



YEPPOON Placemaking Strategy 2017

A city/region needs 10+ MAJOR DESTINATIONS

A destination needs 10+ PLACES

Each place needs 10+ THINGS TO DO

"If you plan cities for cars and traffic,
you get cars and traffic.

If you plan for people and places,
you get people and places."

Fred Kent

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I. Project Scope

“To ensure that place making efforts undertaken in association with the revitalisation of Capricorn Coast urban centres are focused on delivering improvements that are context appropriate, durable, sustainable and provide multiple benefits to the community.”

1 Guiding principles

- » Respond to the essential character of the place;
- » Be meaningful to people, emotionally and spiritually;
- » Involve local people in the place’s planning and production;
- » Be attractive to people, physically and intellectually;
- » Provide a choice of experiences;
- » Be economically and environmentally sustainable; and
- » Premise all actions on the goal of long term community building.

2 Project objectives

1. Deliver places which meet the diverse needs and aspirations of all community members no matter their age, culture, interests or economic position;
2. Support the economic sustainability of key community destinations and self-sustaining activation of shared spaces;
3. Protect and build upon the unique characteristics of each urban centre;
4. Develop a range of public realm experiences, places and activities which are unique to each locality, reinforcing their identities as premier coastal destinations on the eastern seaboard;
5. Ensure the public realm is integrated around and into adjacent residential, retail, commercial and transit uses and built form;
6. Ensure public art, landscape and architectural design, themes and elements display a bold, contemporary and unique coastal and sub-tropical character; and
7. Support the attraction of government, business and community investment in the urban centres.

3 Project deliverables

General

- » Innovative place making and public art plans that help define the urban design character for Yeppoon;
- » Fully developed concepts and designs for treatments and artworks and incorporation, as appropriate into designs for public infrastructure upgrades; and
- » Local area plans/codes for inclusion within the Planning Scheme.

Yeppoon

- Design guidelines/controls for the Yeppoon Town Centre that complement Yeppoon Foreshore and Town Centre Master Plan design elements;
- Identification of key precincts and opportunities within these precincts;
- Identification of places and spaces within the commercial edge for enhancement by placemaking initiatives;
- Identification of places and spaces within residential areas for enhancement by placemaking initiatives; and
- Development of a range of public realm experiences, places and activities that appropriately reflect the locality.

NOTE: *In developing this report it has been assumed that many of its recommendations will be delivered under the guidance of the Public Realm Guidelines currently being developed by Blacksmith. The emerging Yeppoon Foreshore and Town Centre Master Plan also contains elements that will filter into the public realm within the Yeppoon Town Centre. Close coordination will be needed to ensure the right elements are deployed in the right locations. Not all Foreshore elements will be appropriate in the greater Yeppoon Town Centre. Relevant elements from both documents include palettes for landscaping, street furniture, lighting, signage and pavement materials. The Placemaking Strategy was finalised before these other reports were complete. It is a relatively simple task to adapt the report to capture the content of these other reports.*

4 Geographic parameters

Figure 1 depicts the geographic extent addressed by this report. This graphic presents a primary focus area and three sub-precincts of different character, commanding different levels and foci of placemaking attention. Priority placemaking emphasis is focused on the Principal Placemaking Precinct. Associated side streets, primarily Arthur, Mary and Hill are largely discussed in association with the principal precinct and Queen and John Streets. The precincts are:

1. Principal Placemaking Precinct. This precinct is centred on James and the east end of Normanby Streets, encompassing approximately one block either side, and including the block fronting Anzac Parade. Most tourist, retail, commercial and pedestrian activity is concentrated in this area, intensity increasing with greater proximity to the ocean. The frontage of Anzac Parade is covered by the Yeppoon Foreshore and Town Centre Master Plan and is only addressed by this report where it pertains to elements and opportunities that may not be addressed in the Master Plan (such as private property treatments). Also encompasses the southern entrance into Yeppoon.
2. Queen and John Streets. Encompasses the lengths of Queen and John Streets from Park to Barry. Queen Street includes a mix of commercial, low density residential and institutional uses. John Street has some of the same uses but is primarily residential.
3. Park Street. Encompasses Park and Braithwaite Streets, extending from the roundabout at Tanby and Rockhampton Roads, to the roundabout at James and Braithwaite. This strip is characterised by three large roundabouts and an eclectic mix of commercial and low density residential frontage. This stretch of road funnels traffic from the western catchment of Yeppoon into the Yeppoon Town Centre.
4. Farnborough Road. Farnborough Road constitutes the northern entrance into Yeppoon. The entryway is constrained by the ocean on the east, and a steep rocky bluff (hereafter referred to as the Bluff) that forms the western edge of the road. Discussion of this precinct includes the area north of the Bluff and the area above the Bluff (hereafter referred to as Adelaide Street Park).

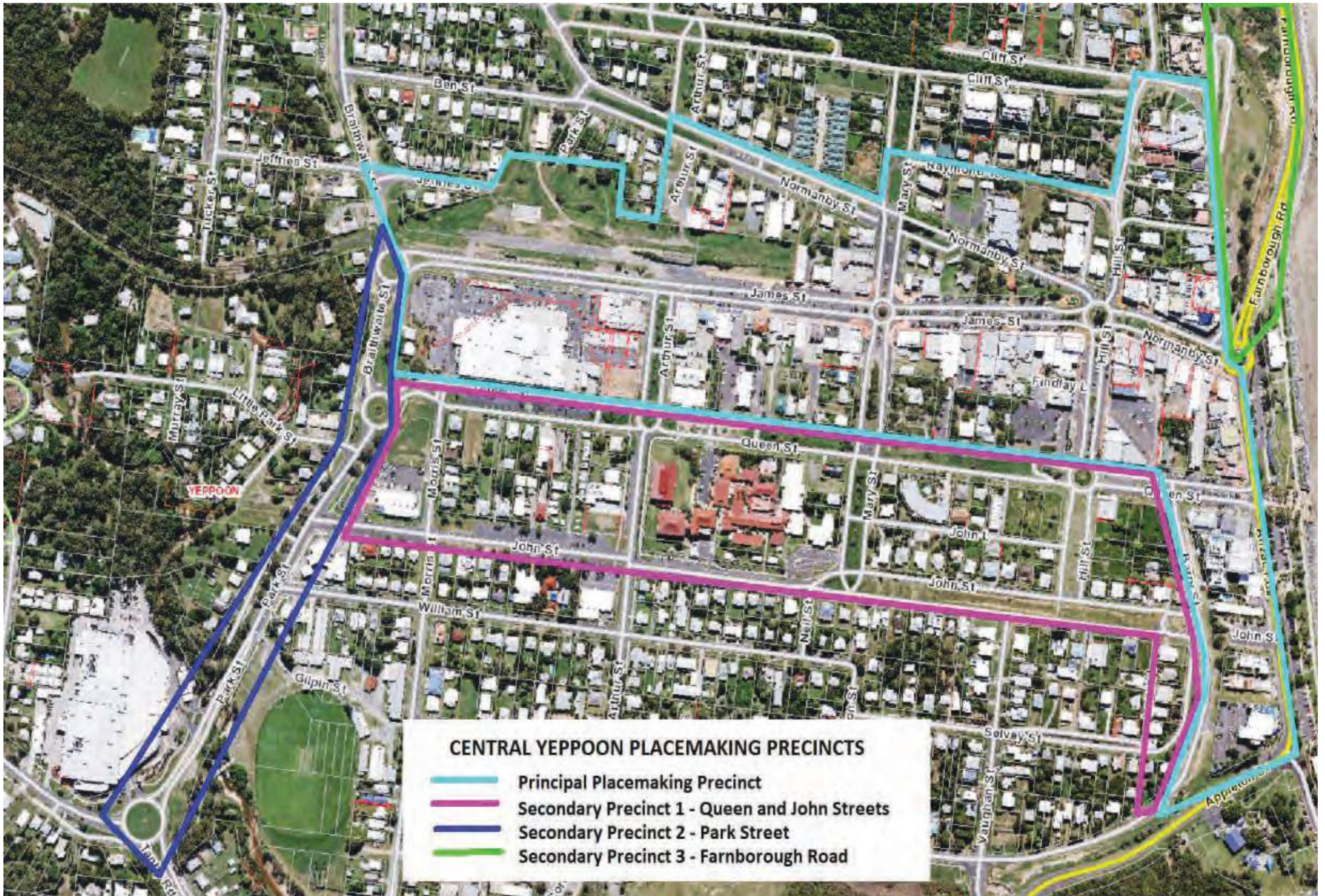


Figure 1. Yeppoon Town Centre Placemaking Precincts

II. Placemaking Fundamentals

1 What is placemaking and why do it?

Placemaking is a contemporary term applied to what communities have always done with varying degrees of enthusiasm and success to improve their communal spaces and their social interaction with these spaces. Placemaking is about making the community a more inviting, stimulating place in which to live, work and play, to get around and to engage in, and so more than anything is about enhancing individual and community wellbeing. It is about transforming the physical environment in ways that are more appealing, surprising, activating and engaging. It makes people feel better about their environs, to “love the place”.

Placemaking is just as much about changing the social engagement environment, elevating socialisation, civic participation and igniting and engaging the community's creative capacity. Effective placemaking requires that the community play a major role in the makeover process. The process of placemaking connects people resulting in much more robust community involvement and cultural and community development. It is a process, not a plan, and so is ever evolving.

Placemaking activates space by transforming urban environments in ways that people relate best to. Some simple examples include planting trees in a median, providing shade over seating areas, painting a mural on a prominent blank wall, or hosting a festival. There are best practice principles of placemaking, but the most effective placemaking occurs when the community is a partner in the process of creation, and initiatives are distinctive, crafted to local circumstances and accentuate local authenticity. Placemaking creates positive spaces for everyone, from the youngest to the oldest.

Placemaking also improves urban functionality, such as slowing traffic speeds, enhancing pedestrian connections and improving community legibility. Done well, placemaking strategies can greatly enhance the brand and image of a community, increasing the pride of locals and appeal to visitors. And placemaking is not just about aesthetics and feeling good; there are very real economic benefits. Appreciated places have a better image, more value, attract more people and generate more robust and

sustainable economic performance. Placemaking isn't a frill, a fad, or an option; it is fundamental to the creation of healthy vibrant communities.

In addition to changing the physical environment, placemaking is also about activating space, so festivals, temporary installations, planned and impromptu events and celebrations are equally critical to the process of creating place. Placemaking is not a one time and done process; it is iterative, continually building on what has gone before and taking advantage of new opportunities as these become apparent to stakeholders. In fact, surprise and the process of change is an essential component of placemaking. Static means stagnant. Placemaking is the cure.

Placemaking is:

- » Community-driven
- » Visionary
- » Favours function before form
- » Engenders socialisation
- » Adaptable
- » Inclusive
- » Focused on creating destinations
- » Context-sensitive
- » Dynamic
- » Trans-disciplinary
- » Transformative
- » Flexible
- » Collaborative
- » Sociable

2. Values of Place:

- » Enhancing and emphasising the quality of places adds value to the community socially and economically.
- » Quality places are essential for preserving and developing the quintessential character of localities within the Shire.
- » Quality places are needed to retain and attract residents, tourists and businesses.
- » Quality places create community identity and facilitate more effective community branding and marketing.
- » Quality places create happy, healthy, engaged community members

3. General principles of successful public spaces

Placemaking is a whole of community enterprise. Everyone needs to participate and embrace the principles of placemaking to be truly effective. It is therefore not the sole prerogative of Council. Council does have a key role as the largest player in the public realm, but its greater role may be in facilitating expansive community ownership of placemaking as a way of life. Council facilitates placemaking by not for profits, businesses, other levels of government, schools, institutions, visitors and residents. In doing so, WE all create places that achieve the following principles.

- » They are accessible to everyone
- » There are activities for everyone
- » The overall environment is consistent, in that it makes sense to people and makes them feel comfortable being there, and at the same time is ever changing and replete with pleasant surprises
- » They foster a highly sociable environment that invites people to meet, to linger, to socialise and to celebrate
- » They are comfortable, attractive, appealing, interesting, engaging, exciting and stimulating

A survey of 43,000 people conducted by the Knight Foundation in the U.S. found that “social offerings, openness and welcome-ness, and, importantly, the aesthetics of a place – its art, parks, and green spaces,” ranked higher than education, safety, and the local economy as a “driver of attachment.”

The following more specific principles have been employed to guide identification and validation of proposed placemaking initiatives. These fundamentals should be used to inform all future actions taken by the Council and community in identifying where, how and when they allocate resources and energy to placemaking.

4. Fundamentals of place development

1. Do not choose acceptable when amazing is an option.
2. Embrace and encourage authenticity in all endeavours.
3. Vary the form and function of spaces to create interest and promote social interaction for all demographics.
4. Provide a good mix of shady and sunny spaces.
5. Ensure pedestrian pathways are attractive, pleasant, comfortable, legible, logical, safe, interesting, inviting, elderly/disabled accessible and usable by everyone day and night.
6. Support enhanced pedestrian connectivity as much as possible.
7. Activate dead spaces.
8. Install quality, colourful and functional landscaping that is easy to sustain and maintain, because this constitutes one of the primary mainstays enabling the creation of an attractive, comfortable, and pleasant human scaled environment.
9. Utilise native species as much as possible.
10. Pursue the goal of a community by the beach and in the bush.
11. Use natural, preferably local materials (such as timber and rock).
12. Strengthen the separation between pedestrian and vehicular realms. Ensure that vehicular traffic does not intrude on the pedestrian environment and traffic flows easily at safe speeds.
13. Employ wayfinding, interpretive, directional and informational signage that is simple, effective and enduring, and differentiated from requisite traffic signage. Insert humour and local character into signs wherever possible. Remove unnecessary signs and minimise the visual impact of necessary ones, unless they need to make a statement. Consider context.
14. Encourage use of private signage that is creative, attractive, non-obtrusive and well maintained.
15. Install street lighting that works for both pedestrians and vehicles.
16. Install attractive, effective pedestrian scale lighting in all primary pedestrian precincts.
17. Make frequent use of artistic and accent lighting to highlight significant local features, landscaping, artwork, and to generally enhance the appeal and attractiveness of the public realm.
18. Employ lighting on buildings to highlight their features and landscaping and to create artistic effects.
19. Ensure the character of the community is enhanced, or at least not negatively impacted by all new development and improvements.
20. Ensure the defining characteristics of the community are treasured, highlighted and promoted.
21. Consider future consequences, whether positive or negative, in all major place-affecting actions.
22. Employ best practice principles in creating place but emphasise the creation of unique, locally distinctive elements, features and events as much as possible.
23. Ensure that all changes within the public realm are able to accommodate space activation by festivals, markets and other celebratory events by ensuring an adequate supply of essential services (such as 3 phase power).
24. Protect and highlight major view lines.
25. Apply artistic treatments to public utilities such as traffic control boxes, or hide with attractive screening.
26. Encourage the creative application of all forms of public art wherever possible, including statement pieces, interactive pieces, wall art, digital and lighting art, green art, integrated art (such as sculptural pieces that function as bike racks), micro art and ephemeral art.
27. Provide engaging, stimulating places for children of all ages. Children bring parents!
28. Distinguish transition zones with appropriate visual cues (such as lighting, signage and different landscaping).
29. Respond to major gateway opportunities (from north, south and west) through appropriate signage, lighting, public art and landscaping.
30. Approach all placemaking ventures with a view to maximising impact, maximising community participation and ownership, maximising return on investment (value for money, time and effort), maximising durability, minimising installation and maintenance costs, and minimising maintenance requirements.
31. Encourage new visitors and new users by catering to community sectors with different interests (such as cycling or sand sculpting competitions).
32. Ensure all elements of the built environment (footpaths, buildings, street furniture, landscaping and bins) are well maintained at all times.
33. Remove, improve or redo existing negative elements that detract from placemaking goals.
34. Keep it local through use of local services, artisans, contractors, materials and expertise, as much as possible.
35. It's not a problem; it's an opportunity for creativity.

III. Approach

1 Report strategy

This document is crafted as a game plan. It provides the strategic approach to placemaking that everyone requires to execute opportunities immediately, while providing enough information for future decision makers to adjust to changing circumstances when they need to determine their preferred priorities and implementation approach. The report identifies placemaking opportunities as they relate to both locality treatments and design elements. Plan implementers can therefore take advantage of single opportunities or pursue 'whole of system' treatments.

The number and scale of proposed treatments contained in this report dictates that implementation will need to occur over an extended timeframe. To ensure relevancy over the long term this document provides only the framework for the what, where, when, how and why of proposed actions. In some cases, sufficient information is provided to take action immediately, but for other actions technical specifics will still need to be defined in order to implement. While priorities are assigned to report recommendations, it is recognised that final assignment of priorities and allocation of implementation resources is necessarily a community engagement, budgeting, unit work plan and political process.

The roles of the different parties with influence over the delivery of placemaking initiatives are discussed throughout the document for the purpose of enhancing awareness of and support for the values and components of placemaking, and associated responsibilities, collaboration pathways and delivery and maintenance needs. Successful delivery of placemaking initiatives requires collaboration between multiple public and private parties: this is stressed throughout the Strategy.

Priorities for implementation are recommended based on the anticipated level of impact, return on investment, need, capacity/capability to deliver, readiness, easiness, distribution, resourcing, cost, ease of maintenance and lifespan.

This document serves as the parent document for the Public Realm Guidelines and similar strategic documents, plans, projects and programs that impact the appearance and communal utilisation of the public domain.

2 Alignment with existing Council policies, strategies and capabilities

Planning Scheme

The placemaking report contains recommendations on many urban outcomes that are not specifically articulated in the new Planning Scheme but which nonetheless support the Scheme's general intent. The placemaking report provides a proactive pathway for implementing the Scheme's intent to supplement the reactive approach that is necessitated by responding to development applications.

The major centre zone code within the new Planning Scheme prescribes the preferred future urban form and functionality of the Yeppoon Town Centre precinct. The recommendations contained in this report both align with and support achievement of the preferred outcomes articulated by the major centre code, with one exception. This variation relates to the preferred function of laneways and back of shop areas. In the Scheme the role of laneways and back of shop areas is specified as servicing adjoining commercial uses. This report considers an alternative role. From a placemaking perspective, laneways and back of shop areas can be great urban people places, as has been demonstrated in Melbourne and most major European cities. There are several laneways and back of shop areas that could achieve a similar outcome if so purposed, particularly within one block of Anzac Parade. The area behind the new parking structure offers the most promise in this respect and its development as a back of beach space needs to be explored to ensure that potential opportunities are realised.

Outside of the Foreshore precinct, there is really no pressure for the development of additional dining, coffee and entertainment spaces off the streetfront so the Scheme's streetfront emphasis is the right focus.

Two redevelopment possibilities are recommended within the placemaking report that have not been identified within the Planning Scheme. These are speculative concepts involving excess road right-of-way that will likely take several years to bring to fruition assuming there

is support for actioning them. Market considerations will also affect implementation timelines. In any case there will be plenty of time to revise the Planning Scheme to accommodate these initiatives.

Council already has robust community engagement procedures in place and it is assumed that these will be exercised in the delivery of many of the recommendations contained in this report.

Relationship to the Public Realm Guidelines and the Yeppoon Foreshore and Town Centre Master Plan

Consistency in the design and application of public realm improvements provides certainty for the public and Council employees. All recommendations contained in this report that address public realm improvements (such as landscaping and street furniture) anticipate implementation based on the design palette and installation specifications contained in the Public Realm Guidelines and the Yeppoon Foreshore and Town Centre Master Plan. These were not complete at the time this report was finalised.

Forward Works Programme

The Council's Infrastructure Unit has identified multiple project priorities extending over several future timeframes. It is not the intent of this report to change the priority of these future works, but to seek review of projects as they go to design to determine where opportunities for placemaking might be incorporated into these existing projects and so deliver on Council's priorities in the areas of placemaking and public art.

Capabilities

It is understood that Council has limited resources to deliver on multiple competing demands. This situation will never be any different but awareness of opportunities to extract greater returns out of each project can deliver better value for money. Early coordination of effort between relevant Council units and external stakeholders regarding initiatives with a potential placemaking return can achieve multiple benefits with no appreciable impact on project timelines. Placemaking delivers an aesthetic return that adds enormously to public perception of the existence and value of the particular works item. Additional costs need to be accounted for but if placemaking is to be a Council priority then systems for the identification and delivery of placemaking initiatives will have to be integrated into Council's baseline business operations.



3 Report content overview

Sections IV and VIII constitute a review of placemaking opportunities in each of the precincts depicted in Figure 1, incorporating public art opportunities wherever appropriate. Recommendations are centred on 26 placemaking elements divided between public and private realms. Section VIII also includes targeted evaluations of lighting, laneways, gateways and space activation events.

Section V discusses issues that have district wide relevance.

Section VI lays out a recommended implementation process, prioritisation criteria and roles and responsibilities.

Section VII constitutes a summary of recommendations, organised by element, geography, priority, and implementation responsibility.

Illustrative examples are included throughout the report to demonstrate preferred concepts and standards for delivery of placemaking initiatives

Actions and priorities are included throughout the report in association with discussion of issues. These are brought together in summary form in Section VII.

4 Placemaking elements

Listed below are the 26 principal public and private realm components that figure prominently in placemaking efforts everywhere. These are used as the template for determination of opportunities. Because placemaking is about creating places that people respond to positively, the process for supporting placemaking has to be underpinned by an emphasis on flexibility, creativity, and surprise. This is the essence of placemaking, and little within legal limitations should be considered out of bounds when it comes to modifying physical and social environments to create better places, provided no physical or financial harm is caused. It is also important to stress that no one engaged in future placemaking activities should feel confined to this list.

Public Realm

- a) Medians, verges and roundabouts
- b) Footpaths, crossings and pedestrian realm (connectivity)
- c) Trees and landscaping
- d) Shade and climate
- e) Street furniture
- f) Signage
- g) Lighting standards and placement
- h) Utilities
 - o Light and electricity poles
 - o Utility boxes
 - o Inspection hole covers
 - o Mail boxes and phone booths

- i) Art opportunities
- j) Buildings
- k) Parking areas
- l) Transit stops
- m) Events, festivals, markets, formal and informal gatherings and any other social engagement within the public realm

Private Realm

- n) Building presentation and design
- o) Shopfronts
- p) Building and parking lighting
- q) Laneways and back of shop
- r) Rooftops
- s) Canopies
- t) Fencing, retaining walls
- u) Signage
- v) Off street parking areas
- w) Landscaping
- x) Footpath amenity and use
- y) Shade and climate
- z) Art opportunities

Public/Private is not a perfect split of the roles impacting placemaking goals. For the purposes of this report, Public pertains primarily to the Livingstone Shire Council. However, there are several State and Federal government agencies that impact place, including State Government offices and the activities of the Department of Transport and Main Roads. In instances where these entities impact place, recommendations are

structured around negotiations to modify their respective practices and policies to better facilitate achievement of placemaking goals. The same approach is used for the various quasi government entities such as Ergon and Telstra.

The term Private is applied to property owners, businesses, not for profits, community groups and individuals.

Recommendation: Because of the myriad ways and locations that other levels of government and quasi-government agencies impact placemaking, it is recommended that negotiations be approached seeking whole of system solutions. Council can present its strategic rationale for requested actions couched in terms that offer local solutions while maintaining the integrity and intent of agency policies and protocols. Employing this approach will likely be more effective because it is not piecemeal which enables negotiations to occur at higher decision making levels within these organisations.

IV The State of Place

1 Review of current conditions with recommended placemaking actions

This section comprises the bulk of placemaking analysis and recommendations. It encompasses a comprehensive review of existing conditions within the Yeppoon Town Centre for the purpose of identifying:

- a) What currently works well for creating place and sets a standard for replication;
- b) What was well intended, is functional, but could accomplish more if upgraded;
- c) What wasn't designed well, is antiquated, doesn't work well with contemporary expectations and standards, or was simply a mistake; and
- d) New opportunities – openings for new placemaking actions and new approaches with capability for delivering significant impacts.

Most of the analysis in these four reports pertains to the Principal Placemaking Precinct. Separate reports are also provided for:

- e) Queen and John Streets
- f) Park Street
- g) Farnborough Road
- h) Lighting
- i) Gateways
- j) Space activation events (festivals, markets, events)

NOTE: Due to their length and semi-autonomous nature, all 10 focus reports are contained in Section VIII, at the end of this document.

To maximise benefit and return on investment, different degrees of placemaking effort are proposed for the different precincts and spaces articulated in the supplemental reports according to the:

- » Level of existing pedestrian activity,
- » Quantity and quality of existing place-creating improvements and activities,
- » Level of existing or likely community/private sector participation,
- » Potential for generating greater momentum and activity in response to placemaking improvements.

These different degrees of placemaking are articulated graphically in the Public Realm Manual.

2 Review of Council's current approach to placemaking

Addresses capacity, responsibility, funding, maintenance and collaborative arrangements.

Council's current approach to placemaking may be best described as ad hoc, being the responsibility of multiple individual units with control over project and programme delivery. While various units are delivering placemaking, it is unlikely that most are calling it such, as the concepts and components of placemaking are not yet part of the majority Council ethos. For this reason, placemaking efforts are not as strategic, co-ordinated or effective as they could be.

There is no master plan that prescribes guiding priorities, design and installation standards, collaboration requirements, communication pathways, budgetary priorities, maintenance responsibilities and standards. Collaboration may or may not occur where design and delivery functions cut across different units, which leads to missed opportunities. This assessment is not a criticism of Council as this situation is not unique to Livingstone Shire Council, being something universally true to varying degrees for all local governments, and indeed all organisations of any size. It is rather an identification of opportunities.

All units play some role in placemaking with primary responsibilities within Community and Planning Services, Infrastructure, and Strategic Growth and Development. Despite this diffusion of responsibilities, Livingstone Shire Council has done an admirable job of delivering on many placemaking principles, with quality streetscaping efforts in a number of localities, several public art installations (including recent utility box coverings), expansion of the pedestrian zone on major streets, transformational projects such as the Yeppoon Foreshore and Town Centre Master Plan, and a very healthy festivals and events schedule. For the most part, past and current efforts have headed the community in the right direction. The challenge now is to accelerate this forward momentum.

Recommendations

1. To ensure quality and consistency in the delivery of future placemaking projects and programmes, Strategic Growth and Development and Community and Planning Services will oversee implementation of the placemaking strategy in consultation with representatives from other units of Council, primarily through the Placemaking Advisory Group.
2. Establish the Placemaking Advisory Group with representatives from primary units within Council that influence placemaking: Strategic Growth and Development, Community and Planning Services, Infrastructure and Stakeholder Events and Engagement. The Placemaking Advisory Group's role will be to support and guide implementation of the Placemaking Strategy within Council. The Placemaking Advisory Group's role is primarily an advisory support function; the Placemaking Advisory Group is not the primary progenitor or deliverer of placemaking.
3. Develop policies to integrate placemaking principles into Council operating procedures, including budget development and project planning.
4. Use the core guiding principles of placemaking to inform business operations within all relevant units of Council.
5. Ensure placemaking principles are considered when scoping applicable works and community support activities within the public realm.
6. Provide training to relevant staff regarding the purpose and parameters of placemaking.

V. General Recommendations

Several issues need to be addressed throughout the project area. Recommendations to address these are applicable within all subsections and addendums of this report.

Digital accessibility

Modern life requires access to the digital world and free Wi-Fi has proven itself a key attractor to many people. Wi-Fi is a must for encouraging people to gather and linger in the public realm (such as at local cafes).

The use of interactive digital screens and Apps is rapidly changing the way Councils are able to engage and inform the community about anything and everything that may be of interest to them, from event notification to presenting local history through story telling. The options are limitless and extremely beneficial to creating environments attractive to visitors and locals.

Emerging streams of smart technology offer the opportunity to improve the functionality of Council services for users and to enhance operational efficiencies (saving time and money). A few examples include;

- » smart lights, which can respond to proximate levels of pedestrian activity (dimming when no one is present and brightening when people are present),
- » smart rubbish bins (which signal when they're full),
- » smart irrigation (that responds to soil moisture levels), and
- » smart parking (informs people of vacant spaces or notifies enforcement when allowable times have been exceeded).

Recommendations

- a) Expand extent of free Wi-Fi within the public realm.
- b) Explore how to optimise use of Apps and interactive digital formats to improve the experience and awareness of everyone who spends time in the Yeppoon Town Centre.
- c) Explore options for application of smart technology in provision of essential Council services, such as lighting and parking.
- d) Consider installation of interactive digital boards to relay relevant local information and engaging data, such as reef health, local history and compelling data extolling the benefits of living in Livingstone Shire.

Road easements

Most of the major thoroughfares in the Yeppoon Town Centre can be best described as generously wide. This excess Right-of-way is currently managed in several different ways, through:

- » Use of angled and to a lesser degree parallel parking,
- » Use of centre parking,
- » Dedicated parking lots (such as on the eastern ends of John and Queen Streets),
- » Generous, relatively unimproved medians, and
- » Utilisation for utilities (power lines, communications and street lights) and essential Council services (water, sewer and stormwater). Ergon lines are primarily located in medians while Council services are mostly located within road verges.

As unlikely as it seems now, there may be instances where future traffic counts will necessitate this width, but the majority of space contained within these considerable Right-of-ways will never be utilised for carrying traffic. Retention of capacity to provide essential services and utilities needs to be considered with a view to co-locating services where this is practical, or at least consolidating lines within a reasonable but restricted easement. But Council's primary objective should be to consider how the un-trafficked Right-of-way balances are positioned to provide the greatest contribution to the community.

Recommendations

- a) Evaluate Right-of-way requirements against all potential user needs and allocate excess Right-of-way for alternative uses.
- b) Apply the following uses, as and where appropriate, to all excess Right-of-way determined through Recommendation (a). Because of the scale of many of these actions, it is recognised that implementation will need to transpire gradually according to the availability of resourcing and capacity to maintain improvements over their lifespan. Recommended treatments for specific geographies are addressed throughout the report.

Adaptation options for excess Right-of-way

- » Landscaping
- » Revegetation with local natives, where appropriate
- » Revocation and reuse for development
- » Parking
- » Additional or enhanced pedestrian and cycling connections
- » Improved open space incorporating benches, shelters, picnic tables, lookouts and barbecue facilities
- » Public art
- » Promotional and directional signage
- » Pocket parks with urban play equipment.

Overhead powerlines

Overhead powerlines impact placemaking objectives and community goals in several ways.

- » They are a visual blight along many streets, reducing general community aesthetics.
- » They frequently intrude on view-lines, especially coastal views, consequently affecting property values and the tourism experience.
- » They severely limit landscaping options in public Right-of-ways and have undoubtedly resulted in a much more limited community tree canopy than would be the case if they weren't above ground. Most medians and roundabouts have overheads traversing them.
- » Overhead lines increase discomfort and risk to the community during major storm events through extended blackouts and exposure to live lines.

All major urbanised areas eventually become powerline free in response to the reasons cited above, and through competition with other utilities and the need to be efficient in the use of limited space. While space is not yet at a premium in Yeppoon, this will become more of an issue as the community continues to develop. Considering how to transition to underground utilities should be prioritised now to accelerate this shift.

Undergrounding powerlines is not cheap so achieving this goal is going to take time, occurring according to available financing, need and periodic opportunities that may be created by development and capital works that overlap with the powerline easements. Ergon, the Council and other affected stakeholders will need to be strategic in approaching this assignment to ensure that those areas with the greatest potential return are targeted first. These are areas that significantly impact view-lines or hinder placemaking objectives such as streetscapes.

Recommendations

- a) Consult with Ergon regarding its capacity and willingness to pursue undergrounding of lines in accordance with mutually determined priorities. Develop a strategic plan to accomplish this transition that includes priorities and triggers for conversion.
- b) Develop the strategic plan by considering costs and benefits. Benefits include improved property values and development potential, reduced recovery costs resulting from severe weather (particularly for Ergon) and reduced economic downturn (lost revenues) for local businesses.
- c) Determine how to finance undergrounding of powerlines over a time period that does not negatively impact general economic activity and the business performance of utility companies.
- d) Determine if it is possible to condition undergrounding by new developments as a means of obviating some of the public costs.
- e) Develop landscaping and other improvement plans to take advantage of sites where undergrounding is planned. The Council will need to be ready to implement as soon as opportunities arise to maintain a positive relationship with Ergon and other utility providers. Use shade and other signature trees suitable for coastal conditions, but with the goal of establishing an urban tree canopy.



Locations: Intersections of Queen and Hill Streets, Arthur Street from James Street, East end of John Street and Queen and Arthur Streets.

Maintenance

Perhaps one of the most challenging responsibilities confronting any local government, maintenance service levels never seem to meet expectations, either for those responsible for delivering the service, or those benefiting from it. The issue rarely seems to be about the ability or desire to do a good job, rather it is about resourcing. There is always more to do than the capacity to do it, or at least to do it as well as possible. Maintenance considerations therefore underpin many of the recommendations contained in this report.

In terms of options for influencing the quality of place, there is usually nothing quite as impactful as elevating maintenance levels of service.

Recommendations

- a) Determine desired service levels for maintenance of all improvements in the public realm within the Yeppoon Town Centre and align budget and resources to achieve these service levels.
- b) Review current maintenance programmes and priorities and determine if and where there is capacity to shift priority to placemaking focus areas within the Yeppoon Town Centre.
- c) Defer undertaking new initiatives unless resources are available to provide appropriate maintenance levels of service.
- d) Explore options for transferring maintenance responsibilities for some areas to the private sector and community groups to increase Council's capacity to address maintenance requirements elsewhere.

Walkability and enhancement of the pedestrian environment

Walkable communities are liveable communities. The Yeppoon Town Centre is relatively well connected from a pedestrian perspective although the quality of the pedestrian environment varies considerably in terms of pavement condition, shade, aesthetics, contextual interest, pedestrian-orientated amenities and lighting. Placemaking is about creating people-centred environments and the quality of pedestrian connections is therefore a paramount consideration. The majority of recommendations in this report are centred on achieving this goal. Figure 2 illustrates the priorities for consideration of pedestrian conditions according to which routes are most travelled and most significant for future development priorities.

Recommendations

- a) Optimise pedestrian connections and the quality of the pedestrian environment in accordance with the priorities depicted in Figure 2.

Community engagement

Because placemaking is a community centred exercise, it is important that the public be engaged in all major decisions affecting the public realm. Council has existing procedures to ensure this occurs, but it is important to tailor these procedures to ensure the right people are engaged on the right implementation initiatives. For example, developing a public art culture needs to include creation of a community advisory panel with expertise/experience in creating, locating, installing and curating art.

Recommendations

- a) Create a community Placemaking Reference Group to function as the interface between Council and the community in promoting and executing placemaking in the community

- b) Identify consultation audiences and pathways for different placemaking elements and precincts.
- c) Hone existing engagement methodologies to take advantage of technological advancements to improve the capacity and speed of two-way dialogue on appropriate placemaking initiatives.
- d) Provide guidance to community members in managing the development and maintenance of placemaking initiatives.
- e) Engage the public and business sector in identifying and delivering on placemaking opportunities, independently and collaboratively.
- f) Solicit community support, input and participation in placemaking initiatives.
- g) Refer potential private placemaking opportunities to the Placemaking Reference Group.
- h) Identify private partners - businesses, not for profit agencies, volunteer groups, schools and individuals for development, implementation and maintenance of placemaking initiatives.
- i) Garner cooperation of government agencies and service providers (such as Ergon, Telstra and Transport and Main Roads) in supporting community initiated projects.
- j) Consult with affected property owners during concept development and keep owners apprised of timelines and activities.
- k) Encourage affected owners to participate as much as possible.
- l) Market positive outcomes.
- m) Develop placemaking guidelines directed towards the business community, other government agencies, quasi government entities, volunteer groups, not for profits, community groups and schools to inform and to encourage involvement in placemaking, including joint initiatives and maintenance.
- n) Facilitate community ownership of placemaking because placemaking is a 'whole of community' initiative.
- o) Develop marketing materials to explain placemaking purpose, objectives, concepts, values, participation opportunities and delivery processes.

Figure 2. Yeppoon Town Centre Pedestrian Route Priorities



VI. Implementation Plan

Many well intended and well crafted community improvement plans and programmes fail through deficiencies in follow through. It is imperative that this not happen in the execution of this report because of its essential role in shaping the future of the community in a strategic, value-adding and resource optimising way.

The concept of placemaking is not difficult or controversial: placemaking initiatives have been informally delivered since the establishment of Yeppoon. The difference in this instance is that the Placemaking Strategy seeks to capture all the elements of placemaking under a single unified programmatic umbrella. A unified approach enables strategic delivery of future placemaking efforts conducive to both optimal return on investment and allocation of resources.

Many of the recommended actions contained in the Placemaking Strategy are low cost, common sense initiatives that in a perfect world should have already been executed. This report provides the game plan for the delivery of these and many other value-adding initiatives.

Approach to recommendations

Recommendations are primarily structured around:

- » Treatment options for public realm elements,
- » Site locations for delivery of actions,
- » Implementation ownership and responsibility – specific and collaborative,
- » Implementation requirements, including resourcing, collaborative relationships and process and policy changes, and
- » Implementation priorities.

Implementation principles

a) Process

1. Engage the entire Council community in:
 - » embracing placemaking principles;
 - » developing a culture of innovation and creativity that supports the incubation of placemaking ideas;
 - » working collaboratively across unit boundaries on the instigation, design and delivery of placemaking initiatives;
 - » adjusting current approaches to the development of projects and programmes to ensure placemaking opportunities are identified at the design stage;
 - » delivering projects in a way that accommodates the ongoing evolution of every space and place in response to changing conditions and finances, and which also allows new opportunities to emerge;
 - » ensuring agency partners, contractors and consultants are aware (and supportive) of Council's desire to foster placemaking in all of its endeavours; and
 - » working with the community to jointly develop or guide placemaking projects and programmes.
2. Encourage community participation in the process of placemaking to the extent that they consider themselves 100 percent engaged, and empowered to be self-reliant, entrepreneurial, self-starting, creative, collaborative, inclusive, effective and happy in the process of delivering placemaking initiatives.
3. Seek and encourage the co-operation of State agencies and private property owners in facilitating the development and implementation of placemaking initiatives, in undertaking initiatives of their own, or at least to do no harm.

b) Prioritisation

Three priority levels are attached to recommendations. These should be considered indicative only because of the considerable number of variables that impact implementation, including financing, internal and external co-ordination requirements, political preferences, alignment with existing and planned projects, design requirements and feasibility. Also,

circumstances change and it is understood that priorities may need to change quickly to take advantage of emerging opportunities or to wait for a more appropriate time to execute.

All recommendations have been developed in light of their investment return more so than cost (without discounting the importance of cost). The primary consideration is whether the project creates **value**, and importantly, more value than other resource allocation options. The definition of value is therefore very important. It is not limited by specific project and programme balance sheets, but includes tangible and intangible returns to the broader community.

- » Priority 1 should be viewed as something to begin addressing within the next 3 years
- » Priority 2, within 3-7 years
- » Priority 3, beyond 7 years

Priorities have been qualitatively assessed on the basis of:

- » Impact (measured against scope requirements),
- » Value, or return on investment. return on investment encapsulates economic, social, cultural and environmental return,
- » Need (how important is the proposed initiative for furthering community goals and development),
- » Likely cost,
- » Scale (size and distribution),
- » Permanence and durability,
- » Ease of implementation,
- » Likely implementation timeframe,
- » Council and community capacity and capabilities to deliver and maintain,
- » Momentum or initiative maturity (is this the right time and environment to pursue implementation and achieve maximum return on investment),
- » Equity of distribution, and
- » Ongoing maintenance requirements.

