. At the Thompson Avenue intersection, vehicles may turn left/west or right/east only along The Esplanade.
2. Creation of a formal shared zone streetscape with the removal of the kerb and bringing the carriageway flush with the footpath provides ample flexible use space and continuous and accessible passage for all abilities across the street connecting the town with the foreshore.
3. Upgrade surface treatments to footpaths and the roadway with a higher quality finish and to improve access and safety through delineation of vehicle and pedestrian areas, remove trip and slip hazards and consider removal of the mock 'zebra crossing' treatment.
4. Retain and create space to encourage on street dining along The Esplanade.
5. Opportunity for temporary road closure of The Esplanade between Bass Avenue and Thompson Avenue, or further to Warley Avenue for community events or during peak seasons to maximise accessible outdoor public space.
6. Provide short-term drop-off zones and ample seating opportunities along the northern side of The Esplanade.
7. Provide information and way finding signage at key locations to reduce confusion and promote tourism.
8. Introducing more garden beds and tree planting increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
9. The northeast end of The Esplanade at Bass Avenue is a low point within the town centre streetscape. Introduction of a shared zone further west along The Esplanade including removal of kerb and channel may pose drainage challenges such as capacity of freeboard. Drainage upgrades will be required if subject to overland flow/ flooding and should consider a major event (1% AEP).
10. Changes to finished surface levels of footpaths, stairs or ramps may impact the flow of stormwater and further assessment will be required to ensure building freeboard is maintained.
11. Install decorative heelsafe and anti-slip trench grates within shared zones, following the alignment of the kerb and channel to be removed.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	8	2	0
Proposed	4	2	0

1.1.3 Design themes

GROUND PLANE



figure 73 *Granite cobblestones*



figure 74 *Charcoal exposed aggregate concrete and granite cobblestones*



figure 75 *Weathered timber deck*



figure 76 *Textural variation and tactility*



figure 77 *Raised pedestrian zebra crossing with cobblestone ramps and linemarking*

FEATURES



figure 78 *Custom trench drain, Pitt Street Mall (Tony Caro Architecture)*



figure 79 *Surface variation and organic curvilinear garden beds within shared zone*



figure 80 *Street greening and seating opportunities*



figure 81 *Honed concrete with feature aggregate (shells)*

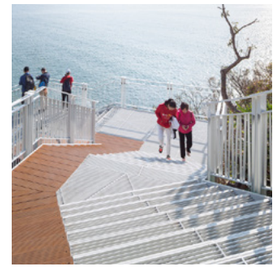


figure 82 *Generous steps down to foreshore from The Esplanade streetscape*



figure 83 *Feature seating deck around mature tree (to existing Fig tree at Bass Avenue)*



figure 84 *Greville Street shared zone with no kerb*



figure 85 *Boardwalk environment*



figure 86 *Feature lounge benches with an outlook to the foreshore*

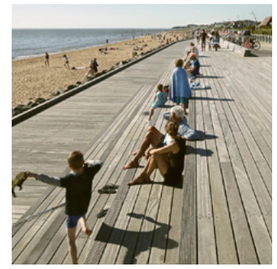
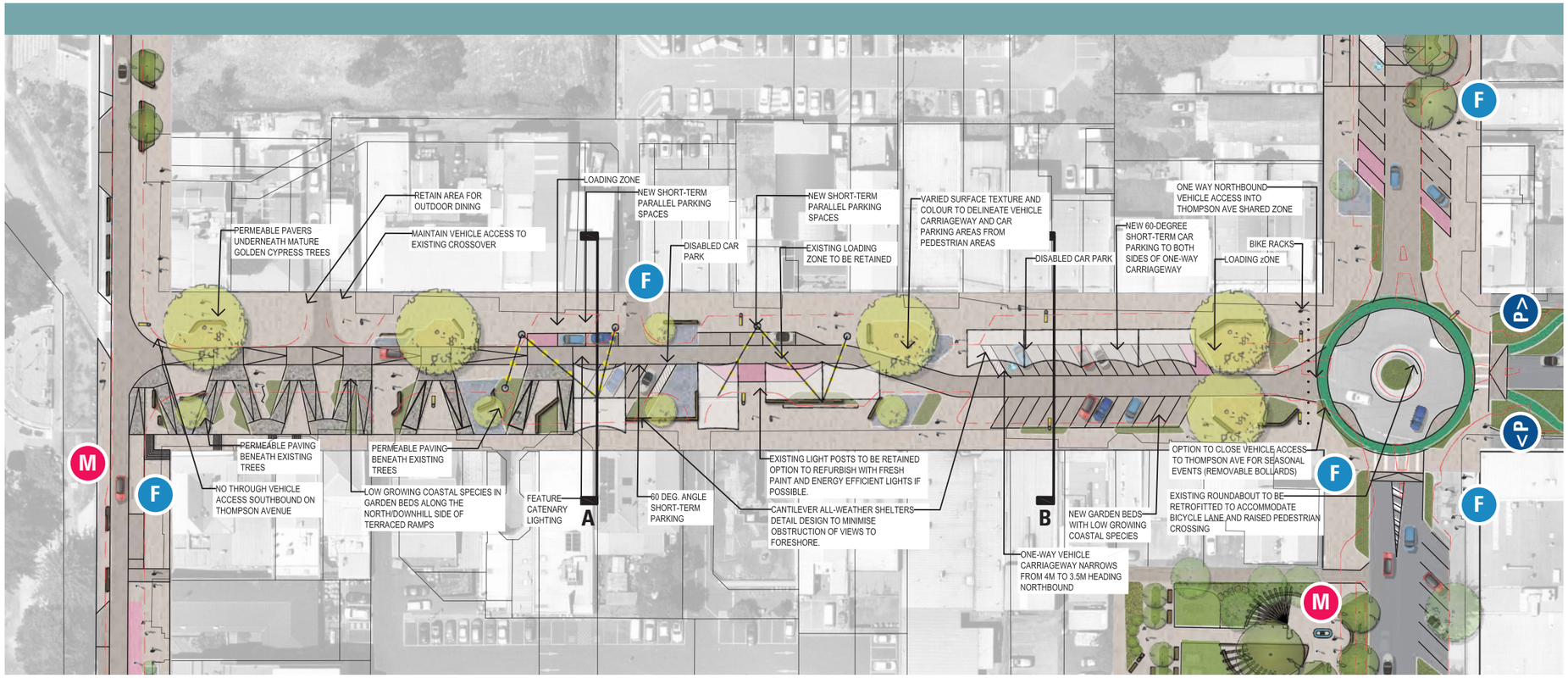
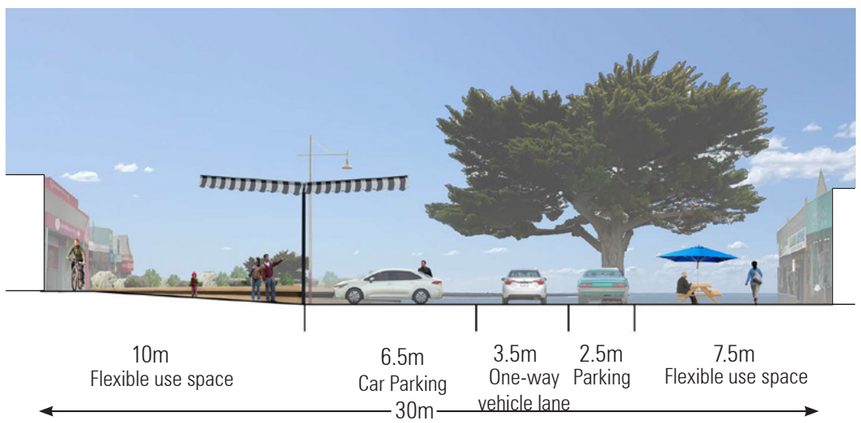


figure 87 *Terraced deck with outlook to foreshore*

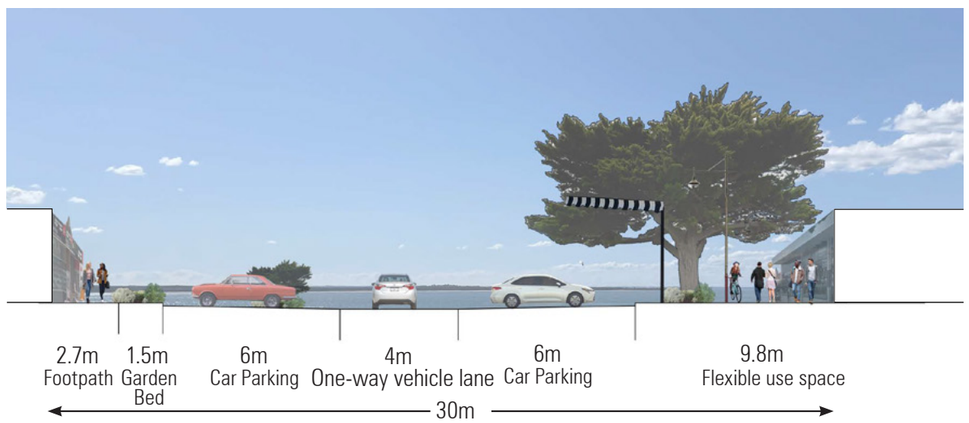
5.2 Thompson Avenue (between The Esplanade & Chapel Street)



0 20 40
10 30 50m



Proposed Cross Section A



Proposed Cross Section B

KEY PLAN



SIGNAGE LEGEND

- P> Directional parking signage
- F Way finding signage - finger board
- M Way finding signage - map board
- Extent of existing kerb

Thompson Avenue (between The Esplanade & Chapel Street)

