



Shoalhaven
City Council

VINCENTIA VILLAGE CENTRE PLACE STRATEGY

Feedback Report to Council and Community
21 May 2020



This document is the third stage of work undertaken as a part of preparing Vincentia Place Strategy. It has been designed to be printed as Landscape A4 - double sided.

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INTRODUCTION

Place Score has been engaged by Shoalhaven City Council to develop a Place Strategy for Vincentia Village Centre. The Place Strategy provides a strategic framework to guide future investment in the Vincentia Village Centre by Council, local business and the community. The Place Strategy also includes a Public Realm Brief with a focus on Burton Street and short-term actions to support local business in the lead up to, and through, construction.

PROJECT OBJECTIVES

In 2019, Shoalhaven City Council was successful in obtaining a grant of over \$1.7 million from the Federal Government's Building Better Regions Fund for the 'Placemaking for Vincentia Village' project. In light of this project, Shoalhaven City Council engaged Place Score to develop a Place Strategy for the Vincentia Village Centre which is the retail and service centre for the suburb of Vincentia in the Shoalhaven local government area.

The primary goal of the Place Strategy and Council investment is to support the local economy now and into the future. In addition, the objectives of this project are to:

- Understand what has contributed to the current state of the Vincentia Village Centre
- Build on the work that the community undertook in the Vincentia Matters Public Forum
- Work collaboratively with various stakeholder (Council, businesses and community) and develop a shared Vision for the future of the Vincentia Village Centre
- Develop a Place Strategy and Implementation Directions to achieve the Vision for the centre
- Develop a Public Realm Brief that guides the design of public space

REPORT STRUCTURE

This report is the final stage of work leading to the delivery of the Vincentia Village Centre Place Strategy. This report includes :

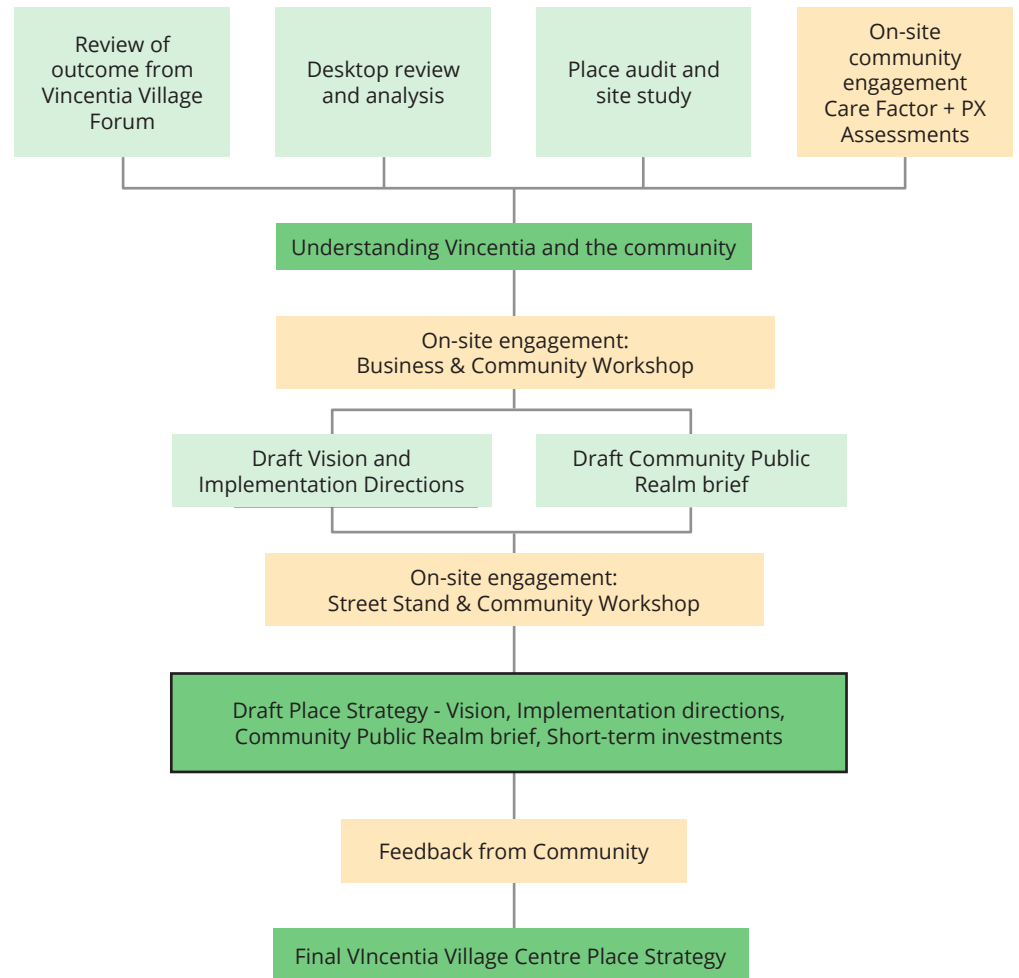
- An Executive Summary
- The Place Strategy
 - Strength & Challenges of Vincentia Village Centre
 - Vision for Vincentia Village Centre
 - Implementation Directions to achieve the vision
- Public Realm Brief
- Short-term Investments

KEY STAKEHOLDERS

The key stakeholders who have participated and collaborated in the making of this Place Strategy are:

- Shoalhaven City Council
- Local businesses
- Local residents
- Visitors to the area

PLACE STRATEGY PROCESS



ABOUT PLACEMAKING

Placemaking is the collaborative process of creating, enhancing and managing people focussed places that respond to and respect the unique qualities of each location.

Place Score contends that a successful people place is a living system of relationships where each element plays an important role in the making of the whole - a civic ecosystem. It is difficult to know how the removal of even one element might impact the whole. Like a game of pick-up sticks, the infrastructure of the place (soft and hard) could hold together with any number of its elements removed, or fall apart if a single relationship is altered.

There are many definitions of Placemaking. Perhaps the most commonly held is that regarding the activation of a place. Placemaking is much more than this; it can also be strategy that lays the path to fixing structural challenges in a place.

PLACEMAKING

The aim of placemaking is the creation of meaningful environments that respect the unique qualities of each different location.

PLACEMAKING MUST:

- Respond to the essential character of the place
- Be meaningful to people; emotionally and spiritually
- Involve people in the place's production
- Be attractive to people; physically and intellectually
- Provide a choice of experiences
- Be sustainable economically and environmentally.

PLACEMAKING OBJECTIVES:

A placemaking approach has a number of key objectives:

- Being appropriate for each unique place and its people through the facilitation of meaningful experiences
- Putting people first by prioritising the experience of the pedestrian over all other modes of movement
- Prioritising the 'everyday' through an understanding that the greatest attractor of people is other people
- Building relationships between people and places to create an inter-dependent network of businesses, public spaces and users.

PLACE ACTIVATION

Place activation is defined as planning for diverse human activity in a place.

SELF SUSTAINING ACTIVATION

Planning for activities such as sitting, eating and socialising, will provide for the natural, organic and sustainable use of places by people as part of their daily life. The place should not rely on activities and events for activation.

This should be done by getting the base design right - delivered in a way that minimises this reliance, and therefore the need for investment by the council into programming formal events.

PLANNING FOR LONG-TERM CHANGE

Place activation can also be a tool for triggering and influencing long-term change through attracting people and investment, improving local trade, improving livability and thereby building holistic sustainability.

This should be addressed through devising a sound strategy that involves the local community in identifying their aspirations and the nature of change desired in combination with appropriate economic and environmental studies.

PLACE ATTRACTION AND ATTACHMENT

There are two key factors that underpin any public space: High place attraction and place attachment. Together these contribute to making a place more resilient to external factors, such as the global financial crisis or the rise of online shopping.



PLACE
ATTRACTION

Place attraction is the 'magnet' of a place and determines the reasons why people choose one place over another. In retail environments, three main barriers must be overcome in order to make a place attractive. For a place to be successful, the invitation must overcome any potential barriers.

- Physical: Is it easy to get there and move around?
- Psychological: Do people feel welcome here?
- Price point: Do the retail options reflect how much a person can spend?



PLACE
ATTACHMENT

Place attachment is the 'stickiness' of a place and determines how people behave in a place once they are there. It contributes to customer spending and retention.

Short-term attraction is how long a person will stay in a place once they are there. It considers pause points, slowing people down and having attractive staying places.

Long term attraction is whether a person will continue to visit over time. It considers connection to the place, loyalty to the brand, and word of mouth publicity.

EXECUTIVE SUMMARY

OVERVIEW

STRENGTHS & CHALLENGES

VISION

IMPLEMENTATION DIRECTIONS

PUBLIC REALM BRIEF

SHORT-TERM INVESTMENTS

EXECUTIVE SUMMARY - OVERVIEW

Vincenia Village Centre is the proud recipient of a public realm improvement grant from the Federal government. This investment provides an unprecedented opportunity to consider the long-term sustainability of the centre to achieve long-term economic success, attract investment, become a legitimate alternative to other local centres in the area, and a village centre that is a lively home for its community and a sought-after destination for visitors.

In light of this opportunity, Shoalhaven City Council has led a co-operative placemaking process to develop a Place Strategy that, if followed, will lead to a more economically and socially resilient centre. The catalyst for this change is the reinvestment in the public realm as an incentive for more business and social activity.

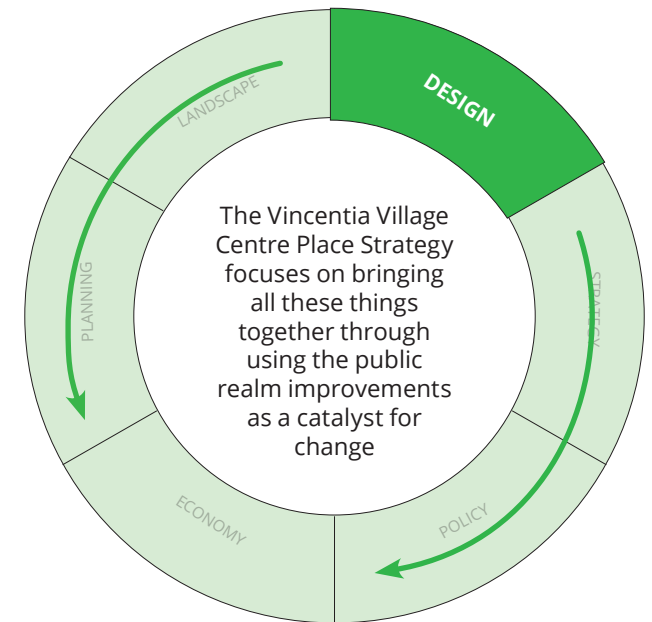
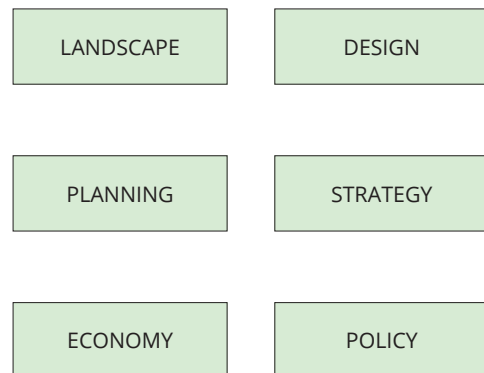
The Vincenia Place Strategy has been developed to answer three key questions:

WHY? What is the purpose of the strategy? The Place Score team extensively engaged with the community at Vincenia to understand the inherent strengths and challenges of the village centre and identified the gaps for long-term economical and social success. A collective Vision has been developed that captures the community's desired future - what it is we would like to achieve.