It is recognised that some projects will likely take considerable time (decades) to fully execute, such as the proposed landscaping enhancement of all medians. Others, such as public art, are cumulative impact initiatives that will be ongoing forever. Accordingly, priority rankings should be viewed as suggestive of when the process of implementation should begin, rather than when the project will be completed. These

considerations are cited for pragmatic reasons and should not be employed to avoid starting or prolonging implementation. Ideally, there should be an effort to undertake all projects and to complete them as soon as practicable.

The project plan should be reviewed and updated at regular intervals, employing the above priority determination criteria to ensure the plan remains focused on the highest priorities and that it remains relevant in the face of changing conditions.

c) Implementation roles and responsibilities

Three primary community sectors have responsibility for delivery of the Placemaking Strategy, being Livingstone Shire Council, the private sector and other government and quasi government entities.

1. Livingstone Shire Council:

Review of Council's role and responsibilities in furthering placemaking objectives.

Council is the primary director of the community's future and implementer of its aspirations and expectations. Council controls the majority of resources and tools required to achieve community change and must therefore assume the lead role in facilitating and executing many placemaking initiatives. Council has multiple different units with existing capacity or potential to influence the achievement of placemaking goals. Coordination between Council units will be essential to ensuring that placemaking opportunities are identified and executed with maximum efficiency.

Recommendations

- a) Oversee implementation of Placemaking Strategy recommendations according to priority and resource capacity.
- b) Align Council functions with the delivery of priority Strategy recommendations which are a direct Council responsibility or which Council has capacity to influence.
- c) Align placemaking recommendations with the Council's Forward Works Budget, and review projects to identify any new placemaking opportunities. Placemaking objectives and principles will be used to inform and supplement the design and scoping process for the Forward Works Programme

- d) Ensure that budget estimates for projects accommodate costs for necessary landscaping and placemaking enhancements. In the event that funds fall short for projects during the delivery phase, decisions on how to streamline the project shall be the responsibility of all affected Council stakeholders. Decisions in this respect shall be considered as soon as budget deficiencies are identified rather than at the end of the project when the only remaining elements are the landscaping and placemaking elements. A formal process to facilitate these discussions can be achieved through the proposed Placemaking Advisory Group.
- e) Identify existing Council owned/managed assets suitable for placemaking adjustments.
- f) Identify new activities to activate spaces and achieve placemaking objectives.
- g) Improve current maintenance regimes to better support placemaking principles.
- h) Identify constraints to implementation imposed by existing and proposed infrastructure. See Figure 3.
- i) Deliver the Placemaking Strategy in collaboration with the community and other partners.
- j) Continue to educate the community on the benefits and scope of placemaking initiatives, as well as how to develop and execute placemaking initiatives on private and public property.
- k) Continue to inform the community of progress in the implementation of the Placemaking Strategy .
- l) Seek resources from external sources to supplement Council's budget capacity to pursue placemaking initiatives.
- m) Encourage philanthropic support for placemaking initiatives.
- n) Periodically review the Placemaking Strategy to ensure its content and priorities are aligned with contemporary needs, opportunities and resource capacity.
- o) Encapsulate preferred and required Council approaches to Placemaking in formal Policy and Guidelines documents.
- p) Provide training to relevant staff regarding the purpose and parameters of placemaking

Corporate Alignment

To align placemaking with existing Council policies, strategies, operational procedures, budgeting process and resource capabilities:

- » Placemaking will be considered as an adjunct approach for value-adding to existing operations.
- » Placemaking will be integrated with existing operations wherever possible.
- » Core business and statutory obligations shall not be compromised in pursuit of placemaking initiatives.



Figure 3. Yeppoon Town Centre Infrastructure

2. Private Sector

Review of private roles and responsibilities in furthering placemaking objectives.

In addition to direct private sector participants (those with property and businesses in the project area), there are numerous community groups, individuals and community minded people who are already playing a role in furthering placemaking ambitions, or who are willing to do so. It is important to know what these human resources are, what their interests and skill sets are, their motivations, their levels of willingness to play a role (or a larger role), any constraints to engaging them, how their interests and skills align with placemaking objectives and what their capacity may be to get involved.

The quality of privately driven placemaking varies, with some owners and businesses making a substantive effort to create an attractive environment for their customers, and achieving a commensurate return on investment for themselves and the community. Others aren't doing quite so well, though perhaps these may be persuaded to elevate their performance through assistance in understanding how to deliver a better space combined with gentle coaxing and education on the attendant benefits.

One of the great positives for the Yeppoon community is that Australia's embrace of the outdoor dining and café culture is well entrenched with an excellent variety of coffee shops and dining opportunities proffered by local entrepreneurs. Most retail stores have a distinctive local flavour, which is essential for establishing authenticity, and authenticity is essential to establishing a sense of place.

As the Council progresses delivery of the Placemaking Strategy the very active engagement of the private sector and general community will be critical. Placemaking as a goal, as a process, and as a way of life has to be embraced by as many people as possible to reap maximum return for the community.

Recommendations

- a) Develop systems for educating the community on the values of placemaking and how community members can play a role in achieving placemaking objectives.
- b) Work through the Placemaking Reference Group to engage with the community on placemaking opportunities impacting private property.
- c) Develop guidelines and education programmes to encourage and foster optimal participation by owners, businesses and other interested community members in the process of placemaking.
- d) Identify underutilised or untapped capacity within the community to assist in the development and delivery of placemaking initiatives.
- e) Establish panels of local residents with community building skills and interests to work collaboratively with Council in developing and delivering placemaking initiatives. Align according to interests, skills and capacity.
- f) Celebrate indigenous culture: work with indigenous leaders to ensure protection of cultural places, traditions and values. If appropriate, highlight feature, stories and traditions of general community interest.

3. Other government and quasi government entities

Review of the impact that State and Federal government and quasi government functions and properties exert on placemaking objectives.

Federal and State agencies impact placemaking objectives through their role in statutory rule making, imposition of various standards and development of local infrastructure (buildings, roads and signage). The Department of Transport and Main Roads exercises significant control over the form and function of road right-of-ways, which affects road and lane width, treatment of roundabouts, installation of gateway and promotional signage, public art, lighting, pedestrian crossings, road signage and the placement and design of bus shelters. Negotiating delivery of placemaking initiatives within The Department of Transport and Main Roads' area of influence will require a whole of system approach.

State controlled buildings affect the quality of the street environment through their design, landscaping and general presentation. Recommendations to address these issues are contained in Section VIII. C.3.

Overhead utility lines are another very significant influence on the form and function of community place. These are discussed in Section V.3.

Other examples of public infrastructure include utility boxes, phone booths and mail boxes. All of these can be modified to create place.

A new Central Queensland University Arts facility is proposed on Normanby Street in a joint arrangement with Council. If this project proceeds as intended, its design needs to be viewed as a placemaking opportunity in its own right, but the pivotal role this facility will play in the creation of a civic district on Normanby linking Town Hall and the Mill Gallery also needs to be acknowledged.

Recommendations

- a) Negotiate with the State and quasi-government agencies to amend standards and rules that limit Local Government and community placemaking capacities.
- b) Negotiate with State and quasi-government agencies regarding the design of new buildings and facilities to ensure these incorporate and support placemaking principles.
- c) Encourage the formation of partnerships with other government and quasi-government agencies to jointly execute placemaking initiatives.
- d) Negotiate with State and quasi-government agencies to encourage their embrace of placemaking principles.
- e) Optimise the specific and contextual placemaking opportunities provided by the design of the proposed Central Queensland University Arts facility.
- f) Continue to negotiate with relevant agencies to pursue placemaking treatment of utility boxes and similar public infrastructure.

VII. Implementation Matrix

The Matrix is attached at the end of this report. The following Action List has been developed to facilitate the first stage of implementation.

Placemaking Implementation Priority Action List

This list identifies actions articulated in the Placemaking report that Council should consider acting on immediately. Actions have been selected on the basis of need, cost, ease of implementation, maturity, resource capacity and return on investment. A diversity of projects has been chosen to spread implementation obligations and vary the outcomes. As actions are completed, the list can be updated against the remaining recommendations contained in the Placemaking report so that there is a constant emphasis on pursuit of those placemaking initiatives that are most relevant and most impactful. Non-inclusion of report recommendations on this list should not be seen to infer that these other recommendations are any less important, only that they are not as “ready” to implement as the Priority Action List. Note that recommendations affecting the Yeppoon Foreshore and Town Centre Revitalisation Project area are not included.

Projects that are low cost and low time commitment are signified by **¢ †**. These are quick impact projects. More complex projects are signified by **\$\$ ††**. These more complex projects may cost more and take more time to instigate but also provide a greater return on investment and so have as much priority as the quick win projects. They are included on this list because they are important, achievable and need to be done. Projects are not listed in order of priority as all are considered Priority 1.

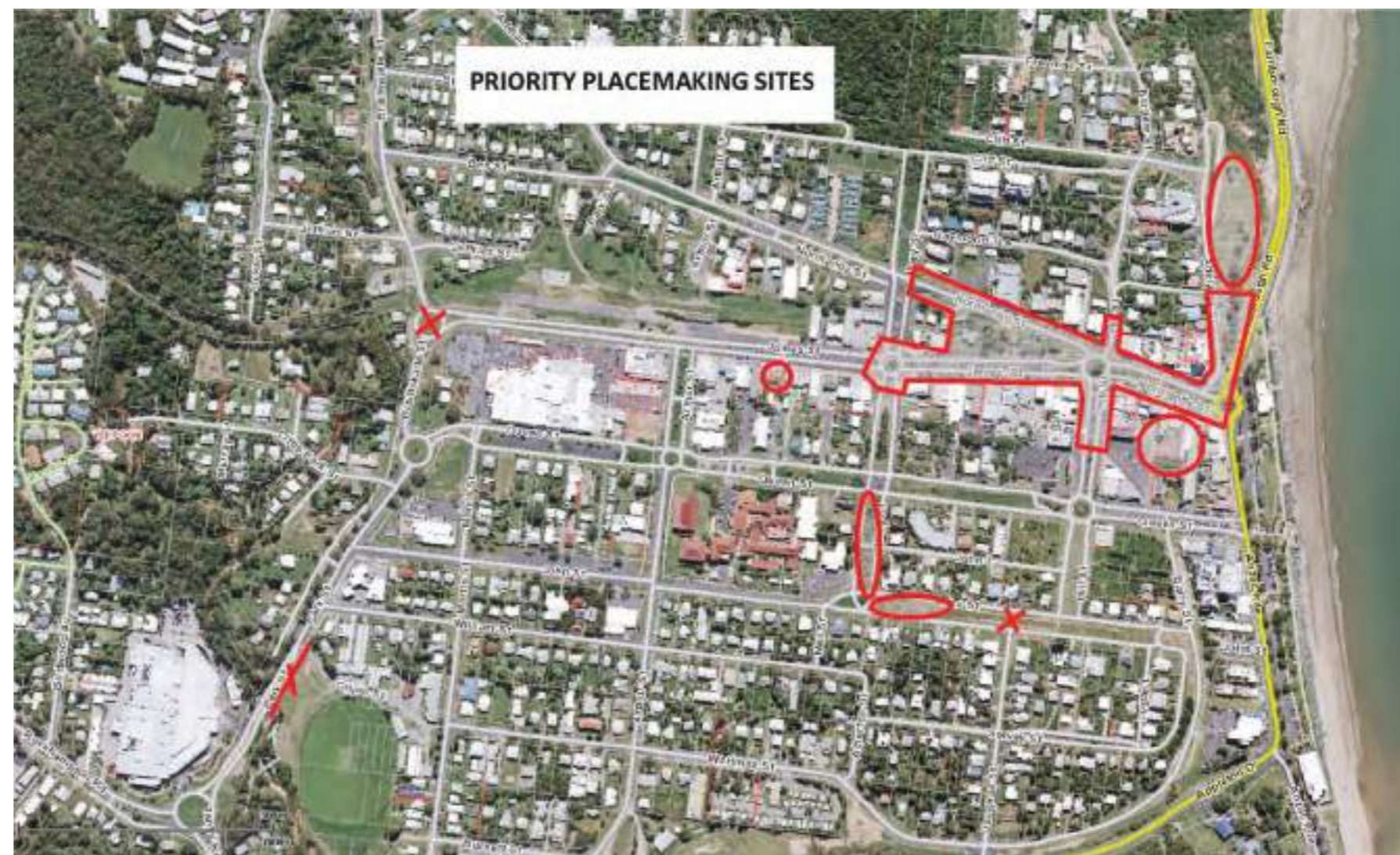
Anticipated cost:

- » **¢** - no to low cost
- » **\$** - some cost
- » **\$\$** - moderate cost, but high investment return

Anticipated time and resource commitment:

- » **†** - minimal time
- » **††** - moderate time
- » **†††** - significant time

Figure 4. Yeppoon Town Centre Priority Placemaking Sites



I. Public

1. Refer to Public Art Strategy for priority art treatments. **\$\$**
2. Expand free Wi-Fi within the public realm, prioritising the Foreshore precinct and Normanby from Hill to Anzac. (Aggressively promote this once in place). **\$ †**
3. Optimise the specific and contextual placemaking opportunities provided by the design of the proposed Central Queensland University Arts facility. **\$\$ †**
4. Continue to pursue placemaking treatment of utility boxes and similar public infrastructure. **\$ †**
5. James Street Council building **†**
 - » Upgrade existing landscaping and either install planters in the dead space between the building and property line or remove the concrete in this space and install permanent landscaping. **\$**
 - » Paint the disabled access rails black or preferably replace with a more presentable ramp design (artwork opportunity). **\$**
 - » Consider repainting the façade referencing historic colour scheme. **\$**
6. Enhance the frontage of Town Hall with landscaping, taking into account access requirements for civic functions. **\$\$ †**
7. Develop a streetscape master plan for James Street. **\$\$ † †**
8. Complete landscaping in existing beds to provide 100 percent coverage. **\$ †**
9. Provide existing street benches as artist opportunities. **† †**
10. Remove the clock in the Normanby Street median. **\$ †**
11. Develop Normanby from Hill to Anzac in accordance with the designs developed through the Yeppoon Foreshore and Town Centre Revitalisation Project. If nothing else, install recommended pedestrian lighting. **\$\$ †**
12. Develop a model interactive placemaking installation within the bump-out at the South East intersection of James and Hill Streets. **\$ †**

13. Broaden the current bus shelter redesign process to encapsulate placemaking opportunities. **† †**
14. Develop a landscaping/art treatment plan for the revetment wall at Farnborough Road entrance into Yeppoon, including barrier fencing at top of wall. **\$ †**
15. Engage a signage consultant to develop gateway signage at identified locations, with emphasis on the western entry on Yeppoon Road. **\$ †**
16. Invite expressions of interest to artistically treat the median shelter in Hill Street. **\$ †**
17. Make the toilet block in Beaman Park available for an artistic makeover. **\$ †**
18. Seek funding to support utilisation of the extensive slope in Adelaide Street Park for a signature slide installation. Alternatively, activate with temporary slides. **\$\$ †**
19. Identify opportunities for enhancing laneways and back of shop spaces with catenary or other accent lighting. Determine actions after designs for the space at the back of the new parking structure have been completed. **\$ †**
20. Design and install colourful, community promotional banners on banner poles in James/Normanby Streets. **\$ †**
21. Seek community interest in establishment of a community garden in the John Street median. **† †**
22. Provide dead road spaces for art treatment. **† †**
23. Remove the vandalised pedestrian sign behind the Coles building on Queen Street. **† †**
24. Create a picnic and lookout platform in the median at the crest of John Street. **\$\$ †**
25. Remove signage on showground hoarding along Park Street and make this site available as a public art opportunity. **\$ †**
26. Allocate funding for one or more signature art pieces according to priority location areas identified in the Public Art Strategy. **\$ †**

II. Private

1. Consult with Ergon regarding its capacity and willingness to pursue undergrounding of lines in accordance with mutually determined priorities. Develop a strategic plan to accomplish this transition that includes priorities and triggers for conversion. **\$\$ † †**
2. Develop programmes to educate the community on the values of placemaking and how community members can play a role in achieving placemaking objectives. **\$ †**
3. Establish panels of local residents with community building skills and interests to work collaboratively with Council in developing and delivering placemaking initiatives. Align according to interests, skills and capacity. **† †**
4. Develop simple guidelines with illustrative examples for private owners to refer to when making shopfront improvements and artistic enhancements. **\$ †**
5. Identify private owners of building fronts on James/Normanby Streets willing to increase maintenance of their property and treat their storefronts, roller doors, blank walls and other features with art. **† †**
6. Replace burnt out awning light bulbs and encourage the lighting of dark storefronts. **† †**
7. Contact St. Ursula's College to determine interest in adopting adjoining median sections for use as community gardens or to landscape. **† †**
8. Encourage use of planters and pot plants to soften the footpath environment by providing discounted potting mix and plant materials to participating businesses. **\$ †**

Procedural

1. Establish the Placemaking Advisory Group to support and guide implementation of the Placemaking Strategy within Council.
2. Engage the entire Council community in: **\$ T T**
 - » embracing placemaking principles;
 - » developing a culture of innovation and creativity that supports the incubation of placemaking ideas;
 - » working collaboratively across unit boundaries on the instigation, design and delivery of placemaking initiatives;
 - » adjusting current approaches to the development of projects and programmes to ensure placemaking opportunities are identified and incorporated at the design stage;
 - » delivering projects in a way that accommodates the ongoing evolution of every space and place in response to changing conditions and finances, and which also allows new opportunities to emerge;
 - » ensuring agency partners, contractors and consultants are aware (and supportive) of Council's desire to foster placemaking in all of its endeavours; and
 - » working with the community to jointly develop or guide placemaking projects and programmes.
3. Complete the Public Realm Guidelines and utilise for developing streetscape master plans within the Yeppoon Town Centre. **\$ T T**
4. Review the design elements and streetscape palette from the Yeppoon Foreshore and Town Centre Revitalisation Project for incorporation within proposed treatments in outside of the Foreshore. **\$ \$ t**
5. Institute a façade improvement programme to incentivise owner action on enhancements. **\$ t**
6. Evaluate right-of-way requirements against all potential user needs and allocate excess right-of-way for alternative uses. **¢ T**
7. Determine desired service levels for maintenance of all improvements in the public realm within the Yeppoon Town Centre and align budget and resources to achieve these service levels. **\$ T**
8. Identify resourcing needs to achieve #5. **¢ T**
9. Review current maintenance programmes and priorities and determine if and where there is capacity to shift priority to placemaking focus areas within the Yeppoon Town Centre. **\$ T**
10. Explore options for transferring maintenance responsibilities for some areas to the private sector and community groups to increase Council's capacity to address maintenance requirements elsewhere. **¢ T**
11. Align the delivery of priority Placemaking Strategy recommendations with Council functions that are a direct Council responsibility or which Council has capacity to influence. **¢ T**
12. Align placemaking recommendations with the Council's Forward Works Budget and review projects to identify any new placemaking opportunities. **¢ t**
13. Ensure that budget estimates for projects accommodate costs for necessary landscaping and placemaking enhancements. **\$ \$ T**
14. Encourage community participation in the process of placemaking to the extent that they consider themselves 100 percent engaged, and empowered to be self-reliant, entrepreneurial, self-starting, creative, collaborative, inclusive, effective and happy in the process of delivering placemaking initiatives. **\$ T**
15. Seek resources from external sources to supplement Council's budget capacity to pursue placemaking initiatives. **¢ T**
16. Identify three low risk procedures/fees/forms associated with the establishment and operation of businesses on Anzac Parade and James/Normanby Streets that can be waived or removed to send a message to Yeppoon Town Centre businesses that Council supports the Town Centre business community. **¢ T**
17. Review and enforce any non-compliant landscaping and property maintenance requirements associated with Development Approvals in the Yeppoon Town Centre. **¢ T**
18. Encourage local artists to contribute ideas for art installations – permanent and ephemeral. Implement the best of these as an inducement for participation. **¢ t**
19. Apply for State lookout grant funds to develop a signature lookout at Adelaide Street Park. **¢ t**
20. Ensure the provision of adequate power to facilitate events in appropriate locations, including the Foreshore, the two eastern blocks of Normanby and James Streets and Beaman Park. **\$ T**
21. Develop an inventory of play activities and materials to support temporary installations in streets and parks, such as scrabble, dominoes, large blocks, slippery slides, movie screens, beanbags, chairs and tables, lighting and games. **\$ T**

VIII. Attached “State of Place” Reports

A. WHAT WE DO WELL

Opportunities for creating significant place impact that have not yet been acted on

What we do well already and need to keep doing

In any endeavour to improve community it is important to first recognise and celebrate existing success. Understanding what these elements are and why they work provides a playbook for extending such success, and a platform for the standards and goals required to guide new initiatives. Success also generates necessary enthusiasm from funders and affected stakeholders, and provides comfort to potential critics that “new initiatives” will be executed well.

NOTE: The representative photos included in this section have been cross-referenced to the list of core placemaking elements. Categories without photo examples demonstrate opportunity areas for improvement. Recommendations to address these are included in other sections.

Public Realm Elements

- a) Medians, verges and roundabouts (photos 1-10,)
- b) Footpaths, crossings, and pedestrian realm (connectivity) (photos 7-9,12-13,16-17)
- c) Trees and landscaping (photos 1-10,15-17)
- d) Shade and climate (photos 12-13,16-17)
- e) Street furniture (photo 11)
- f) Signage
- g) Lighting standards and placement (addressed in Section H)
- h) Utilities (photos 18-19)
 - Light and electricity poles
 - Utility boxes
 - Manhole covers
 - Mail boxes and phone booths
 - Art opportunities (photos 15,18-19)

- i) Buildings (photo 20)
- j) Parking areas
- k) Transit stops
- l) Events, festivals, markets, formal and informal gatherings and any other social engagement within the public realm (photos 15-17)

Private Realm

- a) Building presentation and design (photos 21-22,25-43)
- b) Shopfronts (photos 22, 30-31,35-36, 37-39)
- c) Building and parking lighting (addressed in Section H)
- d) Laneways and back of Shop (photos 21,27)
- e) Rooftops
- f) Canopies (photo 37-40)
- g) Fencing, retaining walls (photos 21-23,26,28)
- h) Signage (photos 32-34,38-41)
- i) Off street parking areas (photo 21)
- j) Landscaping (photos 21-22, 25-26, 28-29, 42-43)
- k) Footpath Amenity and use (photos 28-29,30-31, 44)
- l) Shade and climate (photos 22, 29,44)
- m) Art opportunities (photos 23, 24-27)

A. Public Realm



Photos 1: Hill and James

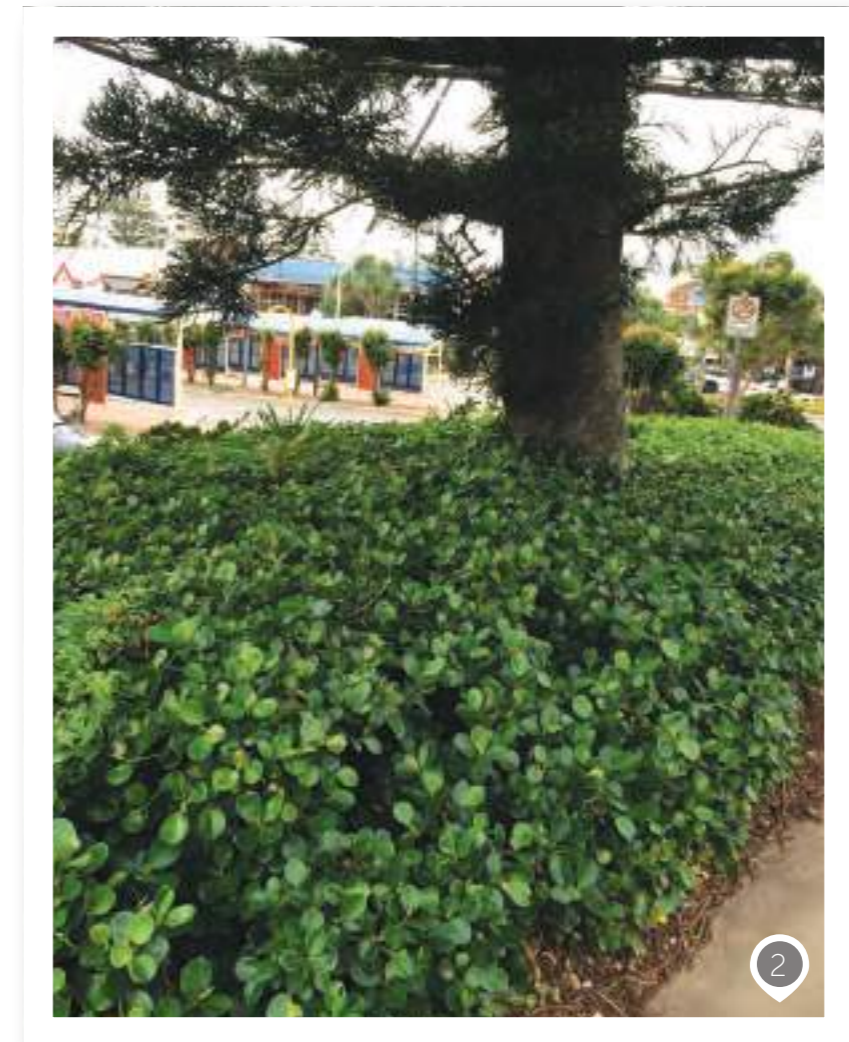


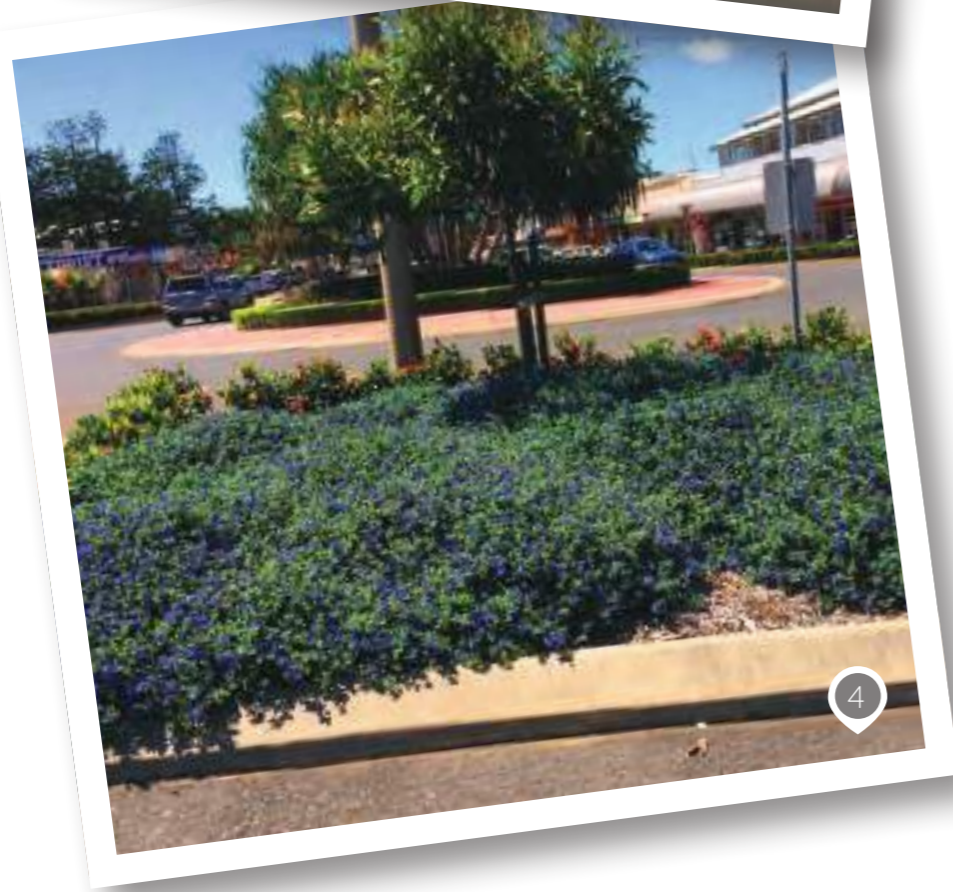
Photo 2: Hill and Queen

Comments: Roundabout includes character-defining trees with 100 percent ground cover. Second image depicts well maintained plant material providing 100 percent coverage of planting bed.



Photo 5 Anzac and Normanby [a,c]

Comments: Well maintained, 100 percent cover with hardy, attractive ground cover that provides a green edge to the road, separating and partially screening the parking behind.



Photos 3 & 4 James and Mary [a,c]

Comments: Well designed (multi-tiered) roundabout with low growth Pandanus to accommodate overhead powerlines. Similar high quality landscaping in adjacent traffic islands.



Photos 6 & 7 Normanby [a,b,c]

Comments: Excellent use of colour and varying height in plant materials. Path is double edged with landscaping and appropriately scaled for pedestrians.



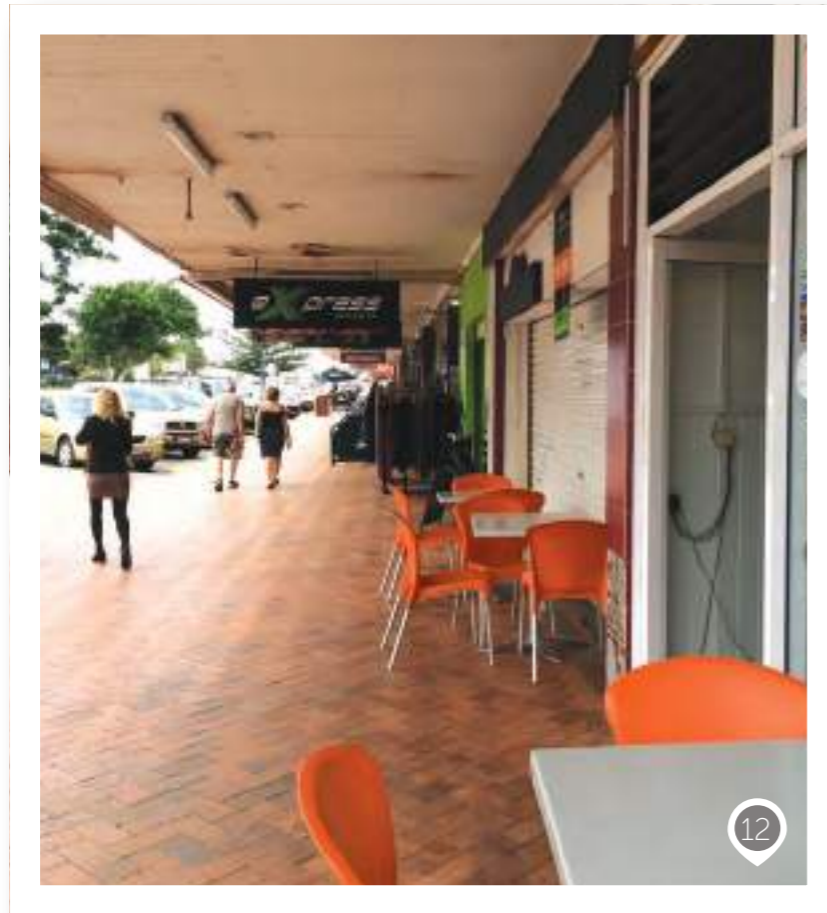


Photo 8 Anzac and Normanby [a,b,c] **Comments:** Excellent use of colour in plant materials at appropriate height for accenting wave wall



Photos 9 & 10 Hill and Queen [a,b,c] **Comments:** Good use of colour with different species and height (palms) supporting coastal tropical theme, close to 100 percent site coverage. Second image illustrates use of the right materials to accommodate overhead powerlines. Pandanus reach maximum height without impacting powerlines, or if within Ergon's threshold, can be trimmed without obvious visual impact.

Photo 11 (e) **Comments:** Use of natural materials – attractive, unobtrusive bin.

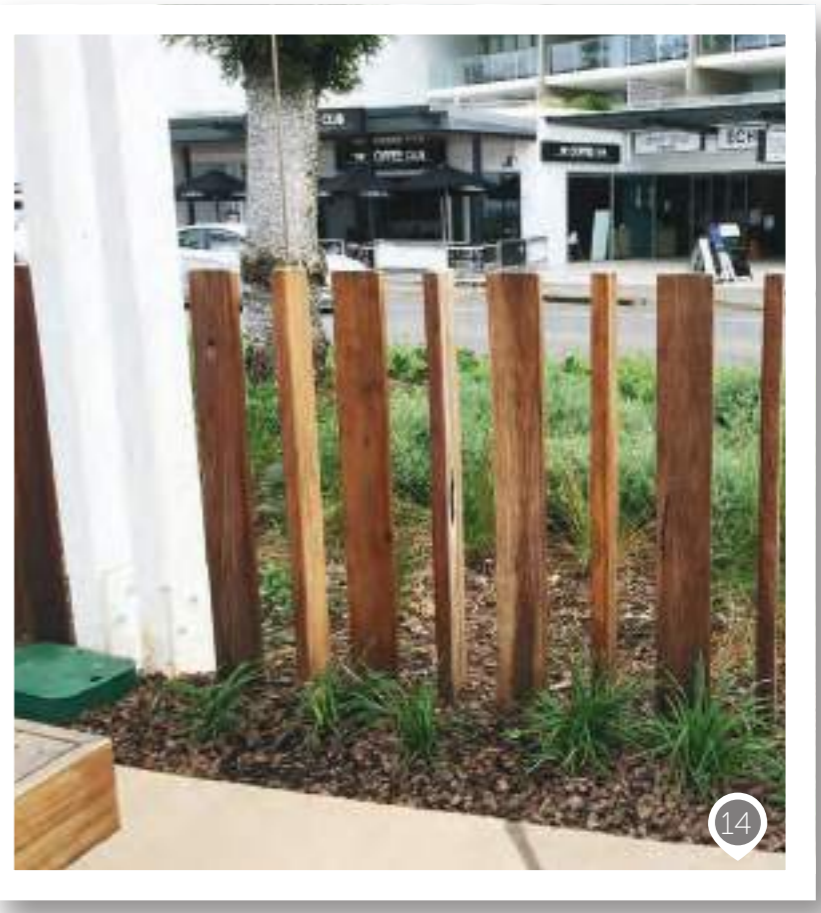


12



13

Photos 12 & 13 Normanby [b,d,e,x] **Comments:** High quality pedestrian environment, excellent pavement materials and width, suitably exploited by adjoining store owners while retaining clear throughway.



14

Photo 14 Kraken, Anzac Pde. [b] **Comments:** Very clean, aesthetic solution for directing pedestrian activity away from garden beds. This could be repeated where barrier fencing is used to control pedestrian movements in Normanby Street.



15

Photo 15 Kraken, Anzac Pde.[a,c,i,m] **Comments:** High quality, attractive, interactive space that generates considerable visitor use and ancillary pedestrian traffic. Further enhanced by provision of quality shade and seating for family members.



16

Photos 16 & 17 Foreshore, Anzac Pde.[b,c,d,i,m] **Comments:** High quality space that provides a great pedestrian experience day and night.



17



Photos 18 & 19 Utility boxes, Normanby median a,h,i] **Comments:** Unique, engaging, locally relevant: Ideal artwork for the Capricornia Coast. Perfect placemaking - converting ugly infrastructure into an attraction.



Photo 20 City Hall [j] **Comments:** High quality contemporary design, varied articulation, good street presentation.

B Private Realm



Photo 21 Normanby (behind Flour) [q,t,v,w] **Comments:** Effective use of minimal landscaping in tight space to screen otherwise plain wall. Softens and enhances an otherwise unattractive space.



Photo 22 Normanby (Flour) [n,o,t,w,y] **Comments:** Effective use of landscaping to address a substantial grade difference, providing pedestrian interest and screening for outdoor dining.



Photos 23 & 24 Anzac Parade [n,t,z] **Comments:** Walls at Salt – simple but engaging, value-adding use of tile on the screen wall. Striped side of building is very attractive and creates a local identity marker.



Photo 27 Normanby Street [q,z] **Comments:** Mural adds considerable character and interest to the Town Centre environment, capturing local history in a whimsical way.



Photos 28 & 29 The Strand, Anzac Parade [n,o,t,w,y] **Comments:** Excellent application of landscaping and contemporary screen wall fronting the Strand Hotel. This quality of treatment should be replicated wherever possible.



Photos 30 & 31 Normanby Street [n,o,x,y] **Comments:** Good interior-exterior interaction with the footpath zone. Display of goods is orderly and attractive, adding interest to the pedestrian zone and drawing passers-by into stores.



Photo 32 James Street [u] **Comments:** Attractive, well designed awning signage.



Photos 33 & 34 Anzac Pde, James Street [o,u] **Comments:** Effective, high quality signage. First image addresses an otherwise blank wall and functions akin to public art. Second image is simple, unobtrusive, and an effective way of enticing customers into the store.



Photos 35 & 36 James Street [n,o] **Comments:** Well presented, enticing storefronts.



Photo 37, corner of Normanby and Anzac **Comments:** Consistent canopy sign height provides a better aesthetic experience for the public and is easier for store owners (no sign arms race).



PHOTOS 38 & 39 JAMES STREET [n, o] **Comments:** Red door is striking and inviting to pedestrians. Green storefront enhancement adds colour on the street and enhances store traffic.

Photo 40 James Street [n, o, u] **Comments:** Historic structures with attractive colour scheme, effective canopy signage and engaging storefront display



Photo 41 James Street [n,s,u] **Comments:** One of Yeppoon's signature art deco structures. Restoration of original colours would be preferable although the building works well in its current format because the colour is engaging, the building's key features have been retained, and the commercial signage is subtle. Accent lighting and curb-side landscaping would provide additional value-add.



Photo 43 James Street [w,x,y] **Comments:** No formal landscaping, no problem; use pot plants. Very effective and flexible way of achieving desired atmosphere: it works and it's cheap. Compare with the spartan outdoor dining space at The Grind (photo insert).



Photo 42 Mary and Queen [n,w] **Comments:** Quirky adaptation of residences for small business on side streets adds interest to the overall visitor experience and preserves history by retaining existing buildings. Historic landscaping also adds value.



Photo 44 Normanby Street (x,y) **Comments:** Use of umbrellas and table seating to activate an otherwise barren footpath. Putting people on the street is fundamental to making place.

B. IMPROVING EXISTING AMENITY

Existing developments and improvements which also work but provide opportunities for additional enhancement

Introduction

Council is fortunate to have developed a relatively strong inventory of amenities that contribute to a “local” sense of place. The preceding section illustrates installations that set the example for what to continue doing, and which don’t require additional enhancement. This section identifies opportunities for building on the value of existing improvements that don’t currently deliver on their full potential. Many proposed improvements consist of relatively minor tweaks to what already exists, making this the most cost effective approach for maximising placemaking return on investment and impact in the short term. The recommendations contained in this section should therefore be considered a high priority for implementation.

Categories addressed include initiatives that:

- » Have been done well originally but could do with additional enhancement,
- » Constitute a good effort that wasn’t executed as well as it could have been (for budgetary or other reasons),
- » Haven’t been adequately maintained since installation,
- » Need updating, or
- » Otherwise provide unrealised placemaking opportunities.

NOTE:

- » The photographs included in this report portray representative examples of the initiatives listed above: they do not depict every instance. The recommendations, however, are meant to apply to all similar situations and should therefore be used to guide the development of Council policies and programmes as well as private actions to address these issues and to mitigate their future reoccurrence.
- » General recommendations regarding service levels for maintenance and the undergrounding of overhead powerlines are prescribed in Section V.