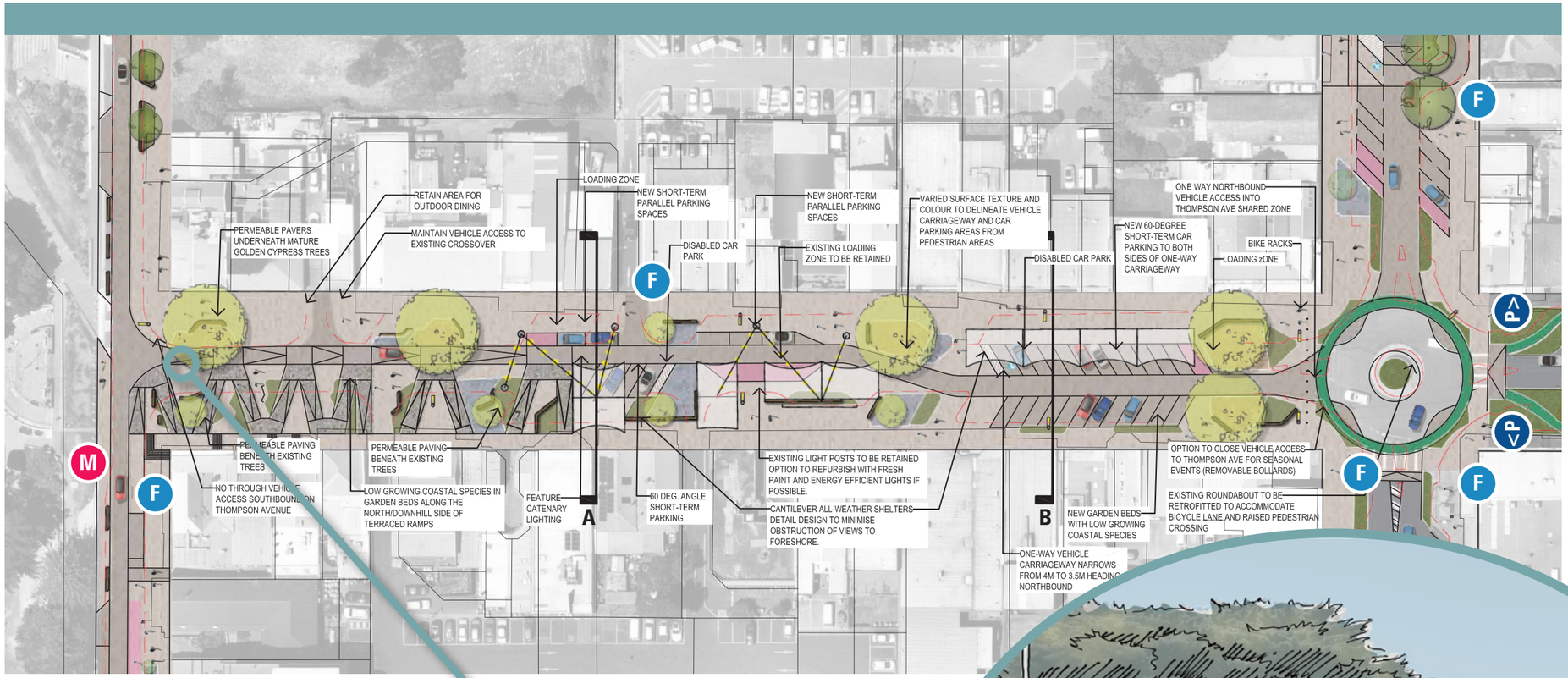




figure 88 *Existing conditions*



figure 89 *Artist impression of Thompson Avenue looking south*

5.2.1 Strategies

1. Thompson Avenue north of Chapel Street transitions to one-way vehicle access northbound toward The Esplanade within a 20km/h shared zone.
2. Shared zone streetscape provides ample flexible use space. Utilise traffic calming measures to support and prioritise pedestrian and non-vehicular movement throughout the streetscape creating more accessible and usable outdoor space.
3. Universal access provided by removal of kerbs and introduction of expanded terraced landscaping and pedestrian paths at no steeper than 1:20 gradient toward the northern end of Thompson Avenue.
4. Remove the mock 'zebra crossing' at The Esplanade and create raised pedestrian crossings or continue the flush footpath and carriage way treatment through to The Esplanade and Chapel Street intersections.
5. Existing Golden Monterey Cypress trees are to be retained and protected, with additional permeable surface area provided to each tree in the form of permeable pavers or lightly compacted gravel.
6. Preserve and celebrate views to the Bay. New tree planting or vertical infrastructure such as catenary lighting or all-weather shelters to be mindful of this.
7. Short-term car parking is to be provided in select locations via parallel and 60-degree angled parking, including provision of disabled car parking spaces and loading zones.
8. Provide clear and visible parking signage directing vehicles down Chapel Street toward off-street car parks.
9. Provide information and way finding signage at key locations to reduce confusion and promote tourism.
10. Introducing more garden beds and permeable paving increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
11. The northern terminus of Thompson Avenue at The Esplanade is a low point within the town centre study area. Introduction of a shared zone including removal of kerb and channel may pose drainage challenges such as capacity of freeboard to existing building floor levels. Drainage upgrades will be required if subject to overland flow/ flooding and should consider a major event (1% AEP).
12. Changes to finished surface levels of footpaths, stairs or ramps may impact the flow of stormwater and further assessment will be required to ensure building freeboard is maintained.
13. Install decorative heelsafe and anti-slip trench grates within shared zones, following the alignment of the kerb and channel to be removed and integrated into the 1:20 gradient pedestrian paths.
14. Treatments to existing laneways have not been thoroughly examined, however it is recommended that the laneways are closed to vehicle traffic and pedestrianised – similar to the recent closure and upgrades to the lane near G'day Tiger.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	50	2	0
Proposed	32	2	0

1.1.3 Design themes

GROUND PLANE



figure 100 *Granite cobblestones*



figure 101 *Weathered timber deck*



figure 102 *Permeable paving*



figure 103 *Granitic gravel*



figure 104 *Textural variation and tactility*

FEATURES



figure 90 *Shared main street with delineation between vehicles and pedestrians*

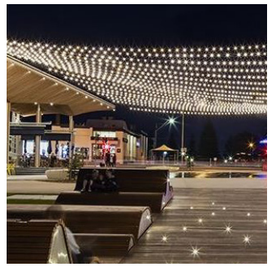


figure 91 *Feature lighting variety at scotch Row Park in Sydney (Tensile Design & Construct)*



figure 92 *Greville Street shared zone with no kerb*



figure 93 *Feature shelter structure, Langtree Mall in Mildura*



figure 94 *Surface variation and organic curvilinear garden beds within shared zone*



figure 95 *Honed concrete with feature aggregate (shells)*



figure 96 *Street greening and seating opportunities*



figure 97 *Clustered seating opportunities*

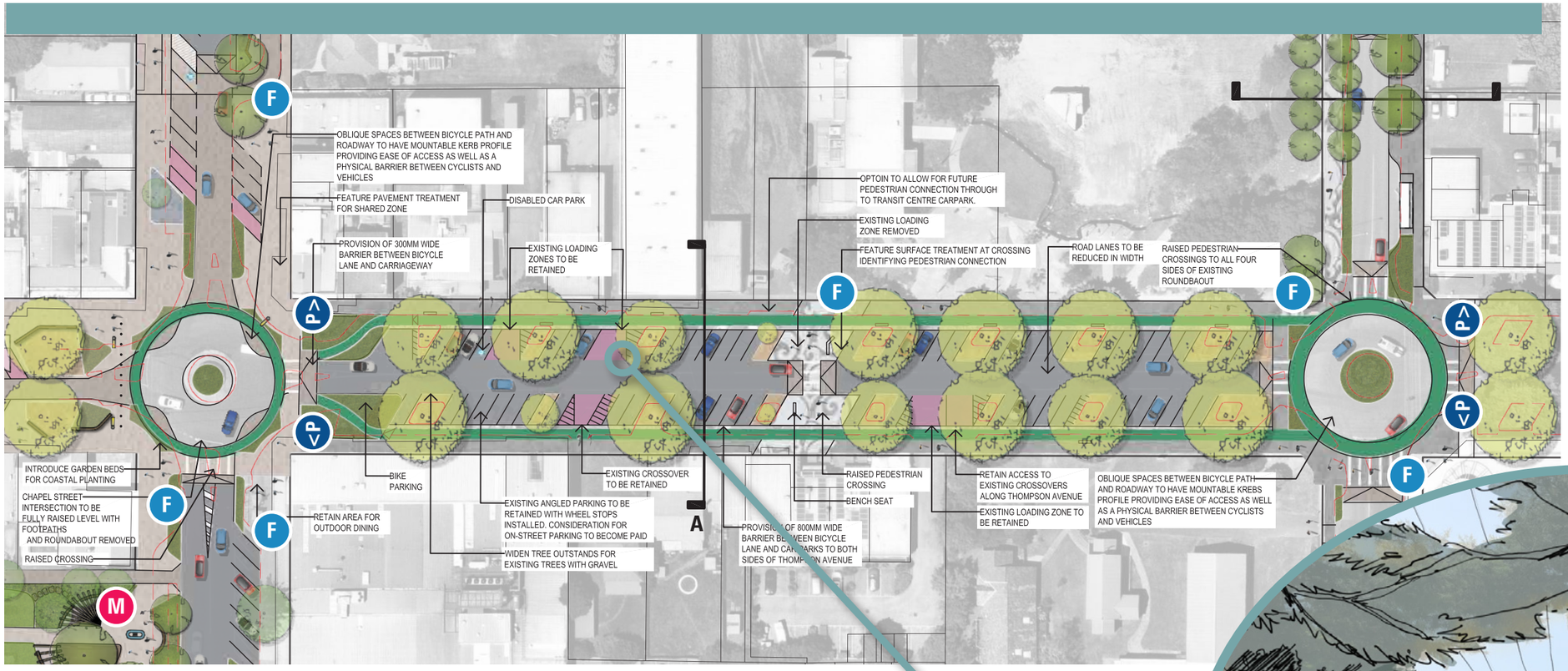


figure 98 *Custom trench drain, Pitt Street Mall (Tony Caro Architecture)*



figure 99 *Feature seat walls (Malop Street)*

5.3 Thompson Avenue (between Chapel Street & Church Street)



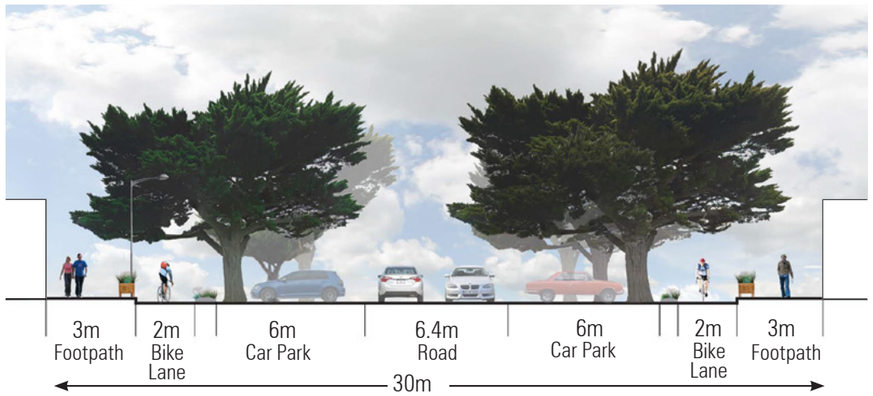
0 20 40
10 30 50m

KEY PLAN



SIGNAGE LEGEND

- P> Directional parking signage
- F Way finding signage - finger board
- M Way finding signage - map board
- Extent of existing kerb