HOW? What tools do we have to deliver the vision? A set of Implementation Directions have been developed to act as clear pathways that guide the delivery of the Vision.

WHAT? What do we want to see happen in the area? A Public Realm Brief and a set of Short-term investment actions are designed to help fast-track achieving the overall Vision.

Places are made of many different elements that need to work together to be great for business and the community



EXECUTIVE SUMMARY - PLACE STRATEGY

The Place Strategy is fundamentally a framework to help guide decision making. It's goal is to help transform Vincentia Village Centre into a thriving economic and social hub. It provides the framework for achieving long-term social and economic sustainability and has been built on extensive primary research and secondary research, and community engagement. The full Place Strategy can be found from page 13.

STRENGTHS OF VINCENTIA VILLAGE CENTRE

A WARM AND WELCOMING COMMUNITY THAT SHARES AND CARES

A GROWING DEMAND FOR RETAIL AND THINGS TO DO

A UNIQUE LOCATION FOOTSTEPS FROM THE BEACH AND OTHER DESTINATIONS

A CLEAN AND WELL-SHADED CENTRAL COURTYARD WITH PUBLIC AMENITIES

CHALLENGES OF VINCENTIA VILLAGE CENTRE

POOR ACCESSIBILITY AND INVITATION INTO THE CENTRE

OLD, OUTDATED AND UNCOMFORTABLE PUBLIC SPACES

NOT MUCH TO DO OR SEE AT DIFFERENT TIMES OF THE DAY AND WEEK

REGIONAL COMPETITORS THAT CHALLENGE SURVIVAL

OUR VISION



IMPLEMENTATION DIRECTIONS



Work together for greater economic benefit - a collaborative economy



Build a walkable and bikeable beach side village centre



Encourage a mix of uses to support and sustain local businesses



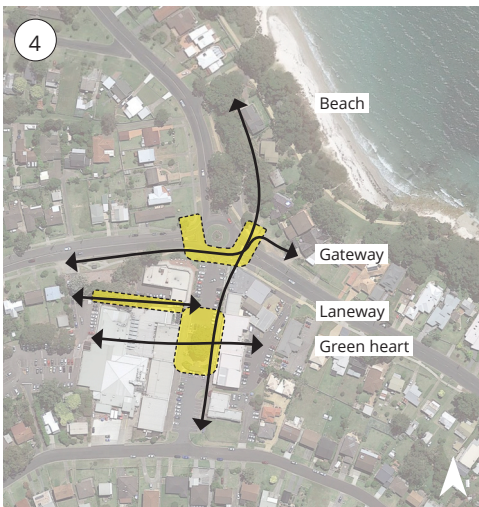
Create a social hub with a choice of day and night-time activities



Create a green, relaxed and comfortable place to spend time

EXECUTIVE SUMMARY - COMMUNITY PUBLIC REALM BRIEF

People often choose to visit, stay and decide to invest in a place based on the experience they have in the public realm. The Public Realm Brief developed in collaboration with local business and community is therefore underpinned by what the users of this space want to experience. The full Community Public Realm Brief can be found from page 23.



BOLD MOVES: A REFOCUS TO THE PEDESTRIAN

The community would like whole area to transition to a pedestrian priority village including:

- ① Move primary vehicle use and zone away from Burton St and create dedicated pedestrian entry and exit
- ② Remove the round about and create dedicated crossings linking beach to village
- ③ Remove freeway style road signage and replace with attractive and friendly signage directing people to the Vincentia Village Centre
- ④ Create a network of experiences for the walker including:
 - A dedicated link to the Village Centre and the beach
 - A gateway zone with distinctive trees
 - The fine grain laneway, delivered as part of future development that would create a contained and sheltered outdoor dining precinct
 - A green heart that is the community's gathering and relaxation space
- ⑤ Create clear visual and pedestrian links between different parts of the centre

Supporting evidence:

- 21% of participants in the street stand said that public domain improvements should focus on prioritising pedestrians and cyclists over cars
- The majority of the participants in the community workshops said that they wanted the future developments to prioritise pedestrian movement over car movement and also agreed with implementing speed limits to enable safe crossings.
- 19.4% (45 answers) of the community ideas for change that were collected as part of the digital survey was focused on improving social connections and safety



Pedestrian connections that facilitate safe and easy access to various destinations in Vincentia



A street facing fine grain laneway that promotes retail and community activity

BURTON STREET DESIGN RECOMMENDATIONS

A GREEN HEART - RETAIN TREES

Retain the two feature trees and integrate a contained nature play area beneath them. This will allow the children to play inside an enclosed space while giving their parents the choice to sit on the raised seating to keep an eye on them.

TOILET TRANSFORMATION

Reduce costs associated with relocating toilets by solving the amenity problems. Move the toilet doors from north to east and west and provide access from same level. Make the north facing wall a feature wall to screen movies and act as a backdrop for events. Integrate power and water connections with the feature wall.

STEPPED PERFORMANCE AREA

Create a curved area with using seating as method to step down hill creating natural amphitheater. The seating faces the new feature wall. Avoid making a conventional amphitheater as it will not be used apart from performance time and therefore create a desolate void.

CONNECT ACROSS THE COURTYARD

Create a legible and clear connection between the Coles entry to the west, and laundromat entry to the east with a partially covered path.

REMOVE BUSH 'BLOCK' AND REPLACE WITH STREET TREES

Reconnect the north and south areas of Burton Street by removing the tall bush abutting the toilet block and replace with street trees. Create seating that invites people to move to the upper level.

FREE OUTDOOR SEATING & TABLES WITH SHADE

Provide outdoor seating areas close to the shops that allows people to buy food/drinks and carry it to the seats.

FUTURE FINE GRAIN LANEWAY

Support public facing retail, bars and cafes in the laneway to help connect the different parts of the centre.

COVERED WALKWAYS TO STAY

In the future landlords should be encouraged to open up entry points, provide feature elements and lighting to make the entry points more obvious.

EXTEND OPEN SPACE BUT RETAIN PARKING

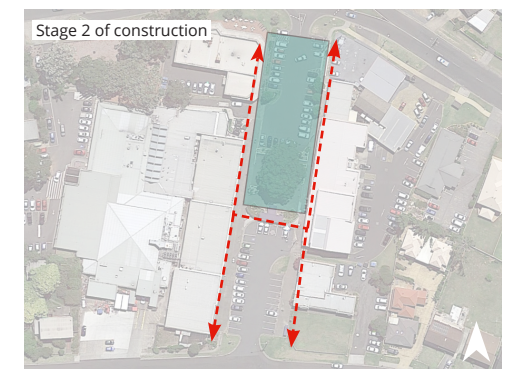
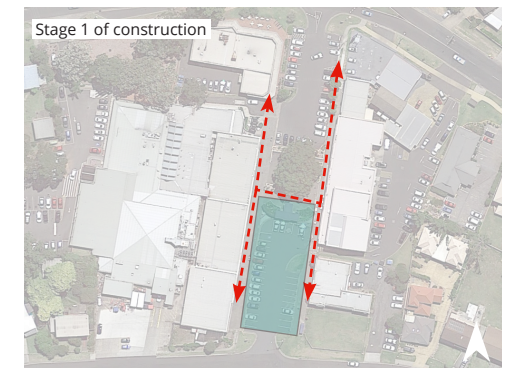
While more public space could be beneficial it is recommended to retain car parking on both the north and south sections.

Supporting evidence:

- The majority of the community wanted to retain the two feature trees for environmental reasons and because they are landmark features. New trees will take up to 30 years to mature to provide similar character to the space.
- A majority of the community's issues with the toilet were centered around the location of the toilet doors and that it dominates the central space. However, once presented with the option of retrofitting the toilets to make them into a feature, the community wanted to retain the toilet in the original location to save on demolition and reconstruction costs.
- Participants in the street stand wanted a sheltered connection between the east and west wings of the pedestrian mall to cross easily and safely during times of rain.
- A majority of the participants in the street stand and the community workshop wanted improved visual and physical connections across the north and south sections of Vincentia Village Centre.
- 14.5% of the participants in the street stand said they would like to dine outdoors. A majority of the participants in the Stage 1 and Stage 2 community workshops suggested including more outdoor furniture in the public space.
- 'Things to do in the evening' and 'Evidence of public events happening here' were the top priorities for this community. A majority of the participants in Stage 1 and Stage 2 community workshops said that they wanted more things to do in the evening including but not limited to restaurants and bars.
- The community engagement in the 2017 Vincentia Village Forum and community workshops reveal that a majority of the community members and shop owners view the parapet wall as a barricade to easily access the shops from the public space. Shop owners even said that after the construction of the water drain behind the toilet block, there has been no flooding near the shops therefore rendering the parapet walls useless.
- A majority of the participants in the community workshops wanted more public space and supported reducing number of car parks. However, there was resounding support for enlarging the public space while retaining vehicular parking on both sides of the mall.

A STAGED APPROACH

It is suggested that a staging plan be developed to mitigate impact on business operations if at all feasible. Regardless consideration should be given to how people can access businesses during the building works.



The blue box indicates the closed portion during construction

EXECUTIVE SUMMARY - SHORT TERM INVESTMENTS

Short-term Investments or 'quick wins' are developed in response to the specific challenges of each place. They are designed to build local capacity, mitigate risk and trial or test new ideas. For the Vincentia Village Centre project, these five recommendations focus on building strong relationships in the lead up to, and through, construction in order to minimise local business challenges through the period of change.

1 FAST FIXES - SHORT TERM IMPROVEMENTS

A quick public space upgrade project that includes purchasing low-cost elements to improve the look, feel and functionality of the public space in Burton St. This is a precursor to the larger redevelopment project that will help activate the space. The items purchased could include attractive movable furniture, planter boxes, sculptures, etc. Trimming of the hedge adjacent to the toilet is also recommended to improve visual connection across the space.

The problems this will help solve:

- Uncomfortable and dull looking public domain that is uninviting to the residents and visitors
- Limited visual connection across the public space

2 DEVELOP A PROJECT COMMUNICATIONS PLAN

A communications plan to inform the businesses and community separately about the ongoing and future developments in the Burton St redevelopment project. The businesses should be involved in quarterly meeting to update them about the construction plan and process. The community can be informed through community bulletin boards, a formalised monthly media release, community website and using existing channels like the community radio.

The problems this will help solve:

- Lack of information for the community about the Burton St project and its future which causes ambiguity
- Potential community and business unrest at the start of construction due to lack of involvement

3 DEVELOP AND IMPLEMENT A BRANDING AND SIGNAGE STRATEGY

A collaborative project between the council, local designers, community and businesses to develop a branding and signage strategy to help establish the brand. This involves designing a logo for Vincentia Village Centre, using the logo on shopfronts and other printed collateral. Shop owners should change their shop boards to reflect a consistent name and logo for Vincentia Village Centre.