A. Public Realm

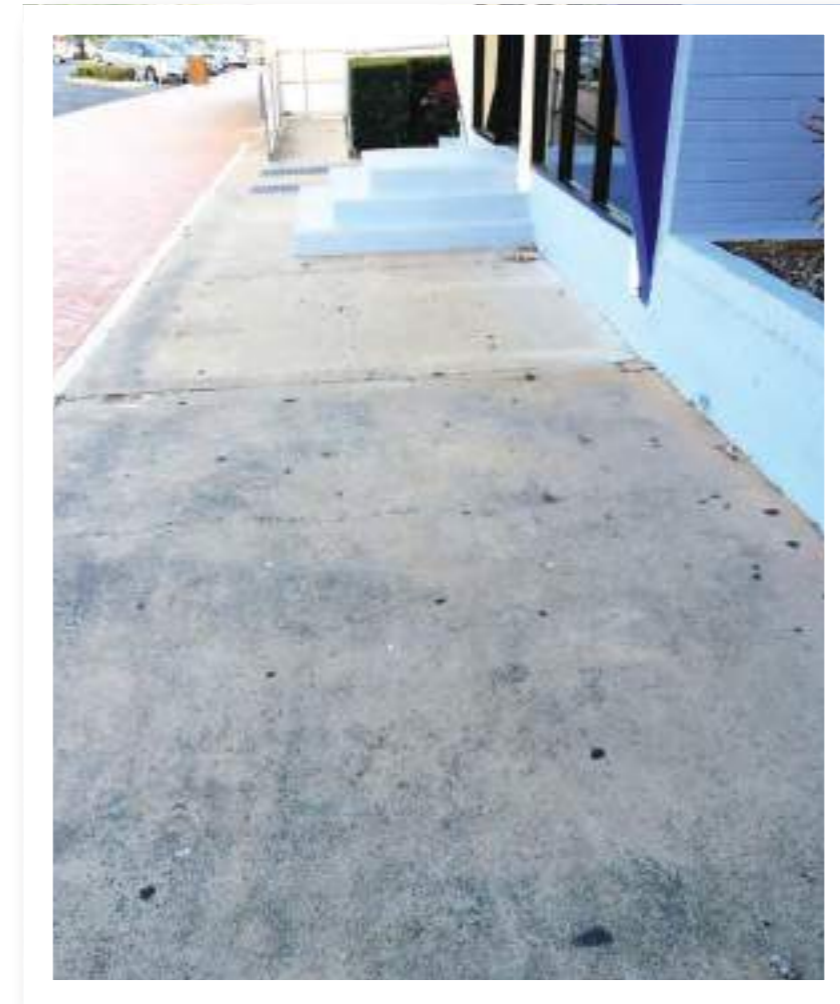
Public Buildings

1. James Street Council building.

Considerations: Sub-optimal presentation to the street.

Recommendations:

- a) Upgrade existing landscaping (too sparse) and either install planters in the dead space between the building and property line or remove the concrete in this space and install permanent landscaping.
- b) Paint the disabled access rails black or preferably replace with a more presentable ramp design (artwork opportunity).
- c) Consider repainting façade referencing historic colour scheme.



2. Town Hall frontage.

Considerations: Great building but the wide footpath creates a stark frontage. The wall signage is sub optimal and doesn't help the building's image.

Recommendations:

- a) Enhance with landscaping, taking into account access requirements for civic functions.
- b) Evaluate as a preferred location for the placement of a signature public art piece.
- c) Formalise signage presentation.



Landscaping and Medians

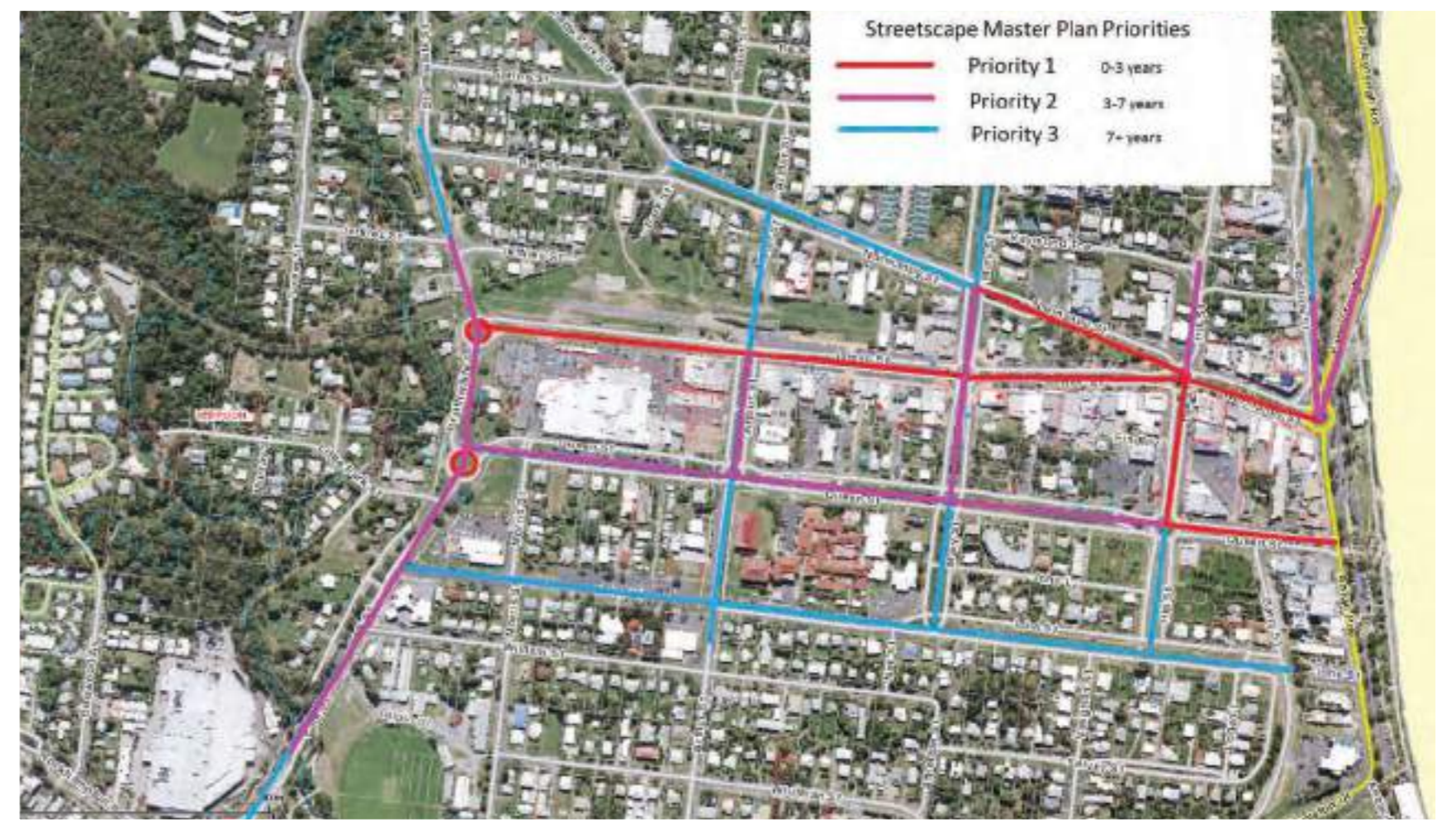
Considerations: Existing landscaping varies in the degree of execution and maintenance in all east-west and north-south streets.

Recommendation: Develop streetscape master plans for each street within the study area to guide future streetscaping efforts (see Figure 5). Priorities have been determined on the basis of potential impact and apply to both the development and implementation of master plans. Priorities may need to shift in response to changing circumstances, including attainment of additional funds through external funding sources (grants and donations) Anzac Parade and Barry Street have not been included as these will be addressed by the Foreshore Project.

Assume the use of streetscape plans and the Public Realm Guidelines to inform action on all recommendations in this section that pertain to enhanced landscaping.

- » Priority 1 (as soon as possible, target within the next three years)
- » Priority 2 (3-7 years)
- » Priority 3 (beyond 7 years)

Figure 5. Streetscape Master Plan Priorities



1. Incomplete landscaping

Considerations: Good start, overall effect is positive, but patchy coverage and somewhat random plantings.

Recommendations: Complete landscaping to provide 100 percent coverage in accordance with proposed Streetscape Plans and Public Realm Guidelines criteria.



Queen and Hill



2. Monoculture of daisies

Considerations: This roundabout is attractive and better than grass but it lacks the interest provided by a more complex landscaping palette.

Recommendation: Add more tiers of landscaping and colour to enhance the aesthetics of the roundabout and its effectiveness in slowing traffic. Optimal landscaping can only be achieved by undergrounding overhead powerlines. If overhead lines cannot be addressed in the short term, consider using small trees such as Pandanus and Callistemon to add height without impacting clearance zones.



3. Landscaping maintenance

Considerations: Landscaping in multiple areas has not been maintained or is insufficient.

Recommendation: Replant to achieve 100 percent cover. Increase the diversity of plant materials to enhance colour performance.



4. Heritage Tree

Considerations: This Heritage listed tree is approaching its end of life and is potentially dangerous.

Recommendation: Anticipate eventual tree loss by planting a replacement tree now.



Normanby Street

5. Informal median

Considerations: This median includes greenery although there is no indication of landscaping design. The vegetation is possibly self-seeded and doesn't appear to be maintained. There is grade separation between north and south bound lanes. The right-of-way is wide enough to accommodate centre parking although current usage on both sides is haphazard. Overhead powerlines will limit the scale of landscaping that can be used.

Recommendations:

- Enhance/formalise landscaping.
- Evaluate centre parking needs and, if appropriate, modify the roadway to accommodate the space required to install formalised parking. Consider providing parking in one direction only.



Mary Street median (James to Queen)

6. Hill Street Median

Considerations: The median is grassed and well maintained, but lacks interest to passers-by, principally because of the lack of structured landscaping (shrubs and trees). This condition also encourages opportunistic parking, a pattern repeated in other grassed medians. The extent of road right-of-way far exceeds that required to accommodate normal traffic. Overhead powerlines significantly limit landscaping and redevelopment options.

Recommendations:

Option A. Install full landscaping in the median. Review parking needs and formalise parking if warranted by demand and absence of alternatives.

Option B. Redevelop as medium-high density housing (see Section VIII. D. 5)



Hill Street Median (Queen to John)

7. North Mary Street

Considerations: Excess right of way, surplus parking, barren uninviting appearance, inadequate road markings, zero landscaping, overhead powerlines.

Recommendations:

- Develop landscape, lighting and parking plan for the full length of Mary.
- Evaluate the potential for activation of the median with pop-ups and interactive art activities in association with the Mill Gallery and a possible new civic precinct.
- Evaluate against other sites in the Yeppoon Town Centre to determine the best locality for temporary activation events.



Mary Street North

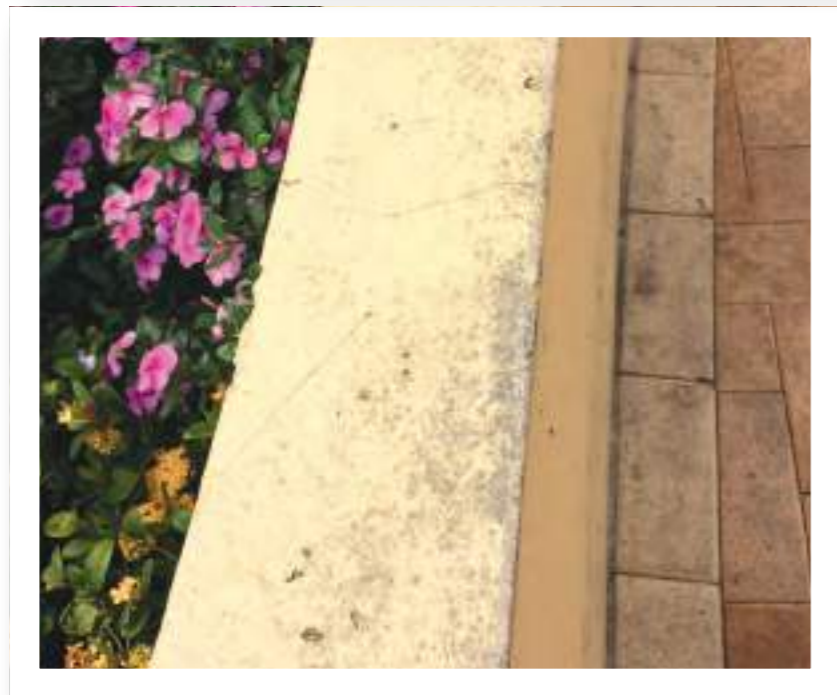
Hardscape and Street Furniture

1. Inadequate hardscape maintenance

Considerations: Overall, the quality of hardscape maintenance is good, but there are some issues.

Recommendations:

- a) Identify resourcing needs to enable institution of adequate maintenance schedule.
- b) Increase maintenance frequency in high pedestrian traffic areas.



2. Seating

Considerations: Different seating designs. It is better to have benches than not and none of those distributed around the CBD are a poor design, rather they are generic and not as character-contributing as they might be. Existing benches are functional, in generally good shape, with relatively minor maintenance issues.

Recommendation: Develop a street furniture design palette as part of the Public Realm Guidelines targeting a unique Capricorn Coastal feel and accommodating different designs for different character locations. One option for achieving this would be to allow benches to be used as a public art canvas (examples included). In lieu of replacement, ensure that benches are freshly painted and otherwise well maintained.



3. Bump-out treatments

Considerations: Construction of these bump-outs was a very positive move and has done much to shift the focus from traffic dominance to begin shaping a pedestrian character for James Street. The improvements have substantially increased the extent of the pedestrian realm. The hardscape finish is high quality and the installation of perimeter landscaping, with benches also positive. Most perimeter landscaping is well done in terms of density, layout and colour.

However the hardscape area is too extensive and daunting as a space for fostering socialisation by pedestrians. These are not comfortable spaces for lingering without additional shade and amenities. Also, the perimeter landscaping seems to have been designed more to separate the traffic zone than to create a pedestrian space, with the massing and height inadequate for creating an adequate sense of enclosure for pedestrians. Most bump-out spaces are unshaded outside of the canopies and present a relatively harsh environment for pedestrians in summer. Essentially it's a great start, but the finishing touches are missing.

Notably, the improvements have so far generated a limited response from property owners seeking to take advantage of the space.

Recommendations: Provide additional amenities conducive to pedestrian comfort, such as shade sails and umbrellas.

- a) Increase the height of the intersection perimeter landscaping (accounting for vehicular sightlines) and install additional landscaping, including shade trees, new planting beds and planters to break up the hardspace.
- b) The benches adjacent to the roadway should be buffered by vegetation that is at least as high as the heads of sitting people. If sightline requirements prevent higher perimeter planting, use of trees becomes more important.
- c) Install creative and engaging public art elements.
- d) Provide additional seating. The most effective seating is informal; it can be moved around to suit individual tastes and to secure shade or sun according to the time of year. Permanent seating needs to be high quality and durable.
- e) Install appropriate pedestrian level lighting.
- f) Discuss with adjacent property owners and encourage their use of these areas.
- g) Consider activating these spaces with transitory activities such as food and drink carts or retail pop-ups, particularly in high traffic times. It is important to discuss such initiatives with the existing bricks and mortar business community to allay concerns regarding competition. Such additions should be considered for their contribution to increased diversity of services and the generation of additional foot traffic.



James Street intersections



Suggested models for bump-out treatment (Townsville)



4. Bollards

Considerations: Bollards are used in some locations to prevent vehicle access to the pedestrian zone (green bollards, located at James and Mary).

Recommendation: Replace with landscaping, more aesthetically friendly bollards, or convert into a functional art opportunity, examples included.



Pedestrian Crossings and Connections

1. Pedestrian crossings

Considerations: Safety is a key placemaking and design criteria. Existing crossings achieve this objective because they are highly visible, incorporate raised platforms, and utilise bump-outs to reduce interface time with traffic. However, they also encompass expansive, barren plazas leading to them. Plaza issues are discussed in the preceding section.

Crossings don't have to be just functional because they can also provide a low cost, high impact public art opportunity (see Section D.4).

Recommendations:

- a) Solutions to plaza issues are discussed in the preceding section.
- b) Engage artists to develop designs for crossings that accomplish their functional intent with a substantially more creative finish.



Various locations on James Street



B Private Realm

1. Building fronts

Considerations: While well maintained, the front of the Strand is unwelcoming and doesn't engage the public. It wouldn't be so bad if the plaza in front wasn't so expansive, barren, uninviting and uninteresting, but the building still isn't inviting to people or contributing people to the street. The dark glass, lack of lighting, lack of an awning, lack of street furniture, lack of signage, and lack of accessible building openings combine to create a fortress function, not what is needed on this 100 percent corner.

Recommendations:

Private

- a) Encourage owners to increase the building's transparency and relationship to the street.
- b) Encourage installation of a building awning.
- c) Determine possibilities for reopening the blocked-in storefront spaces to help in activating the space in front of the building.
- d) Install lighting to accent the building at night.

Public

- a) Provide additional landscaping (including shade trees), pedestrian level lighting, catenary lighting, public art and additional shaded seating areas in the expansive plaza area.
- b) Install a short wall/landscaping to separate the yellow from orange brick to create two distinct areas.



2. Shopfront presentation

Considerations: Most buildings have the right fundamentals, being built to the property line, with glass shopfront and canopy, but present less than ideally. Awnings, signage and lighting are common deficiencies. Issues centre on being insufficiently maintained, generally uninspiring, untidy and unwelcoming.

Recommendations:

- a) Confer with property owners to improve shopfront presentation.
- b) Develop simple guidelines with illustrative examples for private owners to refer to when making shopfront repairs and improvements.
- c) Offer suggestions to owners regarding appropriate/needed improvements or provide direction on where to find ideas for enhancements.
- d) Discuss options for using local artists to paint storefront windows to enhance signage or simply to create alluring art.
- e) Discuss options with the owners for achieving more attractive and consistent signage.
- f) Consider funding a façade improvement programme to incentivise owner action on enhancements.
- g) Ensure the approval process for doing the right thing is as simple and expeditious as possible.

3. Improperly scaled landscaping

Considerations: Existing landscaping is out of scale with the adjacent structure. Additional height is required to fully complement the building.

Recommendation: Encourage owner to plant trees in existing bed.



4. Insufficient and poorly maintained landscaping

Considerations: Private landscaping at the shopping centre on James Street is minimalist and poorly maintained. It is insufficient to buffer parking and doesn't provide an appropriate edge to the pedestrian zone. It creates a poor image of the store and reflects poorly on acceptable community standards. This development is a suburban design which doesn't help placemaking aspirations, although there are ways to mitigate this impact. Ideally, the façade should be enhanced in addition to the following recommended actions addressing the frontage and hardspace.

Recommendations: Per standards prescribed in the Public Realm Guidelines.

- a) At a bare minimum, ensure that the landscaping condition complies with the conditions of approval (if these exist).
- b) Educate owners and community on the economic value of aesthetics.
- c) Encourage property owners (in the interests of community spirit) to elevate their landscaping quality and maintenance programme, and if possible to install additional landscaping to assist in breaking up the harsh expanse of bitumen and concrete. There will be areas that are not trafficked, trafficked very rarely, or are otherwise dead space that can be enhanced by landscaping, paint, or other measures.
- d) Landscape the adjacent public right-of-way (bottom right photo) to enhance the overall pedestrian experience. Negotiate with property owners to support this effort financially and/or with maintenance.



5. Uncomfortable outdoor dining space

Considerations: The Whisk's use of the space provided by this bump-out is positive. However, the environment is barren and not conducive to pedestrian comfort, particularly during the day.

Recommendations:

- a) Provide landscaping (including shade trees and perimeter landscaping), shade sails, street furniture, public art, pedestrian level lighting and other amenities conducive to creating an attractive environment for people.
- b) In lieu of Council action in the short term, encourage the trader to provide umbrellas and pot plants to enhance pedestrian comfort.



The Whisk, James and Mary

Lure Living, Anzac Parade

6. Suboptimal outdoor dining space

Considerations: Lure Living has done well in establishing a reputation for authenticity. They have utilised the bump-out space in front of the store to good effect and have made some clever changes to the building exterior, all with relatively minimal outlay. Their quirkiness works because it's interesting and engaging to a public that is seeking different spaces for social engagement. The bump-out space could be better though. The Lure owners are limited in their capacity to provide an optimal customer experience because this space is Council controlled, thus everything is removable. Overall the space is better than The Grind, but still sub-optimal. Recommendations are provided in the event Foreshore funding cannot cover proposed enhancements.

Recommendations:

- c) Improve in accordance with the Public Realm Guidelines, including addition of permanent landscaping, shade, lighting and other amenities.
- d) Consult with the owners of Lure on the design of permanent/temporary improvements that will enhance the essential character of their external business environment. If they don't want change, leave it as is.



C. CORRECTING DEFICIENCIES

Well-meaning efforts that weren't designed fully, have outlived their usefulness, don't work well with current expectations and standards or are just plain mistakes

Public Realm

Addresses all elements constructed by and/or maintained by Livingstone Shire Council and which are located within the public realm.

Fixtures, Fences and Walls

Issue: Antiquated, non functional, aesthetically ugly or non pedestrian-friendly fixtures

Recommendations:

- Remove where appropriate, such as the clock.
- Replace with contemporary fixtures. Replace pedestrian level lighting in median with modern fixtures in accordance with the Public Realm Guidelines. Replace or remove water fountain.
- Replace vehicle-orientated street lighting in pedestrian zones with pedestrian scale lighting.



James Street, various locations



Issue: barrier fencing. Functional, probably compliant, but ugly, poorly maintained and not conducive to development of a welcoming, friendly pedestrian environment.

Recommendation: Remove or replace with aesthetically attractive features that achieve the same purpose of directing pedestrian movements and aid in the creation of place. This can be accomplished by using design fencing (such as that installed at the Kraken – photo bottom right) or which incorporates artistic elements, additional planting beds (employing dense and/or prickly plants), planters, benches and attractive barrier bollards.



Issue: Poorly installed traffic calming measure at Arthur and James – possibly intended as temporary.

Recommendation: Install in accordance with the baseline hardscape standards applied to other intersections/ crossings, and incorporating changes recommended in Section VIII. B. 12 to enhance bump-outs with landscaping, shade and other amenities.



Issue: Ugly barrier fencing adjacent to Adelaide Street, showing signs of age.

Recommendation: Replace with new 'design fence' (metal or similar to that employed at the Kraken) and/or use honeysuckle and other climbing plants to screen the fence. Use new black fencing or paint existing fence as a minimum solution. Increase the height of the screening crotons to buffer the view from the west side.



Issue: Fence at Hill Street bus station that is unattractive, ineffectual and unnecessary.

Recommendation: Remove fence.



Issue: These are functional but ugly.

Recommendation: Create a green wall through use of appropriate trailing plants or offer to artists to provide creative solutions.



Revetment walls along Farnborough Road entrance



Signage

Issue: Negative messaging, conveying problems associated with disenfranchised youth. Footpath signage is poorly maintained and likely was never effective in deterring offenders.

Recommendation: Instead of detailing what's prohibited, develop a positive pedestrian message. Employ humour to add a sense of surprise (likely to be more effective with youth) and provide direction to alternative locations where the offending wheeled instruments are welcome. Remove footpath signage. Use different messages on each sign.



Issue: The sign dominates the view shed. It is no doubt addressing a required standard, but again, emphasises a regulatory rather than a welcoming approach. Determine if sign standards limit capacity to customise.

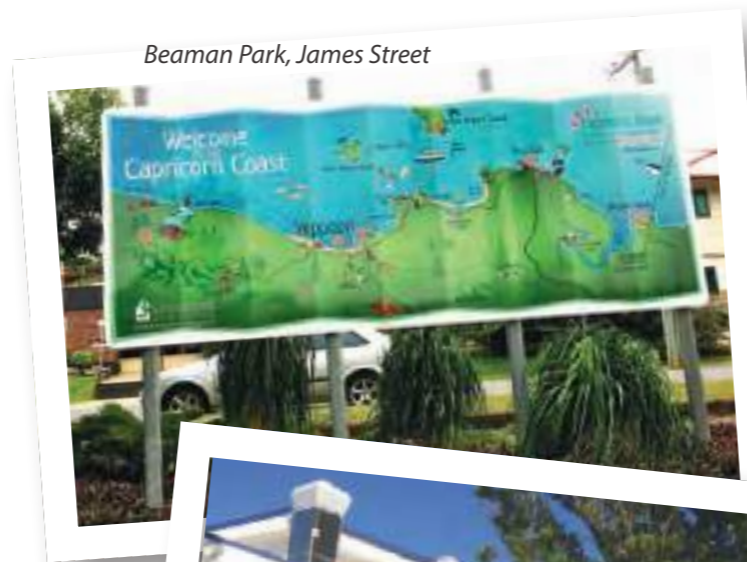
Recommendation: Install lower height, low key, informative and welcoming signage. Blend into landscaping. 'Different' will enhance effectiveness.



Issue: Sign is in poor location for communicating to visitors, outdated and built too high.

Recommendation: Relocate to more appropriate location, possibly in front of Sailing Club (discuss with T.C.L and Sailing Club).

Beaman Park, James Street



Sailing Club, Anzac Parade

Issue: Monuments and plaques, while well intentioned, are sometimes poorly placed, poorly designed and in some cases now illegible, out-dated or irrelevant to most observers.

Recommendation: Determine which plaques can be removed or relocated. Recondition those that are retained and reposition to enhance value to observers. Develop policy for placement and curation of future plaques, including consideration of more aesthetic, contemporary and informative means of communicating historical messages.



Shelters

Issue: Poorly designed shelter for seating people and showcasing mosaic art. Nice idea, but not well executed. There are multiple different shelter designs scattered throughout the Yeppoon Town Centre.

Recommendation: Develop consistent standards for all furniture, including picnic shelters (with universal accessibility). Relocate or reinstall mosaic to better showcase it.



Issue: Functional but unattractive shelter

Recommendations:

- Design new shelter that captures coastal themes, is attractive, comfortable, well lit and incorporates public art.
- Consider providing space for community marketing and/or advertising (to generate revenue for supporting higher standards).
- Option B: make the shelters available to local artists to enhance.



Issue: Wrong location for a shelter in a median with insufficient amenity to draw people. Attracts little use.

Recommendations: Options

- Remove or relocate to a more appropriate location (in a park) and replace with landscaping or additional centre parking.
- Repurpose for other uses, possibly information centre, community events hub, or WI-FI hub.
- Invite expressions of interest to determine community interest in adjusting use of the structure, including by public art (see pink image below).



Median picnic shelter, Hill Street



Examples of contemporary bus shelter designs, including signage

2. Private Realm

Issues: There are multiple design flaws demonstrated by the image below depicting the pharmacy.

- Lack of landscaping.
- Inconsistent awning height, inconsistent signage area and presentation.
- Poor architectural design.
- Excessive handicapped parking signage – Sign for each space (Council issue)

Recommendations:

- Until Council can install landscaping as part of a district-wide effort, store owners should be encouraged to provide their own greenery through pot plants, hanging plants, planter boxes and similar enhancements. This is a cheap, effective way to enhance store appeal and the Town Centre in general, generating increased traffic and economic activity. Quality lighting is also necessary, with awning lighting as a bare minimum. Owners and tenants should be doing this anyway. Examples shown below.
- Develop guidelines for awning construction to encourage a more consistent street front feel, including the area available for signage. Confer with Town Centre property owners regarding their interest in supporting such an initiative.
- Develop design guidelines for new construction on James Street to supplement Planning Scheme and Public Realm Guidelines provisions.
- The turquoise building would benefit from removal or painting of the white awning supports. The Pharmacy building can only be improved by eventual replacement (when market forces dictate).
- Install only one handicapped pole sign or limit to painted spaces only.



James Street

Issue: Poor customer and pedestrian presentation. Original concrete has been chopped up by subsequent utility work. Tinted glass alienates passers-by. There is no softening of the street edge, no street furniture, no attention to pedestrian and customer amenity at all. The site looks uninviting and unsafe. It is the definition of dead space.

Recommendation: Encourage the bank to improve its lighting, install landscaping and street furniture at the street edge, change the tinted glass or treat with art, enhance the dead wall space with public art or artistic NAB signage.



James Street NAB



Issue: Inconsistent signage

Recommendation: Encourage owner to remove free-standing sign and install Bakehouse sign on front edge of awning consistent with height of adjacent sign. Enhance appearance of parapet with public art. This could creatively advertise the goods offered by the store.



Issues: Very poor street presentation. Odd architecture, set back from the property line, parking in front, understated entryway, ineffective signage, no landscaping.

Recommendation:

- Encourage the owners to expand out to the 'build to' line with a more attractive frontage (if they need or want to).
- Alternatively, until expansion or replacement occurs, encourage improvements to signage and conversion of the front parking area into a landscaped courtyard, possibly with seats to accommodate waiting customers.
- Cheapest option will be to install planters and pot plants to soften the hard, uninviting frontage. Flowering, climbing plants could be used to enhance the upper floor struts.



Issue: Vehicle orientated suburban style development - inappropriate for an urban centre. Poor design and no landscaping. Generally uninviting.

Recommendation: In the long term, market forces will lead to site redevelopment for a higher use. In the interim, the facility could be improved through addition of landscaping throughout the car park, application of a better paint palette and more creative signage and artwork. Discuss with property owner.



James Street

Issue: General presentation of buildings to the street is poor, non-contributing to street amenity and inconsistent with preferred design standards. Buildings in each image have no parapet and sub-standard awnings, thus presenting a relatively featureless, uninteresting building façade.

Recommendation: Encourage property owners to install false parapets and appropriate scaled awnings with improved colour scheme. Refer to image below to illustrate what Vibe has achieved from a similar starting point.



James Street



Issue: Use of ad hoc signage to compensate for location of businesses at rear of property.

Recommendation: Encourage owners to consolidate signs into a single attractive sign platform.



3. Third Party Fixtures and Improvements

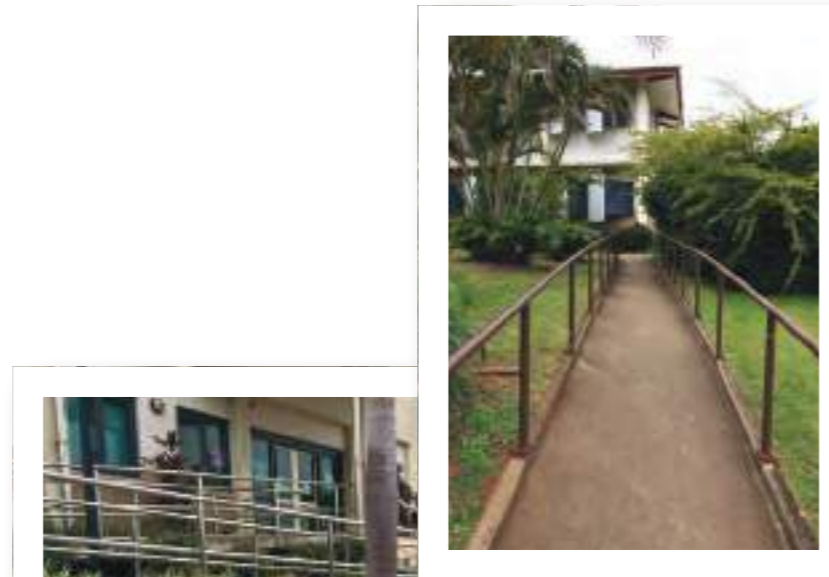
Issue: State Government office frontage has not been updated in some time.

Opportunity: Negotiate with relevant State Agency to enhance their frontage, especially at the street edge.



Opportunity: Current universal access to the Police Station consumes the entire frontage of the building and is extremely cumbersome and unattractive. The adjoining property is State-owned with an access ramp that ends level with the entrance to the police station.

Recommendation: Negotiate with the relevant State agency to provide universal access to the police station via the adjoining ramp. Remove the existing ramp and create an attractive new entrance to the police station. This space also provides a public art opportunity to celebrate police service.



Issue: Excessive, unattractive hardspace with an 'out of place' phone box

Recommendations: (subject to final scope of the Yeppoon Foreshore and Town Centre Master Plan)

- Determine the need for this and other phone boxes in the Yeppoon Town Centre in consultation with Telstra. Remove if possible.
- Alternatively, relocate as part of the Yeppoon Foreshore and Town Centre Revitalisation Project.
- Landscape median.
- Determine Telstra's interest in making box available as a public art project (examples included).



Phone Box, Anzac Parade and John Street



D. NEW OPPORTUNITIES

Opportunities for creating significant place impact that have not yet been acted on

1. Public Realm Amenities and Activation

This section discusses a range of placemaking opportunities. Multiple examples are provided to illustrate how these opportunities might be delivered.

Landscaping

Opportunity: Landscaping is an essential element of any pedestrian focused environment. Well executed, it can do more than anything else to create a sense of place. It is also ever changing, especially when using plants with permanent or seasonal colour. Landscaping provides shade, aesthetics, colour and multiple sources of interest and engagement. It can be used to define and separate spaces, to direct pedestrians, to slow down traffic, to hide the ugly, to accentuate buildings, to reduce temperatures in high pedestrian traffic areas, to frame views, and to surprise and delight. Trees in particular can be employed as a platform for a wide array of ephemeral treatments, from lighting to yarn. The values of well executed landscaping are considerable.

Recommendations:

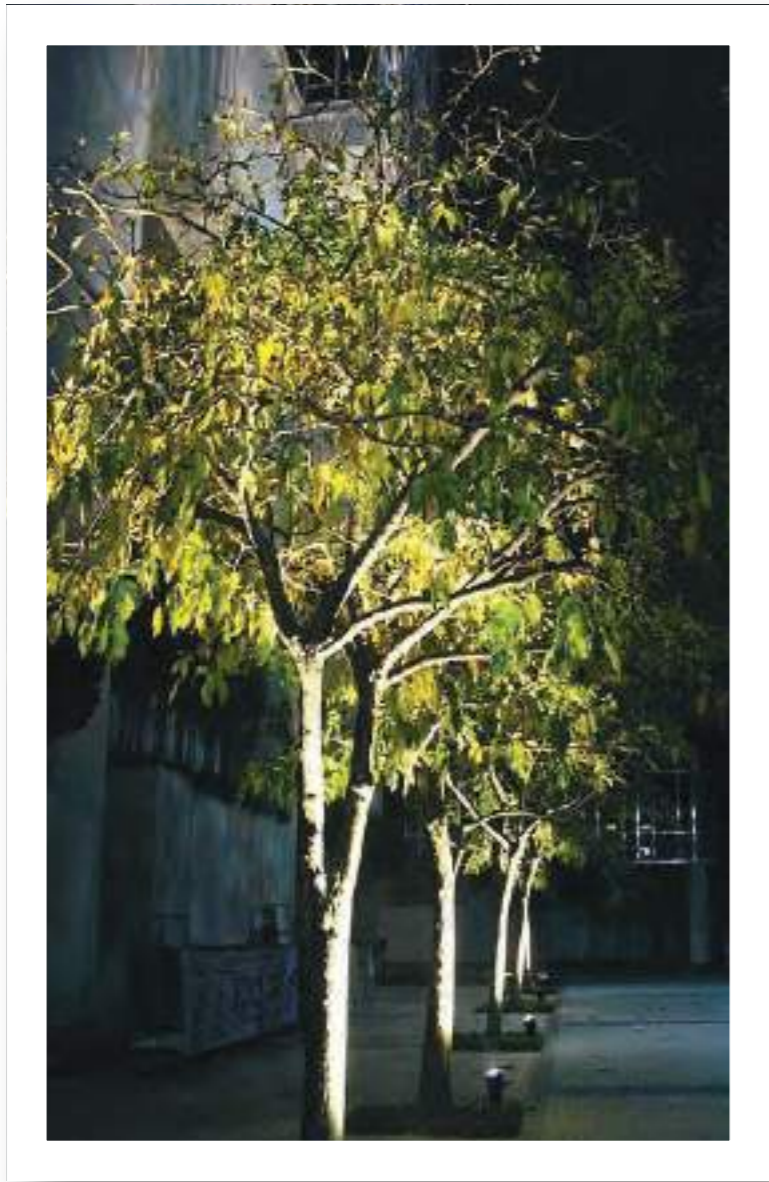
- a) Develop Streetscape master plans for all street environments within the Yeppoon Town Centre precinct in accordance with the recommendation contained in Section VIII.B.A. Landscaping should be employed to enhance the separation between pedestrians and the roadway, to provide shade to the maximum extent possible, to soften excess hardscape areas, to replace areas of un-trafficked hardscape, to vegetate medians, to screen ugly elements, and to accentuate the built environment.
- b) Employ local native species that can tolerate local weather conditions and the extra constraints of an urban environment.
- c) Provide adequate funding for design, installation, establishment and maintenance, with a view to achieving gradual implementation over a period of ten years.



Streetscape examples illustrating separation of pedestrian and vehicle zones



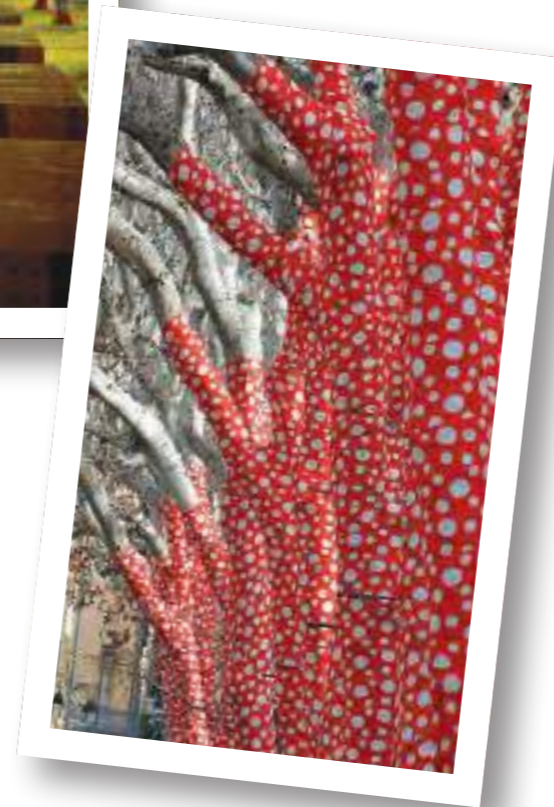
Examples of potential street trees



Target night time lighting effects



Ephemeral art treatments



Ephemeral light treatments

Shade and Climate

Opportunities: Weather can't be controlled, but it can be mitigated. Landscaping provides very effective screening and shade and there are multiple manufactured options for shade structures (including awnings and umbrellas). Misting is increasingly used in areas where heat is an issue. Yeppoon is fortunate in that the ocean tends to maintain temperatures at a comfortable level for most of the year, but for retail to meet economic imperatives, it needs to be able to trade as close to 365 days a year as it can. Therefore, it is important to manage those days when temperatures become uncomfortable (whether hot or cold). Wind can also be a significant factor on the coast.

Recommendations:

- Utilise landscaping to provide shade and screen wind.
- Install artificial shade structures to supplement green shade wherever appropriate.
- Encourage building owners to provide shade to supplement that provided by Council.
- Encourage cafes and similar businesses to use misters and heaters to address climate control issues.



Examples of effective shade structures, natural shade and misters

Interactive Art in Excess Hardspace Areas

Opportunities: Yeppoon is a family-orientated environment. The more that is done to engage all ages, the more attractive the Town Centre becomes to visit more often and stay longer. There are multiple spaces in the Town Centre that need to be activated to better support pedestrian activity and socialisation. Intersection bump-outs and other areas of excess hardscape are particularly important. A reconfigured Beaman Park also provides opportunities.