Proposed Cross Section A



figure 105 *Existing conditions*

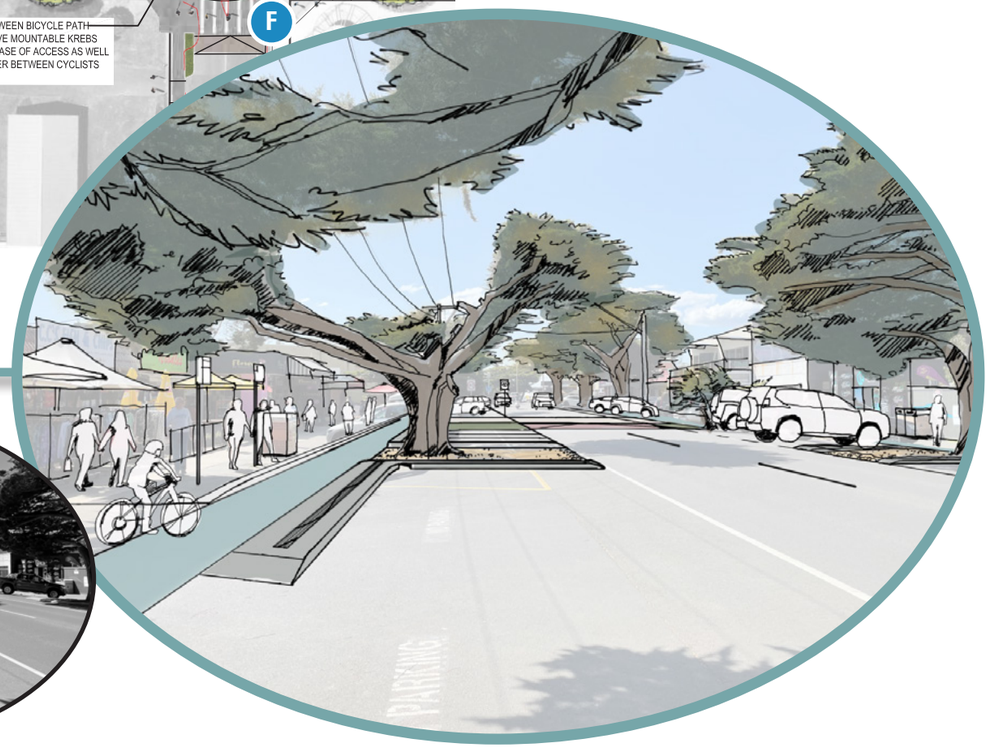


figure 106 *Artist impression of Thompson Avenue looking south*

5.3.1 Strategies

1. Introduce painted kerb-side protected cycle lanes to both sides of Thompson Avenue with 800mm wide barriers between the cycle lane and car parks, and maintain angled parking with the introduction of wheel stops. Option to consider reducing vehicle speed limit from 40km/h to 30km/h.
2. Existing angled parking to be retained. Option to consider managing time periods to increase turnover and availability. (A slight reduction in car parks will be required to allow for new raised pedestrian crossings mid-block and at intersections.)
3. Option to provide a new, direct pedestrian connection between the Transit Centre car park and Thompson Avenue as part of the development of the Cowes Cultural and Community Centre. This should align with the new mid-block raised pedestrian crossing just north of the Cowes Cultural and Community Centre development.
4. Resurface footpaths with a consistent material.
5. Provide new street furniture including option for smart bins.
6. Protect existing Golden Monterey Cypress trees by expanding available permeable area for root growth. Non-invasive construction methods to be investigated to minimise impacts to tree roots.
7. Widening tree cutouts in between car parks and providing additional garden bed area at intersections increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
8. Provide clear and visible parking signage directing vehicles down Church Street and Chapel Street toward the off-street carpark entrances, in particular toward the Transit Centre carpark.
9. Provide information and way finding signage at key locations to reduce confusion and promote tourism.
10. The roundabout at Chapel Street is a high point within the study area. Introduction of raised pedestrian crossings including removal of parts of the kerb and channel may pose drainage challenges such as capacity of freeboard. Drainage upgrades will be required if subject to overland flow/flooding.
11. Install decorative heelsafe and anti-slip trench grates across raised pedestrian crossings, following the alignment of the kerb and channel to be removed.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	73	1	0
Proposed	61	1	0

1.1.3 Design themes

GROUND PLANE



figure 107 *Feature concrete stencilling*



figure 108 *Painted and textured bicycle lanes*



figure 109 *Permeable granitic gravel beneath existing Golden Monterey Cypress trees*



figure 110 *Protected bike lane at intersection*



figure 111 *Raised pedestrian zebra crossing with cobblestone ramps and linemarking*

FEATURES



figure 112 *Feature drainage treatment spanning across barrier between vehicles and footpath*



figure 113 *Bike lane infrastructure is sensitive to tree roots*



figure 114 *Feature trench drain within barrier, Woolloongabba bikeway by ACO drain*



figure 115 *Real-time parking information sign*



figure 116 *Planted barrier treatment between bicycle lane and vehicles include gaps for ease of access*



figure 117 *Coastal planting*



figure 118 *Tree outstand amongst angled parking, with bluestone edge*



figure 119 *Barrier between bicycle lane and vehicles*

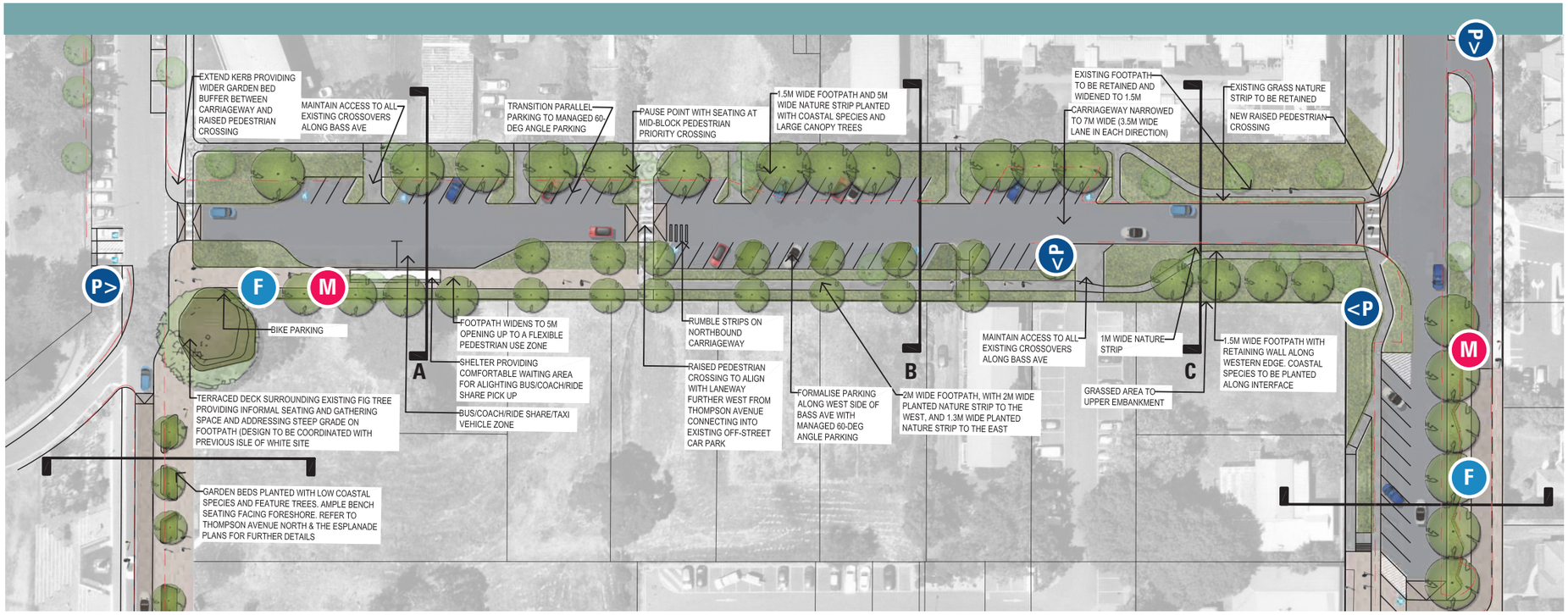


figure 120 *Golden Monterey Cypress trees*



figure 121 *Cycling lanes and raised pedestrian crossings at roundabout*

5.4 Bass Avenue



0 20 40
10 30 50m

KEY PLAN

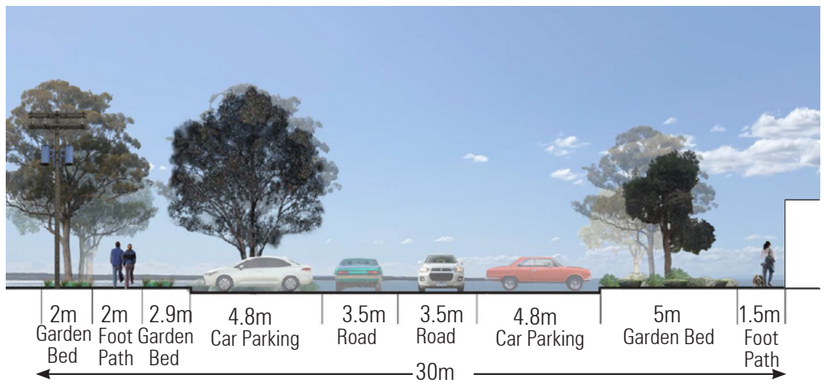


SIGNAGE LEGEND

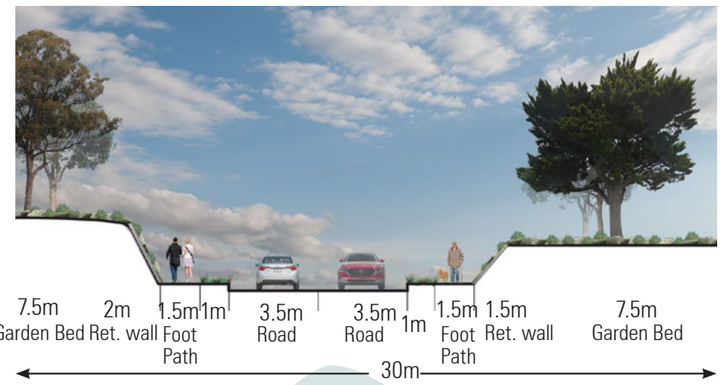
- P> Directional parking signage
- F Way finding signage - finger board
- M Way finding signage - map board
- - - - Extent of existing kerb