The problems this will help solve:

- Inconsistency in Vincentia Village Centre's signage
- A current lack of a brand that capitalises on Vincentia Village Centre's position as a beach side village and a centre that specialises on all things local

4 DEVELOP A BUSINESS AND COMMUNITY ACTIVATION KIT

A simple activation kit (2 page guide) that lays out an easy path for conducting community events in the public space. This could include information about what activities/events are currently allowed in the public space and what are the quick processes to get permissions from council to host events. This project leverages the Council's efforts to streamline the processes for getting permissions.

The problems this will help solve:

- Lack of community knowledge with regard to what is currently allowed in the public space
- Hesitation from the community to conduct events under the pretense that acquiring permissions is a time consuming and labourious process

5 DEVELOP AND IMPLEMENT A HOARDING PROJECT

A community project in partnership with major landowners to design and paint hoardings that will protect shops during redevelopment of the public space in Burton St. The project can also invite guest artists and community members to the space to paint on weekends thereby creating an event and activating the space.

The problems this will help solve:

- Potential danger of the public space alienation during redevelopment of Burton Street area
- Limited things to do that leverage the community's interest in art

VINCENTIA PLACE STRATEGY

OVERVIEW

STRENGTHS & CHALLENGES

VISION

IMPLEMENTATION DIRECTIONS

OVERVIEW

This Place Strategy is a framework to help make decisions. Its goal is to help transform Vincentia into a thriving economic and social hub. It provides the direction for achieving long-term social and economic sustainability and has been built on extensive primary and secondary research, and community engagement.

The Vincentia Village Centre Place Strategy includes four main sections:

THE VISION - OUR WHY?

What is the purpose of the Strategy?

The Place Score team extensively engaged with the community at Vincentia Village Centre to understand the inherent strengths and challenges of the town and identified the gaps for long-term economical and social success. A collective Vision was developed that captures the community's desired future - what it is we would like to achieve.

IMPLEMENTATION DIRECTIONS

THE HOW?

What tools do we have to deliver the vision? A set of Implementation Directions are developed to act as clear pathways that guide the delivery of the Vision.

PUBLIC REALM BRIEF SHORT TERM INVESTMENTS

THE WHAT?

What do we want to see happen in the area? A Public Realm Brief and a set of Short-term Investment Actions are designed to help fast-track achieving the overall Vision.

WHY IS THIS STRATEGY IMPORTANT?

This Place Strategy is key in defining the future of Vincentia Village Centre and serves as a checkpoint for decision-making at every stage of development - infrastructural, environmental, economic and social.

SHORT TERM VS LONG TERM

In the short-term, the Place Strategy guides investment of the public realm improvements in Burton St and also provides five projects that can be completed between 6 weeks and 6 months. These short-term investments are designed to catalyse change in Vincentia Village Centre

In the long-term, the Place Strategy is essential in guiding Vincentia towards long-term sustainability by using it as a filter for determining the nature of development in Vincentia Village Centre. Its continued use, even after the completion of the Burton Street project, will help establish a strong brand.

WHO IS THIS STRATEGY FOR AND HOW SHOULD IT BE USED?

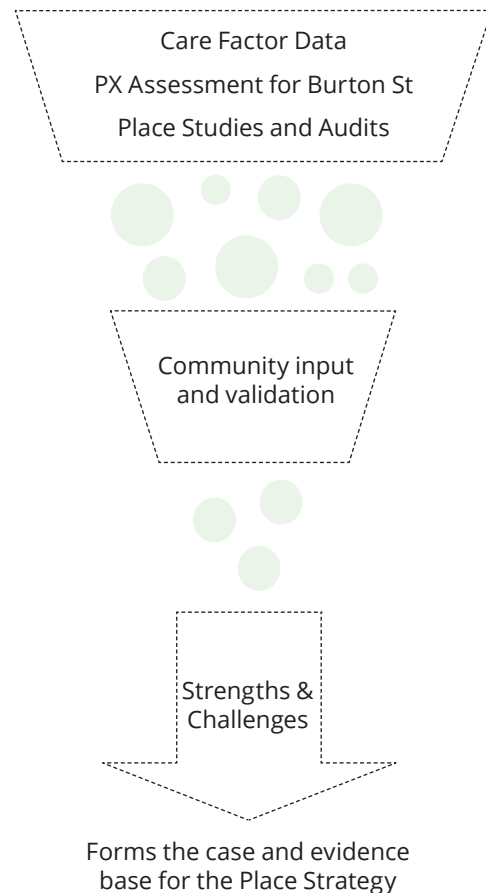
The Place Strategy can be used by multiple user groups in different ways towards achieving individual and collective success for Vincentia Village Centre:

- Shoalhaven City Council - Assessing and guiding development at macro and micro levels in public space design, strategic planning, programming and implementation
- Community - Understanding the current and future goals of Vincentia Village Centre, and identifying potential avenues for collaboration and involvement
- Businesses - Understanding current challenges and identifying clear pathways for sustained economic growth
- Developers - Understanding the community's place-based aspirations and identify development opportunities and work with stakeholders towards implementation

STRENGTHS AND CHALLENGES

The strengths and challenges outlined in this section help identify the problems to solve and the positives to build on. They underpin the larger Vision for Vincentia Village Centre and thereby form the foundation of the whole Place Strategy.

HOW DOES THIS INFLUENCE THE PLACE STRATEGY?



A WARM AND WELCOMING COMMUNITY THAT SHARES AND CARES

- Strong ties between local community and businesses
- Popular food & beverage and grocery stores that attract regular visitors
- Great examples of community investment and shared values

A GROWING DEMAND FOR RETAIL AND THINGS TO DO

- The Village Centre has a high footfall which is an indication for a high demand for retail in Vincentia
- The popularity of Huskisson as a night-time destination shows support for leisure activities in the vicinity
- Forecasts reveal growth in Vincentia's population by 2021

A UNIQUE LOCATION AT FOOTSTEPS FROM THE BEACH AND OTHER DESTINATIONS

- Vincentia Village Centre is in very close proximity to Collingwood beach
- Vincentia Village Centre is in close proximity to community and tourist facilities such as Vincentia Public School, Vincentia High School, Jervis Bay Baptist Church, Holy Spirit Catholic Church, Bay and Basin Leisure Centre

A CLEAN AND WELL-SHADED CENTRAL COURTYARD WITH PUBLIC AMENITIES

- The Village Centre has a well-shaded central courtyard overlooked by shops. It has public amenities such as toilets, a public telephone, a postbox, ATMs, bins and formal as well as informal seating

POOR ACCESSIBILITY AND INVITATION

- Hard to access by walking and/or public transport
- Car dominance and dangerous crossings
- Inconsistent branding/ lack of signage
- Poor visual and physical connections between different areas

OLD, OUTDATED AND UNCOMFORTABLE PUBLIC SPACES

- Barriers between shops and public space
- Quality of seating
- Lack of outdoor dining areas
- Location of toilet block
- Advantage of beachside location not utilised

NOT MUCH TO DO OR SEE AT DIFFERENT TIMES OF THE DAY AND WEEK

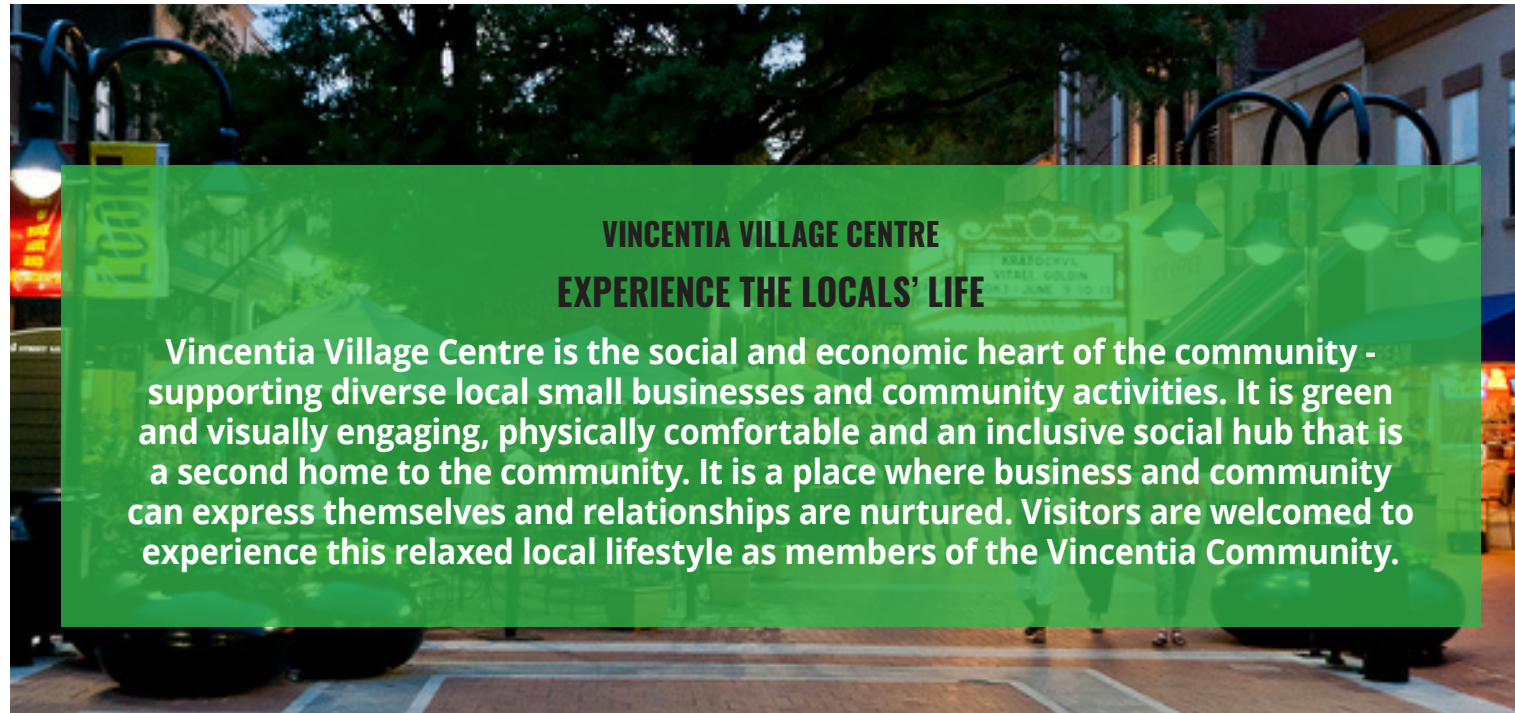
- Lack of activity space for kids or pets
- Lack of infrastructure and opportunities for night-time trading

REGIONAL COMPETITORS THAT CHALLENGE SURVIVAL

- Large format retail, longer and more consistent trading hours
- Mix of uses in Vincentia not allowed by zoning controls
- No incentive for local developers

VISION

The Vision is a declaration of the community's ideal future Vincentia Village Centre. It aims to capture the centre's role and function as well as how it looks, feels and the experiences it offers. The Vision provides a simple checkpoint for all future design and development decisions in Vincentia - will this investment help us achieve our Vision? . The Vision is also an end product, a result of delivering every step of the Place Strategy, without which it would remain a dream and not translate into reality.