Recommendations: Identify and prioritise sites for activation and invite artists, space activation experts and game designers to propose creative, engaging, and durable pieces to realise the opportunities identified on this and the following page and throughout this report. Identification of sites should occur in concurrence with considerations for other activation installations, such as increased landscaping, shade and outdoor furniture.





Activation of Open Space through Interactive Public Art

Opportunities: The only significant areas of open space in the Yeppoon Town Centre are the Foreshore, Beaman Park and the Adelaide Street Park. The medians are wide enough in some areas to accommodate active spaces, not so much on James, but certainly on Queen, John and the north-south streets.

The Foreshore is currently being planned for redevelopment and it is anticipated that Beaman Park will be partially redeveloped in the near future. The changes generated by these projects will provide new placemaking opportunities: and they certainly don't preclude application of the ideas and options depicted in the following images.

By taking advantage of its outstanding views and slope, Adelaide Street Park could become a significant additional Town Centre amenity anchoring the north end of the Foreshore.

Recommendations:

- a) Identify opportunities to activate open space areas frequently.
- b) Encourage the Yeppoon Town Centre business community, accommodation providers and interested community members to contribute to activation goals. For example, the ribbon tree concept depicted on the following page could easily be applied to the fig trees at Mill Gallery.
- c) Seek funding to support utilisation of the extensive slope in Adelaide Street Park for a signature slide installation. Alternatively, activate with temporary slides.



Ephemeral Space Activation

Opportunities: Places must remain interesting to maintain and grow their relevance over the long term. This takes effort. Even successful places decline if not continually nurtured. While it is important to establish a solid foundation of permanent placemaking features, it is equally important to ensure that enough new things are happening that people remain eager to engage. One of the most effective means for achieving continued interest and building a positive place-reputation is to undertake temporary initiatives. The the images on this and following pages depict representative examples of initiatives undertaken in other communities.

Recommendations:

- a) Inventory existing activities offered through Council and private parties.
- b) Determine the appetite for expanding the number of events and services provided and prioritise potential new activities according to likely support, available calendar dates, and impact.
- c) Introduce according to community capacity to manage and sustain, whether one-off or perennial events.
- d) Assess periodically to ensure activities are still supported by the community and effective in contributing to a sense of place.



Mobile library, movie screen, busking



Outdoor piano, exercise in the park, monumental scrabble





Outdoor games for limited spaces and all ages



Temporary shopfront art

Sand sculpting competitions



Free Standing Sculpture Sites

Opportunities: Nothing says place so much as a quality public art collection. All great communities contain public art that engages, challenges, surprises and serves as a marker for people's identification with a locality. Besides capturing and creating a community's culture, public art is also a significant economic driver with numerous studies having demonstrated this benefit. With today's social media, public art has taken on an even greater role in this respect, with images of people interacting with art having evolved as a pervasive social meme. Public art creates brand, identity and community pride.

Recommendations:

- a) Utilise the Public Art Strategy to guide expansion of the community's public art collection.
- b) Identify and protect prominent sites where public art will be most impactful.
- c) Encourage local artists to contribute ideas for art installations – permanent and ephemeral.
- d) Identify locations and art forms that vary in cost and ease of implementation.
- e) Identify funding sources to support public art, including philanthropic, and State and Federal grant programmes.
- f) Encourage local philanthropic support to facilitate art installations.
- g) Encourage local property owners to consider installing art that will be visible and accessible to the general public.
- h) Invite submissions for the creation of art as frequently as possible to promote ongoing engagement by the local arts community.



Pop-Ups

Opportunity: Pop-up cafes, stores, and information centres are an increasingly common site around the world. They serve multiple purposes, including activating difficult or unusual spaces, providing services during above average activity times (festivals, markets, major events), providing services closer to active spaces, providing goods and services not currently available and providing the element of surprise that people look for in the places they frequent. Pop-ups sometimes attract criticism because they can compete with brick and mortar stores, so their use needs to be measured against broader economic development goals.

Recommendation: Consider utilising multi-purpose pop up facilities to ensure optimal provision of goods and services to the community as and when appropriate.





Lookouts and Feature Sites

Opportunities: Some lookouts and view sites have been improved to facilitate public use but many have not and so offer opportunities for photos and reflection that can increase the region's attractions and enhance the individual visitor's experience. Social media posts of these sites can be a very valuable asset, providing significant free branding and marketing for the region. Usually the view is enough on its own merits, but adding quirky interactive elements can greatly enhance the experience for some users.

Opportunity: The Sunshine Coast has the Glasshouse Mountains. The Livingstone Shire Council region includes a similar collection of volcanic plugs that provide incredible vistas to motorists driving Yeppoon Road. Central Qld skies only accentuate the quality of these views. Yet there is currently nowhere to pull off the road to appreciate the view.

Recommendation: This is low hanging fruit that could be delivered via an application to the lookout grants fund (the same that provided funding for the Wreck Point lookout).

Akubra Downs, Yeppoon Road



View from Adelaide Street Park (above Bluff)



Opportunity: Views from Adelaide Street Park are exceptional and some of the best on the coast. Adds considerably to the visitor experience and constitutes a great site for locals and visitors to picnic/reflect.

Recommendations:

- a) Apply for development of viewpoints through lookout grants fund.
- b) Consider sites for installation of interactive view art (see example above).
- c) Provide additional park facilities to encourage greater park use.

Opportunity: Different viewpoint from that provided by Adelaide Street Park, with excellent views over Yeppoon to the west. Area indicated with red outline.

Recommendation: Apply for development of viewpoint through lookout grants fund.



Cliff and Hill Streets road reserve



2. Public Realm Facilities

Lighting (also see Section VIII. H)

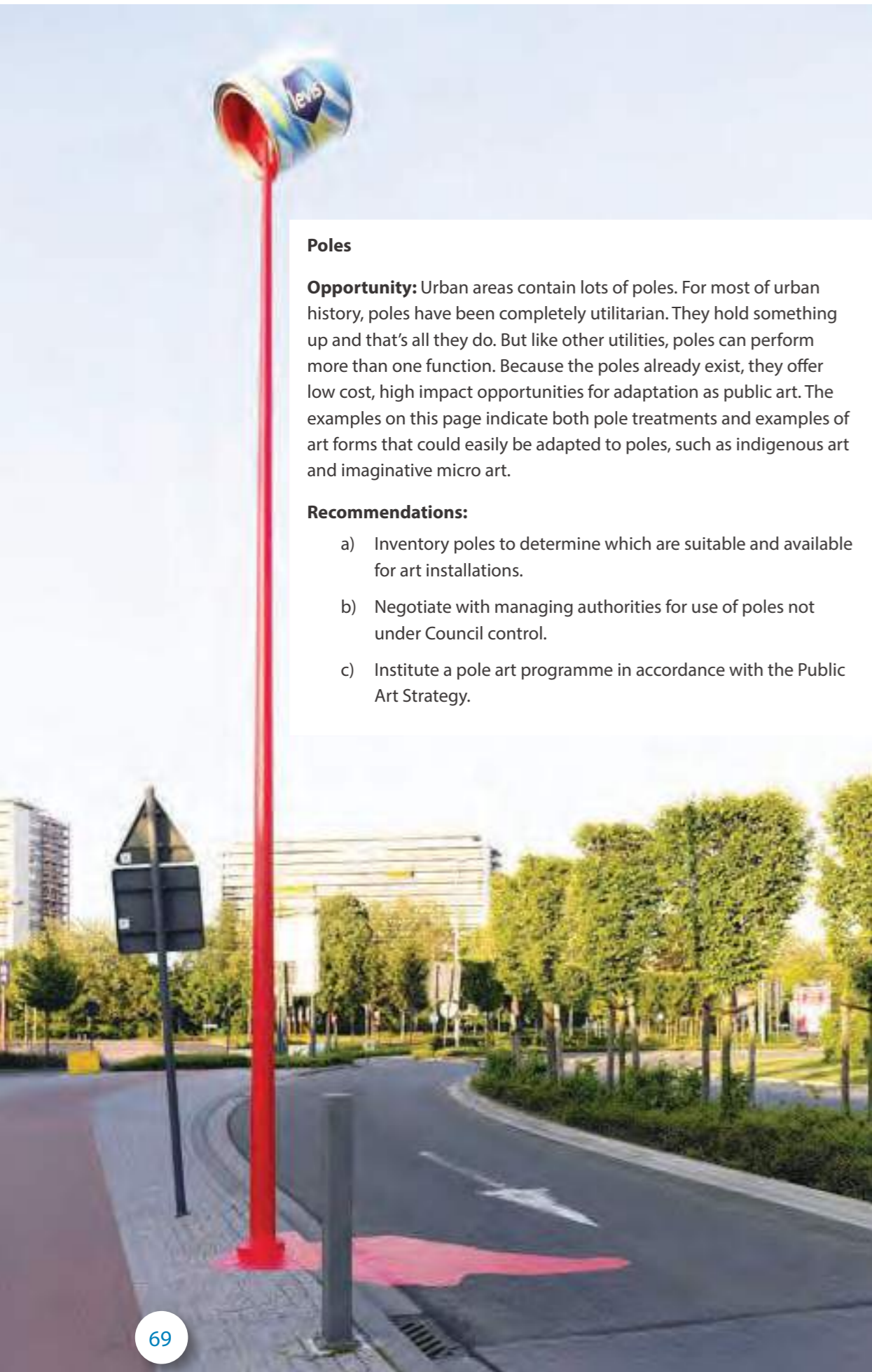
Opportunities: Lighting is essential for enabling night time activity, but does it have to be solely utilitarian, does it have to be orientated to vehicles rather than people, does it have to be ugly? All communities proactively shaping their future have recognised that the answer to these questions is a resounding NO. Like street furniture, bike racks and everything else in the public realm, lighting provides massive placemaking opportunities. In fact, lighting, both in its physical form and through illumination can do more to shape the sense of a place at night than anything else. It can be art, it can create art out of the mundane, it makes unsafe places secure and attractive, it can be permanent or ephemeral, it can be the primary draw for visitors, it can extend the value of daytime features, and it can achieve all of this cheaper than many other alternatives.

Recommendations:

- a) Undertake a comprehensive review of existing lighting performance to identify locations and priorities for improvement. Note public and private responsibilities.
- b) Identify preferred illumination standards, fixtures (with variations to accommodate different precincts).
- c) Optimise performance through use of smart technology and energy efficient fixtures.
- d) Employ multi-purpose poles with WI-FI, way-finding, artwork.
- e) Identify opportunity sites for use of projection lighting.
- f) Identify locations for use of accent lighting (to feature art, landscaping and character buildings).
- g) Identify opportunities for enhancing public space such as laneways, back of shop spaces, courtyards with catenary or other mood lighting.
- h) Encourage private owners to upgrade lighting where this affects the quality of the public realm, such as awning lighting, parking areas, shopfronts and signage.
- i) Identify maintenance requirements and budget accordingly.





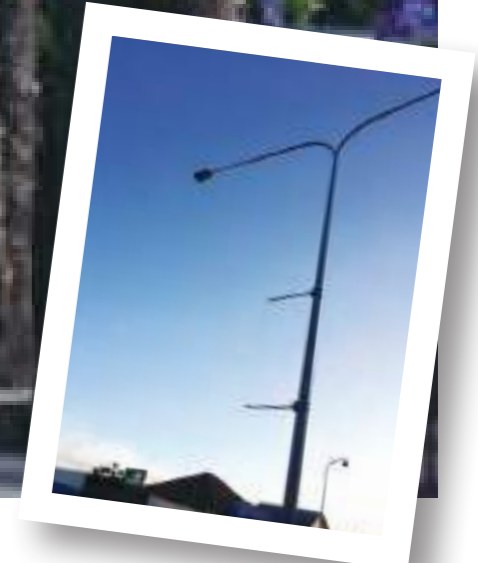


Poles

Opportunity: Urban areas contain lots of poles. For most of urban history, poles have been completely utilitarian. They hold something up and that's all they do. But like other utilities, poles can perform more than one function. Because the poles already exist, they offer low cost, high impact opportunities for adaptation as public art. The examples on this page indicate both pole treatments and examples of art forms that could easily be adapted to poles, such as indigenous art and imaginative micro art.

Recommendations:

- a) Inventory poles to determine which are suitable and available for art installations.
- b) Negotiate with managing authorities for use of poles not under Council control.
- c) Institute a pole art programme in accordance with the Public Art Strategy.



Opportunity: Banner Poles. These provide an excellent vehicle for temporary art and colour that adds life to the district. They are currently not used as much as they could be due to the cost of installation and take-down.

Recommendations:

Replace existing poles with contemporary pedestrian-orientated fixtures that incorporate smart lighting technology and employ best practice technology for facilitating easy, low cost change-out of banners. Replacement of poles should occur in accordance with streetscape master plan priority map. Pole design should either continue or complement fixtures employed in the Yeppoon Foreshore and Town Centre Master Plan area.

Consider providing opportunities to potential sign sponsors for limited integrated advertising to cover costs of installation and take-down, or for pole replacement. Will need to determine conditions for use and area of advertising display.



Signage

Opportunities:

Traffic and Civic Signage: Most existing public signage in the Town Centre is required to address safety, traffic and other standards. Some signs are too dominant for the purpose they serve, some are unnecessary, some are repeated too frequently, some are ineffective or confusing and some are optional (skateboard signs). Several of these instances have been addressed previously in this report.

There are several examples on the next two pages that illustrate how signs might be converted for dual purpose, achieving their stated intent while enhancing aesthetics and injecting humour and therein enriching the human experience.

Gateway, Way-finding, Directional, Informational Signage:

Existing signs are generally lacking, being largely limited to street signs. There are no gateway signs or indicators of key attractions, no signage (digital or otherwise) that can provide general information to pedestrians or advice on upcoming events and dates of note, and very little in the way of interpretative signs that celebrate the community and tell its stories. Locals know what's where, but not so much visitors to the community.

Whimsical: There are signs whose primary intent is humour and contributing to placemaking objectives. Humorous signs provide a high placemaking return on investment. They work best when they are changed frequently. Crocodiles, chip eating seagulls, magpies, flying foxes and stupid human behaviour constitute just a few of what are multiple local source materials for humorous signs.

Private Signage: Private signage is regulated for size, placement and nuisance. It is not managed for design quality and delivery, creativity, effectiveness, content, illumination, prominence, artistic quality, and placemaking. Private signage is the primary form of interactive signage in the Town Centre and any commercial district. While it is important to not dictate any of these design characteristics, the business community does have some responsibility for advancing the general interests of the community, if for no other reason than their own economic interests. Private sign quality is a very important placemaking influence and to the degree possible, the business community should be encouraged to do whatever it can to improve the design quality of their messaging.

Recommendations:

- Review civic sign inventory to address the issues identified above. Identify signs that might be consolidated, modified or replaced to incorporate humour, as well as locations for installation of new dual purpose signs.
- Develop a consistent way-finding, directional and informational sign palette for the Capricorn Coast. Install at appropriate locations according to priority impact.
- Develop an app that provides additional information on the history and attractions of different coastal precincts, beginning with Yeppoon. Incorporate engaging stories, including indigenous culture and elements of local mythology.
- Install gateway signs at the Farnborough/Anzac roundabout, the James and Park roundabout, and at an appropriate location on Appleton Drive. The best location for the Appleton site may be created by Foreshore improvements that provide access to Barry Street and the new Foreshore pool. Alternative locations are at the new intersection with Vaughn Street and the roundabout at the Information Centre.
- Consider installation of gateway signs at other key community entry points along Yeppoon-Rockhampton Road and at the Iwasaki roundabout.
- Invite community submissions for the creation of humorous sign content. Identify appropriate locations.
- Develop guidelines for private signage, addressing signs on awning fronts, suspended signs (illuminated and plain), free standing footpath signage, signs above the awning, shared signage, wall signage, and storefront signage. Discuss with property owners the benefits of quality/creative signage and encourage voluntary signage upgrade

Gateway



Directional



Locality



Private



Humorous



Shopfront



Stairs

Opportunity: There aren't many sets of stairs in the Town Centre but the few that exist still provide an opportunity for artistic treatment.

Recommendation: Identify stairs that could be converted into art opportunities. Negotiate with property owners if privately owned. Consider opportunities for incorporating artistic elements in stairs required in future developments.



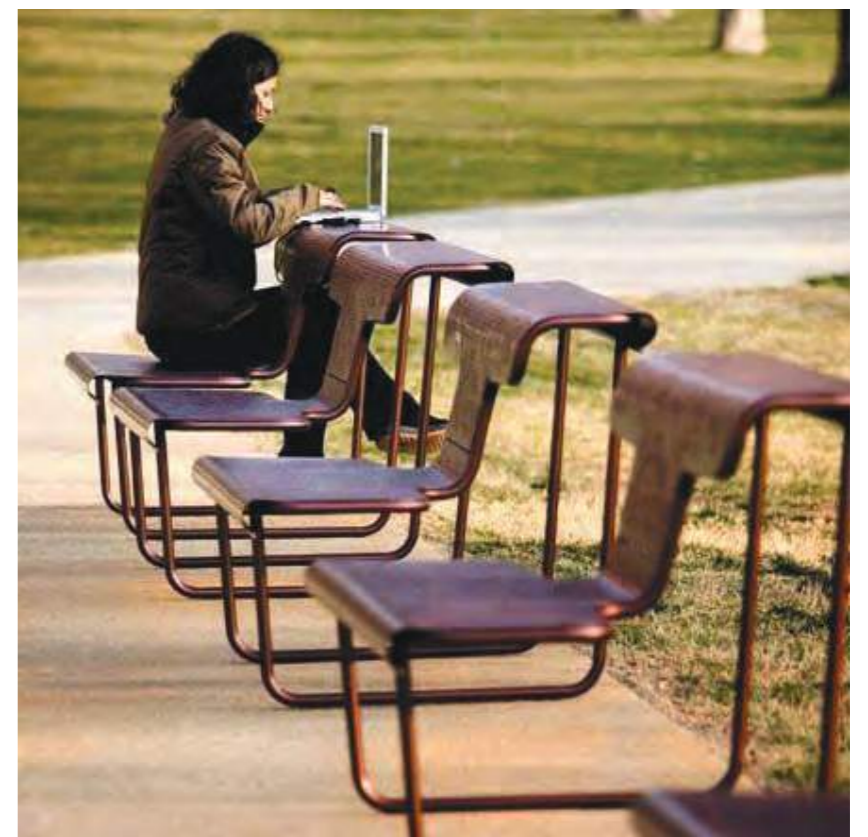
Street Furniture

Opportunities: The quality, durability, and placement of street furniture has a considerable impact on how people assess the attractiveness of a space. Street furniture elements include seating, tables, water fountains, rubbish bins, bike parking, planters, and bollards. Seating is probably the most important element of street furniture, so must be comfortable as well as attractive.

Recommendations:

- a) Develop street furniture options as a component of the Public Realm Guidelines. Carefully consider placement to correspond with predictable human behaviour regarding preferred pathways and socialisation spaces.
- b) Engage local wood workers to design unique furniture pieces.
- c) Integrate public art into furniture to the degree possible to add interest and deter vandalism.





Outdoor Dining Furniture

Opportunity: Diversity in private outdoor dining facilities and associated amenities adds to the uniqueness of a place

Recommendation: Encourage owners to be creative in their design of outdoor furniture, umbrellas and other customer amenities.



Bicycle Parking

Opportunities: Cycling is growing in popularity. The extended and improved Foreshore environment and the option to connect the rail line bike path to the beach and perhaps further down the coast will grow demand for bike parking. Over the last decade or so, many cities have realised that safe and pleasant cycling options are necessary components for supporting economic growth and quality of life. In response to increased cycling activity cities have also realised that bike parking doesn't need to be just utilitarian: it can be integrated with art and when not used for bikes can provide play opportunities for children. Multi-purposing public facilities is the way of the future.

Recommendations:

- Identify sites for placement of bike parking.
- Incorporate placement into streetscape master plans.
- Invite artists to develop bike parking designs.
- Secure funding for implementation.



Public Facilities and Utilities

Opportunity: Most public utilities are not attractive and generally detract from a community's aesthetics. They can be hidden or they can be viewed as opportunities rather than blighting urban necessities.

Recommendation: Consider opportunities for enhancing the appearance of public utilities and facilities by application of public art.

Utility Boxes

Opportunity: Utility boxes are an essential part of the urban environment but are prominent and ugly. They do however provide a platform for public art that can completely transform public perception of their presence.

Recommendation: Cover with vinyl or painted art as a continuation of the current programme.



Utility Covers

Opportunity: Utility Covers can be manufactured as public art, celebrating the history of the community, relaying a community message (pollution impacts), creating identity, or providing an opportunity for simple art/whimsy. Existing covers can also be adapted via artistic virtuosity into major public art pieces. Because people are not used to seeing public facilities treated as such, the surprise and positive response factor is high. Designs can still incorporate necessary symbols/ lettering designating their primary function, if needed.

Recommendations:

- a) Develop designs for new utility inspection covers and issue expressions of interest to manufacture.
- b) Engage artists to develop creative responses to existing utility inspection covers in pavement.



Above Existing; Below Recommended treatments



Pipes

Opportunity: Otherwise part of the background urban fabric and not noticed by most people because of their ubiquity, pipes and similar elements can provide a unique canvas for creative art interpretations that do much to promote a sense of place.

Recommendations:

- a) Provide as art opportunities if Council controlled.
- b) Encourage property owners to facilitate artistic adaptation if privately controlled.



Opportunity: Bus Station. Functional but non-engaging.

Recommendation: Invite artists to present ideas for installation of public art on shelter walls.



Opportunity: Public Toilet. Meets the bare minimum but not exactly inviting.

Recommendation: Offer to local artists as public art opportunity.



Opportunity: Public Toilet. This building in Beaman Park has a unique character that should be preserved.

Recommendation: Enhance by repainting, improved signage and use of architectural lighting to improve safety perceptions. Install changing coloured interior lights to accent the glass block and convert the building into a feature



Opportunity: Normanby Street median ramp. Functional but stark.

Recommendations: Enhance with additional peripheral landscaping and offer blank walls for artwork. Paint green rails black. Alternatively, reconstruct ramp with more artistic, contemporary flair.



Opportunity: RSL Property Frontage. Rather stark, bland space, further blighted by placement of rubbish bins and signage.

Recommendations:

- a) Confer with RSL to elicit support for enhancing landscaping in accordance with the planting palette in the Public Realm Guidelines to promote a more tropical coastal atmosphere.
- b) Consolidate signage – reduce the size of the parking sign, remove the skateboarding sign and address in accordance with recommendations contained in the Signage section above.
- c) Determine possibility for rubbish collection from Hill Street (use of dumpster?)

3. Building and Private Space

Walls

Opportunity: The following images are representative of walls in the Yeppoon Town Centre that could be utilised as placemaking spaces via the application of murals, 3 dimensional treatments, architectural lighting, greenery or some combination thereof. Since all of these walls are privately controlled, some or all may not be available for treatment, but there are numerous other opportunity sites. Artistic treatment of blank walls adds a lot to the urban environment for locals and visitors alike. As the community's collection of such features increases, so does the community's reputation as a community that is progressive, place-minded and somewhere that people seek to live in or visit frequently. Yeppoon and the Capricorn Coast have enormous natural beauty. The evolution of an engaging, surprising, complementary urban environment completes the creation of the perfect place. The entire wall does not need to be treated to be effective; clever subtlety can be just as impactful as is illustrated in the Public Art Strategy.

Recommendations:

- Identify property owners willing to treat their own walls or to make their walls available as public art canvases, green walls or similar placemaking opportunities
- Develop a programme (Wow Walls?) to engage community artists, to be co-ordinated by Council in consultation with the Urban Art Panel.
- Identify a dedicated funding source to ensure delivery of Wow Walls programme.
- Seek philanthropic support for programme delivery.



Health Centre, Arthur Street, north of Railyard site



Surf Lifesaving Club, Foreshore



West wall of Spinnakers, Anzac Parade



South side of Salt, Anzac Parade



South East corner of Queen and Hill Streets



North face of Lure, Anzac Parade



Betta Store, Findlay Lane



Behind surf shop/Flour, Hill Street



Anzac Parade, north of Lure



Pacific Hotel, James Street



Laneways and 'back of shop spaces'

Opportunities: The emergence of Melbourne as the world's most liveable city is due in no small part to its creative use of laneways. These have now become Melbourne's signature and everyone is drawn to them, including international and interstate visitors. They provide an enormous boost to the Melbourne economy in addition to their cultural contribution. Once the repository for rubbish bins and winos, these spaces offer precisely the kind of environment that humans love. They are confined (thereby providing a sense of security); they are sheltered from wind and weather (with minor adjustments); they can evolve easily, they provide a canvas for creatives and they constitute perfect people watching space.

Yeppoon is fortunate to have several laneways and intra-building connections that can provide a platform for what has proven so successful in Melbourne and many other parts of the world. There is also the prospect for creating more, with some inspired collaboration between relevant property owners. The areas at the backs of many shops provide similar qualities and opportunities. Many of the treatments that can be applied to laneways apply equally as well to these spaces. But these back of shop spaces deliver an additional dimension in that they offer a more expanded space suitable for development as the kind of courtyard/backyard that many aspire to but can't afford; a very comfortable, sheltered, sophisticated and 'distinctively Yeppoon' place for relaxing with friends and loved ones.

Most of the spaces available for adaptation are shared by multiple property owners which could make it difficult to make some opportunity sites a reality. Nevertheless, the options should be retained in the event that future circumstances evolve favourably.

Recommendations:

- Determine, through negotiations with relevant property owners, which laneways and back of shop spaces are suitable for adaptation as outdoor retail socialisation spaces. While back of shop spaces will work for individual owners, collaborative design and use of space will reap greater rewards.
- Assist co-operating owners in space design.
- Review outdoor dining codes to ensure establishment of outdoor facilities is as easy as possible. Develop guidelines for prospective developers.
- Identify alternatives for rubbish storage and collection, parking, delivery and access necessary for accommodating back of shop conversions without impacting primary pedestrian zones on street frontages. This may require consolidating or relocating access ways and timing of services.
- Further to d), assist property owners in the development of agreements necessary to facilitate the shared use of space and support services (security, cleaning, toilets and electricity).
- Review impact on, or constraints imposed by essential infrastructure and easements.

- Identify ingress and egress needs and preferences, as well as connectivity to streets and shops, with due consideration of safety requirements.
- Provide safe and interesting connections to the street if not employing laneways or shop ingress.
- Review impact on existing parking and determine where this can be relocated (new parking structure).
- Encourage owners to remove unnecessary or unsightly outbuildings, or alternatively upgrade and repurpose to support courtyard activities.

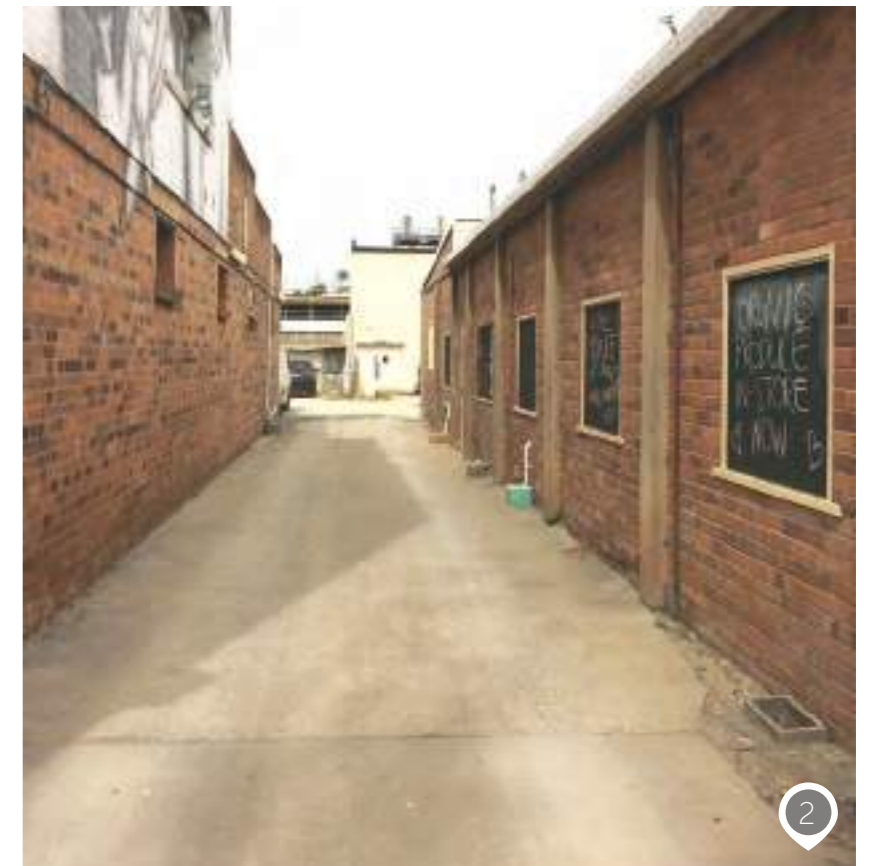
Laneway Treatment Options

- Laneway dining, coffee, wine.
- Enclosure and formalisation for patio dining (top example is from Townsville).
- Treatment with public art and extensive greenery .
- Feature lighting (catenary, projection, accent, neon and uplighting) to entice night visitation and create a relaxing, sheltered environment.

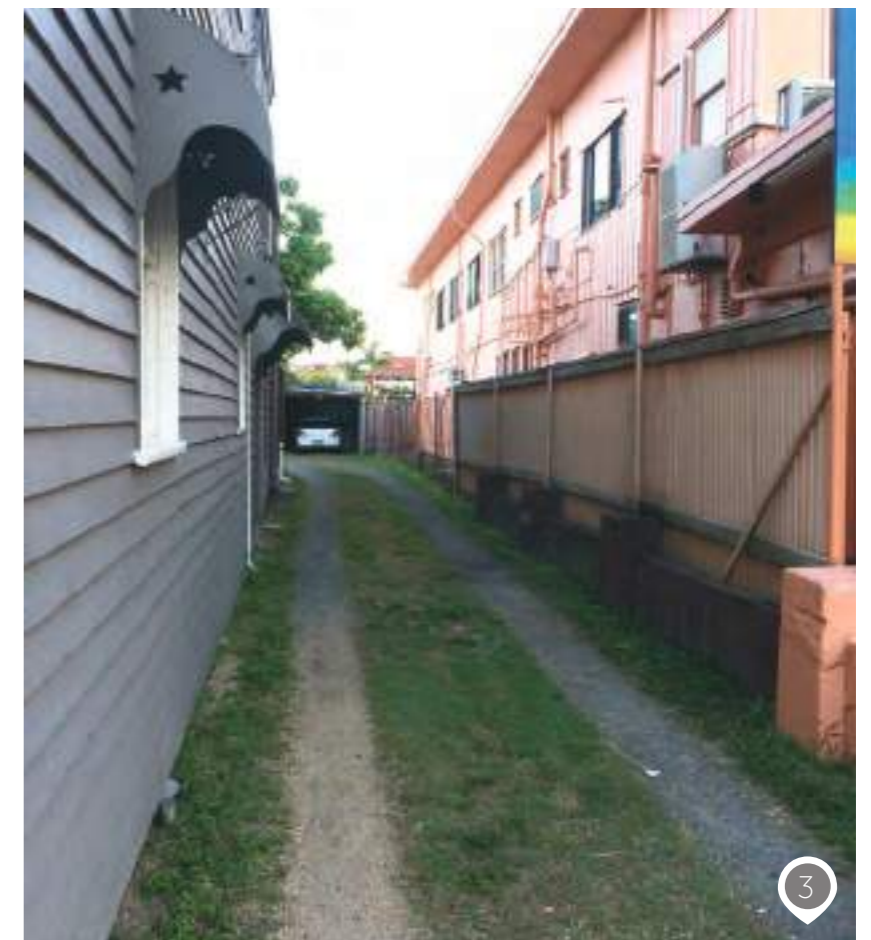
Courtyard Development Options

- Dining, coffee, wine, markets, function space.
- Construction of pergolas, shelters and other nook areas to accommodate greater privacy.
- Feature lighting, catenary lights, public art, green walls and special features.
- Sophisticated and comfortable socialisation space, centred on significant tropical landscaping (including signature shade trees).
- Children's play areas to support more informal socialisation space.

Yeppoon Laneways (representative examples)



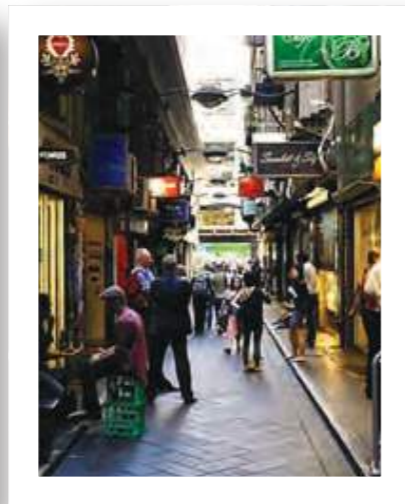
- Laneway access on James Street Adjacent to On Shore.
- Pie Alley, James Street
- Laneway between the Crooked Cubby and Pacific Hotel, James Street.



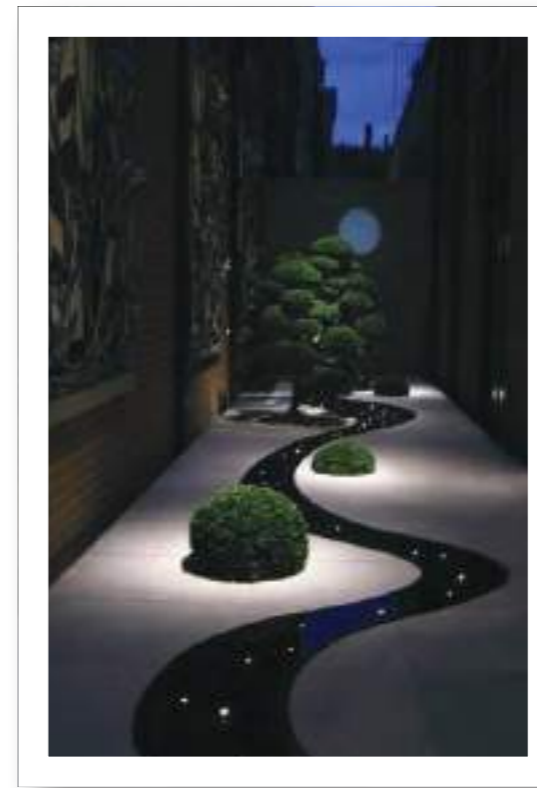
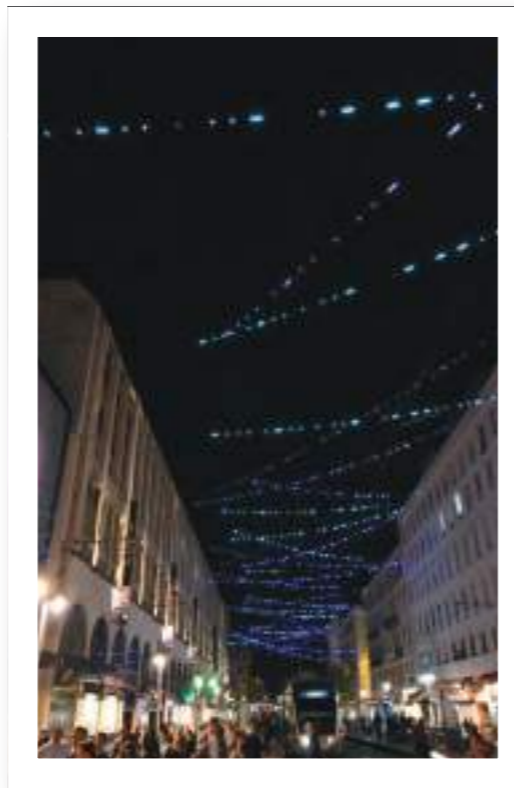
Laneway Development Examples



Enclosed laneway (Townsville)



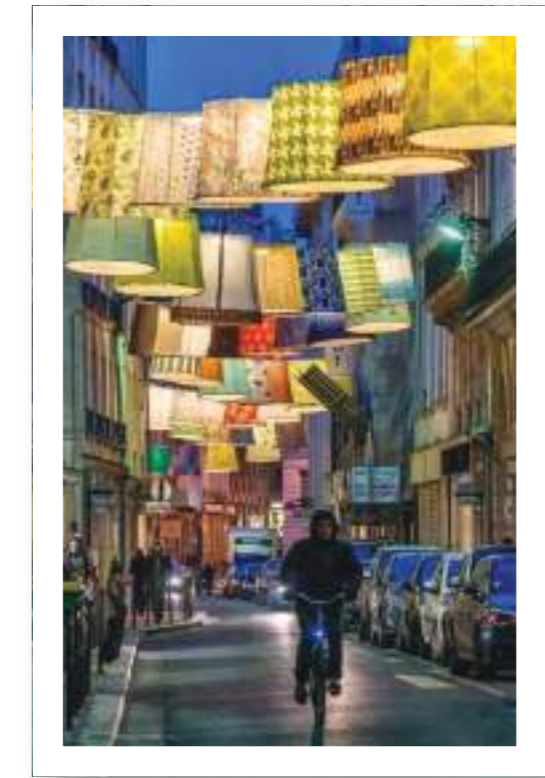
Activated Laneways (Melbourne)



Laneway and Courtyard Lighting Options



Laneway Public Art Options



Back of Shop Spaces

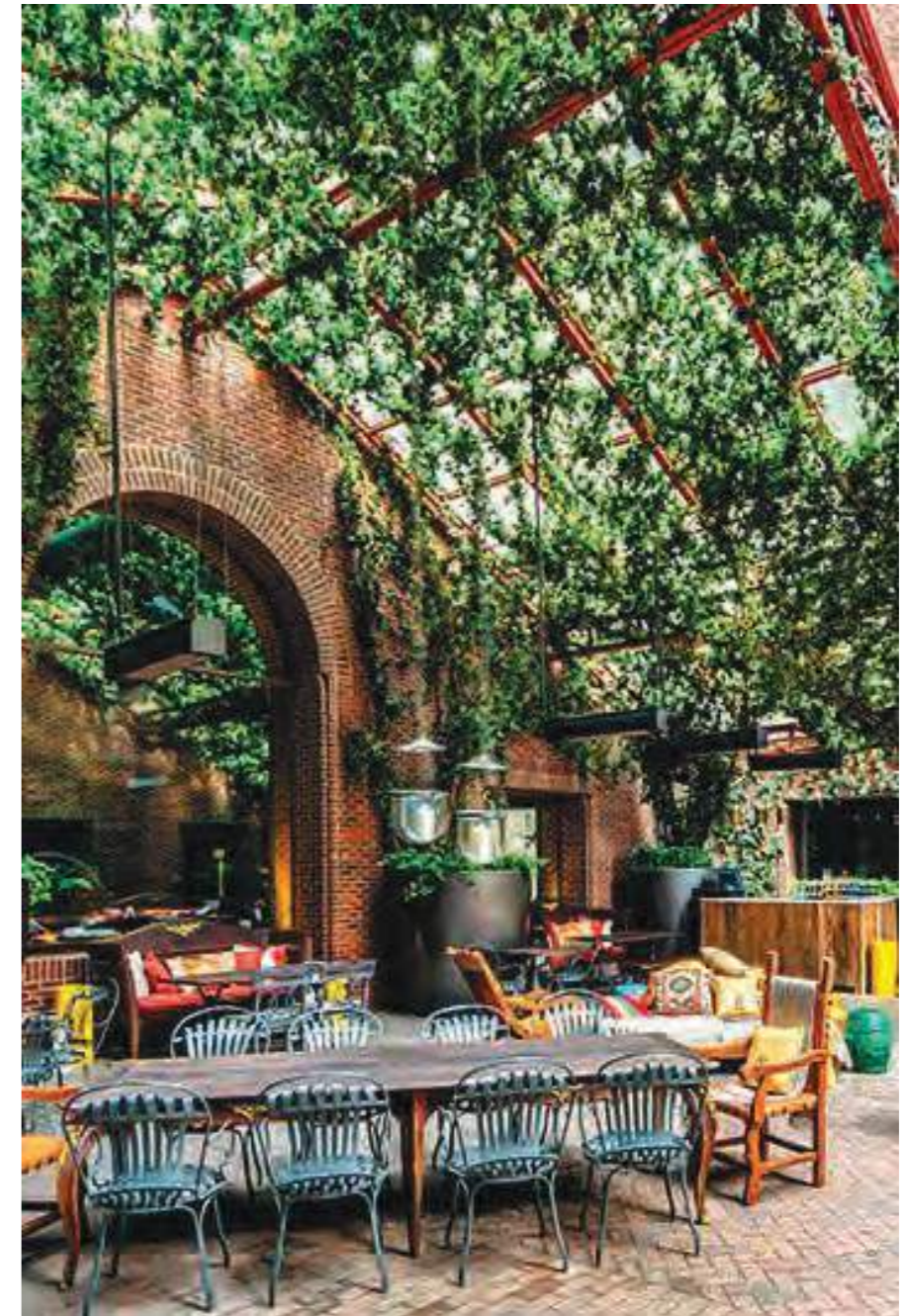


Figure 6. Back of Shop Placemaking Opportunity Sites



Back of Shop Opportunity Sites behind James Street shops (representative examples)

Back of Shop Examples





Doors and Painted Windows

Opportunity: Solid, plain doors, roller doors, and painted or unused windows are all potential art opportunity sites.