Proposed Cross Section A



Proposed Cross Section B



Proposed Cross Section C

5.4.1 Strategies

1. Narrow the vehicle carriageway to 7m wide and maintain two-way vehicle traffic.
2. Provide a designated coach/bus/taxi/ride-share drop-off & pick-up zone adjacent a wide footpath with a shelter, seating and way finding signage.
3. Provide raised pedestrian priority crossing points across Bass Avenue at The Esplanade and Chapel Street.
4. Construct a new mid-block raised pedestrian crossing aligned with the existing laneway west connecting into Thompson Avenue via the existing off street carpark. Include traffic calming measures to slow vehicles and that are 'bus friendly'. Option to remove vehicle access to laneway and transition to a pedestrian oriented thoroughfare providing a direct mid-block connection between Thompson Avenue and Bass Avenue.
5. Maximise available area for car parking by converting parallel parking to angled parking, and formalising car parking with additional angled parking to both sides of Bass Avenue.
6. Provide clear and visible parking signage directing vehicles into off-street car parks.
7. Provide information and way finding signage at key locations to reduce confusion and promote tourism.
8. Widen footpath along northeast side of Bass Avenue and connect into the existing footpath where the gradient starts to increase. Suggested to retain existing footpath along the southeast side of Bass Avenue as is.
9. Provide a new, wide footpath along west side of Bass Avenue and connecting The Esplanade to Chapel Street, requiring cut into the existing mound, modifications to the garden bed area and a new retaining wall.
10. Create a distinct and consistent streetscape character with continuous tree planting to both sides of the street, whilst maintaining open views toward the Bay. Introduce tree planting within widened nature strips to both sides of Bass Avenue, and within bulb-outs between angled car parking along west side of Bass Avenue.
11. Formalise speed limit to 40km/h. (No speed limit signs currently installed, assuming default of 50km/h applies.)
12. Introducing more nature strip and garden bed area increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
13. The northern terminus of Bass Avenue at The Esplanade is a low point within the town centre study area. Introduction of raised pedestrian crossings including removal of parts of the kerb and channel may pose drainage challenges such as capacity of freeboard. Drainage upgrades will be required if subject to overland flow/ flooding.
14. Install decorative heelsafe and anti-slip trench grates across raised pedestrian crossings, following the alignment of the kerb and channel to be removed.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	6	0	0
Proposed	50	3	3

1.1.3 Design themes

GROUND PLANE



figure 122 *Feature granite cobblestone pavers*

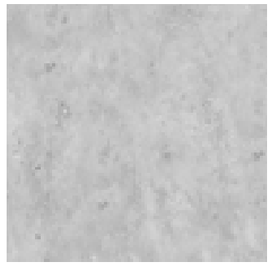


figure 123 *Concrete footpath*



figure 124 *Feature concrete stencilling*



figure 125 *Raised pedestrian zebra crossing with cobblestone ramps and linemarking*



figure 126 *Traffic calming rumble strips*

FEATURES



figure 127 *Coastal plant species*

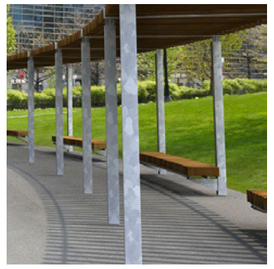


figure 128 *Shelter with seating*



figure 129 *Wide footpath and verges with trees*



figure 130 *Feature seating deck around mature tree (to existing Fig tree)*



figure 131 *Planted retaining wall*



figure 132 *Avenue of Norfolk Island Pine trees, Henley Beach South Adelaide (Tanetahi, 2012)*



figure 133 *Integrated public space between the public and private realm (Urban Land Institute)*

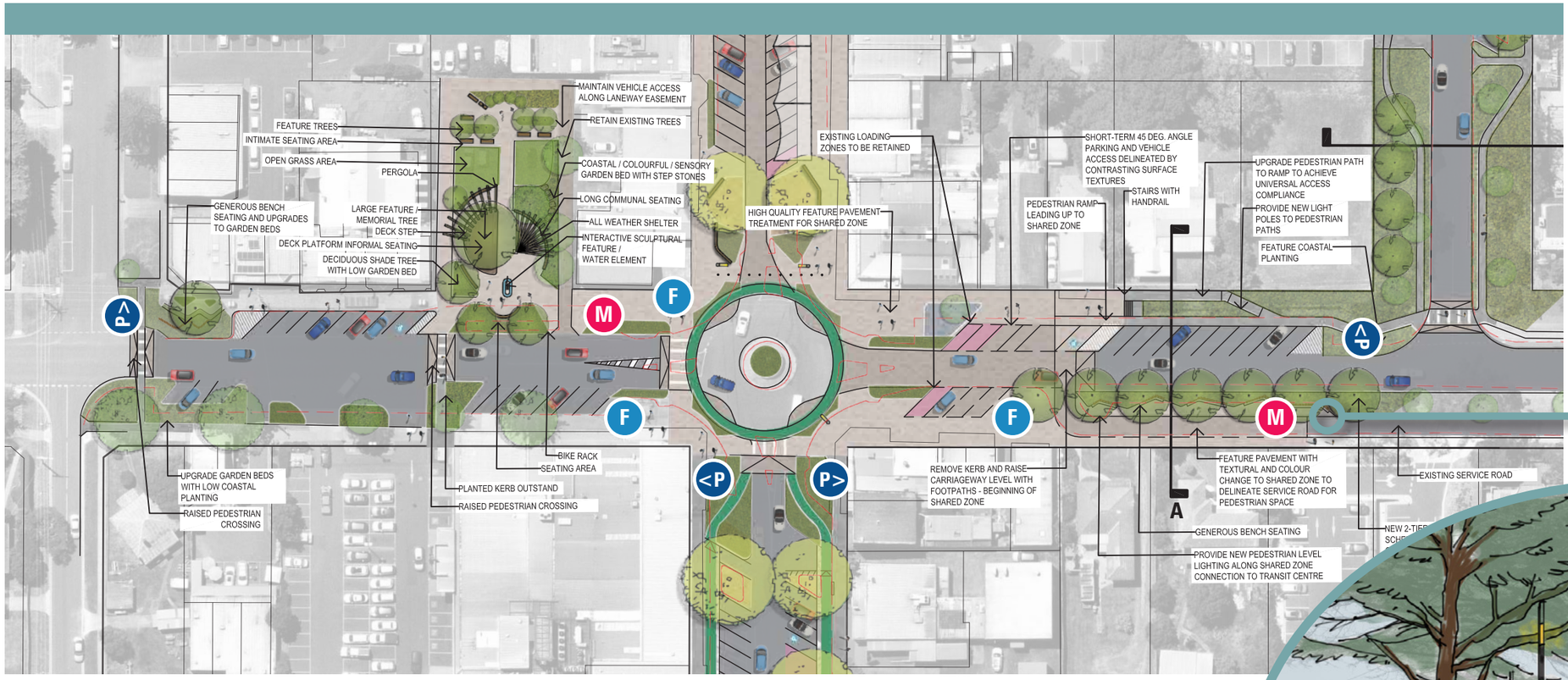


figure 134 *LED street lighting*



figure 135 *Real-time parking information sign*

5.5 Chapel Street (between Warley Avenue & Bass Avenue) & Olive Justice Place



0 20 40
10 30 50m

KEY PLAN



SIGNAGE LEGEND

- P> Directional parking signage
- F Way finding signage - finger board
- M Way finding signage - map board
- Extent of existing kerb



Proposed Cross Section A



figure 136 *Existing conditions*



figure 137 *Artist impression of Chapel Street shared zone within service road*

5.5.1 Strategies

1. Retain service road vehicle access to/from Transit Centre car park; remove parallel car parking and transition the space into a flush shared zone with seating, lighting, way finding signage and improved garden beds.
2. Create a shared zone at the intersection of Chapel Street east and Thompson Avenue allowing for improved pedestrian access, way finding and outdoor public activations, dining and trading. Upgrade pedestrian paths, ramps and stairs to provide universal access.
3. Provide raised crossings at intersections and mid-block crossing connecting the shopping centre with Olive Justice Place.
4. Pull out kerb at interface with Olive Justice Place and existing laneway to improve visibility for vehicles. Utilised tactile surface treatment to the vehicle carriageway crossing the footpath to alert drivers and pedestrians to the shared zone. Potential to transition laneway access to one-way in or out, or close off access entirely and utilised Warley Avenue through existing car park.
5. Provide a new public toilet at Olive Justice Place. Ensure the toilet is visible and accessible from Chapel Street. Provide publicly accessible 'end of trip' facilities, including drink fountain, bins, bike racks, sheltered rest areas and varying seat types.
6. The redesign of Olive Justice Place should incorporate public open green space in the form of a pocket park, providing informal gathering and play. The design should reference and celebrate the history and legacy of Olive Justice.
7. Provide information and way finding signage at nodal points along Chapel Street to areas of activity and public transport.
8. Provide clear and visible parking signage directing vehicles down Chapel Street toward the carpark entrances on Warley Avenue and Bass Avenue.
9. Remove lawn and establish distinct, low maintenance garden beds in verges to enhance streetscape coastal character. Introducing more garden beds increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
10. The roundabout at Chapel Street is a high point within the study area. Introduction of raised pedestrian crossings, and a shared zone to the east including removal of kerb and channel may pose drainage challenges such as capacity of freeboard to existing building floor levels. Drainage upgrades will be required if subject to overland flow/ flooding and should consider a major event (1% AEP).
11. Changes to finished surface levels of footpaths, stairs or ramps may impact the flow of stormwater and further assessment will be required to ensure building freeboard is maintained.
12. Install decorative heelsafe and anti-slip trench grates within shared zones and across raised pedestrian crossings, following the alignment of the kerb and channel to be removed.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	43	2	0
Proposed	33	3	0

1.1.3 Design themes

GROUND PLANE


figure 138 *Granite cobblestones*


figure 139 *Textural variation and tactility*


figure 140 *Concrete stencilling*


figure 141 *Surface variation and organic curvilinear garden beds within shared zone*


figure 142 *Raised pedestrian zebra crossing with cobblestone ramps and linemarking*