WHAT DOES THE COMMUNITY WANT VINCENTIA VILLAGE CENTRE TO BE LIKE?



A Vincentia Village Centre that fosters social interaction and creates a lively setting for its residents and visitors

WHAT WE WANT....

INCLUSIVE & INTERESTING

A centre that is welcoming to people of all ages, gender and abilities. A space for people to express themselves through business, art and performance.

SOCIAL CONNECTIONS

A place for people to meet up, have dinner or just spend time with the community. There should be space for sitting in the shade or sun as well as more space for outdoor trading, day and night.

GREEN AND SUSTAINABLE

Feature trees, vegetation, water management and a focus on long term environmental as well as economic sustainability.

WHAT WE DON'T WANT....

BLAND - EXCLUSIVE - INACCESSIBLE

COMMERCIAL - UNWELCOME - EMPTY

CONCRETE - MODERN - UNNATURAL

IMPLEMENTATION DIRECTIONS

Laying out a clear pathway to accomplishing a goal is as important as the goal itself. The Implementation Directions should be used to guide investment decisions, whether that be capital expenditure or operational in the form of staff or other resources. There are five broad areas for future investment that will help deliver the community's vision for Vincentia Village Centre.

IMPLEMENTATION DIRECTIONS

WHY IS THIS IMPORTANT?



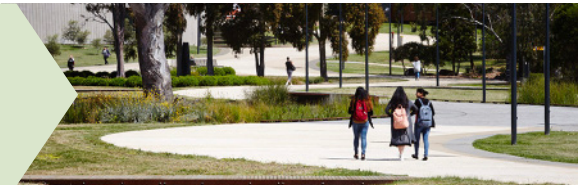
Work together for greater economic benefit - a collaborative economy

Vincentia's main competitor has a centralised management system which maximises returns for individual businesses - learning from this model local businesses and council need to work together to build and strengthen marketing opportunities, bulk purchasing, events and trading hours against regional competitors to help support long term economic resilience



Build a walkable and bikeable beach side village centre

Vincentia's main competitor currently caters to people who arrive there by car. Building a walkable and bikable village centre will create a point of difference and attract people who live in the walking catchment of the village centre. Creating a safe walking environment will also more attract tourists who want to get away from the buzz of cars



Encourage a mix of uses to support and sustain local businesses

Vincentia currently has a small population of 3000 temporary and permanent residents which poses challenges in sustaining local businesses. Encouraging a mix of land uses will attract a diverse groups of residents, workers and visitors to Vincentia which will help support and sustain the local economy



Create a social hub with a choice of day and night activities

The residents of Vincentia travel to Huskisson for evening and night-time leisure activities. Creating an active social hub with a choice of day and night time activities in Vincentia will encourage the people to stay and spend more time in the village centre and therefore create a loyal customer base.



Create a relaxed and comfortable place to encourage people to stay longer

Currently the public domain is dull and unattractive that does not invite people to stay in it for a long period. Creating a green, well-shaded and comfortable place will encourage people to stay outdoors for longer and subsequently improve the business activity in the centre. It will also help brand Vincentia as a relaxed and sought-after retreat for holidays



WORK TOGETHER FOR GREATER ECONOMIC BENEFIT - A COLLABORATIVE ECONOMY

Vincentia Village Centre has the potential to facilitate a thriving local economy that is established through creative partnerships and collaboration between local businesses creating a loyal customer base for Vincentia's unique local produce and trade.

FROM

A village centre that is currently experiencing fierce competition from local and regional competitors leading to a decline in local trade and economy

TO

- A thriving hub which is the first choice for the people of Vincentia that is built upon partnerships and collaboration with the council, landowners and local businesses
- A flourishing day and night time local economy with diverse retail options and boutique businesses unique to Vincentia
- Partnerships and collaborations that benefit individual and collective trade

BENEFITS



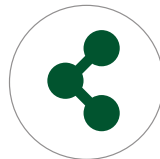
Increased customer base and enhanced local trade activity



Boost to night time economy of the Village Centre



Increased loyalty for businesses in the Village Centre



Sharing of knowledge and resources between businesses

COMMUNITY EVIDENCE

- A majority of answers (54.7%) to Place Score's open ended question discussed 'improving the local economy'
- 35 participants of the Stage 2 community workshop came up with 19 ideas on encouraging a collaborative economy in Vincentia Village Centre

FUTURE CONSIDERATIONS BASED ON COMMUNITY RECOMMENDATIONS

FOR BUSINESSES

- Work together with neighbouring shops/businesses to provide attractive combined incentives/ offers giving customers a reason to shop at both stores. For example, the yoga studio can partner with the health smoothies shop in providing combined discounts
- Collaborate with other businesses in hosting events that activate the Village Centre and promote local businesses. For example, the bakery and the local butcher shop can partner in creating seasonal menus that feature local produce
- Create a customer loyalty program across businesses in the village centre to retain and reward regular customers

FOR COUNCIL

- Encourage and support local business activities and events buy through partnering with the Vincentia Chamber of Commerce and running marketing campaigns, providing training sessions for business development, etc



Combined offer by businesses working in partnership - for instance yoga and health drinks



Reward programs run jointly by multiple businesses will incentivise shopping in Vincentia Village Centre



Local business association undertaking workshops and training sessions to help businesses work collaboratively

BUILD A WALKABLE AND BIKEABLE BEACH SIDE VILLAGE CENTRE

A seamless pedestrian and cycle network connecting various destinations will encourage people who walk and cycle to eat, shop and socialise at Vincentia Village Centre and therefore promote local business. It also promotes an active and healthy lifestyle which increases the liveability quotient of Vincentia.

FROM

- A village centre that prioritises car movement, lacks the infrastructure for safe, legible pedestrian and bike connectivity, and offers the same experience as its competitor

TO

- A safe, walkable and bikeable village centre that puts pedestrians and cyclists first
- A village centre that becomes a legitimate alternative to Vincentia's competitors through capturing the customers in its walking and riding catchment
- A centre that is well-connected with other destinations via dedicated walking and cycling paths, that are well shaded encouraging users of all ages to walk and cycle throughout the year

BENEFITS



A safe environment for kids to be on their own



A relaxed beachy environment ideal for longer stays



Promotion of an active and healthy lifestyle



An inclusive environment

COMMUNITY EVIDENCE

- 20.9% of participants of the street stand recorded their support for building a walkable and bikeable beach side Village Centre
- Participants of the community workshop came up with 21 ideas on improving the walkability and bikeability of Vincentia Village Centre

FUTURE CONSIDERATIONS BASED ON COMMUNITY RECOMMENDATIONS

FOR BUSINESSES

- Offer discounted prices for visitors coming to the village centre on foot and bike

FOR COUNCIL

- Make a network of green links - build wide, visually legible, shaded and well-lit pedestrian and cycle pathways linking Vincentia Village Centre and key destinations such as Collingwood Beach, Vincentia Public School, Vincentia High School, and so on. For example, clear the dense foliage along the path connecting Vincentia High School and the Village Centre and install night time lights to create a safe pedestrian and cycle path
- Install safe and dedicated crossings for pedestrians and cyclists all along the green links
- Enforce vehicular speed limits around the village centre to enable safe crossing
- Install clear way-finding signage directing people towards the Centre
- Install additional bike parking encouraging more people to ride to the Village Centre



Wide, green walkways connecting Vincentia Village Centre with other destinations



Signage guiding movement towards the Village Centre



Dedicated lanes allowing safe access to the village centre for bike users

ENCOURAGE A MIX OF USES TO SUPPORT AND SUSTAIN LOCAL BUSINESSES

Encouraging a mix of land uses will create diverse housing options which will attract more short and long-term residents to Vincentia. An increase in population will boost the demand for retail trade and commercial activity in the Village Centre, thereby supporting local businesses making it a self-sustaining economic hub.

FROM

A single use commercial centre that does not facilitate diverse housing options and does not attract a large permanent population. A lack of people in the village centre leads to a slow decline in business activity



TO

- A village centre that offers a mix of permanent and temporary retail, commercial, residential and community uses
- A centre that experiences a high footfall of residents, workers and tourists that support the local businesses
- A 24 hours x 365 days activated centre

BENEFITS



A high footfall of customers living or working locally



Increased demand for day and night-time trading



A self-sustaining Village Centre competing with regional centres



Activation and surveillance throughout the day

COMMUNITY EVIDENCE

- 6 ideas were shared at the community workshop in relation to encouraging a mix of uses to support and sustain local businesses
- 11.63% votes at the street stand were in favour of encouraging a mix of uses to support and sustain local businesses

FUTURE CONSIDERATIONS BASED ON COMMUNITY RECOMMENDATIONS

FOR BUSINESSES

- Incentivise new local and small scale businesses to set up in the Village Centre (lower rates and rents, etc.)
- Provide affordable co-working spaces to commercial businesses and start-ups in the Village Centre to maximise early-stage business success

FOR LANDLORDS/DEVELOPERS

- Facilitate development that allows a mix of housing types and sizes that attract a future permanent population
- Consider retrofitting existing residential development to cater to temporary/tourist populations

FOR COUNCIL

- Facilitate discussions with developers, landowners and the wider community to investigate various development scenarios and the viability of land use changes that will provide a range of housing types that respect the scale and character of Vincentia Village Centre



Mixed use development model ensures residential and retail/commercial uses support each other



Incentives for establishment of small commercial businesses or co-working spaces creates a demand for local shopping

CREATE A SOCIAL HUB WITH A CHOICE OF DAY AND NIGHT TIME ACTIVITIES

Creating a choice of activities throughout the day that caters to the needs of diverse user groups will transform Vincentia Village Centre into an active, attractive and welcoming social hub that is frequented by locals and tourists, and make it a legitimate alternative to other local centres in the area

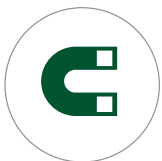
FROM

A village centre with a limited choice of things to do for its local and tourist population that have to travel out of Vincentia for shopping, leisure and entertainment

TO

- A warm, welcoming and attractive social hub where there is a choice of activities for all age and gender groups
- A village centre that is heavily used by the locals and tourists throughout the day
- A playful and quirky space that is active through the year and allows for different activities to be programmed for the various seasons
- A village centre that forms the heart of the Vincentia community

BENEFITS



Increased place attraction



More reasons to visit for a diversity of users



Longer stays and enhanced place activation



Increased trading activity

COMMUNITY EVIDENCE

- In the Care Factor data collected, 'Things to do in the evening (shopping, dining, entertainment etc.)' is the top priority for this community, followed by 'Evidence of public events happening here (markets, street entertainers etc.)' and 'Outdoor restaurant, cafe and/or bar seating'

FUTURE CONSIDERATIONS BASED ON COMMUNITY RECOMMENDATIONS

FOR BUSINESSES

- Establish partnerships between businesses, community, local artist groups and Council to curate and conduct regular community and cultural events to improve customer visitation and staying time
- Extend trading hours to support events and communal activities in the village centre

FOR COUNCIL

- Consider the reallocation of some of the car parking space for communal activities/pop up trading/events, etc.
- Fund installation of better seating, lighting and amenities in the Village Centre
- Ensure a barrier-free and attractive public space and private development that caters to the needs of different users (children, youth, mothers groups, retirees, etc.)