Recommendation: Seek consent of property owners. Encourage owners to facilitate treatment or arrange for work to be undertaken through Council auspices upon commission by property owner (see recommended approach for walls).



Closed and Plain Storefronts

Opportunity: Closed storefronts create an impression of decline and neglect. While the market can't be controlled, there are ways to mitigate appearance issues created by this situation. These spaces constitute another art opportunity. Functional stores can also benefit enormously through the installation of creative window treatments, examples of which are provided on this page.

Recommendations:

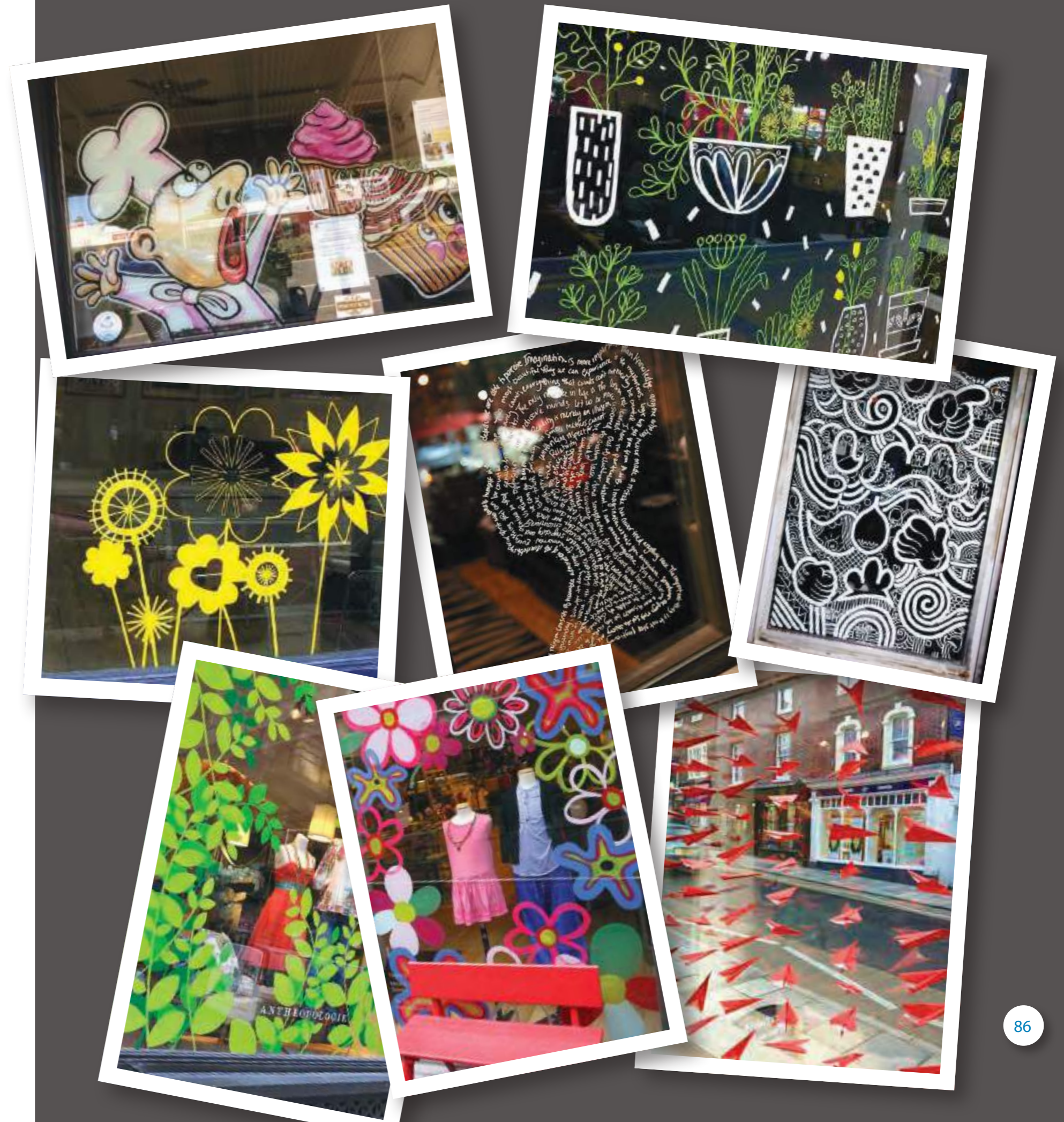
- Install temporary or permanent murals on roller doors with owner's consent or with their direction.
- Encourage owners to treat glass storefronts with artistic store advertising, temporary glass art or install art and/or other engaging elements in the interior.
- Encourage owners to consider temporary building uses to optimise perceptions of full occupancy in the precinct. Some owners may choose to provide their store as a temporary art studio, with the resident artist visible inside the shopfront and available to engage with interested passers-by. Another option is to install planters in front of the storefront.



Closed storefronts



Potential treatments



4. Pavement and Roads

Footpath Pavement Treatments

Opportunity: The necessity for quality pavement is inversely proportional to the amount of foot traffic the pavement carries along with the quality of the surrounding environment (green and built). The pavement in Times Square in New York is shocking, but is not an issue because of the number of people frequenting the area, and the attractions and distractions that keep people's attention above ground level. In communities endeavouring to establish place, pavement quality is more important because it is a prevailing component of people's perception of their space.

Significant areas of Normanby and James Street have been treated with pavers, indicating to pedestrians that the quality of space is important. However the space has not been completed. As the photos on this and the following page demonstrate and has been discussed elsewhere in this report, much of this area is overwhelmed by the hardscape, lessening the attraction and sense of comfort for pedestrians.

Recommendations:

- a) Continue existing brick paver treatments to new areas of James Street as funds permit. The need to do this can be mitigated by the provision of other public realm improvements such as added landscaping and public art.
- b) Consider opportunities for integration of public art into pavement treatments. See examples of permanent and temporary installations following.

Existing Conditions: Normanby Street



Pavement Treatment Examples

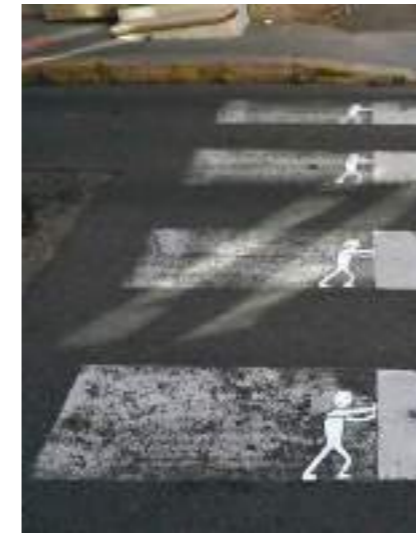




Street Crossings

Opportunities: Crossings tend to be taken for granted because they are essential infrastructure and their presentation hasn't really changed since their introduction. The white lines are a signal to both motorists and pedestrians to be alert to each other. But as some other communities have demonstrated (see examples this page) this same outcome can be achieved in a much more engaging and effective way.

Recommendation: Offer new crossings to artists for development of concepts that meet Austroad standards but which incorporate artistic elements. Provide existing crossings for artistic retreatment according to funding.



Roads and Medians

Opportunities: The extremely wide roads that constitute most of the Town Centre road network may be viewed as a blessing and a curse. Wide roads unfortunately do not engender the most comfortable urban form for pedestrians. People naturally perceive the other side of the road as more distant and painful to reach (in relative terms) and the sense of scale for pedestrians within wide roads is disproportionate because most buildings are only 1-2 storey. To enable roads that are this wide to work most effectively for people, they require adjoining building heights of at least 6 storeys. Wide roads encourage faster vehicle speeds, which also inhibits the pedestrian's sense of comfort and safety.

On the positive side, width does provide opportunities in terms of capacity for increased landscaping and generous easements for pedestrians and cyclists. Council has done a good job mitigating some negative effects through the use of medians, centre parking, bump-outs at intersections and crossings, raised crossings, and landscaping, but hasn't been able to address all that needs to be addressed. Intensive landscaping can be very effective in mitigating problems with scale caused by wide rights-of-way, by reducing maintenance (zero mowing), enhancing microclimate effects, slowing traffic (particularly with tall and over-branching trees), and improving community amenity and property values. More can be done though.

Recommendations:

- Develop a programme to gradually replace lawn areas and excess hardscape with intensive landscaping in accordance with the recommendations stated elsewhere in this report.
- Identify where centre parking is appropriate and merge with landscaping.
- Install uplighting and other accent lighting as appropriate to highlight landscaping.
- Identify appropriate locations for additional crossings at intersections and mid-block, considering relevant safety standards.
- Convert street lighting to pedestrian level lighting in key pedestrian zones (Anzac Pde, James from Anzac to Arthur, east end of Queen, and the central section of Hill in the Town Centre).
- Pursue recommendations regarding treatment of medians and verges contained in other sections of this report.



Looking south on Arthur from James Street



Hill Street, looking north from Queen



Looking north from James along Mary Street



If we use palm trees, use enough to make a difference

State Directional Signs

Opportunity: State directional signs are essential but desperately need a design overhaul. Unfortunately, this appears unlikely to occur within the short term. The brown signs are not conducive to illustrating tourist sites and they don't contribute to the identity of the Town Centre.

Recommendation: Discuss with State authorities and encourage review of their sign policies to accord with contemporary needs and to better reflect Queensland's tropical image.



Dead Road Spaces

Opportunity: There are numerous sections of pavement that don't carry traffic or aren't used for parking. These spaces are non-place contributing, if not anti-place contributing because of their unattractiveness.



Recommendation: Redevelop as bike parking (motorised or pedestrian), replace with landscaping (option for significant shade tree), use alternative paint patterns in accordance with the proposed crossing treatments, or provide as public art opportunities (see illustrative photos below).



5. Specific Locality Treatments

Opportunity: Normanby Street Frontage (west of Town Hall). This site is being considered for redevelopment as a Central Queensland University facility with ancillary development.

Recommendation: Create a well designed connection along the street frontage between Town Hall and Mill Gallery. Ensure that configuration of this space supports activity emanating from all buildings in this precinct. This should be one of the premiere public realm spaces in the Town Centre. Achieving this goal may require resumption of part of the street right-of-way to develop a wider public realm.

Opportunity: Mill Gallery Frontage. Assuming redevelopment of the adjoining Council owned property, the frontage of the gallery provides opportunities for better space utilisation to take advantage of the building and signature fig trees.

Recommendations:

- a) Reconfigure the space outside the gallery for an outdoor café and/or function space to support the gallery and proposed Central Queensland University facilities. The space should include a hardscape plaza accented by appropriate tropical plantings and lighting (uplighting, catenary or fairy lights) to highlight the fig trees. Note the example below that demonstrates the kind of open air dining opportunity that the trees might support (ignoring the construction signs).
- b) A signature art piece needs to be located in this outside area to assist in identifying the gallery and creating the space.
- c) This area of Normanby constitutes a significant opportunity to create a signature civic space linking the gallery with Town



Hall and Beaman Park. Temporarily closing off this section of Normanby would enable the development of an events plaza that can function as the community's town square. This creates an alternate to the Foreshore for the hosting of more formal events and provides a back-up option in the event of excessive wind conditions on the Foreshore. Larger events could encapsulate closure of part of Mary Street as well. This precinct would be a great site for an urban market, which would draw more energy into the Yeppoon Town Centre than the current market location in Merv Anderson Park.

- d) Consider treating the road surface with alternative materials (such as coloured concrete or stone) and removing curbs to assist in creating the plaza precinct.

- e) To support the preceding recommendations, review traffic flow, alignment options, and right-of-way requirements and consider trading the north lane with the grassed median or adjusting the right-of-way to create more pedestrian space in front of the gallery and less median.
- f) If this is not possible, heavily landscape the median (large trees) to provide more enclosure to the proposed gallery space and develop processes to facilitate easy road closures.

The Mill Gallery



Shade trees at the front of The Mill Gallery



Example of how Mill Gallery space might be reconfigured





Opportunity: Commercial properties on Normanby across from Mill Gallery.

Recommendation: Encourage owners to improve presentation of properties to the street, particularly landscaping. Ideally, this site should be redeveloped for mixed use, with commercial on the ground floor and residential above.



Opportunity: Public Realm, West James Street (Hill to Braithwaite). This is a particularly barren and uninviting section of road for pedestrians. While there are some attractive and popular businesses in this precinct, these are disconnected from the heart of the Town Centre to the East. For this area to be seen as part of Yeppoon Central, it must be connected by improving the pedestrian experience and changing the streetscape to establish a much stronger sense of a single district. The only notable visual relief on this stretch is provided by Council's streetscaping efforts at the intersection of James and Mary. Even this work, because of the width of the road, the use of extensive hardscaping on the corner bump-outs, and the use of low plant materials, is not sufficient to address the issues created by the width of the right-of-way, the absence of shade, and dearth of general landscaping and points of interest.

Recommendation: Dramatically increase landscaping along Street verges and median in accord with Public Realm Guidelines. Ensure future development is built to the property line. Install pedestrian lighting. Provide a major entry statement at the intersection of James and Braithwaite.



Placemaking through Redevelopment: Opportunity Sites

There are several pieces of public land within the study area that are not being optimally utilised. Several of these sites are already being considered by Strategic Growth and Development for development, but there are several others that may offer even greater potential for redevelopment and the delivery of dramatic placemaking outcomes. Two of these are outlined below. The Railyard site is also discussed.

Hill Street Redevelopment Site (Figure 7)

Commentary

The extent of road right-of-way on this short section of Hill far exceeds that required to carry a very low traffic volume, particularly because Hill T-junctions at John Street.

Ignoring the traffic function, the more obvious asset of this piece of land is its outstanding coastal views. This would be a premium property if developed for high quality residential purposes. It would substantially enhance the character of this precinct and create the impetus for similar development on nearby properties. Such a shift would add greatly to Yeppoon's image and its attractiveness for development and tourism.

John Street Redevelopment Site (Figure 8)

Commentary

This section of John Street includes an expansive area of excess right-of-way that is currently used largely for parking, with a green space at its western end. The location is well positioned for redevelopment as residential, being only two blocks from James Street (within walking distance of the shopping centre) and across the street from St. Ursula's and Council facilities (community centre and library). Residential market trends are moving towards small lot, secure, walkable, zero maintenance properties. This site could tick all these boxes if redeveloped as zero lot line townhouses or a similar product.

Recommendations:

- Resume the Hill Street right-of-way between John and Queen, leaving the west lane for dual direction access.
- Acquire the vacant lots east and west of Hill to incorporate into a larger redevelopment project. If possible, acquire the second house north of John on the west side of Hill, the three residences fronting Barry, and the commercial property at the SE corner of Queen and Hill.
- Facilitate redevelopment, either in-house, with a private partner, or by sale/lease to the private sector. Redevelop as primarily medium/high density residential according to market demand, with emphasis on quality design and maximising view opportunities.
- Develop the frontage to Barry and Queen (east of Hill) as commercial, or live/work provided market demand exists. Zero lot line residential would also work well.



Hill Street Redevelopment Site (Figure 7)

Recommendations

- Resume excess right-of-way, allowing for two way traffic on John, on street parking, and retention of an easement to provide laneway access to properties behind the proposed development site. In the longer term, these other properties could also be redeveloped for similar higher density residential.
- Facilitate redevelopment, either in-house, with a private partner or by sale/lease to the private sector. Redevelop as two storey row housing or zero lot line townhouses with rear vehicular access. The right-of-way take should extend into John Street to align with the road width fronting St. Ursula's.
- Review parking needs and develop options for addressing these. Determine users, normal and peak usage numbers and times and availability/utilisation of proximate parking.



John Street between Morris and Arthur Streets (Figure 8)

Opportunity: Railyard Site

Observations: This is an extremely important site that will have an enormous influence on the future feel and performance of the Yeppoon Town Centre. It forms part of the primary western gateway into Yeppoon and provides two blocks of James Street frontage. The site is currently being evaluated for redevelopment by Economic Development Queensland. Council will need to work closely with Economic Development Queensland to ensure an exceptional design and high quality product. Because of the size of the site, it will probably need to be developed in stages to deliver the best outcome. Baseline principles that need to be adhered to include:

- a) Building to the property line, with no frontage parking.
- b) Optimised density in accordance with Planning Scheme provisions.
- c) Multiple pedestrian connections through the site connecting to Normanby, Jeffries and Arthur.
- d) Exceptional on-site and frontage presentation with complementary landscaping and lighting.
- e) Structured, underground or rear parking.
- f) Hidden loading and rubbish storage.
- g) Mixed use development incorporating upper floor residential.
- h) Limited curb cuts, preferably none on the James Street frontage.

The location and orientation of the Station building is unfortunate, sitting as it does on the alignment of Arthur Street and facing away from James. While the building is heritage listed, its true heritage value is diminished by the absence of the rail line itself. For this reason, it is worth considering relocation of the building and repurposing to take advantage of the wide awning. It could be used as a gateway feature north east of the James and Braithwaite Street roundabout, which would then enable it to relate to the rail trail that begins west of the roundabout. Alternatively, shifting the building 180 degrees to face James (and moving it forward to the property line) would position it best for redevelopment (most likely for dining/ beverages).

If it remains where it is, it will work best for repurposing if associated with a courtyard to complement the awning and platform. The courtyard should be fronted by other properties also offering food and beverage services. This option is not preferred as it severely limits site design and yield options and prevents the construction of an Arthur Street connection to Normanby.



Figure 9. Railyard Redevelopment Site



Railyard building site



Railyard building



Head of Rail Trail



View behind Rail building (looking west and east)



View along James in front of Rail building (looking west and east)

6. Maintaining Momentum

Continuing Engagement and Finding the Next Ideas

Opportunity: Placemaking is a process, not a project (although it is composed of multiple projects) and so is never done, never completed. Because participation of the community is integral to placemaking, ensuring a continual exchange of ideas and thoughts around placemaking ideas and priorities is essential.

Recommendations:

- a) Continue to engage the community to understand their response to past and proposed initiatives and to solicit and refine new ideas.
- b) Employ multiple engagement pathways, including social media, focus group meetings and physical feedback options (see examples this page).



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#sweet2012

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E. QUEEN AND JOHN STREETS

Placemaking Considerations

Introduction

James Street is the primary gateway and commercial spine for Yeppoon. Queen and John Streets parallel James and serve as secondary entryways, although only Queen Street connects all the way to Anzac Parade. Because of their secondary role, recommendations for placemaking are centred primarily on ensuring the basics are done well and on initiatives that can deliver a substantial visual impact for relatively little cost. It is unlikely that either street (west of Barry) will ever host much in the way of street-based community events so placemaking recommendations are directed towards appearance and functionality rather than social activation.

Queen Street Overview

Queen supports an eclectic mix of commercial, low density residential and institutional development (St. Ursula's College). Most of the commercial is secondary in nature and doesn't actually front Queen which creates urban design challenges.

The street is very wide and includes an expansive median for its entire length. The median contains a blend of relatively minimalist landscaping (mostly lawn) and centre parking (between Morris and Mary and between Hill and Anzac Pde.). There are roundabouts at major intersections (Hill, Mary and Arthur). The section between Mary and Hill crests a knoll which presents viewshed opportunities for future development. Most viewshed development in Yeppoon has so far occurred north of Normanby but the opportunities off John and Queen are also outstanding.

There is no unifying design theme for the street (works having been implemented incrementally over the years) and as such Queen generally presents poorly to motorists and pedestrians.

John Street Overview

John Street is primarily fronted by low density residential, with commercial at the west end where lots front Park Street. St. Ursula's College, Vinnies, a small caravan park, and Council facilities (library and community centre) are the only other non residential uses along the street. There is an especially gruesome parking lot on the north side of John between Morris and Arthur. The aesthetics of the St. Ursula's College parking lot at the intersection of Mary would benefit considerably from the addition of landscaping. A wide grassed median extends between Mary and Barry. This is a particularly steep section of road with considerable grade separation between east and west lanes. Viewshed residential development opportunities along this section are exceptional.

Recommendations

1. Develop master streetscape plans in accordance with Public Realm Guidelines specifications for the entire lengths of Queen and John Streets, incorporating roundabouts, medians and verges. Development of this plan should be jointly managed by Strategic Growth and Development, Infrastructure and Community and Planning Services in collaboration with all relevant units of Council. Emphasise the use of trees for visual impact and ease of maintenance, and because taller vegetation will assist in slowing traffic and reducing perceptions of road width to create an environment more attractive to pedestrians and cyclists. Incorporate formalised centre parking as appropriate. Co-ordinate with evaluation of existing and future utility/services needs. **Priority 1.**
2. Further to (1), install landscaping to address deficiencies indicated by Photos 1-4, 6-18, 20-26, 30-31, 33-37, 47, 49, 51. **Priority 1.**
3. Explore the establishment of community gardens and small play parks in the medians in Queen and John, particularly east of Mary. Also consider the section of Hill between Queen and John. **Priority 1.**
4. Extend pedestrian connections along the full length of both sides of each street, extending to cross-streets going north (and south as funding permits). Connect missing sections in the existing network, including providing universal access at crossings. Install pedestrian scale lighting. Photos 18-19,37-38. **Priority 1 for connections, Priority 2 for full system development.**
5. Develop landscaping plans for the Council-controlled parking lots located towards the west end of Queen Street (Figure 10), emphasising the use of shade trees. Review parking capacity needs and convert unneeded spaces to landscape (not grass). Photos 1-4. **Priority 1.**
6. Confer with the operators of the Coles Centre to determine if they would consider making a portion of their rear wall available for a mural and/or would enhance this area with landscaping. Photo 4. **Priority 2.**
7. Redesign the parking lots on Queen between Arthur and Mary (see Figure 11). Remove fencing and buffer with landscaping. Determine if additional spaces are necessary and formalise. Otherwise, install curb and/or plants to deter informal parking on median. Photos 12-14. **Priority 1.**
8. Provide road markings to improve traffic and parking behaviour, including bikeways. Review traffic signage and remove unnecessary signs. Convert all excess right-of-way to parking and/or landscaping. Photos 5,13,39. **Priority 3.**
9. **Option A:** Develop landscaping plans for the parking lot at the west end and north side of John Street (Figure 14), emphasising use of shade trees. Review parking capacity needs and convert unneeded spaces to landscape.
10. **Option B:** Alternatively, consider revoking the entire length of excess right-of-way between Morris and Arthur and developing two storey townhomes fronting John, with rear laneway access. Develop as market demand allows. Photos 27-29, including inserts that illustrate indicative development styles. **Priority 2 if landscaped, Priority 3 if redeveloped.**
11. Encourage St. Ursula's College to provide landscaping in its parking lot at the intersection of Mary (Figure 15).
 - » Consider use of flowering vines or hedge shrubs to enhance the existing chain link fence.
 - » Consider providing Council-grown plants to incentivise co-operation.
 - » Consider developing a partnership with the school to provide horticultural training for students to grow the plants it needs to address the parking lot/fence and the rest of its facility.
12. Consider extending this partnership to involve the school in planting and maintenance of its perimeter and medians in cross-streets. Photos 10-11, 41-45. **Priority 2.**
13. Encourage St. Vincent de Paul to upgrade its landscaping, including trees and use of vines to mitigate the chain-link fence. Photo 32. **Priority 2.**
14. Create a picnic and lookout platform in the median at the crest of John Street. Photo 48. **Priority 1.**
15. Facilitate retention of character pines through tree preservation ordinance, conservation easement or similar instrument. Photo 50. **Priority 1.**
16. Underground overhead powerlines. Photos 52-53. **Priority 2.**

NOTE: Photos are organised from west to east.

QUEEN STREET



Figure 10. Queen Street, Morris to Arthur



Photo 1 Centre median parking lot on Queen behind Coles



Photos 2,3 Behind Coles on Queen Street - grassed strips along footpath and fronting centre median parking.



Photo 4 Median island behind Coles



Photo 5 Sign on Queen Street behind Coles.

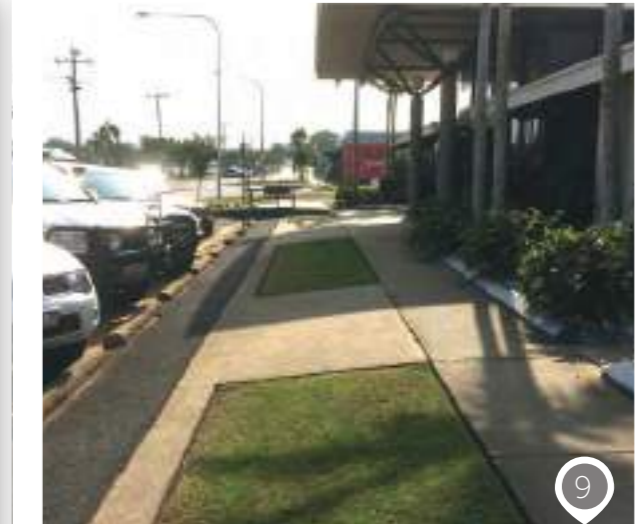
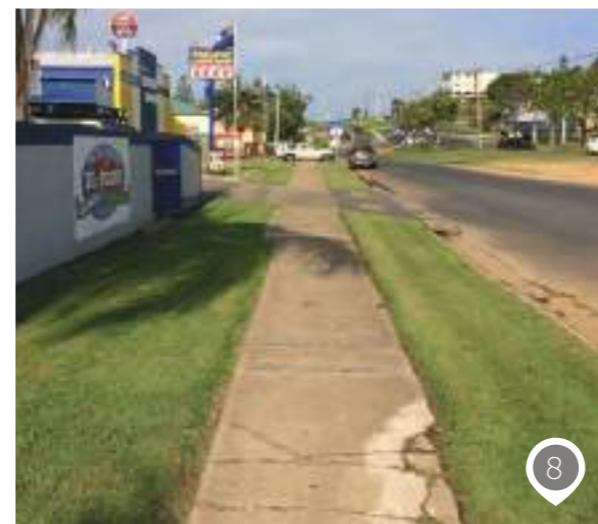
Since the presence of a footpath in this location is obvious, this sign is superfluous (and vandalised) and should be removed.



Figure 11. Queen Street, Arthur to Mary



Photos 6,7 Intersection Queen and Arthur (SE corner)



Photos 8,9 (Outside Coaltrain – east and west views)



Photos 10,11 Road verge west side of Queen fronting St. Ursula's College (east and west views)



Photo 12 Centre median parking lot on Queen east of Arthur



Photo 13 Informal parking on Queen Street centre median, between Arthur and Mary



Photo 14 Centre median parking lot on Queen near Mary



Photos 15,16 New roundabout and ancillary works at Queen and Mary.

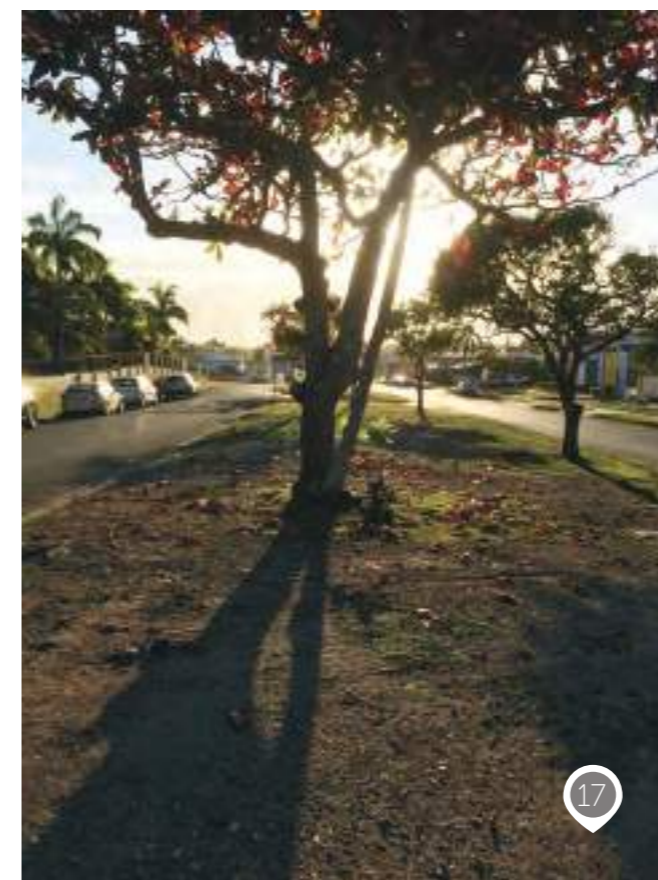


Photo 17 Queen Street centre median with existing minimalist landscaping, looking west.



Photo 18 Incomplete footpath along Queen Street



Photo 19 Pedestrian crossing that doesn't connect to a footpath



Photo 20 Queen Street centre median looking west from Hill Street



Photo 21 Queen Street road verge looking west from Hill Street



Figure 12. Queen Street, Hill to Anzac Pde.



Photo 22 Roundabout at Queen and Hill



Photo 24 Hill Street centre median, looking south from Queen



Photo 23 SW corner of Queen and Hill



Photo 25 Queen Street centre median looking east from Hill Street

JOHN STREET



Figure 13. John Street, Park to Morris



Figure 14. John Street, Morris to Arthur



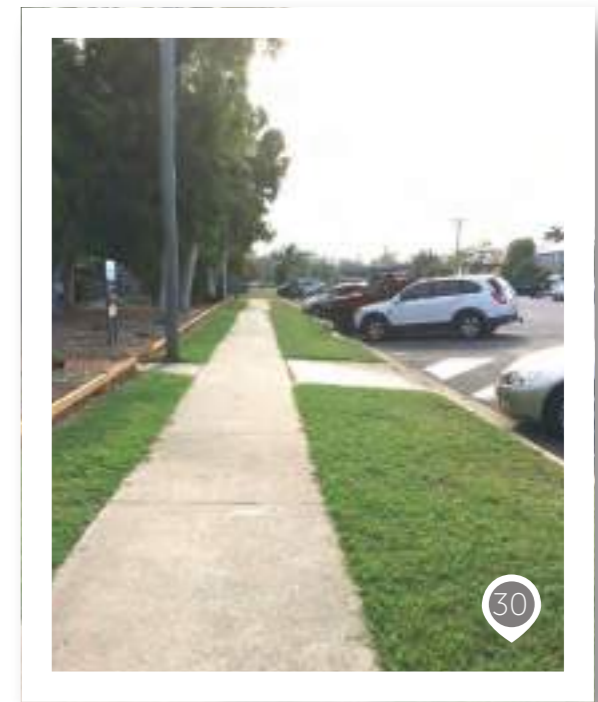
Photo 26 North side of John Street looking west from Morris



Photo 27 North side of John Street looking east from Morris. Photo inserts indicate potential redevelopment styles



Photo 28 North side of John Street, parking lot across from Council facilities, looking east



Photos 30,31 Existing footpaths, south side of John Street, looking west and east from front of Council facilities.



Photos 29 North side of John Street looking east from Morris



Photo 32, St. Vincent de Paul parking lot, John Street



Photos 37-38 Incomplete footpath at intersection of John and Arthur. Footpath – road interface is not universal accessible.



Photos 33-36 Turfed bump-outs at intersection of John and Arthur.

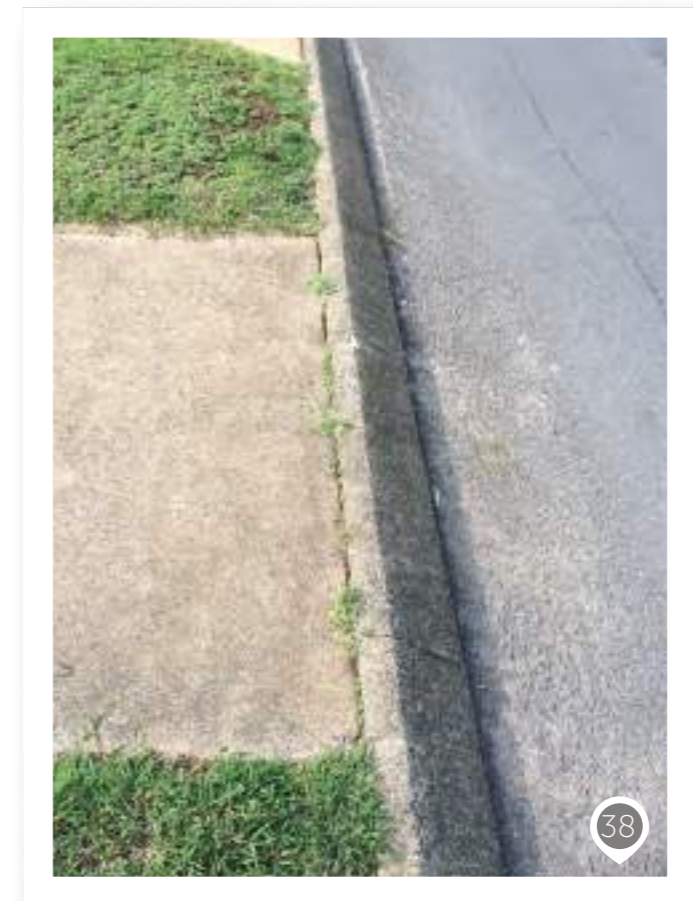




Figure 15. John Street, Arthur to Mary



Photo 39 John Street, looking east from Arthur



Photos 41,42 St. Ursula's College



Photos 43, 44 John Street frontage of St. Ursula's College, looking west. View north on Mary from John, centre median.



Photo 40 St. Ursula's College parking lot, John and Mary





Figure 16 John Street, Mary to Vaughan



Figure 17, John Street, Vaughan to Barry



Photo 45 John Street median looking east from Mary



Photo 46 John Street, eastbound lane looking east from crest of hill near Vaughan.



Photo 47 John Street, centre median view from eastbound lane near crest of hill



Photo 48 John Street, view east from crest of hill near Vaughan



Photo 49 John Street, view west from top of revetment wall at bottom of hill



Photo 50 Character pines opposite Hill Street on south side of John Street



Photo 51 Hill Street, looking north from John Street



Photos 52,5 3 Ergon poles John/Hill Street and Queen/Arthur Street

F. PARK STREET

Placemaking Considerations

Introduction

Park Street is the primary western gateway into the Yeppoon Town Centre and as such needs to provide a distinctive entry statement. This precinct encompasses three roundabouts and fronts two large shopping centres, commercial businesses, residential and the showgrounds.

Scope

Addresses the Park Street right-of-way and verges from the Tanby Road Roundabout to the James Street Roundabout.

Placemaking Considerations

The gateway nature of this street demands a higher level of finish within the public realm, with particular emphasis on the roundabouts and their verges.

Issues

The road currently provides a sub-optimal aesthetic presentation to motorists and pedestrians. Opportunities for improvement are provided by:

- » the right-of-way adjacent to and within the roundabout at James and Braithwaite (Figure 18),
- » the right-of-way adjacent to and within the roundabout at Park, Queen and Braithwaite (Figure 19),
- » the planting strip buffering the slip road providing access to residential on the west side of Park (Figure 20),
- » the right-of-way adjacent to and within the roundabout at Park, Rockhampton and Tanby (Figure 21),
- » road verges within the right-of-way between Tanby Road and James Street, and
- » The showgrounds perimeter.