FEATURES

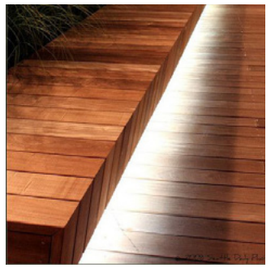


figure 143 *Feature seating*

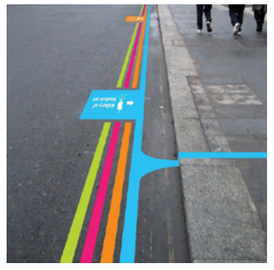


figure 144 *Painted way finding surface treatment*


figure 145 *Shared main street with delineation between vehicles and pedestrians*


figure 146 *Greville Street shared zone with no kerb*


figure 147 *Coastal planting*


figure 148 *Honed concrete with feature aggregate (shells)*

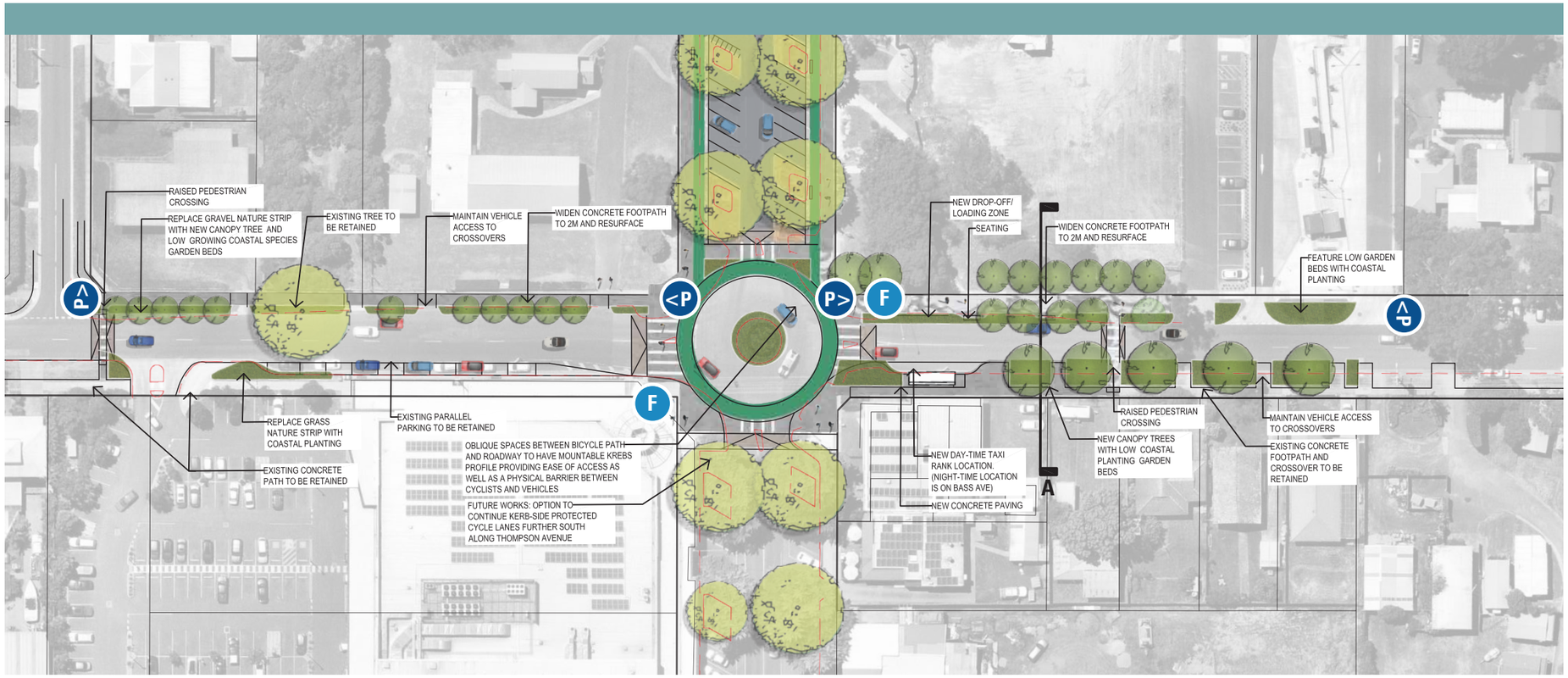

figure 149 *Crown Street Mall custom trench drain*


figure 150 *Feature seat walls (Malop Street)*

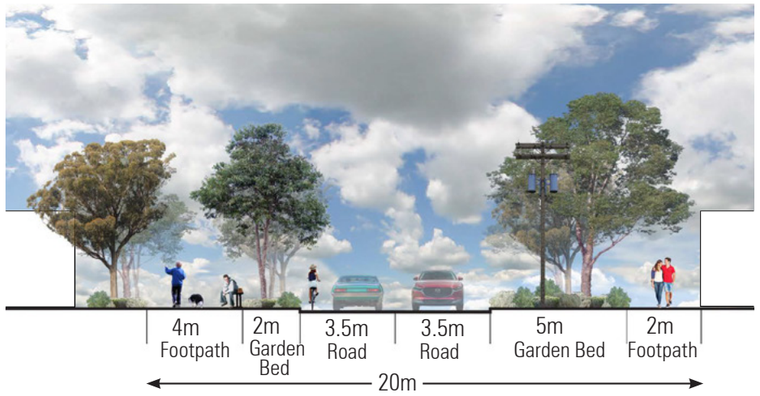

figure 151 *Planted retaining wall*


figure 152 *Cycling lanes and raised pedestrian crossings at roundabout*

5.6 Church Street (between Genesta Street & The Transit Centre)

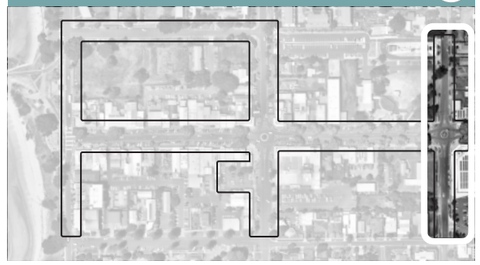


0 20 40
10 30 50m



Proposed Cross Section A

KEY PLAN



SIGNAGE LEGEND

- P> Directional parking signage
- F Way finding signage - finger board
- M Way finding signage - map board
- Extent of existing kerb

5.6.1 Strategies

1. Provide raised pedestrian crossings at intersections and mid-block crossing between Thompson Avenue and the Transit Centre.
2. Formalise parallel parking along the north side of Church Street and deter parking within nature strips.
3. Re-locate the day-time taxi rank to the southeast side of Church Street. Include a shelter and seating.
4. Upgrade footpath surfaces, including widening along the north side of Church Street.
5. Plant street trees along Church Street and plant out nature strips with hardy coastal planting.
6. Provide clear and visible parking signage directing vehicles down Church Street toward the off-street carpark entrance at Transit Centre.
7. Provide information and way finding signage at key locations to reduce confusion and promote tourism.
8. Provide bicycle parking near pedestrian nodes at the intersection of Thompson Avenue.
9. Install feature shade trees and provide rest points with seats and shelter to provide a comfortable environment for pedestrians.
10. Introducing more garden beds and grassed nature strips increases pervious surface area and decreases the flow of stormwater into the existing drainage system.
11. Introduction of a raised pedestrian crossings including removal of kerb and channel may pose drainage challenges such as capacity of freeboard to existing building floor levels. Drainage upgrades will be required if subject to overland flow/flooding and should consider a major event (1% AEP).
12. Install decorative heelsafe and anti-slip trench grates across raised pedestrian crossings, following the alignment of the kerb and channel to be removed.
13. There is an opportunity for enhanced outcomes for cyclists in the long term. Church Street has a high volume of motor vehicle traffic which can discourage cyclists from sharing the road with vehicles. There is opportunity in the long term to reduce the northern footpath to maximum 4m width, reduce the travel lanes from 3.5m to 3.3m and reduce the 4.8m garden beds along the south side to 3m. A vertically separated 'pop up style' bike lane of 1.5m width could then be installed on each side of the street.

Car parking spaces			
	Standard car spaces	**Disabled car spaces**	**Taxi spaces**
Existing	10	0	0
Proposed	10	0	2

1.1.3 Design themes

GROUND PLANE



figure 153 *Feature concrete stencilling*

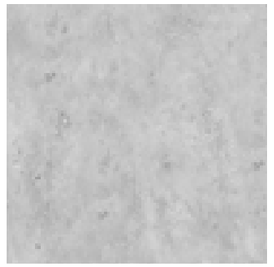


figure 154 *Concrete footpath*



figure 155 *Raised pedestrian zebra crossing with cobblestone ramps and linemarking*



figure 156 *Cycling lanes and raised pedestrian crossings at roundabout*

FEATURES



figure 157 *Coastal plant species*

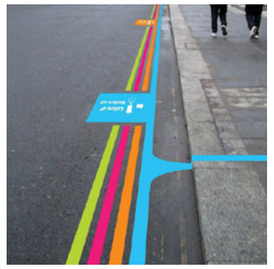


figure 158 *Painted way finding*



figure 159 *Street trees in grass nature strip*



figure 160 *Real-time parking information sign*



figure 161 *Planted verges*

6 Implementation Plan

6.1 Purpose

The implementation plan outlines a staged approach to delivery of the proposals identified in the Master Plan. Priority project areas and design initiatives have been identified for delivery in the short-term, medium and long term. Projects and recommended time frames have been prepared in consideration of the likely strategic impact of the projects, the cost of implementation, and the ease of implementation. It is recommended that priority should be given to those projects that alleviate safety risks, where appropriate.

Projects have been grouped into three categories:

- Short term: projects that can commence within the next 1-3 years
- Medium term: projects that can be delivered within 3-10 years
- Long term: projects that may take 10+ years to deliver.

Consultation and engagement with the traditional owners should be undertaken to inform subsequent planning, detail design, construction and ongoing maintenance works projects.