FOR COMMUNITY

- Identify opportunities to host regular informal and formal community events that increase the use of the public spaces



Using the public space as a park in the morning and as an outdoor movie-screening venue at night



Pop-up food kiosks offering cheap and fast food options



Outdoor play equipment flanked by seating

CREATE A RELAXED AND COMFORTABLE PLACE TO ENCOURAGE PEOPLE TO STAY LONGER

Creating a lush, relaxed and comfortable environment for people to sit, shop and socialise will strengthen Vincentia’s position as a scenic beach side village and attract more locals and tourists to spend time in the centre resulting in improved business activity.

FROM

An uncomfortable and unattractive public domain that discourages people from spending more time in the village centre. A space that urges people to move through the space instead of staying in it.

TO

- A clean, well maintained and well shaded public realm with comfortable seating and amenities that encourage people to spend more time in the village centre. This also helps improve local businesses because when people stay for longer in a place they are also likely to spend more money there.
- A green retreat welcoming locals and tourists to relax and spend time in a scenic setting by the beach

BENEFITS



Increased place attraction



An insta-worthy environment



Positive customer experience



Improved environmental sustainability

COMMUNITY EVIDENCE

- In the Care Factor data collected, ‘Vegetation and natural elements (street trees, planting, water etc.)’ and ‘Overall look and visual character of the area’ are improvement priorities for the Village Centre
- ‘Elements of the natural environment (views, vegetation, topography, water etc.)’ is the top most Care Factor attribute for the community

FUTURE CONSIDERATIONS BASED ON COMMUNITY RECOMMENDATIONS

FOR BUSINESSES

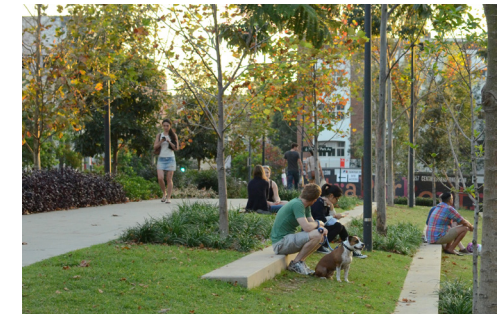
- Add more greenery inside and outside the shopfronts to create a park-like appearance
- Set up outdoor trading under pergolas with vines/creepers to create a green dining experience
- Install a variety of planters and hanging baskets in the Village Centre
- Install and maintain movable furniture in the Village Centre that create an array of seating options

FOR COUNCIL

- Increase the green footprint of the Village Centre with more indigenous, shade-giving trees
- Level the public domain in the Village Centre and install warm, soft paving and landscaping finishes
- Install planters, hanging baskets and water features in the Village Centre
- Install comfortable and well-shaded seating for individuals and groups with views of the water



A green retail and dining experience creating a unique point of difference



A well-shaded and green public realm offering places to sit and socialise



A relaxed environment making users feel comfortable

COMMUNITY PUBLIC REALM BRIEF

INTRODUCTION

COMMUNITY ENGAGEMENT

THE PUBLIC REALM BRIEF

- BIG MOVES: A REFOCUS TO PEDESTRIAN
- BURTON STREET DESIGN RECOMMENDATIONS
- A STAGED APPROACH

INTRODUCTION

The public realm should reflect a place's identity and offer - who it is for and what can you do there. In retail, public spaces are now known as the 'new anchor', more important than supermarkets or department stores. The public realm offers something that shopping alone can not - the opportunity to connect with your community.

This Public Realm Brief has been developed in response to extensive community engagement with local businesses, residents and visitors. Over 700 people have contributed to the research.

The Public Realm Brief should guide Council and the design team in the development and refinement of options for the public realm of Vincentia Village Centre generally, but Burton Street specifically. Recommendations in the brief suggest retention of key features in the Village Centre and propose cost-effective concept-level solutions for improving and activating the public realm.

FUNDING PUBLIC REALM IMPROVEMENTS

In 2019, Shoalhaven City Council received a grant of \$1.7 million from the Federal Government's Building Better Regions Fund for the 'Placemaking for Vincentia Village' project. The key intention behind this project has been to attract more retailers, cafes and restaurants to: increase tourist visitation and community engagement; and to support the local and regional economy through creation of jobs. The grant money has been allocated to improving the courtyard and public space in Vincentia Village Centre by constructing an attractive and fully accessible hub.

Activities that can be undertaken as a part of allocation of the grant money include:

- Building an outdoor dining area with shade/structures;
- Building a plaza and footpath
- Adding parking spaces with paving and an internal roundabout
- The addition of shelters, seating, signage and other amenities
- Sub-surface tree management
- Planting of new trees, shrubs and groundcover
- Installation of new turf
- Sandstone walling, stepping, capping and bull nosing of steps.

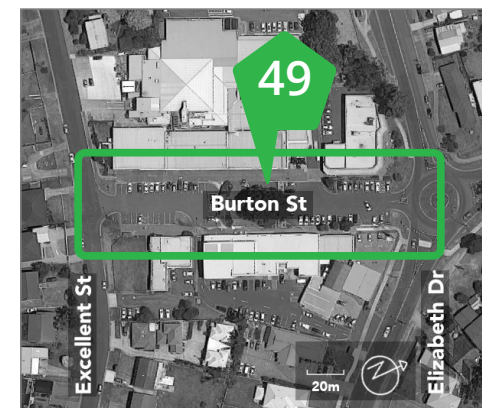
PUBLIC REALM ASSESSMENT

Place Studies conducted in Vincentia Village Centre (Sept 2019) revealed:

- The Village Centre is visually and physically disconnected from Collingwood beach
- Level changes, sloping paths, driveways and a lack of pedestrian crossings make the village centre hard to walk or cycle to or around
- Public seating is limited and there is limited areas for gathering either in small or larger groups
- The large trees in the courtyard provide an important landmark feature as well as shade, habitat and a sense of intimacy or enclosure
- The public toilets is well located but poorly designed with entries facing onto the main public spaces
- Much of the public space in the village centre is dedicated to car movement and parking
- External signage is directing vehicles into the Burton Street dead end, and is generally overscaled and designed for highway not village use
- The different sections of the village do not connect well together with many visitors coming to one area only
- The public realm is clean yet feels run-down
- There is limited street tree planting and low vegetation is creating visual barriers between areas
- The low parapet walls create some spatial diversity for walking versus staying but may act as barriers to some shop fronts

(See Understanding Your Place for full report)

PX ASSESSMENT FOR BURTON STREET



COMMUNITY PRIORITIES FOR IMPROVING BURTON STREET PLACE EXPERIENCE

CF IMPROVEMENT PRIORITIES	
8	Things to do in the evening (shopping, dining, entertainment etc.)
10 ^a	Evidence of public events happening here (markets, street entertainers etc.)
2	Outdoor restaurant, cafe and/or bar seating
3	Vegetation and natural elements (street trees, planting, water etc.)
9	Maintenance of public spaces and street furniture
4	Overall look and visual character of the area

CF FOR CONSIDERATION	
13	Public art, community art, water or light feature
16 ^a	Service businesses (post offices, libraries, banks etc.)
20	Evidence of community activity (community gardening, art, fundraising etc.)
16 ^a	Evidence of recent public investment (new planting, paving, street furniture etc.)

COMMUNITY ENGAGEMENT

In 2017, the local Vincentia community worked together to identify a need for improvements in the village centre. This early grassroots activism was the basis for the successful grant application that will fund the delivery of this Public Realm Brief. As such it is essential that the community's values and aspirations form the foundation for the work. This table summarises the key findings of each engagement with regard to the public space improvements at Vincentia Village Centre in Burton Street.

Engagement and key topics covered	Date	Nature of engagement	Participation	Key findings related to public realm
Rejuvenating the Village Centre	May 2017	Public Forum	150 community members + business/land owners	Forum participants' ideas for improving the public realm included levelling of surfaces; relocation of public toilets; upgrades to shopfronts; improvements to outdoor dining; better lighting; provision of community and public art; better landscaping and beautification; creation of places to sit and socialise; improvements to infrastructure for waste management, pedestrian and vehicular movement and visibility; improvement to entry and appearance of Village Centre.
Care Factor Surveys capturing most valued attributes of an ideal town centre environment	Sept 2019	Online/ Face-to-face survey	391 respondents (community + business/land owners)	Place Score's Care Factor Surveys revealed that 'Presence of greenery and unique natural features', 'Outdoor trading and evening activities' and 'A clean and well-maintained environment' are among the most valued attributes of respondents.
Open Ended Question (ideas to make Vincentia sustainable and successful)	Sept 2019	Online survey	232 answers (community + business/land owners)	33.2% of the answers were related to improving the public domain, which included ideas such as more and/or better open spaces and/or furniture (30.6% answers), and improvements to physical comfort (6.5% answers).
Place Experience (PX) Assessment (Burton Street Mall)	Sept 2019	Face-to-face survey	47 respondents (community + business/land owners)	The PX Assessment revealed an overall score of 49/100 for Burton Street. The lowest rated attributes related to things to do, public/community art, public events, and spaces for specific activities (play, entertainment, exercise, etc).
Place Strategy Stage 1 Engagement - Ideas regarding Vincentia Village Centre's strengths, challenges, opportunities, the dream and the trade-offs	Oct 2019	Workshop	32 participants (community + business/land owners)	Stage 1 workshops identified challenges such as poor pedestrian infrastructure and navigation, poor environment management, location of community facilities and car movement. The community identified opportunities for reallocation of car parking space and improvements to the look of the centre. A unified public realm was identified as one of the dreams for the centre. The community stated that the public realm should look and feel like a cool and shaded oasis with greenery, outdoor seating, play/leisure areas, parks, alfresco dining and art and culture; and the materials to be used should reflect the warmth of the Village Centre.
Place Strategy Stage 2 Engagement - Support, concerns and ideas regarding the Vision, Implementation directions and public space improvements	Dec 2019	Workshop, Street stand	118 participants (community + business/land owners)	In response to making the Village Centre 'A green, relaxed and comfortable place to spend time', the community suggested ideas around improving greenery and landscaping, making physical changes to the public realm and built form, better site management and the addition of public space activities. The community's ideas for the public realm included a curvy and open layout, use of organic materials, a mix of neutral and colourful aesthetics, and spaces for local events and activities. Most support was gathered for public realm components such as outdoor dining, vegetation, community events, lighting and relaxation/people watching.
Place Strategy Feedback Survey	Jan 2020	Online survey	- n/a	- to be included after community feedback period

KEY CHALLENGES IDENTIFIED BY THE COMMUNITY

Vincenia Village Centre currently behaves as a disconnected set of buildings and businesses that do not perform well in terms of function and access. This negatively impacts the local economy as it means less people want to visit and spend time in the area. The challenges listed in this section were identified by the community during various stages of engagement.