Recommendations: Braithwaite to southern perimeter of showgrounds

- a) Install a significant entry statement signage/public art in the James Street roundabout (Figure 18), supported by high quality tiered landscaping and accent lighting appropriate to the community significance of this roundabout. Photos 1-11 **Priority 1.**
- b) Incorporate well designed welcoming/promotional/directional signage within other roundabouts (Figures 19, 21), with accent lighting. Photos 23-24, 32 **Priority 1.**

- c) Plant the areas delineated in Figure 19 with the same species as the existing mature Eucalypts as well as larger shade/flowering trees. Add second tier landscaping to provide accent colour. This will improve the experience for pedestrians and motorists and provide an additional buffer to the adjoining residential. Photos 12-14,17-18,26-31 **Priority 2.**
- d) Improve the maintenance regime for the existing landscaping at the intersection of Park and Little Park Streets. Photos 20, 21 **Priority 1.**
- e) Options for showground perimeter. Photo 15 **Priority 1.**
 - » Replace the showground hoarding with a more attractive fence and remove signage.
 - » Screen the hoarding with landscaping, ensuring planting doesn't conflict with overhead and underground utilities.
 - » Invite artists to utilise the hoarding as a canvas for a major public art piece that can highlight the significance of this area as a gateway.
- f) Install landscaping on the western side of the slip road to enhance the amenity of this area and provide additional screening to the residential. Alternatively, encourage local residents to install and maintain this landscaping (preferred option). Photos 16,17 **Priority 3.**
- g) Replace the hardscape median on Park with medium height shrubs to enhance the gateway experience, slow traffic and buffer oncoming headlights. Photos 5,15,22, 24 **Priority 3.**
- h) Remove the signs associated with the roadworks on Braithwaite north of the James Street roundabout. Photo 6. **Priority 2.**
- i) Encourage the operator of the PUMA service station between William and John to enhance their frontage landscaping. **Priority 2.**



Figure 18 Roundabout at James and Braithwaite Streets



Photo 1 James Street roundabout, view from east



Photo 2 James Street roundabout, view from west



Photos 3, 4 View from James Street roundabout, south on Braithwaite (east side), north on Braithwaite (west side)



5



6



9

Photos 5,6 Concrete island south side of James Street roundabout, new roadworks west side of Braithwaite, headed north from roundabout



10

Photos 9, 10 North view, west side of Braithwaite, grass verge, east side of James Street roundabout



7



8

Photos 7,8 East and west views, SE corner of roundabout intersection



11

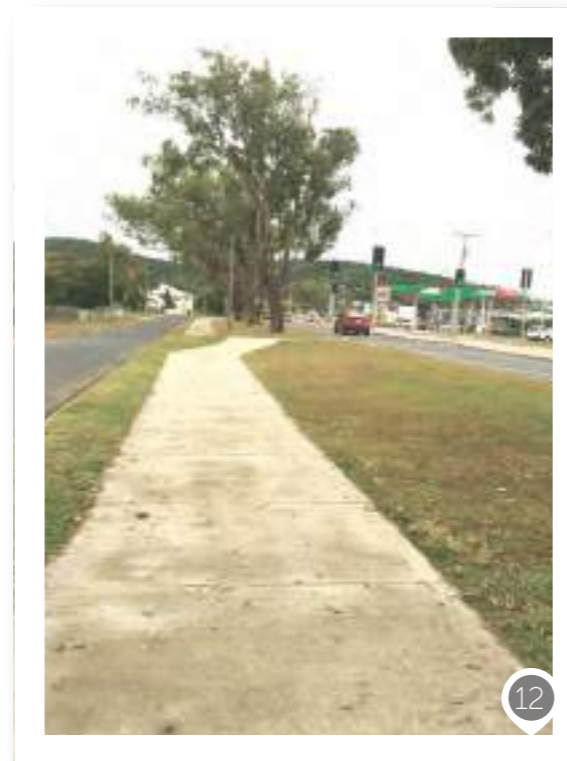
Photo 11 View east of Railyard site from NE corner of roundabout intersection



Figure 19 Roundabout right-of-way at Queen, Park and Braithwaite



Figure 20 Eucalypt tree planting zones on Park Street



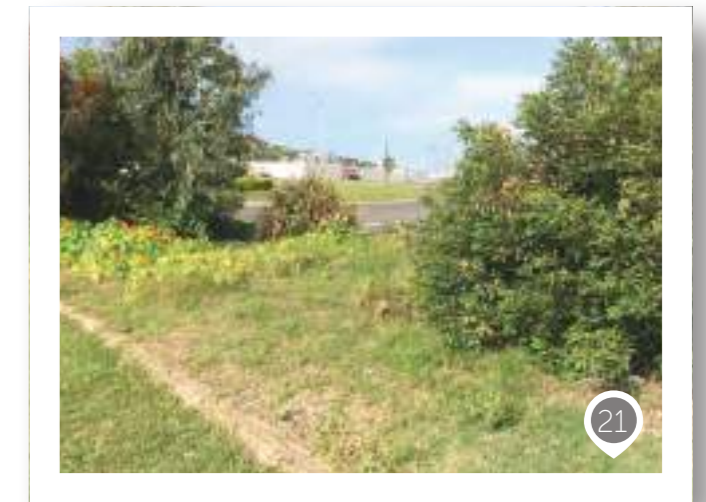
Photos 12, 13 Park Street, view north (planting strip, west side)



Photo 14 Park Street - view south from slip road (west side)



Photo 17 Slip road and planting strip - view south from Little Park



Photos 20, 21 Existing landscaping west side of roundabout at intersection of Park and Little Park Streets



Photo 15 Park Street, view east (showground hoarding)



Photos 18, 19 Braithwaite Street, north and south views from west side of roundabout at Park & Queen



Photo 16 Slip Road west side of Park (view north)



Photo 22 Roundabout at Park and Queen (view from south)



Photo 23 Roundabout at Park and Queen (view from west)



Photos 27,28 Large grassed right-of-way east of roundabout at Park and Queen (views east and south from Queen)



Photos 29, 30 Large grassed right-of-way east of roundabout at Park and Queen (views east and south)

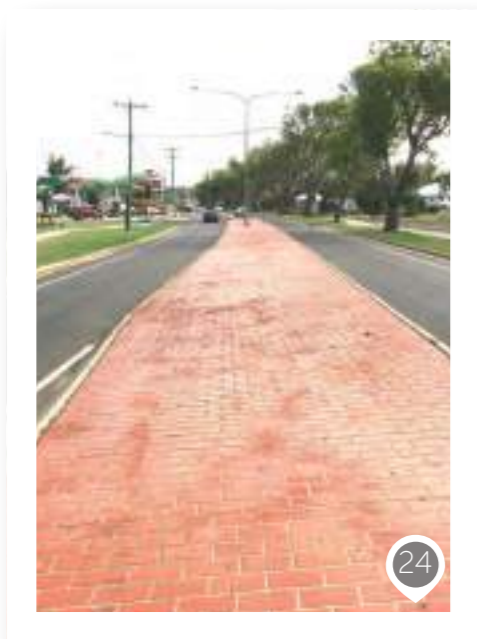


Photo 24 Park Street centre median (view south from intersection of Little Park)



Photos 25, 26 Park Street, east side (view south and north from frontage of Ian Weigh Toyota)



Photo 31 Grassed median east of roundabout on Queen (view north)

Recommendations: Roundabout at intersection of Park Street, Tanby Road and Rockhampton Road

Issues: Overall this intersection doesn't present that poorly because it is framed by mature natural vegetation on the east and relatively substantial plantings in front of the shopping centre. The scale of the shopping centre also helps to enclose the intersection. Pedestrian connections are generally good and only need to be enhanced with more shade and colour.

However, there is still room for improvement to address:

- » an excessive expanse of turf (particularly in the roundabout and the eastern verge);
- » a general lack of character;
- » overhead powerlines;
- » poor signage;
- » the use of pool fencing to guide pedestrian movements. Placement of these fences has created difficult and dangerous to maintain strips of lawn adjacent to the roadway; and
- » the lions: these were installed a long time ago, are in poor condition, don't really look like lions, are in a public right-of-way, and are a mystery to most passers-by since there is nothing to identify their "significance/purpose." They don't reflect a forward-focused community.

Recommendations:

- a) Landscape turf areas in the roundabout, entry islands and east, west and south verges. Use multiple tiers in the roundabout to enhance appeal. Use accent lighting. Photos 33-38, 40-43. **Priority 1.**
- b) Underground powerlines to facilitate planting of mature trees. Recognising that this may take several years to accomplish, consider the use of smaller trees that will not interfere with lines and Ergon clearance requirements in the interim. Photos 33-365 **Priority 3.**
- c) Relocate signage in the roundabout and reconfigure to be more ordered and legible. Photo 38. **Priority 1.**
- d) Replace turf on the road side of the barrier fencing with hardy, low maintenance, colourful ground cover/shrubs. Convert the fencing into a feature with vines, such as jasmine. Photos 39, 41. **Priority 2.**
- e) Include taller trees in front of the shopping centre to complement the scale of the building and buffer its dominance. Photos 42, 43. **Priority 3.**
- f) Consider placement of a signature art piece or coastal celebratory sign in the roundabout. Photo 32. **Priority 3.**
- g) Confer with the Lions club on possible relocation of the lions (preferred option). If they stay, they will need to be refurbished and incorporated into the landscaping. Photos 44-46. **Priority 2.**
- h) Install pedestrian level lighting on all adjacent footpaths. **Priority 3.**



Figure 21. Roundabout at intersection of Park Street, Tanby Road and Rockhampton Road



Photo 32 Roundabout – illustrating absence of landscaping



Photo 33 Verge on east side of roundabout (north east view)



Photos 36, 37 Approach islands (Tanby Road and Rockhampton Road)



Photos 34, 35 Verge on east side of roundabout (south and north views)



Photo 38 Signage in roundabout



Photos 39, 40, 41 Dead space created by barrier fencing (Tanby Rd and Rockhampton Rd)



Photos 42, 43 Opportunities for additional landscaping – north verge of Roundabout



Photos 44, 45, 46 Roundabout lions

G. FARNBOROUGH ROAD

Placemaking Considerations

Introduction

Farnborough Road is the primary northern gateway into the Yeppoon Town Centre. The road is fully constrained at the point it enters the Yeppoon Town Centre by a steep rocky bluff on the western perimeter of the road and the ocean on the east. A pedestrian pathway exists on the ocean side that connects Yeppoon to development north of the bluff, which includes residential, beachside picnic facilities and the Farnborough Caravan Park. The caravan park is the most prominent development on the beach side close to town. North of the bluff, the road is located between the beach and a fairly steep ridge on its western edge. Residential is interspersed with remnant vegetation on this east facing slope. There are a couple of small cafes across from the caravan park. Limited residential development is located on the beach side beginning about 500 metres north of the caravan park.

Scope: Addresses the transition of Farnborough Road from the north side of the Bluff into the Yeppoon Town Centre.

Primary Placemaking Considerations: The bottleneck nature of the entrance provides an ideal opportunity for installation of a major entry statement. The area north of the Bluff has a sub-optimal presentation to motorists and pedestrians, particularly in and immediately adjacent to the right-of-way.

Issues: Usable open space north of the Bluff is limited by the hillside, although there is room at the base of the slope immediately north that could be enhanced (See Figure 22). This area is Council controlled. The area is cleared and probably has limited value for recreational use, not being adjacent to the beach. There is a small playground on the beachside south of the caravan park, and there is capacity for additional developed open space on Council-owned property north of the caravan park. For these reasons the area depicted in Figure 22 may be best repurposed by revegetation with natives and colour (Poincianas?). This will mitigate the need for ongoing maintenance and augment the entrance into Yeppoon.

Figure 23 depicts Farnborough as it enters Yeppoon. This stretch between the caravan park and Anzac Parade offers few easy opportunities for enhancement because of the steepness of the west slope and the immediate adjacency of the ocean. The thin strip of land between the road and the beach has already been developed for passive recreational use and needs only minor enhancement.

In terms of making an entrance statement into Yeppoon, there is a sloped concrete median that provides grade separation between

north and south lanes (see Figure 23). Small holes have been incorporated into this median to accommodate plants, but their overall impact is underwhelming (nice idea, but not enough, and not maintained). Replacement of the existing plants with bougainvillea might be more effective. The median and the revetment walls stabilizing the slope on the west side of the road could provide a public art opportunity. Painting the median is unlikely to be impactful because of its immediate adjacency to traffic but something three dimensional might be effective and memorable. On the beach side, it is best to let the view speak for itself.

The west side revetment walls may just need planting with creeping foliage to disguise them. The rocky bluff is difficult to address. Again, use of surprising three dimensional art is likely to be the most effective. There is some space on the beach side of the road before the roundabout at Anzac Parade where an entrance statement could be installed or in the roundabout itself (preferred option). This section of Farnborough, just as it enters Yeppoon, is the best location for a significant gateway entrance feature.



Figure 22



Figure 23

Farnborough Road north of the caravan park has relatively decent vegetated medians and verges which Council has recently been supplementing with new plantings. This programme should continue as it significantly enhances the attractiveness of the drive and demonstrates community values with respect to being green and aesthetically conscious.

Recommendations:

- a) Continue to enhance roadside and median landscaping between the Yeppoon Town Centre and the Iwasaki roundabout. Photos 1-4. **Priority 1.**
- b) Revegetate the Council-controlled property north of the Bluff to enhance the entrance into Yeppoon and to mitigate future maintenance. Use natives and colour. The medians in this area also need substantial additional enhancement. Photos 5-8. **Priority 2.**
- c) Seek expressions of interest from artists to develop innovative art concepts for the sloped concrete median that provides grade separation between the north and south lanes of Farnborough Road in front of the Bluff. Photos 9-12. **Priority 2.**
- d) Enhance the west side revetment walls by planting with hanging foliage or modifying with public art. Photos 9-10. **Priority 2.**
- e) Invite artists to develop innovative art concepts for the rocky section of the Bluff immediately prior to the entrance of Farnborough Road into Yeppoon. Photo 13. **Priority 2.**
- f) Develop a significant public art/signage entrance statement to highlight the approach into Yeppoon, either in the roundabout itself (preferred option) or on the ocean side verge. Install pedestrian level lighting along the ocean-side pedestrian pathway. Photos 14-16. **Priority 1.**
- g) Underground overhead powerlines where and when feasible. Prioritise areas where landscaping is recommended. Photos 5-6. **Priority 3.**



Photo 2 Farnborough Road verge planting



Photos 3,4 Farnborough Road opportunity areas for additional median planting



Photo 1 Farnborough Road median planting



Photo 5 Council-controlled property north of the Bluff on Farnborough Road (south view)



Photo 6 Council-owned property north of the Bluff on Farnborough Road (north view)



Photos 7, 8 Median between caravan park and Council-owned property.



Photo 9 Centre median and revetment walls on west verge of Farnborough approaching Yeppoon



Photo 10 Sloped concrete centre median of Farnborough Road approaching Yeppoon



Photo 11 Sloped concrete centre median illustrating planter hole



Photo 12 Sloped concrete centre median illustrating planter hole impact



Photo 13 Bluff on west verge of Farnborough Road immediately prior to Yeppoon entrance



Photo 14 Farnborough Road approaching Yeppoon Town Centre



Photo 15 Farnborough Road approaching Yeppoon Town Centre



Photo 16 Roundabout at entrance to Yeppoon Town Centre

H. LIGHTING

General Assessment

Quality lighting is one of the most cost effective techniques for transforming the feel of a place. Anyone who has travelled to the world's urban hotspots will attest to this. Unfortunately, the provision of most 'public' lighting has historically been driven by a utilitarian approach. If it meets the required street standards, it's taken as good. Recognition of the value to be gained by using lighting to create appealing night time destinations is a relatively recent phenomenon excepting established urban night time hot spots. Lighting quality, both in terms of the hardware and effect has evolved substantially in recent times. It is essential that the Yeppoon community take advantage of these advances for the benefit of everyone who interacts with the Yeppoon Town Centre.

Communities seeking recognition and growth in today's world can't afford to just provide the bare minimum any more. Communities have to demonstrate distinctiveness, and they have to provide the fundamental characteristics of place that people look for when deciding where to live, visit or conduct business. The emphasis for urban development has shifted to people and places, not cars, affirming the necessity for lighting to also be focused towards people. This section discusses how lighting should be addressed to achieve this change in direction.

James Street

Overall, ambient light levels in the primary pedestrian precincts perform reasonably well, providing sufficient light to facilitate safe pedestrian transit. Light quality varies though, with the most consistent light provided by tall vehicle-oriented street lights, principally at intersections. Light emanating from buildings is much more variable: some storefronts are quite bright (restaurants), some have very good interior lighting to showcase store inventory, some have illuminated awning signage, some have awning lighting and some have no lights at all deriving from either the store or the awning. Several stores also have security roller doors, which in combination with the lack of lighting presents a very unwelcoming message to night time pedestrians.

The overall pedestrian experience is one of variable footpath lighting for the length of James. The north side is generally darker because of its lower retail/restaurant component.

Few stores use architectural or accent lighting, if not counting the garish red and green fluorescents employed by several Chinese restaurants. Most upper floors have no lighting, interior or exterior. Most banks and office spaces are unlit which doesn't assist in creating a safe and pleasant night time experience for pedestrians. The external space supporting the shopping centre at the west end of James is poorly lit, as is the footpath zone.

Accent lighting in landscaped areas is limited to the four Norfolk pines in the roundabout at the intersection of Hill and James. Otherwise, landscaping is illuminated by ambient street light which generally does little to create

points of interest. Done well, tree lighting makes an enormous difference to the general image of a community and people's perception of the safety and appeal of precincts at night.

Light levels on north-south streets are lower than those experienced on James and decline the further one moves from James. There are multiple dark spots, which doesn't work well from a Crime Prevention Through Environmental Design (CPTED) perspective.

Pedestrian level lighting in the public realm is confined to a few low-level sodium lights in the median on Normanby, between Hill and Anzac. The general absence of attractive precinct-identifying pedestrian scale lighting along the length of James contributes to the impression that this precinct is not intended to function as a night time pedestrian environment and that any use for such is incidental and at the walker's risk. This is not the image any community should portray, let alone one with a substantive tourism focus.

Stores and restaurants operating at night are expected to attract people on their own, meaning that they fail to benefit from the additional traffic that would be driven by a precinct approach. If the Yeppoon Town Centre is to become a "place" that extends beyond the foreshore and sunset, then the development of a district wide pedestrian-focused lighting scheme will be essential.

At the moment, the Yeppoon Town Centre functions as a place during daylight hours, much less so at night. At night it becomes a disconnected offering of dispersed illuminated sites comprising those few businesses that remain open in the evening. There is absolutely no cohesiveness.

Queen and John Streets

Both streets have insufficient lighting to support night time pedestrian usage. Queen is better than John, having more footpaths, roundabouts and commercial buildings, but the overall impression is that both streets are not viewed as places where night time pedestrian use is encouraged. All north-south streets are the same.

Park Street

Park performs similar to Queen because there is more traffic and footpaths, but again the overall impression is that night time pedestrian use is not facilitated or encouraged.

Farnborough Road

Lighting is directed at traffic, so the pedestrian experience is poor. Again, one is given the impression that night time use by pedestrians is not anticipated and therefore not catered for.

NOTE: Most of the photos in this section centre on James Street, for two reasons:

1. Outside of the Foreshore, this is where most night time pedestrian activity occurs.
2. The lighting is so poor in the other precincts discussed above that illustrative photos were not possible.

Recommendations:

- a) Identify new lighting standards to install in key pedestrian zones beyond the foreshore to facilitate and encourage increased night time pedestrian traffic. Lighting needs to be considered an essential complement to other measures that have been recommended within this report to create a sense of place along James Street and other areas frequented by pedestrians, as well as where we'd like to encourage greater pedestrian activity at night. The lights chosen need to provide high quality illumination and must be attractive in their own right to create a sense of quality and class. **Priority 1.**
- b) Extend lighting employed in the Foreshore zone along James Street and side streets, if appropriate to do so. Ensure the new lighting is low maintenance and low energy to reduce ongoing operational costs. **Priority 1.**
- c) Coordinate the installation of new lighting with measures to encourage property owners to enhance the quality and coverage of lighting they provide. **Priority 1.**
- d) Work with property owners to enhance the pedestrian experience by elevating the quality of lighting they utilise. Educate owners on the economic benefits of quality lighting to support night time retail and dining activity, general socialisation and enhanced security. **Priority 1.**
- e) Develop standards for lighting to accent landscaping and other public realm features. Focus on key gateways, roundabouts and mature trees. **Priority 2.**
- f) Identify CPTED trouble spots and address with appropriate lighting. **Priority 3.**
- g) Identify buildings with features that could create points of interest through the use of architectural lighting. **Priority 3.**
- h) Install artistic lighting wherever possible and provide appropriate accent lighting for public art as this is installed. **Priority 3.**

Lighting Evaluation

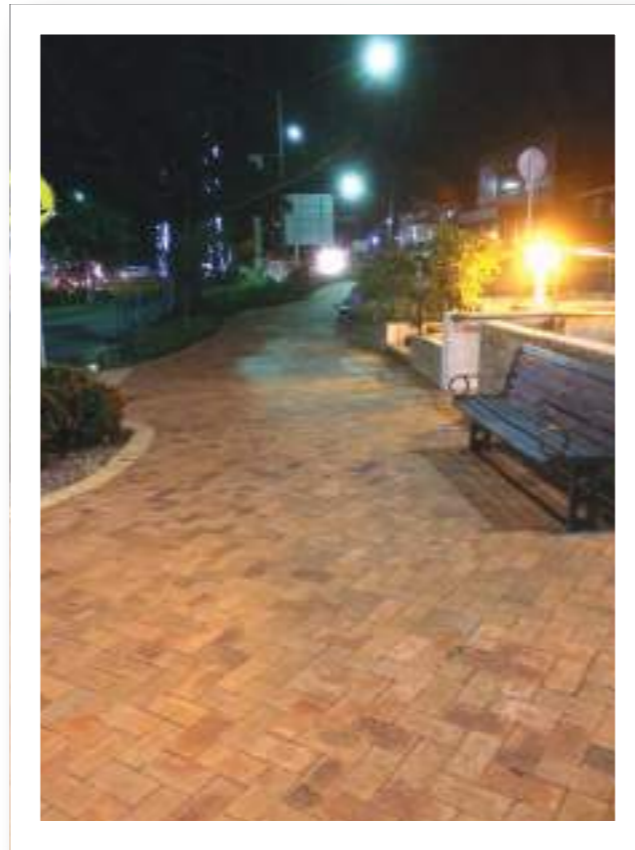
The sequence of discussion starts on the north side of the east end of Normanby, moves west and then returns to the east end of James via the south side of James street.



Adelaide Street, looking north from Normanby. The restaurant provides sufficient interior and exterior lighting to support customers, although the exterior ambience could be improved. The entrance to the residential tower is lit but the rest of the street is illuminated only by vehicular street lights, which is not enough to portray the sense of a safe and comfortable pedestrian precinct. The absence of lighting in the park also precludes night time use, or at least legitimate night time use.

Normanby Street, north side. Note that there is no pedestrian lighting on the footpath, no awning lighting and no storefront lighting. This area should be substantially better illuminated located as it is in the prime sector of the Town Centre.

Farnborough Road entrance. Lighting is vehicle-focused and therefore not conducive to pedestrians. The roundabout light only provides incidental lighting for landscaping. Uplighting or projection lighting would be far more effective and would make a feature of the roundabout, especially if it is used to house gateway signage/public art.



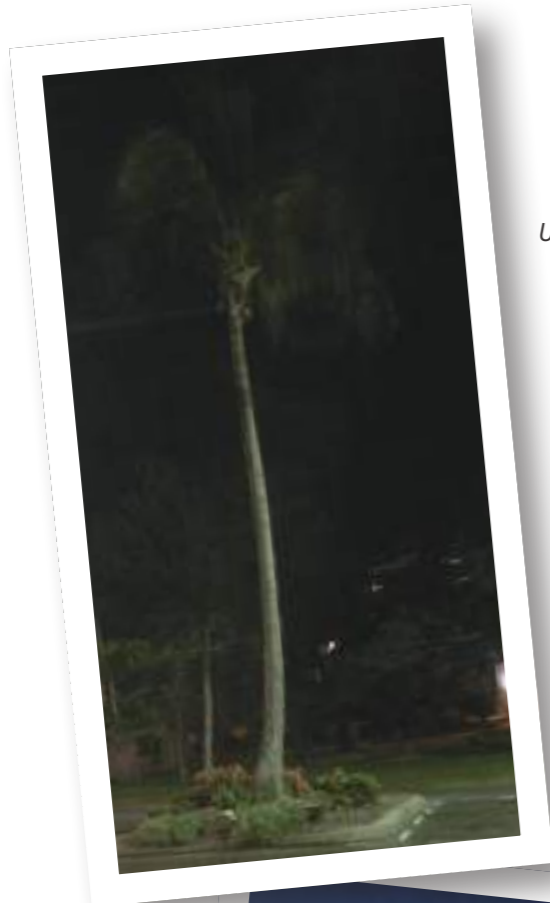
Hill Street and James/Hill Street roundabout. There is a single vehicular light on Hill Street, which does not encourage pedestrian usage. The roundabout contains the only landscaping accent lighting outside of the Foreshore.

Normanby Street median. Lighting is variable and not well designed to encourage casual night time socialisation.

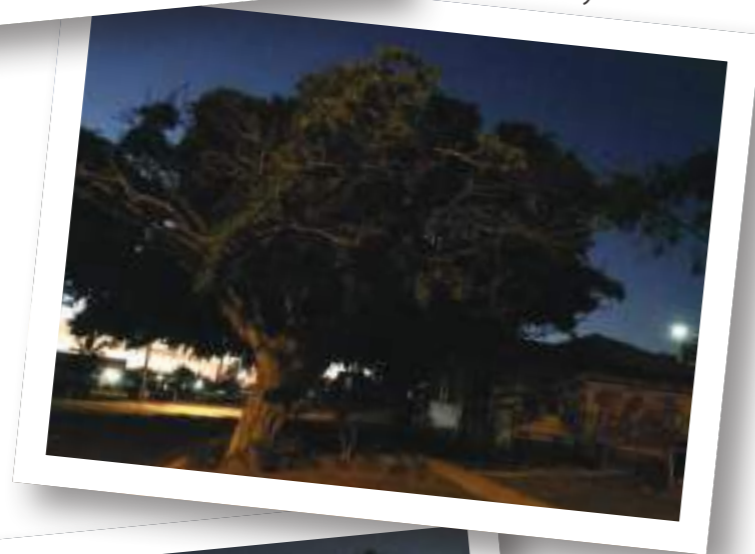


Normanby Street footpaths. The first photo is looking east from the north side of Hill and the second looking west towards the police station. Both photos demonstrate a general deficiency in pedestrian level lighting.

RSL Facility. Illuminated only by street light, the front entrance is not inviting to pedestrians entering from the street.



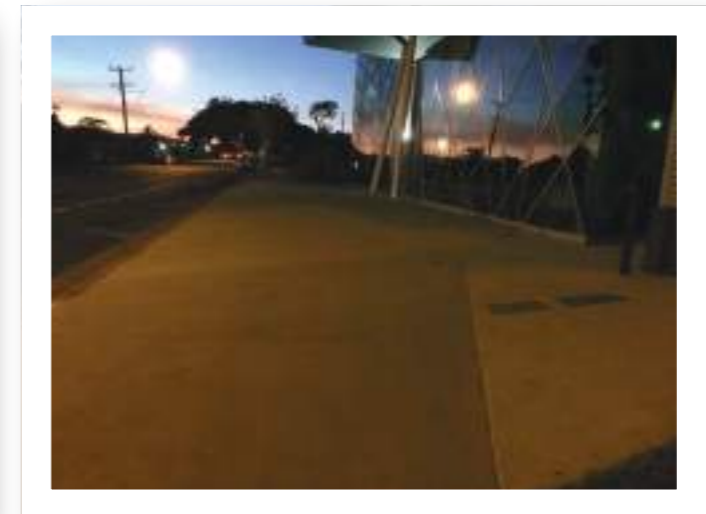
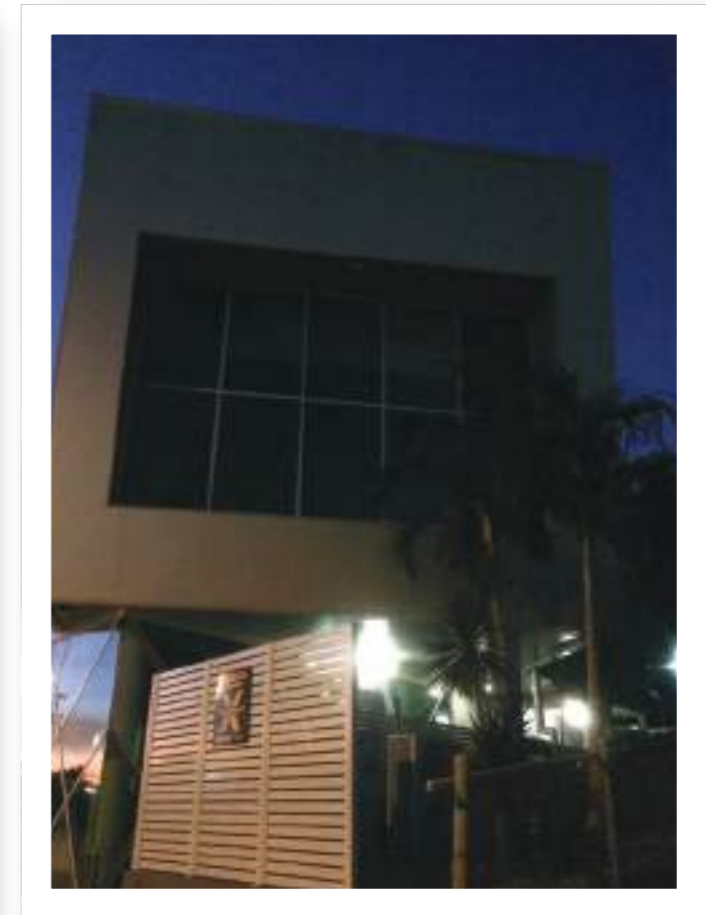
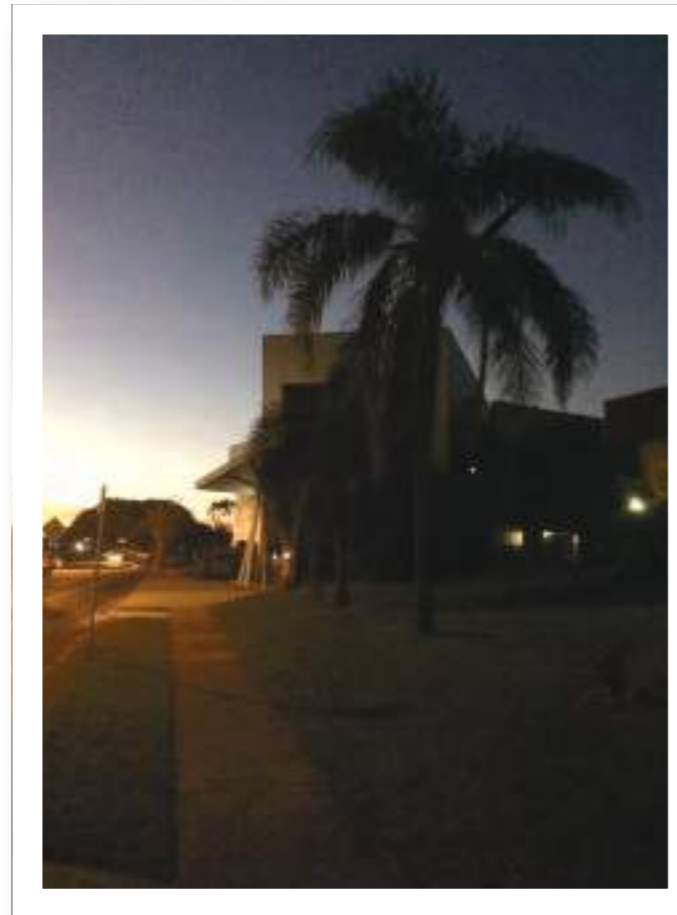
Unlit coconut palm



Mill Gallery



View on Normanby from Mill Gallery. Demonstrates generally poor, patchy lighting and absence of a pedestrian focus.



City Hall. All photos demonstrate a general deficiency in pedestrian level lighting and missed opportunities in terms of accent/artistic lighting for the building. While there is interior lighting on the ground floor, the building would be more engaging were there something highlighted in the building, such as public art or a rolling DVD of regional attractions and upcoming events. The second floor east facing wall could be a feature with the right lighting treatments.



View east on Mary Street from Mill Gallery. Demonstrates very poor lighting and no support for night time pedestrian use.



View south across Normanby from Mill Gallery. Commercial properties are very poorly lit, with no yard lighting at all. This situation does not contribute to night time pedestrian use or safety perceptions.



Shopping centre, NW corner of James and Mary. The parking lot is dark with limited façade lighting, although more than many Town Centre commercial frontages. There is interior lighting, but this is still not an overly inviting environment to pedestrians. This suburban style development doesn't work in the Town Centre.



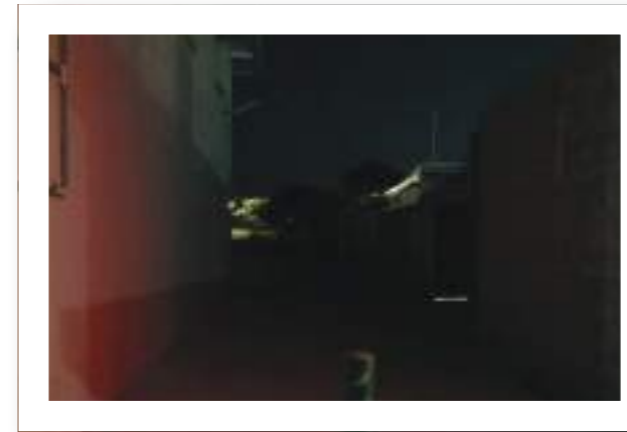
View south from Normanby and Mary Streets. Extremely poor lighting



Corner of James and Mary (north side). The first photo demonstrates poor lighting on the east-west pedestrian crossing. The Whisk is illuminated only by street lights. Interior lighting improves the experience of outside patrons when operating at night, but the building is completely dark when closed, which doesn't foster a positive night time pedestrian environment.



Roundabout at James and Mary. Demonstrates lack of accent lighting for landscaping, dominant lighting by street lights and the effectiveness of quality shopfront lighting from the building on the SE corner of this site.



West side of James, west of Mary. Unlit laneway adjacent to former Fire Brigade building. Council-owned building with no night time accent lighting – lit only by streetlight.



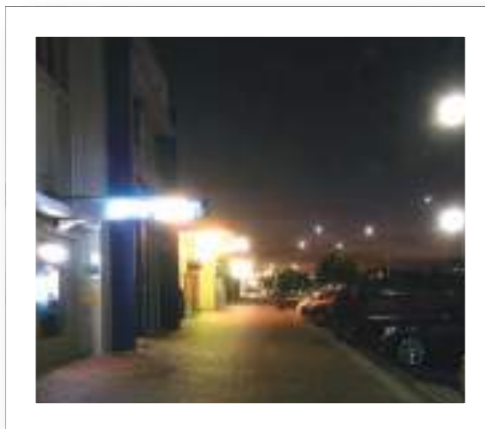
Roundabout at James and Mary. Illustrates the value of quality shopfront lighting employed by restaurants at this corner. These businesses clearly signal that they are open for business and that their frontage is safe to access.



Awning lighting for James Street restaurant. Probably effective as a signal to customers, not so positive for the creation of a consistent overall lighting system for pedestrians



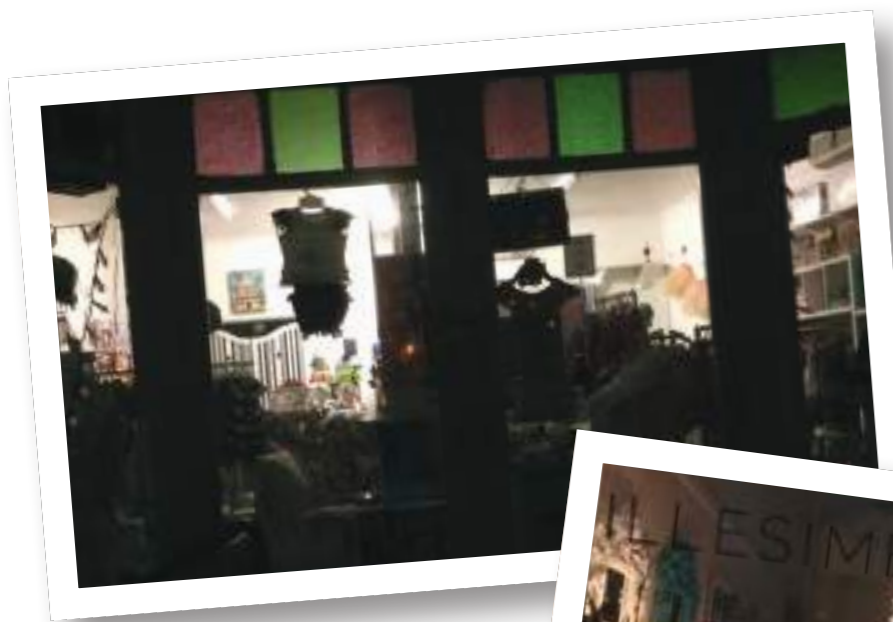
Crossing on James. Well lit, but lighting levels either side are problematic.



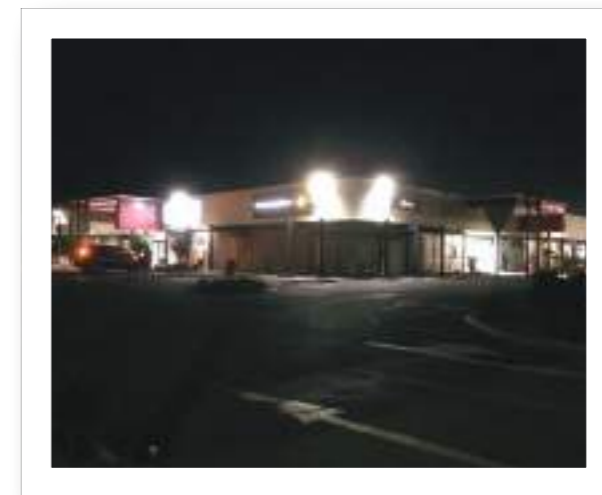
Looking west along James from the roundabout at Mary. Demonstrates general patchy nature of footpath lighting and the dominance of street lighting.



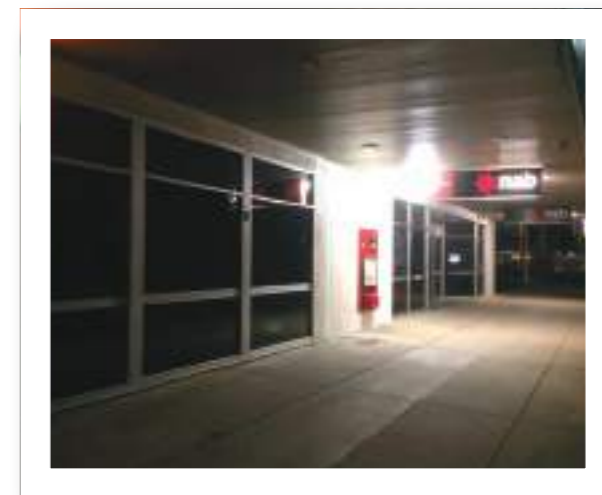
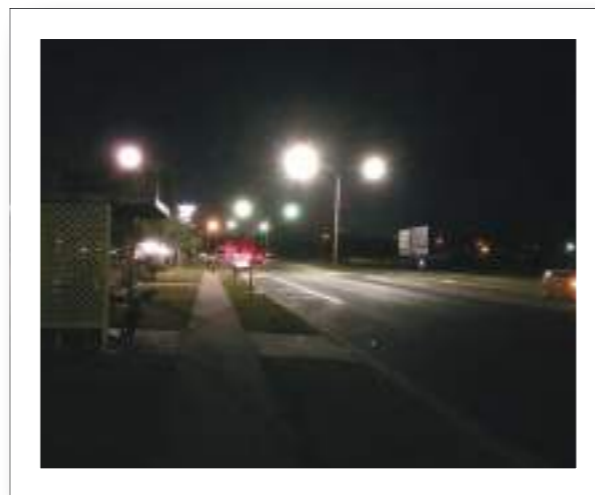
James and Arthur intersection. Looking south on Arthur, the median is unlit, with patchy lighting on the verges. In contrast, the Railyard Hotel has an excellent presentation to the street. It is engaging and inviting to potential patrons.



West side of James, west of Mary. Examples of high quality interior store lighting. This little bit of effort contributes significantly to the attractiveness of this part of town at night – perfect placemaking.



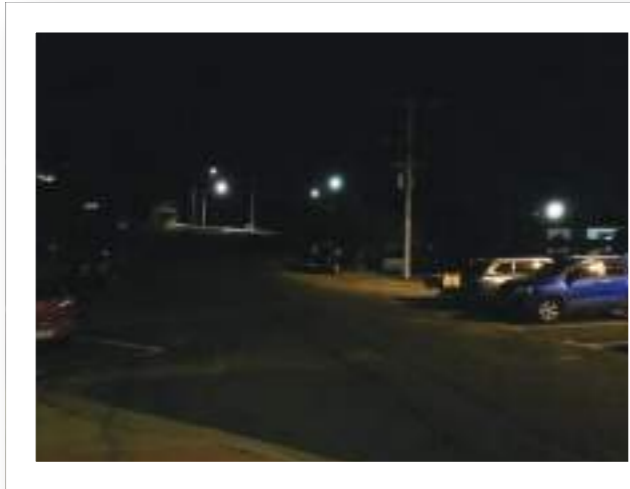
Shopping centre, west end of James. Poorly lit parking lot, minimalist façade lighting, creating a generally unattractive and unsafe night time pedestrian environment.