Area	Project	Short term 1-3 years	Medium terms 3-10 years	Long term 10+ years
	Undertake an audit of existing street lighting and prepare a public realm lighting strategy for the Master Plan study area.	X		
	Undertake a tree assessment of the existing Golden Monterey Cypress trees along Thompson Avenue.	X		
	Undertake a way finding signage strategy for the Cowes Activity Centre (option to encompass the broader Phillip Island).	X		
	Undertake a parking signage strategy for the Master Plan study area, with particular focus on upgrading directional parking signage and incorporating live-count/ real time car parking signs.	X		
The Esplanade	Formalise one-way vehicle traffic east and west from Thompson Avenue.	X		
	Establish a shared zone along The Esplanade between Warley Avenue and Bass Avenue, with removal of the kerb and raise carriageway flush with footpath levels. Upgrade surface treatments, drainage modifications, remove mock 'zebra crossing' at Thompson Avenue intersection, delineate pedestrian and vehicle areas, install seating, garden beds and tree planting.		X	
	Create a traffic management plan for seasonal/temporary road closure of The Esplanade to vehicle traffic between Bass Avenue and Thompson Avenue, and further to Warley Avenue.	X		
	Install drop-off/pick-up zones along the northern side of The Esplanade.	X		
	Design, supply and install information and way finding signage.	X		

Area	Project	Short term 1-3 years	Medium terms 3-10 years	Long term 10+ years
Thompson Avenue	Reduce speed limit to 20kmh along Thompson Avenue north of Chapel Street.	X		
	Implement trial for one-way vehicle access northbound only on Thompson Avenue from Chapel Street.	X		
	Transition vehicle traffic to one-way access northbound on Thompson Avenue from Chapel Street. Retrofit Chapel Street roundabout to accommodate change to vehicle access to Thompson Avenue.		X	
	Establish a shared zone with removal of kerb and raise carriageway flush with footpath levels along Thompson Avenue north of Chapel Street. Upgrade surface treatments, tree retention and protection, permeable paving and garden beds, traffic calming techniques, rearrangement of car parking, drainage modifications, delineate pedestrian and vehicle areas, new furniture palette including custom seating and shelters and feature lighting. Redesign of accessible ramps at north end of Thompson Avenue.		X	
	Create traffic management plan for seasonal/temporary road closure of the shared zone along Thompson Avenue to vehicle traffic north of Chapel Street.		X	
	Install directional parking signage directing vehicles down Chapel Street toward off-street car parks.	X		
	Design, supply and install information and way finding signage.	X		
	Install kerb-side protected bicycle lanes on Thompson Avenue between Church Street and Chapel Street, including realignment of the carriageway and car parking, retrofitting existing roundabouts and drainage, widening of tree surrounds and retention and protection of existing trees.			X
	Transition car parking on Thompson Avenue between Church Street and Chapel Street to short-term managed parking restrictions.	X		
	Reduce speed limit to 30kmh along Thompson Avenue between Church Street and Chapel Street.	X		
	Resurface footpaths along Thompson Avenue between Church Street and Chapel Street.		X	
	Upgrade street furniture palette along Thompson Avenue between Church Street and Chapel Street.		X	
	Install directional parking signage directing vehicles down Church Street and Chapel Street toward off-street car parks and in particular the Transit Centre car park.	X		
	Design, supply and install information and way finding signage.	X		
	Install raised pedestrian crossing mid-way along Thompson Avenue between Church Street and Chapel Street.		X	
	Install raised pedestrian crossings at the intersection of Thompson Avenue and Chapel Street.	X		
	Install raised pedestrian crossings at the intersection of Thompson Avenue and Church Street.		X	
	Design and construct a new pedestrian connection between the Transit centre car park and Thompson Avenue north of the Cowes Cultural and Community Centre, to align with new mid-block raised pedestrian crossing on Thompson Avenue.		X	
	Treatments to existing laneways on Thompson Avenue between Chapel Street and The Esplanade have not been thoroughly examined as part of this Master Plan; however it is recommended that the existing laneways are closed to vehicle traffic and pedestrianised – similar to the recent closure and upgrades to the lane near G'day Tiger.			X

Area	Project	Short term 1-3 years	Medium terms 3-10 years	Long term 10+ years
Bass Avenue	Install raised pedestrian crossings on Bass Avenue at The Esplanade and Chapel Street.		X	
	Install raised pedestrian crossing on Bass Avenue mid-way between The Esplanade and Chapel Street, to align with the existing laneway west connecting into the off street car park and Thompson Avenue. Include traffic calming measures.		X	
	Install taxi-rank and coach/bus drop-off/pick-up area on Bass Avenue, including shelter and seating.	X		
	Realign carriageway and reduce to 7m width.		X	
	Formalise speed limit to 40kmh.	X		
	Formalise kerb and channel along the west side of Bass Avenue including new drainage. Install new footpath, nature strips, tree planting and car parking.		X	
	Widen and upgrade footpath and nature strip along northeast side of Bass Avenue including drainage modifications. Convert parallel parking to angled parking.		X	
	Install directional parking signage directing vehicles toward off-street car parks.	X		
	Design, supply and install information and way finding signage.	X		
Chapel Street	Install raised pedestrian crossings on Chapel Street at Warley Avenue.			X
	Install raised pedestrian crossing on Chapel Street mid-way between Warley Avenue and Thompson Avenue (connecting the south side of Chapel Street to Olive Justice Place).			X
	Establish a shared zone on Chapel Street east of Thompson Avenue with removal of kerb and raise carriageway flush with footpath levels. Upgrade surface treatments, drainage modifications, delineate pedestrian and vehicle areas, install seating, garden beds and tree planting.		X	
	Establish a shared zone along service road connecting Chapel Street and the Transit Centre car park with removal of kerb and raise carriageway flush with footpath levels. Remove parallel car parking, upgrade surface treatments, drainage modifications, delineate pedestrian and vehicle areas, upgrade garden beds, install new seating and lighting.		X	
	Upgrade and provide a compliant footpath ramp along northeast side of Chapel Street connecting into Bass Avenue.		X	
	Design, supply and install information and way finding signage.	X		
	Install kerb extension along Chapel Street interface with Olive Justice Place and existing laneway.			X
	Install a new public toilet at Olive Justice Place, ensuring the design and location can be incorporated into a future overall upgrade to the broader Olive Justice Place area.		X	
	Install accessible 'end of trip' facilities at Olive Justice Place, including drink fountain, bins, bike racks, sheltered areas and seating.			X

Area	Project	Short term 1-3 years	Medium terms 3-10 years	Long term 10+ years
	Design and construct a permanent pocket park at Olive Justice Place.			X
	Install directional parking signage directing vehicles down Chapel Street toward off-street car park entrance on Warley Avenue and Bass Avenue.	X		
	Remove grass nature strips along Chapel Street and replace with native coastal vegetation.		X	
Church Street	Install raised pedestrian crossings on Church Street at Genesta Street and mid-way along Church Street connecting the south side of Church Street to the Transit Centre.			X
	Widen footpath along north side of Church Street, upgrade nature strips and provide new tree planting.		X	
	Install day-time taxi rank including shelter and seating along south side of Church Street.	X		
	Formalise parallel car parking along the north side of Church Street.	X		
	New street tree planting and upgrades to nature strips along south side of Church Street.			X
	Install directional parking signage directing vehicles down Church Street toward the Transit Centre car park and other off-street car parks.	X		
	Design, supply and install information and way finding signage.	X		
	Upgrade streetscape furniture palette including seats and bins along Church Street. Provide additional bicycle parking.			X
	Provide enhanced outcomes for cyclists in the long term. Reduce the northern footpath to maximum 4m width, reduce the travel lanes from 3.5m to 3.3m and reduce the 4.8m garden beds along the south side to 3m. Construct a vertically separated 'pop up style' bike lane of 1.5m width to both sides of Church Street			X
	Reconfigure the angled car parking bays along the east lower bay at the northeastern end of the Transit Centre car park to accommodate long-vehicle parking including buses, coaches, trailers, etc.	X		

7 Way finding

An effective way finding system is an important component of a wider set of actions designed to encourage greater levels of sustainable mobility. A way finding system provides directional guidance, raises awareness of key destinations within an active travel catchment, and can provide time and distance estimates.

Research shows that people commonly underestimate how long it takes to get somewhere by car and overestimate how long it may take by foot or bicycle. An effective way finding system can help to overcome this misconception.

There is an opportunity to support active travel decisions through the development of a comprehensive way finding system. Once a comprehensive active travel network (infrastructure) has been established, a way finding system helps people utilise this network, promoting safer routes.

A Way finding Strategy and Plan is recommended, and there is some merit in taking a whole-of-island approach to this activity. The following provides some conceptual way finding principles that are applicable to Cowes.

7.1 Key elements to way finding

7.1.1 User centred way finding

Visitors to Cowes need to be able to understand where they are, then assess and plan their onward journey. Users need to be provided with information before and throughout their journey that will enable them to find their way with ease and confidence.

For users to gain the most out of their visit to Cowes (and other destinations on Phillip Island), they must be able to understand what's on offer and how to get there. By understanding the relationship within and between destinations, and the routes that connect them, users begin to build a mental map. A well designed 'heads-up' map is more likely to assist with this process by establishing a user's understanding of the environment.

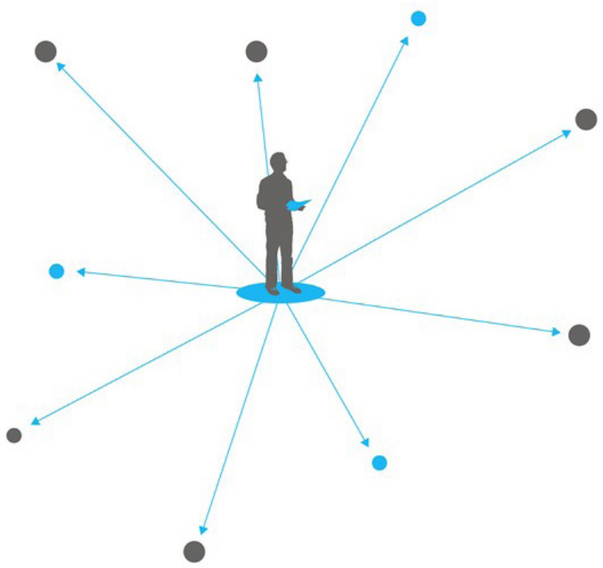


figure 162 *Placing the user at the centre of the way finding system (Institute for Sensible Transport)*

7.1.2 Progressive disclosure

A future Way finding Strategy and Plan for Cowes should employ holistic thinking that incorporates information people need pre-journey (digital), right through to orientation and directional signage once they have arrived. As people from afar are likely to view Cowes as one part of their island experience, it makes sense to think about way finding that encompasses all major destinations on Phillip Island, not just central Cowes. Below is an infographic that describes the progressive disclosure approach to way finding, right from pre-journey on the left, through to arrival, on the right.

An intuitive way finding system delivers only the required information at any one point of the users' journey. The application of this practice is known as progressive disclosure. Progressive disclosure eliminates superfluous information to enable users to quickly and accurately access the information that will take them to the next step on their journey. When a user reaches the next stage of their journey, at that point the next tier of information is provided.