TOP CHALLENGES

- ① Poor pedestrian access from the Village Centre and to the beach, which is heavily used by walkers and cyclists
- ② Car park location and layout blocking opportunities for expanding public space
- ③ Parapet wall obstructing physical access to the shops
- ④ Trees in the courtyard sheds leaves, but provides shade and is valued by the community; Level difference causes inconvenience for easy access; No dedicated space for child play
- ⑤ Toilet block obstructing visual and physical access to the whole public space and dominates the central courtyard
- ⑥ Underutilised development potential in private lot
- ⑦ Trip hazards in existing pavement make it difficult for young, old and the differently abled
- ⑧ Poor pedestrian access and connectivity to and from Coles
- ⑨ Poor pedestrian access with narrow footpaths, dark corridors and poor lighting

KEY IDEAS FROM THE COMMUNITY

The Vincentia community is very attached to their public space and would like to retain the key features and make improvements that promote social interaction and support local business. This section summaries the key ideas collected from the community for improving the public realm.

RETAIN TWO FEATURE TREES



A majority of the participants in the Street Stand and Stage 2 community workshops wanted to retain the two feature trees. 13.3% of the participants in the Street Stand said they want more trees and plants in the public space. In the Care Factor data collected, 'Vegetation and natural elements' is one of the top three valued attributes for the community.

SHIFT FOCUS AWAY FROM THE TOILET BLOCK AND MAKE IT LESS IMPOSING



A majority of the participants in the Street Stand said they wanted to take attention away from the toilet and make it less physically and visually imposing.

CREATE A SPACE FOR SMALL PERFORMANCES, MOVIE NIGHTS ETC



7% of the participants in the Street Stand said they wanted to have a small performance area for music performances and movie screenings.

PROVIDE AREAS FOR OUTDOOR DINING



Dining outdoors got the highest number of votes where 14.45% of the Street Stand participants said they wanted the public space to provide an alfresco dining experience. A majority of the participants in the Stage 2 community workshops seconded this suggestion.

PROVIDE NIGHT TIME LIGHTING



9.25% of the participants in the Street Stand said they wanted lights at night. A majority of the participants in the Stage 2 community workshop said they wanted more things to do in evening which require night-time lighting.

PROVIDE MORE OPEN SPACE FOR DIFFERENT USES



3 out of 5 groups in the stage 2 community workshop said they wanted an open piazza-like space which allows multiple uses for different user groups.

IMPROVE PEDESTRIAN ACCESS



A majority of the participants in all community engagement said they wanted improved pedestrian access to the Village Centre with less priority being given to cars.

INTEGRATE THE COMMUNITY HALL WITH THE FUTURE DEVELOPMENT IN BURTON STREET MALL



2 out the 5 groups in the stage 2 community workshop said they would like future development to integrate the community hall with the Burton Street pedestrian mall as it closer to other amenities.

THE PUBLIC REALM BRIEF

This Public realm brief synthesises the research into a clear set of instructions and directions for Council and the design team. It incorporates both overarching directions for the public realm generally, as well as Burton Street specifically. The objective is to make a place that attracts more people to visit and encourages them to stay longer in the village centre. The recommendations bring together the community's desires and the placemaking consultants' expertise in assessing and designing public spaces.

THE PUBLIC REALM AND THE BURTON STREET MALL

This brief developed in collaboration with the community addresses public space improvements at two levels - the public realm and Burton Street Mall.

PUBLIC REALM

The public realm recommendations address the changes that need to be made in the immediate proximity of Burton Street in order to better integrate it with the surroundings and to improve the overall visibility and accessibility to and from Burton Street.

BURTON STREET MALL

The Burton Street Mall design recommendations address the additions and changes that need to be made to the public space in Burton Street to improve the connectivity and performance of the space.



Indicative marking showing boundaries of recommendations in the public realm in Vincentia Village Centre



Indicative marking showing boundaries of recommendations in Burton Street Mall

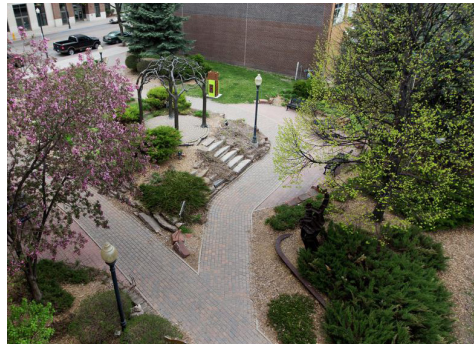
THE LOOK AND FEEL OF THE PUBLIC REALM

A place's character is defined by how it looks and feels. This section provides a visual snapshot of the community's desired place character for the wider public realm and the public space in Burton Street.

What it should not be:

- bland, grey and inaccessible
- unwelcoming and empty
- concrete, modern and unnatural

SOFT AND ORGANIC



The community prefers a more organic and informal style for the public space. It should not be rigid or use materials such as concrete and metal that take away from the natural feeling of the place.

OPEN AND INVITING



The community prefers an open piazza-like setting for the public space, where people can congregate. It should be well shaded with good seating. It should not be an enclosed space with no views of the outside.

COLOURFUL YET NATURAL



The community prefers a pop of colour to liven up the area but not take away from the natural feeling of the space. Future design should reflect restraint use of colours and should not make a very colourful public space.

ACTIVE AND EXCITING



The community prefers a public space that has a variety of activities and is exciting. The public space should not be a large empty space that does not facilitate many activities at the same time.

WELL-LIT AND SAFE



The community prefers a public space that is well lit at night, that feels safe and allows night time trading. It should not be a dull and unsafe area that does not attract people at all times of the day.

GREEN AND SHADED



The community prefers a naturally shaded area with ample trees and vegetation. It public space should not be an artificially sheltered area.

ENVIRONMENTALLY SUSTAINABLE



The community prefers the public space to be environmentally sustainable and take follow a water sensitive urban design.

BOLD MOVES - A REFOCUS TO THE PEDESTRIAN

Our competitive advantage is the fact that Vincentia Village Centre can be a family friendly walkable local shopping centre. However, to achieve this we will need to address the current imbalance prioritising cars over people. Less visual and spatial dominance for cars and dedicated crossings and quality, comfortable paths for walkers and cyclists is needed.



① MOVE PRIMARY VEHICULAR USE AND ZONE AWAY FROM BURTON STREET

Move the primary vehicular entry to the Coles entrance thereby discouraging cars to enter Burton St at high speed and allowing seamless pedestrian movement.

② REMOVE ROUNDABOUT AND CREATE DEDICATED CROSSING LINKING BEACH TO VILLAGE

Remove the roundabout and replace with raised pedestrian crossings that makes it safer for people of all ages to cross the street with minimal level changes. The pedestrian link connects the beach and Vincentia Village Centre, encouraging locals and tourists to come to the village centre easily and frequently from the beach.

③ REPLACE FREEWAY STYLE ROAD SIGNAGE

Remove the freeway style road signage on The Wool Road and replace with attractive and welcoming signage that direct people to Vincentia Village Centre. The signage should reflect the organic and natural feel of the centre and also provide information on the shops and amenities in it.

4 CREATE A NETWORK OF EXPERIENCES FOR THE WALKER

A great people place that has a choice of experiences - the long term plan proposes creating distinct zones with different offerings to make Vincentia Village Centre a place worth walking to.

- The beach becomes part of the journey and directly connects to the village centre
- The gateway zone has feature trees that are distinctive and let you know that you have arrived somewhere special
- The fine grain laneway, delivered as part of future development would create a contained and sheltered outdoor dining precinct that is on level ground
- The green heart is the community's gathering and relaxing space, predominantly non-commercial it offers a range of sheltered, shady and sunny seating areas and a space for the community to activate through events or outdoor trading

5 CREATE CLEAR VISUAL AND PEDESTRIAN LINKS BETWEEN DIFFERENT PARTS OF THE CENTRE

Improve visual and physical pedestrian connections across both axes in Vincentia Village Centre to enable barrier-free and clear movement through the centre, and emphasise on the entry and exit points for easy way-finding. This also improves visibility of the shops thereby increasing local trade.



Supporting evidence:

- 21% of participants in the Street Stand said that public domain improvements should focus on prioritising pedestrians and cyclists over cars
- A majority of the participants in the community workshops said that they wanted the future developments to prioritise pedestrian movement over car movement and also agreed with implementing speed reduction to enable safe crossings.
- 19.4% (45 answers) of the community ideas for change that were collected as part of the online Care Factor survey were focused on improving social connections and safety

BURTON STREET DESIGN RECOMMENDATIONS

Burton Street will be transformed from a dull, disconnected and disfunctional space to a thriving retail and social hub - the new anchor for Vincentia Village Centre and its competitive advantage to regional shopping centres. The recommendations for the public space in Burton Street are designed to maximise the return on every dollar invested in the area.

DESIGN RECOMMENDATIONS

Nine Design Recommendations have been provided for the redevelopment of the Burton Street public realm. The primary goal of each recommendation is to support the local economy now and into the future. The way the public realm can achieve this is by attracting more people to come into the area and encouraging them to spend more time.

The recommendations are:

A GREEN HEART - RETAIN TREES

TOILET TRANSFORMATION

ORGANIC PERFORMANCE AREA

CONNECT ACROSS THE COURTYARD

REMOVE BUSH 'BLOCK' AND REPLACE WITH STREET TREES

FREE OUTDOOR SEATING & TABLES WITH SHADE

COVERED WALKWAYS TO STAY

EXTEND OPEN SPACE BUT RETAIN PARKING

FUTURE FINE GRAIN LANEWAY

Supporting community evidence:

- The majority wanted to retain the two feature trees for environmental reasons and because they are landmark features. New trees will take up to 30 years to mature and provide similar character
- The majority of the community's issues with the toilet were regarding the location of the toilet doors and that it dominates the central space. However, once presented with the option of retrofitting the toilets to make them into a feature, the community wanted to retain the toilet in the original location to save up on demolition and reconstruction costs.
- Street Stand participants wanted a sheltered connection between the east and west wings of the pedestrian mall to cross easily and safely during times of rain.
- A majority of Street Stand/community workshop participants wanted improved visual and physical connections between different areas
- 14.5% of the participants in the street stand said they would like to dine outdoors. A majority of the participants in the Stage 1 and Stage 2 community workshops suggested including more outdoor furniture in the public space.
- 'Things to do in the evening' and 'Evidence of public events happening here' were the top priorities for your community. A majority of the participants in Stage 1 and Stage 2 community workshops said that they wanted more things to do in the evening including but not limited to restaurants and bars.
- The 2017 Vincentia Village Forum and community workshops reveal that a majority of the community members and shop owners view the parapet wall as barrier between shops and the public space. Shop owners said that after the construction of the water drain behind the toilet block, there has been no flooding near the shops therefore rendering the parapet walls useless.
- A majority of the participants in the community workshops wanted more public space and supported reducing number of car parks. However vehicular parking on both sides of the mall is still desired.

A GREEN HEART - RETAIN TREES

Retain the two feature trees and integrate a contained nature play area beneath them. This will allow the children to play inside an enclosed space while giving their parents the choice to sit on the raised seating to keep an eye on them.