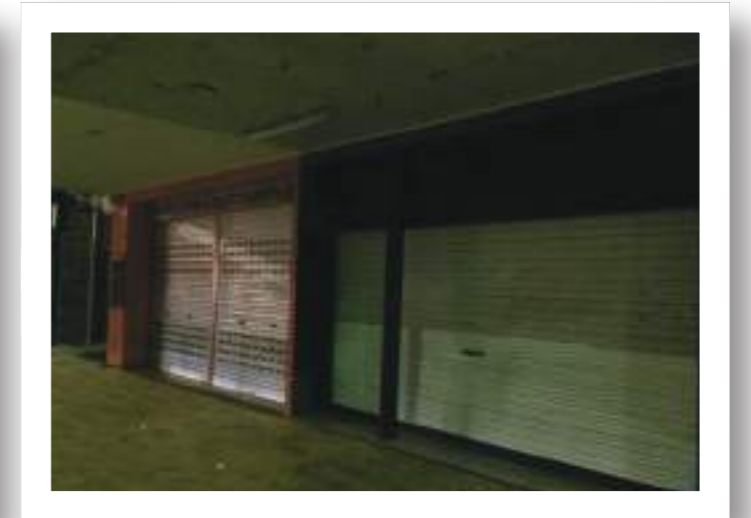
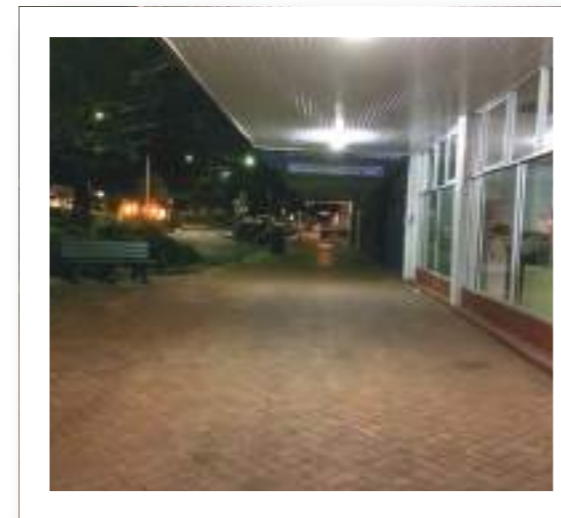
West end of James. View west on James in front of the shopping centre demonstrating low levels of lighting, particularly at the bus stop. The NAB bank has good awning lighting (directed largely at the ATM) but as described in Section VIII. C.2, this is a very uninspiring section of footpath. The bank has no interior or glass lighting to make it engaging for pedestrians at night.



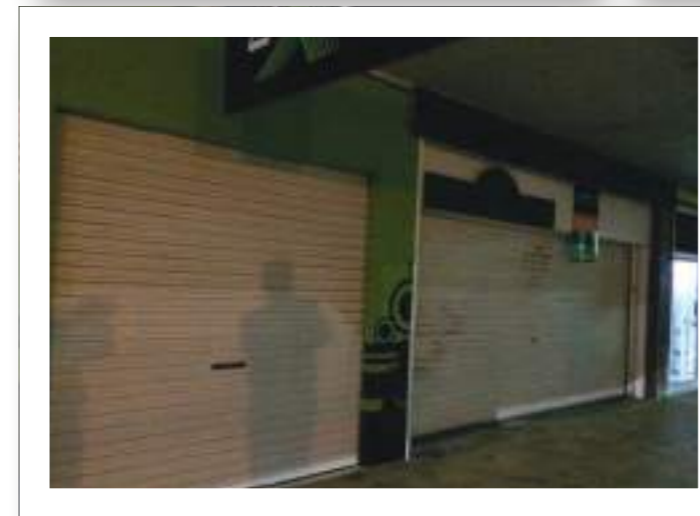
James and Hill intersection (south side). The large bump-out spaces have reasonable lighting levels but nothing of interest to entice pedestrians to linger. Pedestrian scale lighting is recommended to create a true pedestrian friendly night time environment. These corners will only activate if the adjoining businesses evolve into dining/drinking establishments or retail.



Mary Street Looking south on Mary from James Street. Pedestrian lighting is extremely poor. This street section appears very unsafe and unlikely to draw many pedestrians at night.



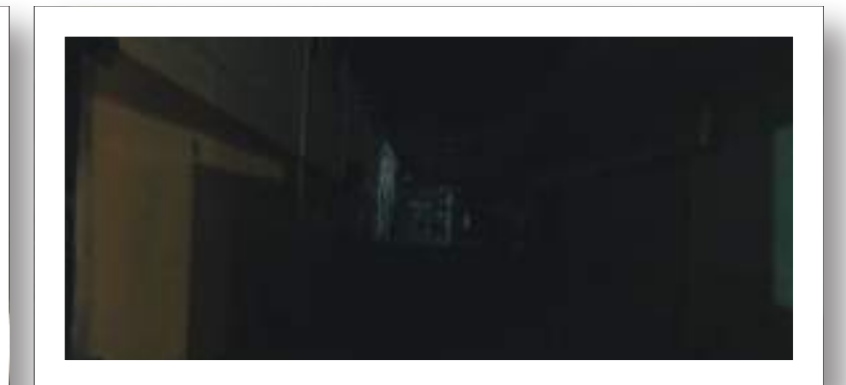
James Street. Looking east from Mary; note the inconsistent nature of footpath light levels. There is no awning lighting in the first photo. Lit awning signs can be effective in providing additional interest to pedestrians. Unfortunately, business signs do not draw night time customers (pharmacy excepted).



East end of Normanby Street (south side). There are several closed stores, non retail spaces and stores that employ security doors at night in this section. Several have zero lighting. These do not contribute to a sense of safety and interest to night time pedestrians. Note the lack of awning lighting in three of the photos. This is one of the key pedestrian zones in the Town Centre, and as such needs to feel completely comfortable for pedestrians day and night. The current situation needs substantial improvement.



Hill Street. Looking south from James. This is the best section of cross-street lighting, but still not of a standard that provides comfort to wandering pedestrians. The median is illuminated only by streetlights and the shelter is dark.



Pie Alley and back of store. Pie Alley has lighting although only at a functional minimum. There is no lighting at all to illuminate the backs of stores in this area. While the general public is not currently utilising this back area, the lack of lighting is a safety issue for store tenants and employees. Since they are unlikely to feel comfortable parking in the dark, many are probably parking on the street which has the potential to limit customer parking options in the future. Current night time customer traffic is probably not enough for this to be an issue.



East end of Normanby Street (south side). This photo illustrates several issues with the night time pedestrian environment. The lighting on awning signs varies considerably, being lit, unlit or illuminated indirectly. This inconsistency is not conducive to pedestrian comfort or sense of security. The closed stores and lack of awning signs have been discussed. The light on the footpath is variable, as is the light from stores. The Subway and Red Rooster seating areas are minimalist-utilitarian. Albeit these are fast food outlets, but this approach doesn't encourage people to linger.



East end of Normanby Street (south side). Again, this photo illustrates variable light in the pedestrian zone. The key takeaway is the utilitarian nature of the lighting. In this instance the light on the building provides too much light, rather than the usual too little or none. Its glaring nature is not conducive to comfortable night time socialisation.



Queen Street. This is the parking lot behind Coles. While poorly lit, this is the best lighting on Queen Street.



East end of Normanby Street (south side) The two photos above demonstrate the lack of activity and lighting on upper floor levels. The buildings in both pictures (and the general precinct) would be significantly enhanced through the use of accent lighting. The photo right also demonstrates the considerable variability of lighting along this section of footpath.

I. GATEWAYS

Discussion

The entrance into a community says a lot about what that community thinks of itself. Like many things in life, first impressions matter. Currently there are few signs on any of the major travel ways into Yeppoon (other than standard directional signs) that indicate 'entrance,' local pride and differentiation from where the traveller has come from. There is nothing that makes a statement signifying that one is entering a new place and a community of distinction. A Lions Welcome sign at the intersection of Yeppoon and Rockhampton Roads provides some sense of entry but the structure is too small and too far off the road to make the grand entry statement required.

Gateway statements can be created by distinctive signage and/or public art, supported by quality landscaping and lighting. Creative simplicity works best because the primary audience is people traveling in vehicles. Great entrances are remembered because travellers are looking for a sense of arrival. Their quality therefore has an enormous impact on initial and lasting opinions of the community.

There are three primary routes entering into the Yeppoon Town Centre.

For those travelling to Yeppoon from outside the Capricorn Coast, the primary entrance route is Yeppoon Road. This road includes several prominent intersections where the entrance into Yeppoon could be proclaimed in grand fashion. Such a grand statement could be achieved at a single site or via several sites working in concert to enhance the impact. Figure 24 depicts where these entry statements might be installed.

The most obvious entrance sign location is at the crest of the hill on Yeppoon Road (at the intersection with Rockhampton Road) where Yeppoon-bound travellers first sight the ocean (Figure 25). The roundabout adjacent to the Information Centre provides a secondary option, being the primary entry point for those traversing the Scenic Highway from the south (Figure 26). Other options are provided by the proposed new intersection that will be created by the realignment of the Appleton Drive / Barry Street intersection as part of the Yeppoon Foreshore and Town Centre Master Plan, or the recently reconfigured intersection of Appleton with Whitman Street (Figure 27).

Farnborough Road constitutes the northern entrance into the Yeppoon Town Centre (Figure 28) and the western entrance is provided via Braithwaite and Park onto James (Figure 29). The justification for placement of entrance statements to highlight the northern and western entryways has been made in Section VII (F and G). The roundabout at the intersection of Park Street, Tanby Road and Rockhampton Road (Figure 30) constitutes a lower level western entryway but it is still important due to its size and traffic volumes.

In addition to these proximate gateways, it is imperative to announce the unique destination aspects of Yeppoon (and other Capricorn Coast drawcards) outside the region. The intersection of the Bruce Highway and Yeppoon Road is the prime site, but other sites north and south along the Bruce Highway should also be utilised to entice travelling tourists. These need to include images of the coast to indicate the quality of the coast's attractions.

Recommendations

- a) Develop a strategic plan, including resourcing for the installation of gateway markers at the key strategic sites identified above. Installation priorities are as follows:
 1. Primary western gateway; depicted in Figure 25, secondary options provided in Figures 26 and 27. Of the secondary options, Figure 26 is preferred over Figure 27 options, although enhancement is desirable at all locations.
 2. Northern gateway (Figure 28)
 3. Secondary western gateway (Figure 29)
 4. Secondary options (roundabouts depicted in Figures 24 and 30)
- b) Engage a qualified sign consultant to develop a gateway design palette.
- c) Utilise public art to enhance gateway sites.
- d) Employ landscaping and quality accent lighting to further highlight gateway markers.
- e) Secure a billboard location near the intersection of the Bruce Highway to promote the coast to travellers.
- f) Work with Capricorn Enterprise to identify and resource other Bruce Highway locations to entice travellers to the coast, targeting specific locations such as Yeppoon, Emu Park, Byfield and the Keppels.
- g) Enhance available Apps or develop a new App to support gateway functions by describing the local culture and attractions.

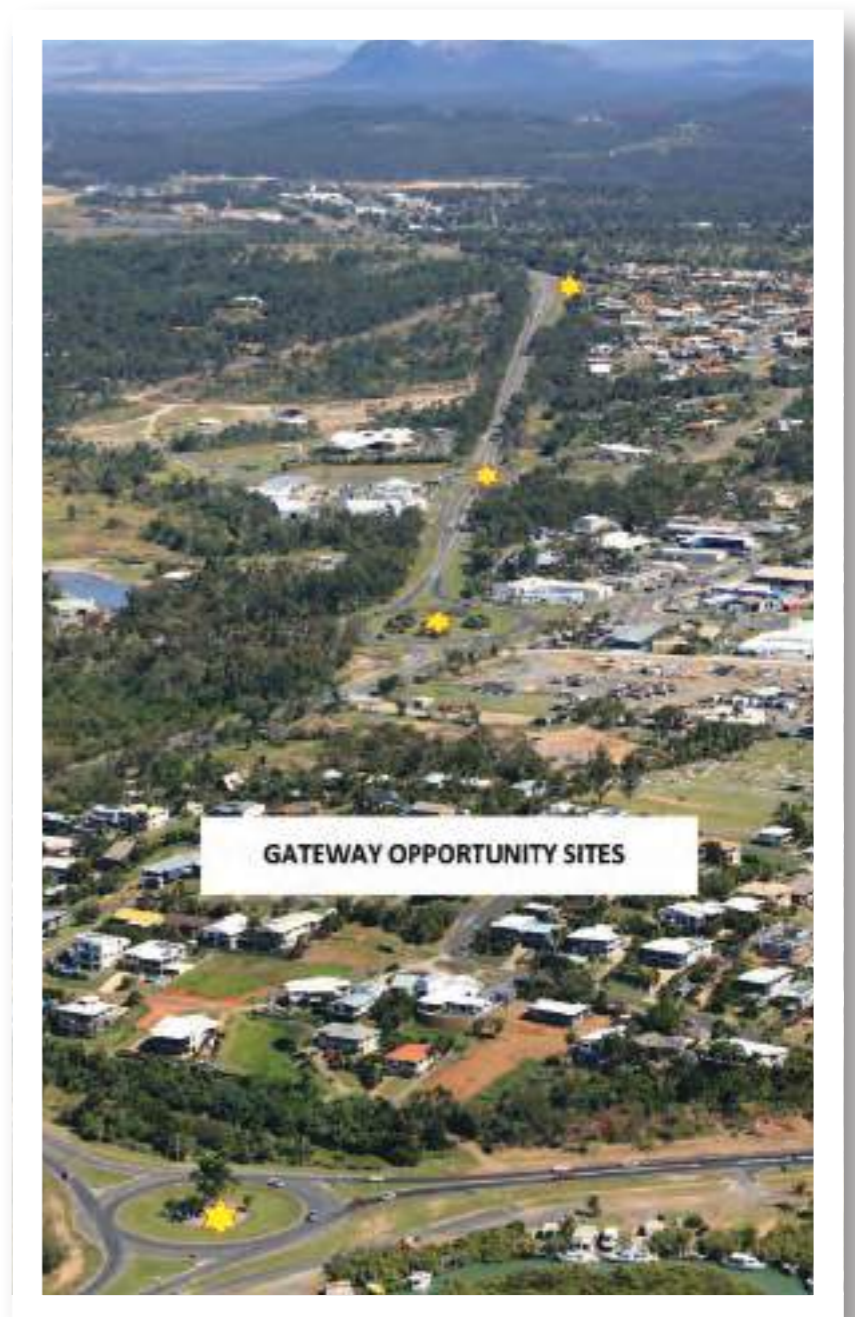


Figure 24. Gateway opportunity sites approaching Yeppoon from Rockhampton.

Figure 25. **Priority 1.** Gateway statement site on Yeppoon Road, approaching Yeppoon from Rockhampton. The areas outlined in red indicate sign/art site installation options. The yellow circle depicts the site of the current Lions Club Welcome sign.



Figure 28. **Priority 1.** Junction of Farnborough Road, Normanby Street and Anzac Parade. The ideal location for the gateway statement is in the roundabout. The other area indicated in red provides a great alternative if the roundabout is replaced as part of the Yeppoon Foreshore and Town Centre Master Plan.

Figure 26. **Priority 1 (Option b).** Secondary gateway site at the junction of Yeppoon Road, Appleton Drive and Scenic Highway. The roundabout is the preferred site for a gateway marker. The other areas defined in red require landscaping enhancement.



Figure 29. **Priority 1.** Junction of James Street and Braithwaite. The gateway statement needs to be installed in the roundabout and should be orientated to address north and south bound traffic. The other areas indicated in red require landscaping enhancement as a minimum intersection treatment. Broader enhancements are discussed in Section VII.F.2.

Figure 27. **Priority 1 (Option c).** Secondary gateway statement site options at entry point into Yeppoon.



Figure 30. **Priority 4.** Gateway enhancement site at junction of Tanby Road, Rockhampton Road and Park Street. Gateway enhancements should be installed in the area defined within the roundabout to capture traffic coming from both Rockhampton Road and Tanby Road. The approach islands require landscaping. Additional recommendations regarding treatment of this intersection are described in Section VII.F.3

J. SPACE ACTIVATION EVENTS

Activation of primary people places through festivals, events, markets and serendipitous happenings

As important as quality spaces are, they achieve nothing unless they're utilised. People activity is what really creates place. 'Spaces' have to be a 'places' to encourage their use and in a virtuous cycle it is people who comprise the activation element that creates the experience that other people seek. Humans are essentially a herd animal: they like to congregate with other humans, to be entertained and they particularly like to gather in spaces that enables them to interact and to watch other people.

It is not an easy assignment to permanently activate spaces outside of major metropolitan areas, so it is important to create the sense that important spaces are activated frequently enough for people to perceive that these spaces are alive and active even when nothing is formally scheduled. Existing events facilitated by various community groups and Livingstone Shire Council are well attended and have generally contributed much to the belief that Yeppoon is a place worth visiting or living in. The following images represent some of these events, including the Great Australia Day Beach Party, Anzac Day, Village Festival, Pinefest and Carols by the beach.

Local community members have also organised two major annual athletic events (running and triathlon) and will be hosting a beach volleyball competition in 2017. With as many fitness facilities and participants as there are in Livingstone and Rockhampton Shires, there is likely potential for additional events in multiple locations within the Shire.

There are numerous privately conducted events in the region that draw people into the region, such as weddings, family gatherings, reunions, sports events and birthday parties. All of these offer the potential for leveraging extended visitation and patronage of local businesses. This potential needs further exploration.





Council needs to build on the success engendered by these existing events by supporting new activities. These don't need to be large or difficult and Council does not need to be their owner and promoter. In fact broader buy-in is frequently better secured when events are managed by the community / private sector. Some examples of other activities that might be considered are depicted on the following pages

Mobile library, movie screen, busking





Face painting, opportunistic socialisation, and lawn dominos



Movable chairs



Mobile library, movie screen, busking

Outdoor piano, exercise in the park, monumental scrabble

Outdoor games for limited space and all ages



Outdoor games for limited spaces and all ages



Movable chairs



The community would benefit from embracing the fact that the coast is windy for the greater part of the year by endeavouring to host more sailing, wind surfing, kite surfing, beach yachting competitions and training and kite events. Locals know the value of the wind, but there are proponents of these sports and activities around the world that would love the consistency of our winds. Other activities focused on the beach include programmed beach play, beach games hire and night time dinner and social events, weather and tides permitting.



Recommendations

- a) Determine the community's capacity to manage and support additional events and identify potential private champions and sponsors of sports festivals, events and placemaking activities – formal and informal. Assist in the inception, incubation and promotion of these activities as necessary.
- b) Develop an inventory of play activities and materials to support temporary installations in streets and parks, such as scrabble, dominoes, large blocks, slippery slides, movie screens, beanbags, chairs and tables, lighting and games.
- c) Review the likely demand for new sports and beach/wind related events/competitions and undertake a cost/benefit analysis to determine the relative value to the community of pursuing such events.
- d) Ensure the provision of adequate power to facilitate events in appropriate locations, including the Foreshore, the two eastern blocks of Normanby and James Streets and Beaman Park.
- e) Improve general lighting in the pedestrian environment as prescribed elsewhere in this report, taking account of any special lighting requirements necessary for hosting events.
- f) Identify other logistical needs to ease the process of hosting events (such as easy in and out bollards).
- g) Determine the viability of increasing hire opportunities for coastal sports, kites, cycling, beach play, pop-up activities (scrabble and dominoes for example) and other activation options.
- h) Evaluate existing sports and other non-Council events to determine opportunities for leveraging these into a better experience for participants, including extended stay options, discounts at local restaurants and retailers and post event celebrations on the beach.





Placemaking Implementation Matrix

The Implementation Matrix is comprised of all recommendations contained within the Placemaking Strategy. The Matrix is intended to serve as a summary document for easier project reference and co-ordination. Implementation priorities have been assigned to each recommendation according to the following prioritisation schedule. Priorities have been determined on the basis of project complexity, expected cost, ease of implementation, impact and return on investment (value for money and value to the community). The timelines specified should be viewed as a target only as all recommendations need to be evaluated against multiple considerations impacting implementation, including available resources, existing commitments, the three year capital budget and evolving circumstances. Implementation responsibilities are described at a broad level. As decisions are made to move forward with particular projects, these responsibilities will need to be further defined, so that responsible units and individuals are identified and charged with project implementation.

Prioritisation Schedule

Priority 1: initiate within 0-3 years
Priority 2: initiate within 3-7 years
Priority 3: initiate within 7+ years

REPORT SECTION	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
PLACEMAKING REPORT		
III. Approach: Placemaking Elements Review of Council's current approach to placemaking	<ul style="list-style-type: none"> a) Strategic Growth and Development and Community and Planning Services to oversee implementation of the Placemaking Strategy. b) Establish the Placemaking Advisory Group with representatives from primary units within Council that influence placemaking: Strategic Growth and Development, Community and Planning Services, Infrastructure and Stakeholder Events and Engagement. c) Develop policies to integrate placemaking principles into Council operating procedures, including budget development and project planning. d) Use the core guiding principles of placemaking to inform business operations within all relevant units of Council. e) Ensure placemaking principles are considered when scoping applicable works and community support activities within the public realm. f) Provide training to relevant staff regarding the purpose and parameters of placemaking. g) Approach negotiations with other levels of government and quasi-government agencies to seek whole of system placemaking solutions. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Ergon » Transport and Main Roads Department » Communications providers » Other relevant State agencies
V. Digital accessibility	<ul style="list-style-type: none"> a) Expand free Wi-Fi within the public realm. b) Explore how to optimise use of Apps and interactive digital formats to improve the experience and awareness of everyone who spends time in the Yeppoon Town Centre. c) Explore options for application of smart technology in provision of essential Council services, such as lighting and parking. d) Consider installation of interactive digital boards to relay relevant local information and engaging data, such as reef health, local history and compelling data extolling the benefits of living in Livingstone Shire. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Communications providers » Yeppoon Town Centre business community
V. Road easements	<ul style="list-style-type: none"> a) Evaluate right-of-way requirements against all potential user needs and allocate excess right-of-way for alternative uses. b) Apply the following uses, as and where appropriate to all excess right-of-way determined through Recommendation (a). <ul style="list-style-type: none"> » Landscaping » Revegetation with local natives, where appropriate » Revocation and reuse for development » Parking » Additional or enhanced pedestrian and cycling connections » Improved open space incorporating benches, shelters, picnic tables, lookouts and barbecue facilities » Public art » Promotional and directional signage » Pocket parks with urban play equipment 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads Department » Ergon » Communications providers » Yeppoon Town Centre business community » Arts community » Relevant community groups

REPORT SECTION	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
PLACEMAKING REPORT		
V. Overhead powerlines	<ul style="list-style-type: none"> a) Consult with Ergon regarding its capacity and willingness to pursue undergrounding of lines in accordance with mutually determined priorities. Develop a strategic plan to accomplish this transition that includes priorities and triggers for conversion. b) Develop the strategic plan by considering costs and benefits. c) Determine how to finance undergrounding of powerlines over a time period that does not negatively impact general economic activity and the business performance of utility companies. d) Determine if it is possible to condition undergrounding by new developments as a means of obviating some public costs. e) Develop landscaping and other improvement plans to take advantage of sites where undergrounding is planned. Use shade and other signature trees suitable for coastal conditions, but with the goal of establishing an urban tree canopy. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads Department » Ergon » Communications providers
V. Maintenance	<ul style="list-style-type: none"> a) Determine desired service levels for maintenance of all improvements in the public realm within the Yeppoon Town Centre and align budget and resources to achieve these service levels. b) Review current maintenance programme and priorities and determine if and where there is capacity to shift priority to placemaking focus areas within the Yeppoon Town Centre. c) Defer undertaking new initiatives unless resources are available to provide appropriate maintenance levels of service. d) Explore options for transferring maintenance responsibilities for some areas to the private sector and community groups to increase Council's capacity to address maintenance requirements elsewhere. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads Department » Yeppoon Town Centre business community » Relevant community groups
V. Walkability	Optimise pedestrian connections and the quality of the pedestrian environment at all times.	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads Department
V. Community engagement	<ul style="list-style-type: none"> a) Create a community Placemaking Reference Group to function as the interface between Council and the community in promoting and executing placemaking in the community. b) Create a community Placemaking Reference Group to function as the interface between Council and the community in promoting and executing placemaking in the community. c) Hone existing engagement methodologies to take advantage of technological advancements to improve the capacity and speed of two-way dialogue on appropriate placemaking initiatives. d) Provide guidance to community members in managing the development and maintenance of placemaking initiatives. e) Facilitate community ownership of placemaking because placemaking is a 'whole of community' initiative. f) Develop marketing materials to explain placemaking purpose, objectives, concepts, values, participation opportunities and delivery processes. g) Engage the public and business sector in identifying and delivering on placemaking opportunities, independently and collaboratively. h) Solicit community support, input and participation in placemaking initiatives. i) Refer potential private placemaking opportunities to the Placemaking Reference Group. j) Identify private partners - businesses, not for profit agencies, volunteer groups, schools and individuals for development, implementation and maintenance of placemaking initiatives. k) Garner cooperation of government agencies and service providers (such as Ergon, Telstra and Transport and Main Roads) in supporting community initiated projects. l) Consult with affected property owners during concept development and keep owners apprised of timelines and activities. m) Encourage affected owners to participate as much as possible. n) Market positive outcomes. o) Develop placemaking guidelines directed towards the business community, other government agencies, quasi government entities, volunteer groups, not for profits, community groups and schools to inform and to encourage involvement in placemaking, including joint initiatives and maintenance. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Relevant community groups

REPORT SECTION	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
PLACEMAKING REPORT		
VI. Implementation principles (Process)	<p>a) Engage the entire Council community in:</p> <ul style="list-style-type: none"> » embracing placemaking principles; » developing a culture of innovation and creativity that supports the incubation of placemaking ideas; » working collaboratively across unit boundaries on the instigation, design and delivery of placemaking initiatives; » adjusting current approaches to the development of projects and programmes to ensure placemaking opportunities are identified at the design stage; » delivering projects in a way that accommodates the ongoing evolution of every space and place in response to changing conditions and finances, and which also allows new opportunities to emerge; » ensuring agency partners, contractors and consultants are aware (and supportive) of Council's desire to foster placemaking in all of its endeavours; and » working with the community to jointly develop or guide placemaking projects and programmes <p>b) Encourage community participation in the process of placemaking to the extent that they consider themselves 100 percent engaged, and empowered to be self-reliant, entrepreneurial, self-starting, creative, collaborative, inclusive, effective and happy in the process of delivering placemaking initiatives.</p> <p>c) Seek and encourage the co-operation of State agencies and private property owners in facilitating the development and implementation of placemaking initiatives, in undertaking initiatives of their own, or at least to do no harm.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » State agencies and quasi government entities » Yeppoon Town Centre business community » Relevant community groups
VI. Implementation principles (Prioritisation)	Review and update the project plan at regular intervals, employing the above priority determination criteria, to ensure the plan remains focused on the highest priorities and that it remains relevant in the face of changing conditions.	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Relevant community groups
VI. Implementation principles (Implementation roles and responsibilities)	<p>Livingstone Shire Council</p> <p>a) Oversee implementation of Placemaking Strategy recommendations according to priority and resource capacity.</p> <p>b) Align Council functions with the delivery of priority Programme recommendations that are a direct Council responsibility or which Council has capacity to influence.</p> <p>c) Align placemaking recommendations with the Council's Forward Works Programme and review projects to identify any new placemaking opportunities. Placemaking objectives and principles will be used to inform and supplement the design and scoping process for the Forward Works Programme.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council
VI. Implementation principles (Implementation roles and responsibilities) cont.	<p>d) Ensure that budget estimates for projects accommodate costs for necessary landscaping and placemaking enhancements. In the event that funds fall short for projects during the delivery phase, decisions on how to streamline the project shall be the responsibility of all affected Council stakeholders. Decisions in this respect shall be considered as soon as budget deficiencies are identified rather than at the end of the project when the only remaining elements are the landscaping and placemaking elements. A formal process to facilitate these discussions can be achieved through the proposed Placemaking Advisory Group. Deliver the Placemaking Strategy in collaboration with the community and other partners.</p> <p>e) Continue to educate the community on the benefits and scope of placemaking initiatives, as well as how to develop and execute placemaking initiatives on private and public property.</p> <p>f) Continue to inform the community of progress in the implementation of the Placemaking Strategy.</p> <p>g) Seek resources from external sources to supplement Council's budget capacity to pursue placemaking initiatives.</p> <p>h) Encourage philanthropic support for placemaking initiatives.</p>	

REPORT SECTION	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
PLACEMAKING REPORT		
	<ul style="list-style-type: none"> i) Periodically review the Placemaking Strategy to ensure its content and priorities are aligned with contemporary needs, opportunities and resource capacity. j) Encapsulate preferred and required Council approaches to placemaking in formal Policy and Guidelines documents. k) Provide training to relevant staff regarding the purpose and parameters of placemaking 	
	<p>Private Sector</p> <ul style="list-style-type: none"> a) Develop systems for educating the community on the values of placemaking and how community members can play a role in achieving placemaking objectives. Identify underutilised or untapped capacity within the community to assist in the development and delivery of placemaking initiatives. b) Work through the Placemaking Reference Group to engage with the community on placemaking opportunities impacting private property. c) Develop guidelines and education programmes to encourage and foster optimal participation by owners, businesses, and other interested community members in the process of placemaking. d) Establish panels of local residents with community building skills and interests to work collaboratively with Council in developing and delivering placemaking initiatives. Align according to interests, skills and capacity. e) Celebrate indigenous culture: work with indigenous leaders to ensure protection of cultural places, traditions , stories and values. If appropriate, highlight features and traditions of general community interest. 	<ul style="list-style-type: none"> » Yeppoon Town Centre business community » Livingstone Shire Council » Indigenous community » Relevant community groups
	<p>Other government and quasi-government entities</p> <ul style="list-style-type: none"> a) Negotiate with the State and quasi-government agencies to amend standards and rules that limit Local Government and community placemaking capacities. b) Negotiate with State and quasi-government agencies regarding the design of new buildings and facilities to ensure these incorporate and support placemaking principles. c) Encourage the formation of partnerships with other government and quasi-government agencies to jointly execute placemaking initiatives. d) Negotiate with State and quasi-government agencies to encourage their embrace of placemaking principles. e) Optimise the specific and contextual placemaking opportunities provided by the design of the proposed Central Queensland University Arts facility. f) Continue to negotiate with relevant agencies to pursue placemaking treatment of utility boxes and similar public infrastructure. 	<ul style="list-style-type: none"> » Other levels of government and quasi-government entities » Livingstone Shire Council » Central Queensland University

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
A. WHAT WE DO WELL			
	Multiple examples	Maintain and repeat wherever appropriate	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Relevant community groups
B. IMPROVING EXISTING AMENITY			
Public Realm: Public Buildings B.I.1	James Street Council building	<ul style="list-style-type: none"> a) Upgrade existing landscaping (too sparse) and either install planters in the dead space between the building and property line or remove the concrete in this space and install permanent landscaping. b) Paint the disabled access rails black or preferably replace with a more presentable ramp design (artwork opportunity). c) Consider repainting façade referencing historic colour scheme. 	» Livingstone Shire Council
B.I.2	Town Hall frontage	<ul style="list-style-type: none"> a) Enhance with landscaping, taking into account access requirements for civic functions. b) Evaluate as a preferred location for the placement of a signature public art piece. c) Formalise signage presentation. 	» Livingstone Shire Council
Landscaping and Medians	All streets in the Yeppoon Town Centre	Develop streetscape master plans for each street within the study area to guide future streetscaping efforts.	» Livingstone Shire Council
B.I.3	Incomplete landscaping (multiple locations)	Complete landscaping to provide 100 percent coverage in accordance with proposed Streetscape Plans and Public Realm Guidelines criteria.	» Livingstone Shire Council
B.I.4	Queen and Hill roundabout	Add more tiers of landscaping and colour to enhance the aesthetics of the roundabout and its effectiveness in slowing traffic. If overhead lines cannot be addressed in the short term, consider using small trees such as Pandanus and Callistemon to add height without impacting clearance zones.	» Livingstone Shire Council
B.I.5	Maintenance (multiple locations)	Replant to achieve 100 percent cover. Increase the diversity of plant materials to enhance colour performance.	» Livingstone Shire Council
B.I.6	Heritage tree (Normanby Street)	Anticipate eventual tree loss by planting a replacement tree now.	» Livingstone Shire Council
B.I.7	Mary Street median (James to Queen)	<ul style="list-style-type: none"> a) Enhance/formalise landscaping. b) Evaluate centre parking needs and, if appropriate, modify the roadway to accommodate the space required to install formalised parking. Consider providing parking in one direction only. 	» Livingstone Shire Council
B.I.8	Hill Street Median (Queen to John)	<p>Option A. Install full landscaping in the median. Review parking needs and formalise parking if warranted by demand and absence of alternatives.</p> <p>Option B. Redevelop as medium-high density housing (see Section VIII. D. 5)</p>	» Livingstone Shire Council
B.I.9	North Mary Street	<ul style="list-style-type: none"> a) Develop landscape, lighting and parking plan for the full length of Mary. b) Evaluate the potential for activation of the median with pop-ups and interactive art activities in association with the Mill Gallery and a possible new civic precinct. c) Evaluate against other sites in the Yeppoon Town Centre to determine the best locality for temporary activation events. 	» Livingstone Shire Council

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
Hardscape and Street Furniture B.I.10	Maintenance (multiple locations)	<ul style="list-style-type: none"> a) Identify resourcing needs to enable institution of adequate maintenance schedule. b) Increase maintenance frequency in high pedestrian traffic areas. 	» Livingstone Shire Council
B.I.11	Seating (multiple locations)	Develop a street furniture design palette as part of the Public Realm Guidelines targeting a unique Capricorn Coastal feel and accommodating different designs for different character locations. In lieu of replacement, ensure that benches are freshly painted and otherwise well maintained.	» Livingstone Shire Council
B.I.12	Bump-out treatments (multiple locations, primarily James Street)	<ul style="list-style-type: none"> a) Provide additional amenities conducive to pedestrian comfort, such as shade sails and umbrellas. b) Increase the height of intersection perimeter landscaping (accounting for vehicular sightlines) and install additional landscaping, including shade trees, new planting beds and planters to break up the hardspace. c) Benches adjacent to the road should be buffered by vegetation that is at least as high as the heads of sitting people. If sightline requirements prevent higher perimeter planting, use of trees becomes more important. d) Install creative and engaging public art elements. e) Provide additional seating. The most effective seating is informal; it can be moved around to suit individual tastes and to secure shade or sun according to the time of year. Permanent seating needs to be high quality and durable. f) Install appropriate pedestrian level lighting. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
		<ul style="list-style-type: none"> g) Discuss with adjacent property owners and encourage their use of these areas. h) Consider activating these spaces with transitory activities such as food and drink carts or retail pop-ups, particularly in high traffic times. 	
B.I.13	Bollards (James and Mary)	Replace with landscaping, more aesthetically friendly bollards or convert into a functional art opportunity.	<ul style="list-style-type: none"> » Livingstone Shire Council » Arts community
B.I.14	Pedestrian crossings (multiple locations)	Engage artists to develop designs for crossings that accomplish their functional intent with a substantially more creative finish.	<ul style="list-style-type: none"> » Livingstone Shire Council » Arts community
Private Realm B.II.15	Building fronts (Normanby Street side of The Strand Hotel)	<p>Private</p> <ul style="list-style-type: none"> a) Encourage owners to increase the building's transparency and relationship to the street. b) Encourage installation of a building awning. c) Determine possibilities for reopening the blocked-in storefront spaces to help in activating the space in front of the building. d) Install lighting to accent the building at night. <p>Public</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Owners of The Strand
		<ul style="list-style-type: none"> e) Provide additional landscaping (including shade trees), pedestrian level lighting, catenary lighting, public art and additional shaded seating areas in the expansive plaza area. 	
		<ul style="list-style-type: none"> f) Install a short wall/landscaping to separate the yellow from orange brick to create two distinct areas. 	