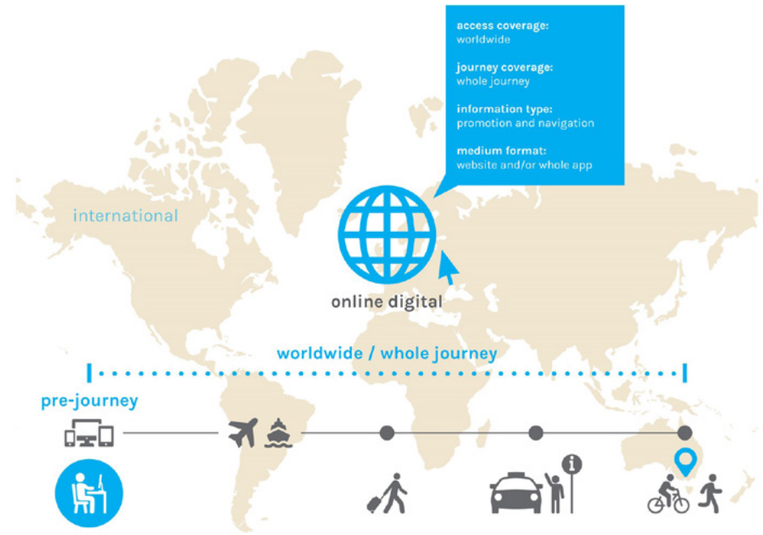


figure 163 *Progressive disclosure, from trip planning to arrival (Institute for Sensible Transport)*

In terms of the type of signage the user will be presented with, this will depend on their journey stage. The below graphic provides an indication of this, from per-journey through to arriving at a destination.



figure 164 *Model of progressive disclosure of information (Institute for Sensible Transport)*

Once at the destination (Cowes), there are a number of way finding and interpretive signs that can be used to enhance people's knowledge and experience of the township. The way finding is designed to enable people on foot and bicycle to:

- Orientate themselves
- Understand the distance and direction of key destinations
- Provide the user with an estimate of the time to travel, by foot and bicycle from where they are now, to key destinations.

The interpretive signage serves to enhance people's understanding of the Cowes area, both in terms of key points in history (pre-colonial, colonial, industrial and contemporary) and other stories that provide a picture of Cowes and its character. This can be done through interpretive boards, as well as digital technologies, outlined below.

7.1.3 Technology

There are a number of technologies that can be used to enable visitors to more easily navigate Cowes and provide a more rewarding experience while on foot or bicycle.

While there is no need to use anything other than standard signage for simple directional information, it is possible to use digital technology to create a more immersive experience when signage is intended to have an interpretive or educational function. For instance, orientation and interpretive signage can be paired with QR codes linked to online resources. This can include annotated maps and self-guided audio tours of the area, with users relying on their smartphone rather than the need for screens/speakers on the signs themselves. These digital tools can also use common languages other than English, especially helpful for international tourists.

7.1.4 Heads up mapping

Historically, the standard cartographic approach is to orientate maps as North facing. However with on street maps, unless a user has prior knowledge or an understanding of the place, very few people intuitively know where north is. Instead they rely on key landmarks to orientate themselves.

The recommended format for mapping on-street is to orientate the map to the users' view or 'heads-up'. This allows the user to immediately position themselves on the map and easily reference landmarks in their environment.

Any information system must be kept up to date. To manage the maintenance of this system it is recommended that heads up mapping is set to 45 degree rotations. This will provide eight rotations

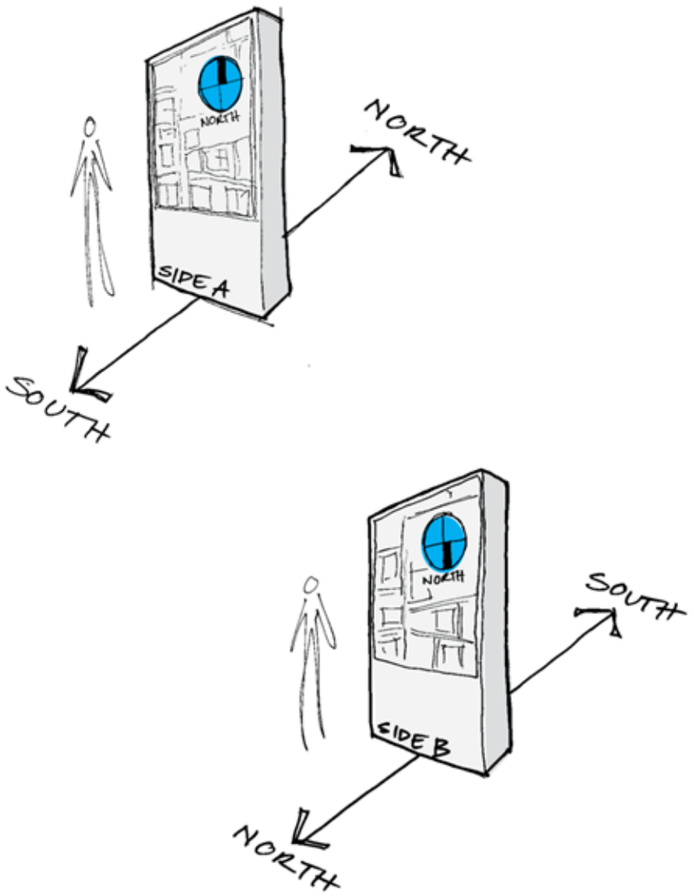


figure 165 *Heads up mapping (Institute for Sensible Transport)*

7.2 Way finding hierarchy

Two main way finding structures are recommended for use in Cowes; finger boards and map boards. Examples of both of these sign types can be seen below.

Finger boards

Finger boards are the simplest form of physical way finding, consisting of a narrow directional sign attached to a pole. These will generally be used at junctions, to indicate the direction of destinations, and where appropriate, will also include distance and travel time.

Map boards

Map boards are more substantive installations that are used primarily at key entry points, to assist in orientating users. The maps offer a 'you are here' symbol, as well as key destinations within and around Cowes and surrounding townships on the Island. It is common to include a 5, 10 and 15 minute walking catchment using concentric circles.

Applying QR Codes and NFC tags on key points of interest shown the map will allow users to automatically load additional information through their Smartphone that can aid interpretation.

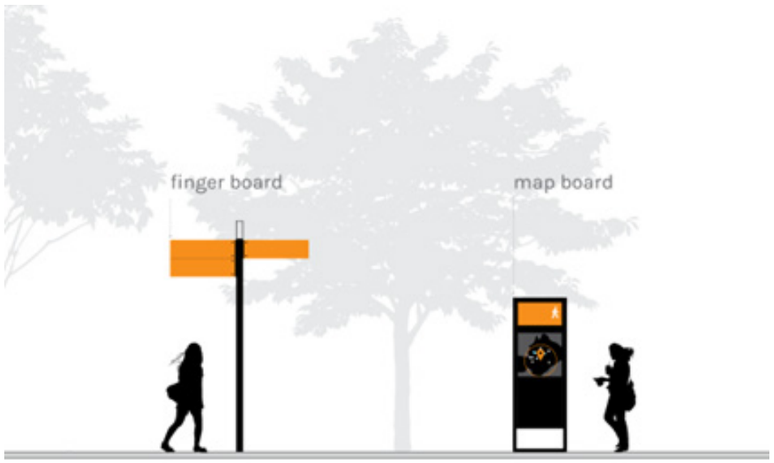


figure 166 *Finger boards and map boards (Institute for Sensible Transport)*

7.3 Information graphic strategy

The visual identify is the sum of all the visual elements used by the brand, the pictogram (symbols), the colours, the typeface and their application.

The Phillip Island brand will be a valuable asset in promoting and differentiating the destination from other visitor regions in Victoria.

7.3.1 Branding

Australia, Victoria, Gippsland and Phillip Island all have distinctive branding identities, to inform locals and visitors alike. Similarly, it is common for walking and cycling trails to have their own branding identity, the Bass Coast Rail Trail being an example.

Visual identities work at varying levels, both attracting people to areas, and providing locational awareness and reassurance.

Cowes, and possibly the rest of the Island will require a clearly recognisable logo. The logo will appear on all digital and physical way finding information, becoming an easily recognised an integral part of the Cowes (and Phillip Island) identity.

A future logo to Cowes, or the Island as a whole should give consideration to the following elements:

- Easily scalable, so it may be printed in variable sizes and easily identified at a distance
- Able to be represented in different colours as well as monotone
- Represent Cowes' physical characteristics
- Represent Cowes' human heritage
- Represent be recognisable as uniquely Phillip Island.

7.3.2 Colour

A palette of colours is an essential element of the tool kit that contributes to a unique brand and identity. The use of colour must maintain sufficient contrast to be legible in a variety of light conditions. Below is an example of a colour palette that provides the necessary contrast to offer legibility to the user.

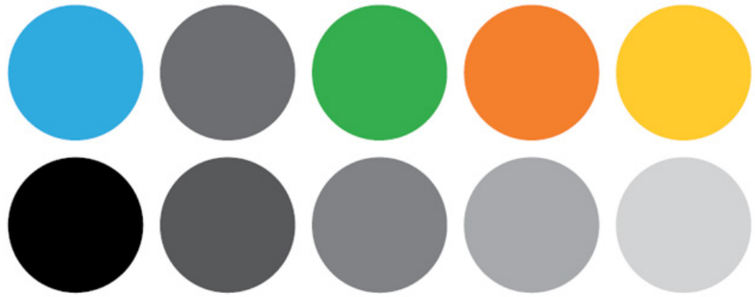


figure 167 *Example colour palette (Institute for Sensible Transport)*

7.3.3 Typeface

A comprehensive information system for Cowes, and potentially the wider Phillip Island region should use a typeface that is prominent with the environment and embodies the spirit of the destination, giving authority, gravitas and distinctiveness. Below is an example of a font family that encompasses these qualities.

A typeface is the all-encompassing voice of any message conveyed using written language and is the most frequently used design element in any visual identity.



figure 168 *Font family example (Institute for Sensible Transport)*

7.3.4 Pictograms

Pictograms provide instantly recognisable symbols that cross language barriers. The pictorial form is far quicker to identify than text based information and can also minimise visual clutter on signage.

Pictograms should be used consistently and wherever possible. A pictogram set that matches the visual aesthetic of Cowes and Phillip Island should be developed and designed to complement the typeface. All pictograms must reflect international standards of recognition and legibility to ensure they are understandable by all nationalities and at all scales. It is recommended that a pictogram set is designed in conjunction with the typeface/the brand in order to aesthetically match the style and create a holistic graphic identity.