- Ring the base of the trees with a seating edge that can help manage level changes, protect tree roots and also contain children in a safe environment
- Plan seating ring to provide seating that faces the performance space
- Incorporate playable sculpture/ elements under the trees

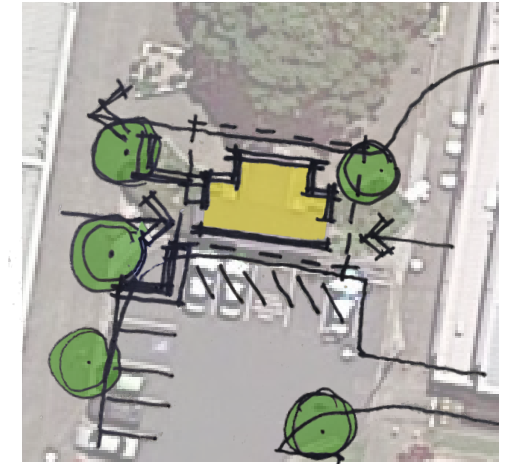


A low-cost solution to retaining the feature trees and creating a nature play area for children to play inside an enclosure

TOILET TRANSFORMATION

Reduce costs associated with relocating toilets by solving the amenity problems;

- Move the doors from the north to the east and west and access from the side and at the same level
- Create a new north facing wall and roof that will act as a backdrop for performance, for projecting films or an outdoor exhibition space
- Integrate access to power and water to support events
- Add seating/ waiting area outside bathrooms with mature tree for shading



A relatively low cost solution can re-purpose the existing toilet block with level entries from the side and seating used to manage level changes

From this...



To this...

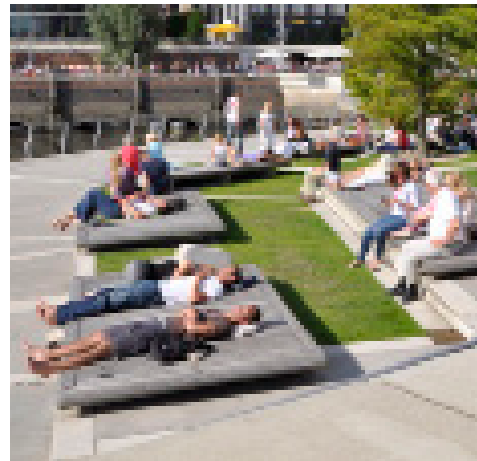


Use the toilet front wall as feature wall for movie screenings and as a backdrop for community events. Move the toilet block entrances to the side and reclad in timber

ORGANIC PERFORMANCE AREA

Create a curved and organic seating area with a view towards the new feature wall that can be used as the viewing arena during performances. Use seating as method to step down hill creating natural amphitheater. A structured and formal amphitheater is not recommended as it will only be used during performances and it creates an empty pocket during other times that will make the overall area appear deserted and underused.

An organic setup will double up as seating during all times of the day and be used as a viewing arena during performances.



Create an informal viewing area that faces the new feature wall that can be used for different purposes at other times

CONNECT ACROSS THE COURTYARD

Create a legible and clear connection between the Coles entry to the west and laundromat entry to the east with a partially covered path in front of the feature wall when it is not being used for performance.



A clear and visually legible connection across the courtyard linking the two wings of the pedestrian mall

REMOVE BUSH 'BLOCK' AND REPLACE WITH STREET TREES

Reconnect the north and south areas of Burton Street by removing visual barricades which include the tall bush abutting the toilet block and replace with street trees.

Add new bathroom entries to the side of the toilet block and seating inviting people to move to the upper level.

Include motorcycle and bicycle parking behind toilet block to maximise parking areas.



Replace bush next to the toilet block with a line of trees that forms a visual connection

FREE OUTDOOR SEATING & TABLES WITH SHADE

Encourage impromptu lunch time picnics and community gatherings by providing outdoor seating areas close to the shops that allow people to buy food/drinks and carry it to the seats. The umbrellas can also be stored in the storage space in the toilet blocks.



Place outdoor furniture close to trading edges that allow people to eat and drink in the public space

COVERED WALKWAYS TO STAY

The community would like to see more connections between the businesses and the public realm but see the parapet walls as a barrier. In the future landlords should be encouraged to open up entry points, provide feature elements and lighting to make the entry points more obvious.



Removal of the parapet wall will create a seamless connection between the shops and the public space

EXTEND OPEN SPACE BUT RETAIN PARKING

While more public space could be beneficial it is recommended to retain car parking on both the north and south sections. Provide additional motorbike and cycle parking.



Retain car park at both ends of the pedestrian mall to provide vehicular access to the shops in these two wings

FUTURE FINE GRAIN LANEWAY

Support public facing retail, bars and cafes in the laneway to help connect the different parts of the village centre and provide level access from potential future businesses on to leveled outdoor dining areas



Facilitate street facing retail in the lane way that connects the Village Centre to Coles

A STAGED APPROACH

It is suggested that a staging plan be developed to mitigate impact on business operations if at all feasible. Regardless consideration should be given to how people can access businesses during the building works.

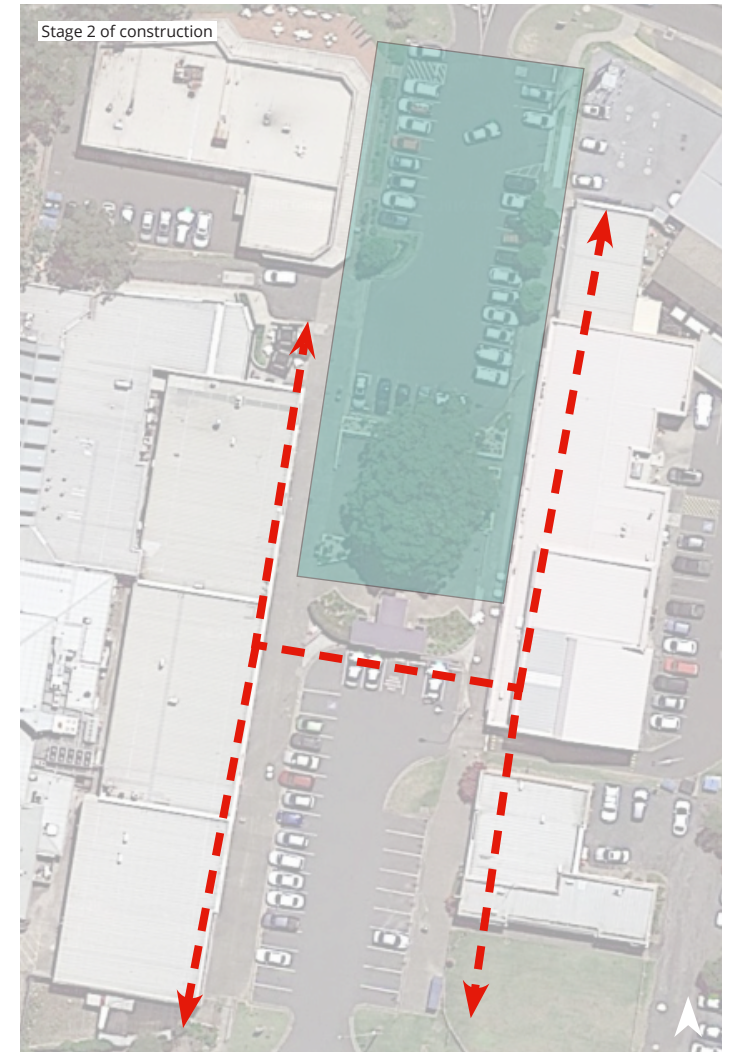
STAGE 1

Enclose the southern portion of Burton Street while providing pedestrian access through and across the two sides of the mall.

Provide temporary toilets/ cubicles in another section of the mall while this portion of the public space is being redeveloped.

STAGE 2

Enclose the northern end of Burton Street to redevelop this space. Provide adequate pedestrian access through and across the pedestrian mall to ensure undisturbed trading activity in the Village Centre.



SHORT TERM INVESTMENTS

OVERVIEW

1. FAST FIXES- SHORT TERM IMPROVEMENTS
2. DEVELOP A PROJECT COMMUNICATIONS PLAN
3. DEVELOP AND IMPLEMENT A BRANDING AND SIGNAGE STRATEGY
4. DEVELOP A BUSINESS AND COMMUNITY ACTIVATION KIT
5. DEVELOP AND IMPLEMENT A HOARDING PROJECT

SHORT-TERM INVESTMENTS - OVERVIEW

Short-term Investments or 'quick wins' are developed in response to the specific challenges of each place. They are designed to build local capacity, mitigate risk and trial or test new ideas. For the Vincentia Village Centre project these five recommendations focus on building strong relationships in the lead up to, and through, construction in order to minimise local business challenges through the period of change.

1 FAST FIXES - SHORT TERM IMPROVEMENTS

2 DEVELOP A PROJECT COMMUNICATIONS PLAN

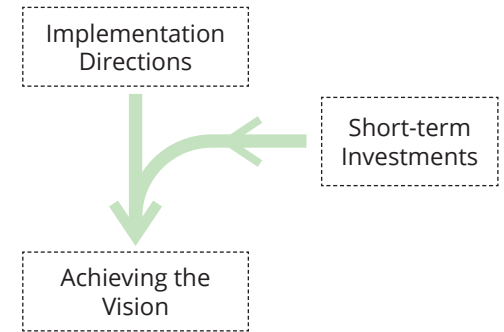
3 DEVELOP AND IMPLEMENT A BRANDING AND SIGNAGE STRATEGY

4 DEVELOP A BUSINESS AND COMMUNITY ACTIVATION KIT

5 DEVELOP AND IMPLEMENT A HOARDING PROJECT

SHORT TERM ACTIONS THAT INFLUENCE LONG TERM IMPACT

The recommended short-term investments can be achieved between 6 weeks and 6 months. However, the outcome of these investments are designed to tie into the larger Place Strategy and work in tandem with the Implementation directions in delivering a more economically and socially resilient Vincentia.



	Implementation Directions				
	Develop a collaborative and cooperative economy	Encourage a mix of uses to support and sustain local business	Create a social hub with a choice of day and night time activities	Build a walkable and bikeable beach side village centre	Create a green, relaxed and comfortable place to spend time
Short-term investments					
1. Fast fixes- short term improvements			✓		✓
2. Develop a project communications plan	✓				
3. Develop and implement a branding and signage strategy	✓				
4. Develop a business and community activation kit			✓		
5. Develop and implement a hoarding project	✓		✓		

Table showing the association between the Implementation Directions and Short-term Investments

1. FAST FIXES - SHORT TERM IMPROVEMENTS

Between January 2020 and March 2020 there are a number of low cost and easy to deliver improvements to support the local businesses and improve the performance of the public space. The objective is to resolve ongoing challenges in the lead up to construction and test ideas for the permanent design.

Why is this important?

Currently the public space at Burton Street looks dull and uninviting which does not attract the local and tourist population to sit, stay and socialise in the space.

Activating the space through small fixes is essential to make the public realm more attractive and noticeable. It also helps in building the momentum towards redeveloping the public space.

These fast fixes recommend buying and installing low-cost additions to the public space at Burton Street to make it colourful, quirky and exciting with minimum intervention. Improving visual access, installing planters and feature trees will significantly increase the comfort quotient of the space and encourage people to spend more time in the area. Installing picnic tables, playable sculptures and features will attract more people and activate the space.

THE FAST FIXES INVOLVE

1. PURCHASE & INSTALL PICNIC TABLES

Purchase two picnic tables and install, consider community painting day where local artists can 'localise' them.

2. TRIM HEIGHT FROM BUSHES BLOCKING VIEW TO NORTH

Reduce the height to increase visual connection between public space and northern section of Burton Street.