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
B.II.16	Shopfront presentation (James and Normanby Streets: multiple locations)	<ul style="list-style-type: none"> a) Confer with property owners to improve shopfront presentation. b) Develop simple guidelines with illustrative examples for private owners to refer to when making shopfront repairs and improvements. c) Offer suggestions to owners regarding appropriate/needed improvements or provide direction on where to find ideas for enhancements. d) Discuss options for using local artists to paint storefront windows to enhance signage or simply to create alluring art. e) Discuss with the owners options for achieving more attractive and consistent signage. f) Consider funding a façade improvement programme to incentivise owner action on enhancements. g) Ensure the approval process for doing the right thing is as simple and expeditious as possible. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
B.II.17	Improperly scaled landscaping (John Street side of Salt)	Encourage owner to plant trees in existing bed.	<ul style="list-style-type: none"> » Livingstone Shire Council » Owners of Salt
B.II.18	Insufficient and poorly maintained landscaping (Keppel Bay Plaza)	<p>Per standards prescribed in the Public Realm Guidelines.</p> <ul style="list-style-type: none"> a) At a bare minimum, ensure that the landscaping condition complies with the conditions of approval. b) Educate owners and community on the economic value of aesthetics. c) Encourage property owners to elevate their landscaping quality and maintenance programme and install additional landscaping to assist in breaking up the harsh expanse of bitumen and concrete. d) Landscape the adjacent public right-of-way to enhance the overall pedestrian experience. Negotiate with property owners to support this effort financially and/or with maintenance. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Owners of Keppel Bay Plaza
B.II.19	Uncomfortable outdoor dining space (NE corner of James and Mary)	<ul style="list-style-type: none"> a) Provide landscaping (including shade trees and perimeter landscaping), shade sails, street furniture, public art, pedestrian level lighting and other amenities conducive to creating an attractive environment for people. b) In lieu of Council action in the short term, encourage The Grind to provide umbrellas and pot plants to enhance aesthetics and pedestrian comfort. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Owners of The Grind
B.II.20	Suboptimal outdoor dining space (Lure Living, Anzac Parade)	<ul style="list-style-type: none"> a) Improve in accordance with the Public Realm Guidelines, including addition of permanent landscaping, shade, lighting and other amenities. b) Consult with the owners of Lure on the design of permanent/temporary improvements that will enhance the essential character of their external business environment. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Owners of Lure Living
C. CORRECTING DEFICIENCIES			
I. Public Realm Fixtures, Fences and Walls	Antiquated, non-functional and ugly fixtures (multiple locations)	<ul style="list-style-type: none"> a) Remove where appropriate, such as the clock on Normanby Street b) Replace with contemporary fixtures. Replace pedestrian level lighting in Normanby Street median with modern fixtures in accordance with the Public Realm Guidelines. Replace or remove water fountain at intersection of Hill and Normanby. c) Replace vehicle-orientated street lighting in pedestrian zones with pedestrian scale lighting. 	<ul style="list-style-type: none"> » Livingstone Shire Council
	Barrier fencing (primarily Normanby Street – Anzac to Hill)	Remove or replace with aesthetically attractive features that achieve the same purpose of directing pedestrian movements and aid in the creation of place. Utilise fencing that incorporates design/art elements, additional planting beds (employing dense and/or prickly plants), planters, benches and attractive barrier bollards.	<ul style="list-style-type: none"> » Livingstone Shire Council

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
	Poorly executed traffic calming (Arthur and James)	Install in accordance with the baseline hardscape standards applied to other intersections/crossings, and incorporating changes recommended in Section VIII. B. 12 to enhance bump-outs with landscaping, shade and other amenities.	» Livingstone Shire Council
	Ugly barrier fencing adjacent to Adelaide Street	Replace with new 'design fence' (metal or similar to that employed at the Kraken) and/or use jasmine and other climbing plants to screen the fence. Use black fencing as a minimum solution. Increase the height of the screening crotons to buffer the view from the west side.	» Livingstone Shire Council
	Fence at Hill Street bus station	Remove fence.	» Livingstone Shire Council » Transport and Main Roads
	Revetment walls along Farnborough Road entrance	Create a green wall through use of appropriate trailing plants or offer to artists to provide creative solutions.	» Livingstone Shire Council » Transport and Main Roads
Signage	Primarily James and Normanby Street locations	Develop a positive pedestrian message instead of detailing what's prohibited. Employ humour to add a sense of surprise and provide direction to alternative locations where the offending wheeled instruments are welcome. Remove footpath signage. Use different messages on each sign.	» Livingstone Shire Council » Transport and Main Roads
	Parking area signs (several locations)	Install lower height, low key, informative and welcoming signage. Blend into landscaping. 'Different' will enhance effectiveness.	» Livingstone Shire Council » Transport and Main Roads
	Monuments and plaques (multiple locations)	Determine which plaques can be removed or relocated. Recondition those that are retained and reposition to enhance value to observers. Develop policy for placement and curation of future plaques, including consideration of more aesthetic, contemporary and informative means of communicating historical messages.	» Livingstone Shire Council » Relevant community groups
	Tourist sign in Beaman Park, James Street	Option A. Remove and create new contemporary sign and install in more appropriate location. Option B. Relocate to more appropriate location, possibly in front of Sailing Club.	» Livingstone Shire Council
Shelters	Beaman Park mosaic shelter	Develop consistent standards for all furniture, including picnic shelters (with universal accessibility). Relocate or reinstall mosaic to better showcase it.	» Livingstone Shire Council
	Bus shelters	a) Design new shelter that captures coastal themes, is attractive, comfortable, well lit and incorporates public art. b) Consider providing space for community marketing and/or advertising (to generate revenue for supporting higher shelter design standards). c) Option B: make the shelters available to local artists to enhance.	» Livingstone Shire Council » Transport and Main Roads » Bus companies
	Median picnic shelter, Hill Street	Option A. Remove or relocate to a more appropriate location (in a park) and replace with landscaping or additional centre parking. Option B. Repurpose for other uses, possibly information centre, community events hub or WI-FI hub. Option C. Invite expressions of interest to determine community interest in adjusting use of the structure, including through public art.	» Livingstone Shire Council
II. Private Realm	James Street buildings (various locations)	a) Encourage store owners to provide their own greenery through pot plants, hanging plants, planter boxes and similar enhancements. Also encourage installation of quality lighting, with awning lighting as a bare minimum.	» Livingstone Shire Council » Yeppoon Town Centre business community

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
		<p>b) Develop guidelines for awning construction to encourage a more consistent streetfront feel, including the area available for signage. Confer with the Yeppoon Town Centre Business District property owners regarding their interest in supporting such an initiative.</p> <p>c) Develop design guidelines for new construction on James Street to supplement the Planning Scheme and Public Realm Guidelines provisions.</p>	
		d) Provide advice to individual properties regarding building enhancements.	
		e) Install only one handicapped pole sign or limit to painted spaces only.	
	James Street NAB	Encourage the bank to improve its lighting, install landscaping and street furniture at the street edge, change the tinted glass or treat with art and enhance the dead wall space with public art or artistic NAB signage.	<p>» Livingstone Shire Council</p> <p>» NAB</p>
	Inconsistent signage (O'Grady's example on James Street)	Encourage the owner to remove the free-standing sign and install a Bakehouse sign on the front edge of their awning consistent with the height of the adjacent sign. Enhance the appearance of the parapet with public art. This recommendation applies to multiple poorly signed businesses.	<p>» Livingstone Shire Council</p> <p>» Owners of Bakehouse</p>
	James Street Medical Centre	a) Encourage the owners to expand out to the 'build to' line with a more attractive frontage (if they need or want to)	<p>» Livingstone Shire Council</p> <p>» Owners/operators of Medical Centre</p>
		b) Alternatively, until expansion or replacement occurs, encourage improvements to signage and conversion of the front parking area into a landscaped courtyard, possibly with seats to accommodate waiting customers.	
		c) Cheapest option will be to install planters and pot plants to soften the hard, uninviting frontage. Flowering, climbing plants could be used to enhance the upper floor struts.	
	Yellow suburban style development at intersection of James and Mary	Discuss building future with property owner. In the long term, market forces will lead to site redevelopment for a higher use. In the interim, the facility could be improved through addition of landscaping throughout the car park, application of a better paint palette and more creative signage and artwork.	<p>» Livingstone Shire Council</p> <p>» Owners of shopping centre</p>
	Poor presentation of various buildings on James Street	Encourage property owners to install false parapets and appropriately scaled awnings. Improve building colour schemes.	<p>» Livingstone Shire Council</p> <p>» Yeppoon Town Centre business owners</p>
	Ad hoc signage (various locations)	Encourage owners to remove or consolidate signs into a single attractive sign platform	<p>» Livingstone Shire Council</p> <p>» Yeppoon Town Centre business owners</p>
III. Third Party Fixtures and Improvements	State office on Normanby Street	Negotiate with relevant State Agency to enhance their frontage, especially at the street edge.	<p>» Livingstone Shire Council</p> <p>» Relevant State Agency</p>
	Police Station frontage	Negotiate with the relevant State agency to provide universal access to the police station via the adjoining ramp. Remove the existing ramp and create an attractive new entrance to the police station. Consider this space as a public art opportunity to celebrate police service.	<p>» Livingstone Shire Council</p> <p>» Relevant State Agency / Police</p>
	Phone Box, Anzac Parade and John Street	a) Determine the need for this and other phone boxes in the Yeppoon Town Centre in consultation with Telstra. Remove if possible.	<p>» Livingstone Shire Council</p> <p>» Telstra</p>
		b) Alternatively, relocate as part of the Yeppoon Foreshore and Town Centre Revitalisation Project.	
		c) Landscape the median at this location.	
		d) Determine Telstra's interest in making the box available as a public art project.	

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
D. NEW OPPORTUNITIES			
I. Public Realm Amenities And Activation	Landscaping (all street medians, verges, traffic islands and other opportunity sites)	<p>a) Develop streetscape master plans for all street environments within the Yeppoon Town Centre precinct in accordance with the recommendation contained in Section VIII.B.A. Landscaping should be employed to enhance the separation between pedestrians and the roadway, to provide shade to the maximum extent possible, to soften excess hardscape areas, to replace areas of un-trafficked hardscape, to vegetate medians, to screen ugly elements and to accentuate the built environment.</p> <p>b) Use plants that are low maintenance and attractive. As much as possible, employ local native species that can tolerate local weather conditions and the extra constraints of an urban environment.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Ergon » Transport and Main Roads » Relevant community groups
		<p>c) Provide adequate funding for design, installation, establishment and maintenance with a view to achieving gradual implementation over a period of ten years.</p> <p>d) Use natural stormwater systems within the streetscape (bioswales) to provide multi-purpose services.</p> <p>e) Utilise landscaping as a platform for placemaking through creative lighting and artistic elements.</p>	
	Shade and Climate (All streets with emphasis on primary pedestrian travel routes)	<p>a) Utilise landscaping to provide shade and screen wind.</p> <p>b) Install artificial shade structures to supplement green shade wherever appropriate.</p> <p>c) Encourage building owners to provide shade to supplement that provided by Council.</p> <p>d) Encourage cafes and similar businesses to use misters and heaters to address climate control issues.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community
	Interactive Art in Excess Hardspace Areas (Primarily James and Normanby Streets)	Identify and prioritise sites for activation and invite artists, space activation experts and game designers to propose creative, engaging, and durable pieces to realise the opportunities identified above and throughout this report. Identification of sites should occur in concurrence with considerations for other activation installations, such as increased landscaping, shade and outdoor furniture.	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
	Activation of Open Space through Interactive Public Art (primarily Beaman Park, Adelaide Street Park the beach and medians)	<p>a) Identify opportunities to frequently activate open space areas.</p> <p>b) Encourage the Yeppoon Town Centre business community, accommodation providers and interested community members to contribute to activation goals.</p> <p>c) Seek funding to support utilisation of the extensive slope in Adelaide Street Park for a signature slide installation. Alternatively, activate with temporary slides.</p> <p>d) Develop creative placemaking attractions and amenities to enhance utilisation of open space.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
	Ephemeral Space Activation (multiple locations, prioritising high pedestrian traffic precincts)	<p>a) Inventory existing activities offered through Council and private parties.</p> <p>b) Determine the appetite for expanding the number of events and services provided and prioritise potential new activities according to likely support, available calendar dates and impact.</p> <p>c) Introduce according to community capacity to manage and sustain, whether one-off or perennial events.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Relevant community groups » Arts community
		d) Assess periodically to ensure activities are still supported by the community and effective in contributing to a sense of place.	
	Free Standing Sculpture Sites (multiple locations, prioritising high visibility sites and pedestrian traffic precincts)	<p>a) Utilise the Public Art Strategy to guide expansion of the community's public art collection.</p> <p>b) Identify and protect prominent sites where public art will be most impactful.</p> <p>c) Encourage local artists to contribute ideas for art installations – permanent and ephemeral.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Community groups » Arts community

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
		<ul style="list-style-type: none"> d) Identify locations and art forms that vary in cost and ease of implementation. e) Identify funding sources to support public art, including philanthropic and State and Federal grant programme f) Encourage local philanthropic support to facilitate art installations. g) Encourage local property owners to consider installing art that will be visible and accessible to the general public. h) Invite submissions for the creation of art as frequently as possible to promote ongoing engagement by the local arts community. 	
	Pop-Ups (to support events and activate difficult and unusual spaces)	Consider utilising multi-purpose pop up facilities to activate poorly trafficked spaces and to ensure optimal provision of goods and services to the community as and when appropriate.	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Mobile vendors » Arts community
	Lookouts and Feature Sites	<p>Yeppoon Road: apply for State lookout grant funds to establish lookouts along Yeppoon Road to facilitate views of the volcanic plugs near Mt. Jim Crow.</p> <p>Adelaide Street Park</p> <ul style="list-style-type: none"> a) Apply for State lookout grant funds to develop signature lookout/s. b) Consider site for installation of interactive view art. c) Provide additional park facilities to enhance park usage. <p>Cliff Street: apply for State lookout grant funds to establish a lookout in the vicinity of Cliff and Hill Streets.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Relevant community groups
II. Public Realm Facilities	Lighting	<ul style="list-style-type: none"> a) Undertake a comprehensive review of existing lighting performance to identify locations and priorities for improvement. Note public and private responsibilities. b) Identify preferred illumination standards and fixtures (with variations to accommodate different precincts). c) Determine new lighting standards and develop replacement strategy to be implemented over multiple years. d) Optimise performance through use of smart technology and energy efficient fixtures. e) Employ multi-purpose poles with WI-FI, way-finding and artwork. f) Identify where lighting needs to be pedestrian orientated (Category P Lighting in the Road, Street and Public Spaces Lighting Policy) versus vehicular/pedestrian. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community » Ergon » Lighting specialists
		<ul style="list-style-type: none"> g) Identify opportunity sites for use of projection lighting. h) Identify locations for use of accent lighting (to feature art, landscaping and character buildings). 	
		<ul style="list-style-type: none"> i) Identify opportunities for enhancing public space with catenary or other mood lighting in areas such as laneways, back of shop spaces and courtyards. j) Encourage private owners to upgrade lighting where this affects the quality of the public realm, such as awning lighting, parking areas, shopfronts and signage. k) Identify maintenance requirements for public lighting and budget accordingly. 	
	Poles	<ul style="list-style-type: none"> a) Inventory poles to determine which are suitable and available for art installations. b) Negotiate with managing authorities for use of poles not under Council control. c) Institute a pole art programme in accordance with the Public Art Strategy. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Ergon, Transport and Main Roads » Yeppoon Town Centre business community » Arts community

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
	Banner Poles	a) Replace existing poles with contemporary pedestrian-orientated fixtures that incorporate smart lighting technology and employ best practice technology for facilitating easy, low cost change-out of banners. Replacement of poles should occur in accordance with streetscape master plan priority map and lighting replacement strategy articulated in Lighting. Pole design should either continue or complement fixtures employed in the Yeppoon Foreshore and Town Centre Master Plan area.	» Livingstone Shire Council » Yeppoon Town Centre business community » Community groups » Event organisers
		b) Adapt existing poles until funding for new poles can be secured. c) Employ banners on main travel routes into the Yeppoon Town Centre to draw people in and advertise upcoming community events. d) Employ banners that provide colour and interest when banner poles are not being utilised to promote community events e) Consider providing opportunities to potential sign sponsors for limited integrated advertising to cover the costs of installation and take-down or for pole replacement. Will need to determine conditions for use and area of advertising display.	
	Signage	a) Review civic sign inventory to address issues with need, coverage and effectiveness. Identify signs that might be consolidated, modified or replaced to incorporate humour and identify locations for installation of new dual purpose signs.	» Livingstone Shire Council » Yeppoon Town Centre business community » Capricorn Enterprise » Arts community
		b) Develop a consistent way-finding, directional and informational sign palette for the Capricorn Coast. Install at appropriate locations according to priority impact. c) Develop an App that provides additional information on the history and attractions of different coastal precincts, beginning with Yeppoon. Incorporate engaging stories, including indigenous culture and elements of local pre and post-colonial mythology.	
		d) Refer to Section J: Gateways for recommendations on installation of gateway signs. Install major gateway signs at the Farnborough/Anzac roundabout, at the James and Braithwaite roundabout and at an appropriate location on Yeppoon Road or Appleton Drive.	
		e) Consider installation of community-celebratory signs at other key entry points along Yeppoon Road and at the Iwasaki roundabout. f) Invite community submissions for the creation of humorous sign content. Identify appropriate locations. g) Develop guidelines for private signage, addressing signs on awning fronts, suspended signs (illuminated and plain), free-standing footpath signage, signs above the awning, shared signage, wall signage and storefront signage. Discuss with property owners the benefits of quality/creative signage and encourage voluntary signage upgrade.	
	Stairs	Identify stairs that could be converted into art opportunities. Negotiate with property owners if privately owned. Consider opportunities for incorporating artistic elements in stairs required in future developments.	» Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
	Street Furniture	a) Develop street furniture options as a component of the Public Realm Guidelines. Carefully consider placement to correspond with predictable human behaviour regarding preferred pathways and socialisation spaces.	» Livingstone Shire Council » Yeppoon Town Centre business community » Arts community
		b) Engage local wood and metal workers to design unique furniture pieces. c) Integrate public art into furniture to the degree possible to add interest and deter vandalism.	
	Outdoor Dining Furniture	Encourage owners to be creative in their design of outdoor furniture, umbrellas and other customer amenities.	» Livingstone Shire Council » Yeppoon Town Centre business community

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	Bicycle Parking	a) Identify sites for placement of bike parking.	» Livingstone Shire Council » Yeppoon Town Centre business community » Cycling community
		b) Incorporate placement into streetscape master plans.	
		c) Invite artists to develop bike parking designs.	
		d) Install appropriate on-road or stand-alone signage to promote biking.	
		e) Secure funding for implementation.	
	Public Facilities and Utilities	Consider opportunities for enhancing the appearance of public utilities and facilities by application of public art.	» Livingstone Shire Council » Utility owners » Arts community
	Utility Boxes	Cover with vinyl or painted art as a continuation of the current programme.	» Livingstone Shire Council » Utility owners » Arts community
	Utility Covers	a) Develop designs for new utility inspection covers and issue expressions of interest to manufacture.	» Livingstone Shire Council » Utility owners » Arts community
		b) Engage artists to develop creative responses to existing utility inspection covers in pavement.	
	Pipes	a) Provide as art opportunities if Council controlled. b) Encourage property owners to facilitate artistic adaptation if privately controlled.	» Livingstone Shire Council » Yeppoon Town Centre business community » Utility owners » Arts community
	Bus Station	Invite artists to present ideas for installation of public art on shelter walls.	» Livingstone Shire Council » Transport and Main Roads » Arts community
	Public Toilet (at bus station)	Offer to local artists as public art opportunity.	» Livingstone Shire Council » Transport and Main Roads » Arts community
	Public Toilet. (Beaman Park)	Enhance by repainting, improved signage and use of architectural lighting to improve safety perceptions. Install changing coloured interior lights to accent the glass block and convert the building into a feature.	» Livingstone Shire Council » Arts community
	Normanby Street median ramp	Enhance with additional peripheral landscaping and offer blank walls for artwork. Paint green rails black. Alternatively, reconstruct ramp with more artistic, contemporary flair.	» Livingstone Shire Council » Arts community
	RSL Property Frontage	a) Confer with RSL to elicit support for enhancing landscaping in accordance with the planting palette in the Public Realm Guidelines to promote a more tropical coastal atmosphere. b) Consolidate signage – reduce the size of the parking sign, remove the skateboarding sign and address in accordance with recommendations contained in the Signage section. c) Determine possibility for rubbish collection from Hill Street (use of dumpster?)	» Livingstone Shire Council » Transport and Main Roads » RSL
III. Buildings And Private Space	Walls	a) Identify property owners willing to treat their own walls or to make their walls available as public art canvases, green walls or similar placemaking opportunities b) Develop a programme (Wow Walls?) to engage community artists, to be co-ordinated by Council in consultation with the Urban Art Panel.	» Livingstone Shire Council » Yeppoon Town Centre business community » Arts community

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
		<ul style="list-style-type: none"> c) Identify a dedicated funding source to ensure delivery of Wow Walls programme. d) Seek philanthropic support to supplement programme delivery. 	
	Laneways and 'back of shop' spaces	<ul style="list-style-type: none"> a) Determine, through negotiations with relevant property owners, which laneways and back of shop spaces are suitable for adaptation as outdoor retail socialisation spaces. While back of shop spaces will work for individual owners, collaborative design and use of space will reap greater rewards. b) Assist co-operating owners in space design. c) Review outdoor dining codes to ensure establishment of outdoor facilities is as easy as possible. Develop guidelines for prospective developers. d) Identify alternatives for rubbish storage and collection, parking, delivery and access necessary for accommodating back of shop conversions without impacting primary pedestrians zones on street frontages. This may require consolidating or relocating access ways and timing of services. e) Further to d), assist property owners in the development of agreements necessary to facilitate the shared use of space and support services (security, cleaning, toilets and electricity). f) Review impact on, or constraints imposed by essential infrastructure and easements. g) Identify ingress and egress needs and preferences, as well as connectivity to streets and shops, with due consideration of safety requirements. h) Provide safe and interesting connections to the street if not employing laneways or shop ingress. i) Review impact on existing parking and determine where this can be relocated (new parking structure). j) Encourage owners to remove unnecessary or unsightly outbuildings, or alternatively upgrade and repurpose to support courtyard activities. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community
	<i>Laneway Treatment Options</i>	<ul style="list-style-type: none"> a) Laneway dining, coffee, wine b) Enclosure and formalisation for patio dining c) Treatment with public art and extensive greenery d) Feature lighting (catenary, projection, accent, neon and uplighting) to entice night visitation and create a relaxing, sheltered environment 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community
	<i>Courtyard Development Options</i>	<ul style="list-style-type: none"> a) Dining, coffee, wine, markets, function space b) Construction of pergolas, shelters and other nook areas to accommodate greater privacy c) Feature lighting, catenary lights, public art, green walls and special features d) Sophisticated and comfortable socialisation space, centred on significant tropical landscaping (including signature shade trees) e) Children's play areas to support more informal socialisation space 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community
	Doors and Painted Windows	Seek consent of property owners to use doors as art opportunities. Encourage owners to facilitate treatment or arrange for work to be undertaken through Council auspices upon commission by property owner (see recommended approach for walls above).	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community
	Closed and Plain Storefronts	<ul style="list-style-type: none"> a) Install temporary or permanent murals on roller doors with owner's consent or with their direction. b) Encourage owners to treat glass storefronts with artistic store advertising, temporary glass art or install art and/or other engaging elements in the interior. Consider hosting a street window art festival. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Yeppoon Town Centre business community

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
		c) Encourage owners to consider temporary building uses to optimise perceptions of full occupancy in the precinct. Some owners may choose to provide their store as a temporary art studio, with the resident artist visible inside the shopfront and available to engage with interested passers-by. Another option is to install planters in front of the storefront.	
IV. Pavement And Roads	Footpath Pavement Treatments	a) Continue existing brick paver treatments to new areas of James Street as funds permit. The need to do this can be mitigated by the provision of other public realm improvements such as added landscaping and public art. b) Consider opportunities for integration of public art into pavement treatments.	» Livingstone Shire Council » Arts community
	Street Crossings	Offer new crossings to artists for development of concepts that meet Austroads standards but which incorporate artistic elements. Provide existing crossings for artistic retreatment according to funding.	» Livingstone Shire Council » Transport and Main Roads
	Roads and Medians	a) Develop a programme to gradually replace lawn areas and excess hardscape with intensive landscaping in accordance with the recommendations stated elsewhere in this report. b) Identify where centre parking is appropriate and merge with landscaping.	» Livingstone Shire Council » Transport and Main Roads
		c) Install uplighting and other accent lighting as appropriate to highlight landscaping. d) Identify appropriate locations for additional crossings at intersections and mid-block, considering relevant safety standards. e) Convert street lighting to pedestrian level lighting in key pedestrian zones (Anzac Parade, James from Anzac to Arthur, east end of Queen, and the central section of Hill in the Town Centre). f) Pursue recommendations regarding treatment of medians and verges contained in other sections of this report.	
	State Directional Signs	Discuss with State authorities and encourage review of their sign policies to accord with contemporary needs and to better reflect Queensland's tropical image.	» Livingstone Shire Council » Transport and Main Roads
	Dead Road Spaces	Redevelop as bike parking (motorised or pedestrian), replace with landscaping (option for significant shade tree), use alternative paint patterns in accordance with the proposed crossing treatments, or provide as public art opportunities.	» Livingstone Shire Council » Transport and Main Roads
V. Specific Locality Treatments	Normanby Street Frontage (west of Town Hall)	Create a signature civic space linking the Mill Gallery with Town Hall and Beaman Park. Ensure that configuration of this space supports activity emanating from all buildings in this precinct. This should be one of the premiere public realm spaces in the Town Centre. Achieving this goal may require resumption of part of the street right-of-way to develop a wider public realm.	» Livingstone Shire Council » Transport and Main Roads
	Mill Gallery Frontage	a) Reconfigure the space outside the gallery for an outdoor café and/or function space to support the gallery and proposed Central Queensland University facilities. The space should include a hardscape plaza accentuated by appropriate tropical plantings and lighting (uplighting, catenary or fairy lights) to highlight the fig trees.	» Livingstone Shire Council » Transport and Main Roads » Mill Gallery » Central Queensland University » Relevant community groups (event organisers)
		b) Pursue installation of a signature art piece in this outside area to assist in identifying the gallery and creating the space.	
		c) Provide for temporary closures of this section of Normanby to create an events plaza that can function as the community's town square, creating an alternative to the Foreshore for hosting more formal events and providing a back-up option in the event of excessive wind conditions on the Foreshore. Larger events could encapsulate closure of part of Mary Street as well. This precinct would be a great site for an urban market, which would draw more energy into the Yeppoon Town Centre than the current market location in Merv Anderson Park.	
		d) Consider treating the road surface with alternative materials (such as coloured concrete or stone) and removing curbs to assist in creating the civic precinct.	

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		<p>e) To support the preceding recommendations, review traffic flow, alignment options and right-of-way requirements and consider trading the north lane with the grassed median or adjusting the right-of-way to create more pedestrian space in front of the gallery and less median.</p> <p>f) If e) is not possible, heavily landscape the median (large trees) to provide more enclosure to the proposed gallery space and develop processes to facilitate easy road closures.</p>	
	Commercial properties on Normanby across from Mill Gallery	Encourage owners to improve presentation of properties to the street, particularly through use of landscaping. Ideally, this site should be redeveloped for medium density mixed use, with commercial on the ground floor and residential above.	<ul style="list-style-type: none"> » Livingstone Shire Council » Relevant property owners
	Public Realm, West James Street (Hill to Braithwaite)	Dramatically increase landscaping along Street verges and median in accord with Public Realm Guidelines. Ensure future development is built to the property line. Install pedestrian lighting. Provide a major entry statement at the intersection of James and Braithwaite.	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads
	Hill Street Redevelopment Site (Queen to John)	<p>a) Resume the Hill Street right-of-way between John and Queen, leaving the west lane for dual direction access.</p> <p>b) Acquire the vacant lots east and west of Hill to incorporate into a larger redevelopment project. If possible, acquire the second house north of John on the west side of Hill, the three residences fronting Barry and the commercial property at the SE corner of Queen and Hill.</p> <p>c) Facilitate redevelopment, either in-house, with a private partner, or by sale/lease to the private sector. Redevelop as primarily medium/high density residential according to market demand, with emphasis on quality design and maximising view opportunities.</p> <p>d) Develop the frontage to Barry and Queen (east of Hill) as commercial, or live/work provided market demand exists. Zero lot line residential would also work well.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Adjacent property owners
	John Street Redevelopment Site (Morris to Arthur Street)	<p>a) Resume excess right-of-way, allowing for two way traffic on John, on street parking, and retention of an easement to provide laneway access to properties behind the proposed development site. In the longer term, these other properties could also be redeveloped for similar higher density residential.</p> <p>b) Facilitate redevelopment, either in-house, with a private partner or by sale/lease to the private sector. Redevelop as two storey row housing or zero lot line townhouses with rear vehicular access. The right-of-way take should extend into John Street to align with the road width fronting St. Ursula's.</p> <p>c) Review parking needs and develop options for addressing these. Determine users, normal and peak usage numbers and times and availability/utilisation of proximate parking.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Adjacent property owners
	Railyard Site (James Street)	<p>Baseline principles that need to be adhered to when pursuing redevelopment include:</p> <p>a) Building to the property line with no frontage parking.</p> <p>b) Optimised density in accordance with Planning Scheme provisions.</p> <p>c) Multiple pedestrian connections through the site connecting to Normanby, Jeffries and Arthur.</p> <p>d) Exceptional on-site and frontage presentation with complementary landscaping and lighting.</p> <p>e) Structured, underground or rear parking.</p> <p>f) Hidden loading and rubbish storage.</p> <p>g) Mixed use development incorporating upper floor residential.</p> <p>h) Limited curb cuts, preferably none on the James Street frontage.</p> <p>Consider relocating the Station building and repurposing it to take advantage of the wide awning. Consider use as a gateway feature at the James and Park Street roundabout.</p>	<ul style="list-style-type: none"> » Livingstone Shire Council » Economic Development Queensland » Adjacent property owners

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VI. Maintaining Momentum		<ul style="list-style-type: none"> a) Continue to engage the community to understand their response to past and proposed initiatives and to solicit and refine new ideas. b) Employ multiple engagement pathways, including social media, focus group meetings and physical feedback options. 	» Livingstone Shire Council
E. QUEEN AND JOHN STREETS			
		<ul style="list-style-type: none"> 1. Develop master streetscape plans in accordance with the Public Realm Guidelines specifications for the entire lengths of Queen and John Streets, incorporating roundabouts, medians and verges. Development of this plan should be managed by Strategic Growth and Development, Infrastructure and Community and Planning Services. Emphasise the use of trees for visual impact and ease of maintenance, and because taller vegetation will assist in slowing traffic and reducing perceptions of road width to create an environment more attractive to pedestrians and cyclists. Incorporate formalised centre parking as appropriate. Co-ordinate with evaluation of existing and future utility/services needs. 2. Further to (1), install landscaping to address identified deficiencies. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Adjacent property owners » St. Ursula's College » Relevant community groups
		<ul style="list-style-type: none"> 3. Explore the establishment of community gardens and small play parks in the medians in Queen and John, particularly east of Mary. Also consider the section of Hill between Queen and John. 	
		<ul style="list-style-type: none"> 4. Extend pedestrian connections along the full length of both sides of each street, extending to cross-streets going north (and south as funding permits). Connect missing sections in the existing network, including providing universal access at crossings. Install pedestrian scale lighting. Priority 1 for connections, Priority 2 for full system development. 	
		<ul style="list-style-type: none"> 5. Develop landscaping plans for the Council-controlled parking lots located towards the west end of Queen Street, emphasising the use of shade trees. Review parking capacity needs and convert unneeded spaces to landscape (not grass). 	
		<ul style="list-style-type: none"> 6. Confer with the operators of the Coles Centre to determine if they would consider making a portion of their rear wall available for a mural and/or would enhance this area with landscaping. 	
		<ul style="list-style-type: none"> 7. Remove the vandalised pedestrian sign behind the Coles building on Queen Street. 	
		<ul style="list-style-type: none"> 8. Redesign the parking lots on Queen between Arthur and Mary. Remove fencing and buffer with landscaping. Determine if additional spaces are necessary and formalise. Otherwise, install curb and/or plants to deter informal parking on median. 9. Provide road markings to improve traffic and parking behaviour. Include bikeways. Review traffic signage and remove unnecessary signs. Convert all excess right-of-way to parking and/or landscaping. 10. Option A: Develop landscaping plans for the parking lot at the west end and north side of John Street, emphasising the use of shade trees. Review parking capacity needs and convert unneeded spaces to landscape. 11. Option B: Alternatively, consider revoking the entire length of excess right-of-way between Morris and Arthur and develop two storey townhomes fronting John, with rear laneway access. Develop as market demand allows. 	
		<ul style="list-style-type: none"> 12. Encourage St. Ursula's College to provide landscaping in its parking lot at the intersection of Mary. <ul style="list-style-type: none"> » Consider use of flowering vines or hedge shrubs to enhance the existing chain link fence. » Consider providing Council-grown plants to incentivise co-operation. » Consider developing a partnership with the school to provide horticultural training for students to grow the plants it needs to address the parking lot/fence and the rest of its facility. » Consider extending this partnership to involve the school in planting and maintenance of its perimeter and medians in cross-streets. 13. Encourage St. Vincent de Paul to upgrade its landscaping, including trees and use of vines to mitigate the chain-link fence. 	

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		14. Create a picnic and lookout platform in the median at the crest of John Street.	
		15. Facilitate retention of character pines through development of a tree preservation ordinance, conservation easement or similar instrument.	
		16. Underground overhead powerlines.	
F. PARK STREET			
	Braithwaite to southern perimeter of showgrounds	<p>a) Install a significant entry statement signage/public art in the James and Braithwaite Street roundabout, supported by high quality tiered landscaping and accent lighting appropriate to the community significance of this roundabout.</p> <p>b) Incorporate well designed welcoming/promotional/directional signage, with accent lighting, within the roundabout at Queen, Braithwaite and Park and the roundabout at Park, Tanby and Rockhampton.</p>	<p>» Livingstone Shire Council</p> <p>» Transport and Main Roads</p> <p>» Adjacent property owners</p>
		c) Plant delineated areas along Park Street with the same Eucalypt species as the existing mature trees, also incorporating larger shade/flowering trees. Add second tier landscaping to provide accent colour to improve the experience for pedestrians and motorists and provide an additional buffer to the adjacent residential.	
		<p>d) Improve the maintenance regime for the existing landscaping at the intersection of Park and Little Park Streets.</p> <p>e) Options for showground perimeter.</p> <ul style="list-style-type: none"> » Remove signage and replace the showground hoarding with a more attractive fence. » Screen the hoarding with landscaping, ensuring planting doesn't conflict with overhead and underground utilities. » Invite artists to utilise the hoarding as a canvas for a major public art piece that can highlight the gateway significance of this area (preferred option). 	
		<p>f) Install landscaping on the western side of the Park Street slip road to enhance the amenity of this area and provide additional screening to the residential. Alternatively, encourage local residents to install and maintain this landscaping (preferred option).</p> <p>g) Replace the hardscape median on Park Street with medium height shrubs to enhance the gateway experience, slow traffic and buffer oncoming headlights.</p>	
		h) Remove the signs associated with the roadworks on Braithwaite north of the James Street roundabout.	
		i) Encourage the operators of the PUMA service station on Park Street between William and John to enhance their frontage landscaping.	
	Roundabout at intersection of Park Street, Tanby Road and Rockhampton Road	<p>a) Landscape turf areas in the roundabout, entry islands and east, west and south verges. Use multiple tiers in the roundabout to enhance appeal. Use accent lighting.</p> <p>b) Underground powerlines to facilitate the planting of mature trees. Recognising that this may take several years to accomplish, consider the use of smaller trees that will not interfere with lines and Ergon clearance requirements in the interim.</p>	<p>» Livingstone Shire Council</p> <p>» Transport and Main Roads</p> <p>» Adjacent property owners</p> <p>» Lions Club</p>
		c) Relocate signage in the roundabout and reconfigure to be more ordered and legible.	
		d) Replace turf on the road side of the barrier fencing with hardy, low maintenance, colourful ground cover/shrubs. Convert the fencing into a feature with vines such as jasmine.	

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		<ul style="list-style-type: none"> e) Include taller trees in front of the shopping centre to complement the scale of the building and buffer its dominance. f) Consider placement of a signature art piece or coastal celebratory sign in the roundabout. 		
		<ul style="list-style-type: none"> g) Confer with the Lions club on possible relocation of the lions (preferred option). If they stay, they will need to be refurbished and incorporated into the landscaping. 		
		<ul style="list-style-type: none"> h) Install pedestrian level lighting on all proximate footpaths. 		
G. FARNBOROUGH ROAD				
		<ul style="list-style-type: none"> a) Continue to enhance roadside and median landscaping between the Yeppoon Town Centre and the Iwasaki roundabout. 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Adjacent property owners » Arts community 	
		<ul style="list-style-type: none"> b) Revegetate the Council-controlled property north of the Bluff to enhance the entrance into Yeppoon and to mitigate future maintenance. Use natives and colour. The medians in this area also need substantial additional enhancement. 		
		<ul style="list-style-type: none"> c) Seek expressions of interest from artists to develop innovative art concepts for the sloped concrete median that provides grade separation between the north and south lanes of Farnborough Road in front of the Bluff. d) Enhance the west side revetment walls by planting with hanging foliage or modifying with public art. e) Invite artists to develop innovative art concepts for the rocky section of the Bluff immediately prior to the entrance of Farnborough Road into Yeppoon. 		
		<ul style="list-style-type: none"> f) Develop a significant public art/signage entrance statement to highlight the approach into Yeppoon, either in the roundabout itself (preferred option) or on the ocean side verge. Install pedestrian level lighting along the ocean-side pedestrian pathway. 		
		<ul style="list-style-type: none"> g) Underground overhead powerlines when and where feasible. Prioritise areas where landscaping is recommended. 		
H. LIGHTING				
		<ul style="list-style-type: none"> a) Identify new lighting standards to install in key pedestrian zones beyond the foreshore to facilitate and encourage increased night time pedestrian traffic. The lights chosen need to provide high quality illumination and must be attractive in their own right to create a sense of quality and place. 		<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Police » Yeppoon Town Centre business community
		<ul style="list-style-type: none"> b) Extend lighting employed in the Foreshore zone along James Street and side streets, if appropriate. Ensure the new lighting is low maintenance and low energy to reduce ongoing operational costs. c) Coordinate the installation of new lighting with measures to encourage property owners to enhance the quality and coverage of lighting they provide. 		
		<ul style="list-style-type: none"> d) Work with property owners to enhance the pedestrian experience by elevating the quality of lighting they utilise. Educate owners on the economic benefits of quality lighting to support night time retail and dining activity, general socialisation and enhanced security. 		
		<ul style="list-style-type: none"> e) Develop standards for lighting to accent landscaping and other public realm features. Focus on key gateways, roundabouts and mature trees. f) Identify CPTED trouble spots (Crime Prevention through Environmental Design) and address with appropriate lighting. 		
		<ul style="list-style-type: none"> g) Identify buildings with features that could create points of interest through the use of architectural lighting. 		
		<ul style="list-style-type: none"> h) Install artistic lighting wherever possible and provide appropriate accent lighting for public art as this is installed. 		

REPORT CHAPTER	LOCATION OR ELEMENT	RECOMMENDATIONS	IMPLEMENTATION RESPONSIBILITY
I. GATEWAYS			
		<p>a) Develop a strategic plan, including resourcing for the installation of gateway markers at key community entry locations. Installation priorities are as follows:</p> <ol style="list-style-type: none"> 1. Primary western gateway at the intersection of Yeppoon Road and Rockhampton Road. This site probably works best as the entrance to the Capricorn Coast. The best option for an entryway into Yeppoon may be the roundabout at Yeppoon Road and Scenic Highway because this site also provides the opportunity to provide direction to the rest of the Capricorn Coast (south). The intersection at Appleton Drive and Vaughn Street and the proposed intersection at Barry Street are also good sites for an entrance to Yeppoon, especially because they are immediately proximate to the Yeppoon Town Centre. Enhancement is desirable at all locations. 2. Northern gateway (Farnborough Road and Anzac Parade) 3. Secondary western gateway (James and Braithwaite Streets) 	<ul style="list-style-type: none"> » Livingstone Shire Council » Transport and Main Roads » Capricorn Enterprise
		<ol style="list-style-type: none"> 4. Secondary options (other roundabouts on Yeppoon Road and Park Street) 	
		b) Engage a qualified sign consultant to develop a gateway design palette.	
		c) Utilise public art to enhance gateway sites.	
		d) Employ landscaping and quality accent lighting to further highlight gateway markers.	
		e) Secure a billboard location near the intersection of the Bruce Highway to promote the coast to travellers.	
		<p>f) Work with Capricorn Enterprise to identify and resource other Bruce Highway locations to entice travellers to the coast, targeting specific locations such as Yeppoon, Emu Park, Byfield and the Keppels.</p> <p>g) Enhance available Apps or develop a new App to support gateway functions by describing the local culture, events and attractions.</p>	
J. SPACE ACTIVATION EVENTS			
		a) Determine the community's capacity to manage and support additional events and identify potential private champions and sponsors of sports festivals, events and placemaking activities – formal and informal. Assist in the inception, incubation and promotion of these activities as necessary.	
		b) Develop an inventory of play activities and materials to support temporary installations in streets and parks, such as scrabble, dominoes, large blocks, slippery slides, movie screens, beanbags, chairs and tables, lighting and games.	
		c) Review the likely demand for new sports and beach/wind related events/competitions and undertake a cost/benefit analysis to determine the relative value to the community of pursuing such events.	
		d) Ensure the provision of adequate power to facilitate events in appropriate locations, including the Foreshore, the two eastern blocks of Normanby and James Streets and Beaman Park.	
		e) Improve general lighting in the pedestrian environment as prescribed elsewhere in this report, taking account of any special lighting requirements necessary for hosting events.	
		f) Identify other logistical needs to ease the process of hosting events (such as easy in and out bollards).	
		g) Determine the viability of increasing hire opportunities for coastal sports, kites, cycling, beach play, pop-up activities (scrabble and dominoes for example) and other activation options.	
		h) Evaluate existing sports and other non-Council events to determine opportunities for leveraging these into a better experience for participants, including extended stay options, discounts at local restaurants and retailers and post event celebrations on the beach.	