The core range of pictograms should include:

- Transport pictograms
  - Pedestrian, cycling, public transport, taxi, parking, cycling parking, disabled parking, transport information
- Access pictograms
  - Directional arrows, steps, ramps etc.
- Services and facilities
  - Toilets, male toilet, female toilet, disabled toilet, baby changing, pharmacy, ATM, visitor/tourism information
- Destination and activity pictograms
  - Restaurants, café, bar, retail/shopping, library, leisure centre, civic building, gallery, hotel, hospital.



figure 169 *Pictogram set example (Institute for Sensible Transport)*

7.3.5 Access compliance

Accessible information graphics involve careful selection of font type, letter case and text heights, combined with colour applications that ensure good visual contrast and overall legibility. In addition, the considered relationship of directional arrows, pictograms and a consistent application of information are of critical importance when creating information graphics that are legible and inclusive.

The graphic elements of the signs must be consistent throughout the sign family. The recommended height from the ground must be consider ambulant users and the recommended accessibility heights. Below illustrates information accessibility zones for legibility.



figure 170 *Information accessibility zones for legible signage (Institute for Sensible Transport)*

Typography standards

A clear sans-serif font without pronounced variation in stroke width on a non-glossy surface is the minimum requirement for legibility.

Letter case

The use of all-upper-case text will be avoided. People read primarily by word shape. The use of upper-case and lower-case improves text legibility as the variable space formed above letters assists in defining the distinctive shape of each word.

Contrast

In exterior applications, light letters on a dark background are typically more readable than dark letters on a light background.

Density

Type used for signing should not be too condensed: a character width-to-height ratio should be between 3:5 and 1:1. Type used for signing should not appear too thin: a stroke width-to-height ratio should be between 1:5 and 1:10.

Letter size

Text size on signs is determined based on ideal viewing distance of each sign at each location.

Cap X-height

For accuracy in layout of text on signs, the height of the capital letter X (Cap X-height) should be used instead of the point size of the font, which is a less accurate referencing method, particularly as fonts' indexed point sizes may not always be the same size in mm.

7.4 Information hierarchy

An effective way finding system prioritises information and provides only the most required content at the relevant points in the visitor journey. Providing too much information at any one location creates visual clutter and impairs legibility, confusing users and reducing overall system effectiveness. Therefore, to maintain functionality and system clarity, the information provision must be structured with a rational hierarchy.

Applying a hierarchy to each category of destinations provides a rationale for determining how destinations are to be represented in the information system.

7.4.1 System integrity and adaptability

A clear hierarchy ensures that different tiers of information are represented consistently across the system and with the appropriate emphasis. It also ensures that in the future, additional destinations can subsequently be updated into the system in a logical and coherent manner thus future proofing the way finding system.

7.4.2 Information database

Any way finding system is only as good at the information it carries. An information content database should be developed to ensure a clear record of information is easily accessible and adaptable to changing circumstances. The information database will list all of the destinations and information content that will appear on the way finding system.

The database organises the pool of destination content into straightforward categories of destination types.

The function of the information database is to provide a single, authoritative source file, to:

- Define the nomenclature and specific names of each destination.
- Act as a working tool to accommodate future information updates easily and clearly track ownership of edits made to the information it contains.
- Provide supporting information and track installation details about each of the sign products.

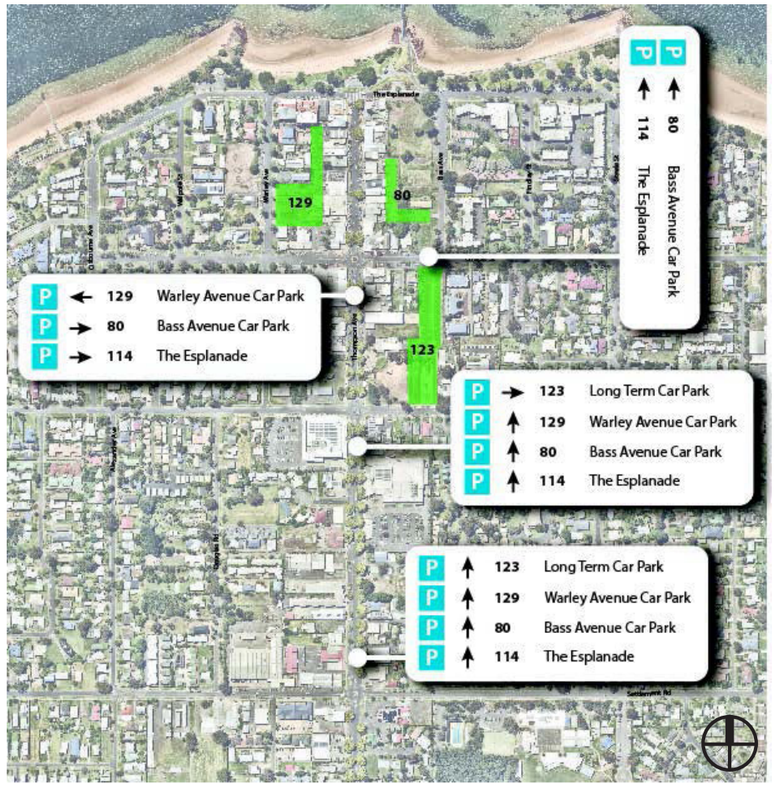


figure 171 *Recommended locations for off street parking way finding signage from the Cowes Access and Movement Study by MRCagney*

7.5 Proposed way finding in Cowes

Two primary types of way finding signage are recommended for use throughout the Cowes Activity Centre Streetscape Master Plan study area: finger boards and map boards.

F Finger boards

Finger board signs are to be located a intersections/junction points. This type of signage will indicate directions to various destinations and may include distance, and travel times by foot or bicycle.

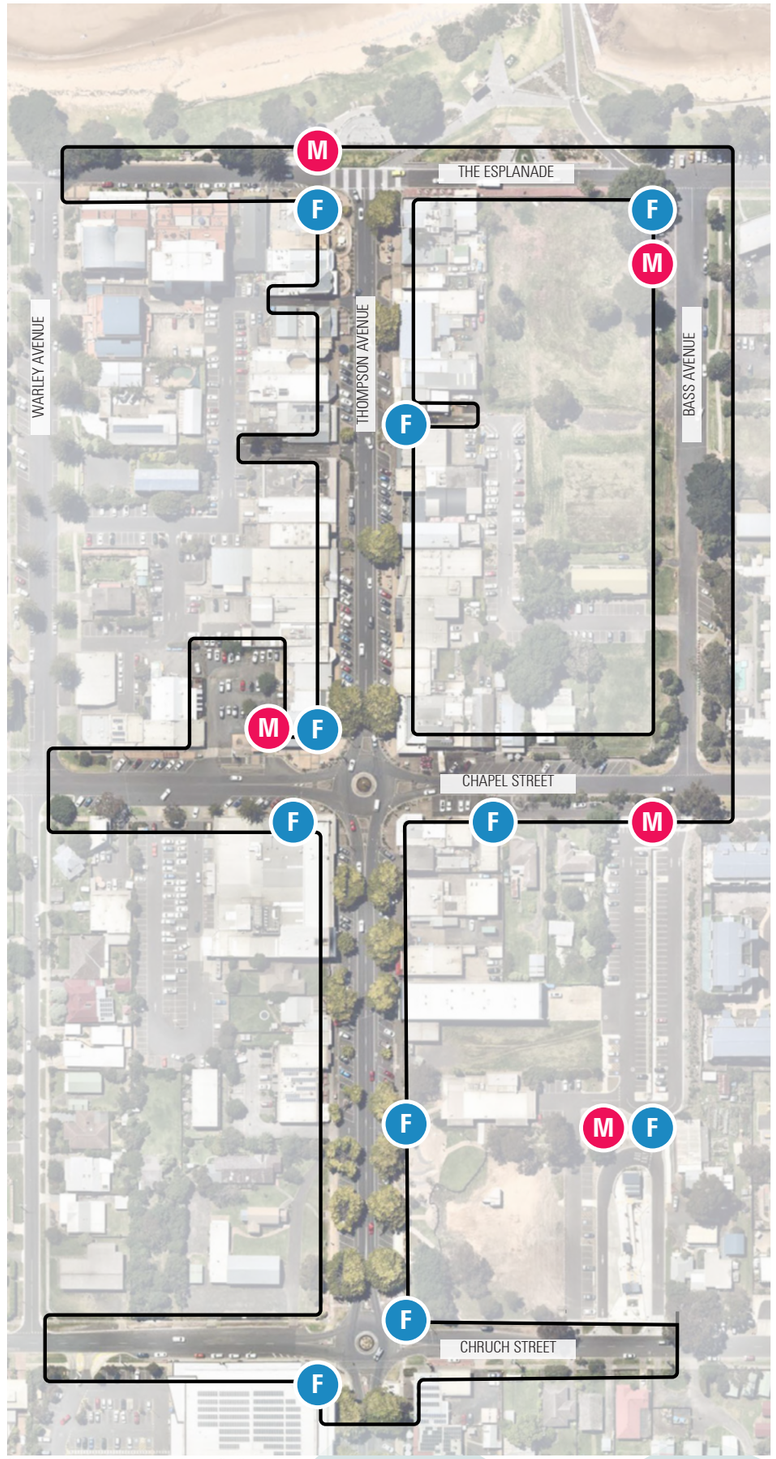
M Map boards with inbuilt technology

Map boards are to be located a key entry points and within activity nodes, such as the entrance to the Cowes Cultural and Community Centre, Olive Justice Place and at the Transit Centre. These signs will orient users with the 'you are here' symbol, identify key destinations/attractions and provide estimated walking catchments of 5, 10 and 15 minutes. These boards can also include additional technology, such as QR codes allowing users to load additional information or language interpretation. The signs could also provide complimentary Wi-Fi, USB/USC/standard GPO charging opportunities and beacon lighting to assist with way finding at night.

Interpretive signage opportunities

There is also an opportunity for additional interpretive signage within the Cowes Activity Centre Streetscape. As part of the future design development stages of Master Plan project implementation, it is recommended that less traditional forms of interpretive 'signage' are considered, such as incorporating stories into components of the streetscape surface treatments, seating and lighting as examples.

In consideration of the human scale experience, materials at the ground level should provide interest, colour and tactility to passersby. Integrating an interpretive layer into the urban design fabric sympathetic to the traditional qualities of the place will further enhance the user experience. Furniture material, shape or colour, or paving stencils or light installations can tell local stories. There are many opportunities to collaborate with local artists to assist with interpreting the character of the space.



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