3. INSTALL PLANTER BOXES AND TALL FEATURE PLANTS AT MAIN ENTRIES TO RETAIL

Clear visual cues to identify entry points to shopping zone.

4. PURCHASE & INSTALL PLAYABLE SCULPTURE UNDER TREES

Purchase frog and 6 x gumnut seats for under trees (to be stored and reinstalled)



Map showing indicative location of picnic table, seats and sculptures



Picnic table



Quirky seats



Frog sculptures

Item	Source	Budget
2 x fixed picnic table	https://www.bushfurnitureman.com/products/bush-furniture-picnic-table/	\$2,500
Trim height form planting aside toilet block	Council	\$500
Under tree play sculptures	http://artdinouveau.com/portfolio/giant-frog-seat-and-climber/	\$3,500 (frog) \$750 each (seats)
8 x feature 'gateway' planters with trees	https://www.bunnings.com.au/tuscan-path-43-x-80cm-savannah-large-planter-grey_p2833366 https://www.bunnings.com.au/400mm-syzygium-resilience-syzygium-australe_p3902433	\$2,500

2. DEVELOP A PROJECT COMMUNICATIONS PLAN

Consistently informing the community and the local businesses about decisions and the construction process will help establish a relationship and mitigate any possible risks that may arise during construction. Involving the community in the public space upgrade process also helps develop a sense of ownership which will ensure continued care towards the public space and improving the local businesses.

Why is this important?

There is currently no structured communications plan which informs the community and the business about the Burton Street redevelopment project. This will result in a lack of knowledge about the project decisions within the community and businesses and poses the risk of potential unrest at the start of the construction. A communications plan would help benefit the council in the following ways:

Community

Vincetia has an active and enthusiastic community who are invested in the town's growth and development. Informing the community at regular stages significantly reduces the risk of making a place that the community does not want and also ensures an undisturbed design and construction process.

Businesses

An established communication network between the local businesses and the Council allows consistent information sharing about the construction process. This allows the Council to collaboratively develop mitigation measures for potential trading challenges that could arise during construction. For example, holding regular meetings with the business association will allow to knowledge transfer about when construction is going to begin, how long it will last and what portions of the public space in Vincetia village centre will be closed for circulation. This subsequently helps businesses prepare themselves in advance and give them the opportunity to scheduled shop renovations at the same time if need be.

WHAT SHOULD BE INCLUDED IN THE COMMUNICATIONS PLAN?

1	Timeline of engagement Make a detailed timeline of engagement which lists the number of intervals that the Council will engage with the community and the local businesses.
2	Roles and responsibilities Assign roles and responsibilities to key personnel who will be driving the communications plan for the community and the businesses.

FOR COMMUNITY

3	Quarterly updates Set up communication channels that will used to share information with the community. This can include one or many of the following: <ul style="list-style-type: none"> • A website • Community bulletin boards • Media releases with the community newspaper • Partner with local radio channels
4	Feedback loop Set up a way for the community to provide feedback and share input on the project, the design of the public space and the construction plan.

FOR BUSINESSES

3	Connect with Vincetia Chamber of Commerce Encourage all the local businesses to be part of the Vincetia Chamber of Commerce and establish a strong connection with the association. This association will the point of contact for all communication between the Council and businesses for the Burton Street project and in the future.
4	Timeline of construction Make a tentative timeline of construction, which includes information on when and for how long the public space will be closed and distribute this timeline through the business association.
5	Quarterly meetings Set up quarterly meetings with the local businesses to inform them about any changes or updates in the construction process.

3. DEVELOP AND IMPLEMENT A BRANDING AND SIGNAGE STRATEGY

A place's brand and its signage reflect its identity and a carefully curated brand has the potential to attract a large target audience. A branding and signage strategy for Vincentia Village Centre will help establish it as the new anchor for Vincentia, increase local and tourist footfall and therefore improve local economy. This will also help strengthen Vincentia's position as a sought-after tourist destination.

Why is this important?

There is currently no central theme in the signage and boards in Vincentia that visually captures the essence of the place. There are also inconsistencies in the signage and shopfront boards with regard to Vincentia Village Centre which poses a risk of people thinking of the centre as different entities and potentially diluting the value of what it has to offer.

A branding exercise is essential to establish a consistent identity for Vincentia Village Centre in the public realm, shops, buildings and digital medium.



Signage outside the Village Centre entrance



Signage directing people to the Village Centre from the beach



Signage outside Liquorland

WHAT DOES THE BRANDING AND SIGNAGE STRATEGY INVOLVE?

1	<p>Logo</p> <p>Contact a local graphic design company and seek their help to design 3 logo options for Vincentia Village Centre that reflect the organic and scenic nature of the centre</p>
2	<p>Stakeholder Engagement</p> <p>Use the three logo options to engage with the community and the local businesses and request them to cast their vote to their favourite logo. You can do this hosting through a community event in Burton Street or create a digital poll and circulate it within the community. Select the logo that receives the most votes as the new logo for Vincentia Village Centre</p>
3	<p>Welcome signs</p> <p>Print the selected logo in a format that can be used as welcome signs on shopfronts and shop doors. Distribute them to the local businesses and shops. This consistent branding will help develop a sense of identity and belonging, and thereby attract more visitors</p>
4	<p>Encourage logo to be part of other collateral</p> <p>Provide the community and the local businesses with a PDF copy of the logo and encourage them to use the same in their own website and printed collateral to further establish the Vincentia Village Centre brand</p>
5	<p>Change signage on shopfronts</p> <p>Encourage both large and small businesses to change their shopfront signage to reflect a consistent name - Vincentia Village Centre. Shop owners will have to bear the costs of these changes however consistent branding will attract more footfall in the long-term and therefore benefit their businesses</p>

4. DEVELOP A BUSINESS AND COMMUNITY ACTIVATION KIT

Providing a clear idea on what is allowed in the public space and laying out an easy path for getting permissions enables the businesses and local community to organise casual and formal events that activate the public space. This recommendation also capitalises on the Council's efforts to streamline the permission procuring process.

Why is this important?

There is currently a lack of community knowledge with regard to what is allowed and not allowed in the public space. This lack of knowledge causes hesitation from the community to conduct events under the pretense that acquiring permissions is a time consuming and labourious process.

A community and business activation kit is essential to layout an easy path and encourage the general community and the businesses to engage more with their public space, conduct outdoor trading and host community events that would help activate the public space.

An activation strategy that allows the community and businesses to casually engage with their public space promotes self-sustaining activities which reduces the need to conduct dedicated activation events that are both money and time consuming.

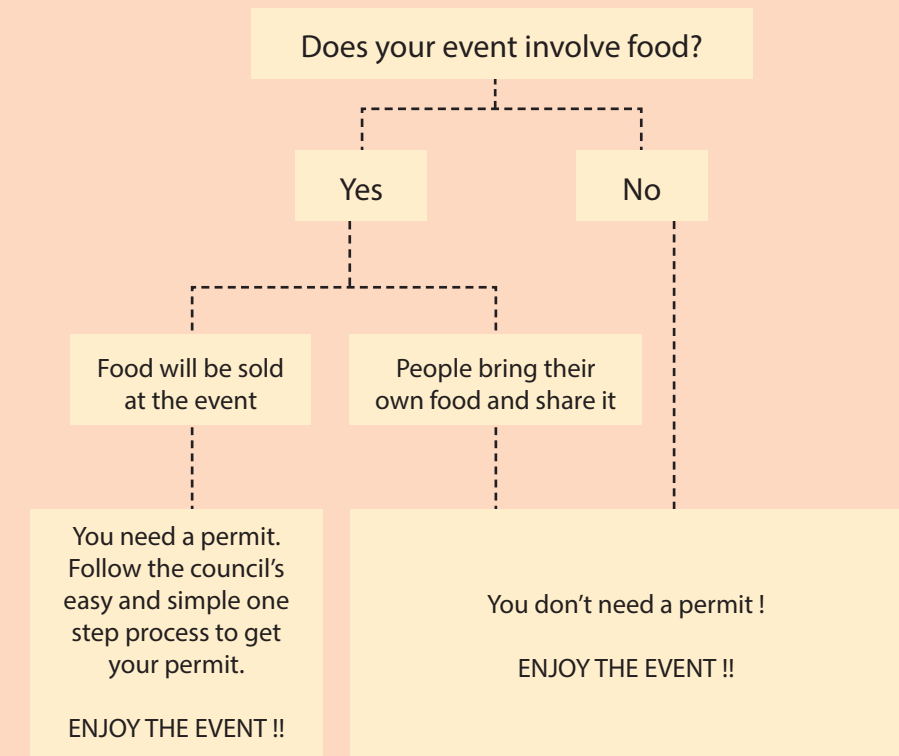
WHAT SHOULD BE INCLUDED IN THE ACTIVATION KIT?

The activation kit should be an easy to read graphic package with information on if and when permissions are needed to host an event or activity. The kit should include the following information:

1	Information on the types of the activities and events that can take place in the public space, both with and without permits.
2	Information on how and who to contact for permissions
3	Separate sheets for various activities that allows the community to assess if they require permission for the type of event they want to host. This should include separate sheets for: <ul style="list-style-type: none"> • Food (see sample sheet on the right) • Alcohol • Music - Busking, Battle of bands, etc • Community events like face painting, art, etc.
4	Separate sheets for the businesses to assess if the activity they have planned requires a permit. This can include: <ul style="list-style-type: none"> • Installing outdoor furniture • Outdoor trading - food, alcohol, other commodities



HOST AN EVENT IN THE PUBLIC SPACE



Sample page for community and business activation kit

5. DEVELOP AND IMPLEMENT A HOARDING PROJECT

A community project in partnership with major landowners to design and paint hoardings that will protect shops and shoppers during construction of the public space in Burton Street. The project also helps activate the public space in the lead up to construction and build a sense of ownership and loyalty to support local businesses.

Why is this important?

If construction begins in the public space at Burton Street without adequate notification, there is a potential danger of alienating the public and the businesses during the construction process. In light of this risk, there is a need to facilitate a project that allows the community and businesses to be creatively involved during the lead up to construction.

The proposed hoarding project acts as protection for shops and shoppers during construction and also capitalises on the community's interest in art. It creatively brings together these two attributes in a way that activates and builds ownership for the public space.

THE HOARDING PROJECT INVOLVES

1. ORGANISE A MEETING WITH THE SHOP OWNERS

It is mandatory to mount hoardings as a safety protocol during construction process and this project is a creative twist to capitalise on this criterion.

Organise a meeting with the land and shop owners to discuss the need for protecting their shops during the public space redevelopment process. Propose the hoarding project where shopowners pay for the community to design and paint hoardings that will protect their shops.

2. PURCHASE PLYWOOD PANELS

Purchase standard size plywood panels that can be used as hoardings and set them up in a sheltered location in Burton Street that protects it from the rain but also catches the eye of the people who visit the pedestrian mall.

3. INVITE ARTISTS AND COMMUNITY TO PAINT

Assuming that the construction in Burton Street begins in Sep 2020, over the next 32 weekends, invite guest artists and local community to paint these hoardings. This will activate the space and facilitate arts-oriented events that the community currently desires.



Indicative line showing location of hoardings that will enclose the public space during construction



Community art events that facilitate social interaction and further their interest in art-oriented activities

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

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