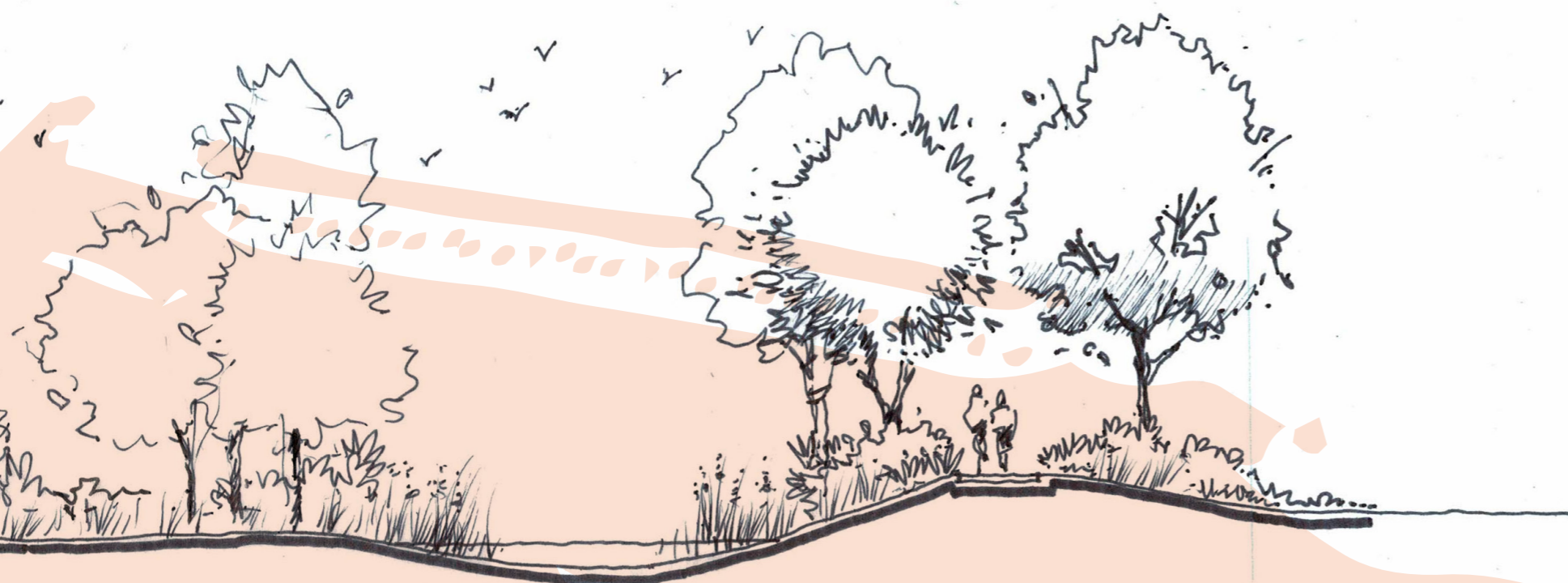




# Grafton Precinct Plan

Clarence Valley Council / September 2021 / FINAL / Issue E



## Acknowledgment to country

Vee Design acknowledges the Traditional Custodians of the land, the Bundjalung, Gumbaingirr and Yaegl nations, and pays respect to Elders past, present and emerging.

We acknowledge their continuing connection to the land, sea and community and the important role the Traditional Custodians play within the design, arts and placemaking community.

### PREPARED BY

Vee Design

### IN COLLABORATION WITH

Ardill Payne & Partners

Fourfold Studio

### Document register

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# 01

## 01 / Introduction & Context

- 1.0 / Introduction
- 1.1 / Project Objectives
- 1.2 / Project Process & Timeline
- 1.3 / Overview of Consultation
- 1.4 / Clarence Conversation Surveys
- 1.5 / 3 Day Workshop Series
- 1.6 / Grafton in context
- 1.7 / Clarence Riverway Master plan

# 02

## 02 / Issues & Options

- 2.0 / Connections & Gateways
- 2.1 / Land Use & Built Form
- 2.2 / Movement Parking & Access
- 2.3 / Amenity, Shade & Comfort
- 2.4 / Look, feel, materials & Vegetation
- 2.5 / Stories, Art & Signage
- 2.6 / Activation & Events

# 03

## 03 / Guiding Principles

- 3.0 / Vision
- 3.1 / Design Drivers
- 3.2 / Planning Principles

# 04

## 04 / Master plan Framework

- 4.0 / Grafton master plan
- 4.1 / Precincts
- 4.2 / Movement, Parking & Access
- 4.3 / Amenity, Shade & Comfort
- 4.4 / Stories, Art & Signage

# 05

## 05 / Precincts

- 5.0 / Precinct Key
- 5.1 / River Connection Precinct
- 5.2 / Dining Precinct
- 5.3 / Retail Centre
- 5.4 / Community Precinct
- 5.5 / Artisan Precinct

# 06

## 06 / Next Steps

- 6.0 / Next steps & Implementation

# Executive Summary

With easy access to the Clarence River and streets that come alive with purple flowers during the Jacaranda season, Grafton is already a destination well-loved and utilised by locals and visitors alike. The Grafton Precinct Plan has been developed collaboratively with locals who have assisted in uncovering Grafton's unique character, style and community aspirations enabling the team to develop a roadmap for its future use, development and activation. Further community engagement will help prioritise a staged approach to implementing the Precinct Plan and Transport Strategy actions over time.

The main objectives of the Grafton Precinct Plan and Transport Strategy is to create a destination where people want to spend time. This includes creating a place that;

- Encourages small businesses to prosper;
- Is shady, green and cool in summer;
- Encourages use of active transport such as walking and cycling;
- Celebrates the history and heritage of First Nations People; and
- Has better local links and a strong connection to the waterfront.

Grafton's location forms a gateway to the stunning natural environment and adventure playground that is the Clarence Valley hinterland. Central to the development of this Precinct Plan is the objective to encourage visitors to stop, discover Grafton and in turn boost its local economy prior

to exploring the regions surrounding unique natural assets. Along Prince Street, it will be about increasing greenery and canopy cover, establishing stronger links with the waterfront and creating an environment where small businesses can prosper.

This Precinct Plan presents a number of opportunities to transform Prince Street and surrounds into a place for people where local businesses prosper. At a glance, the proposed changes include:

- Slowing traffic along Prince Street through traffic calming elements including alternative surface treatments, widening of the footpaths and greater planting
- Reconfiguration of parking to nose-in along Prince Street
- Increased shade along Prince Street through arbour elements with climbing greenery and planting of more street trees
- Creation of a place for people through the widening of the footpaths along Prince Street to allow for more space for pedestrians, street seating, alfresco dining and footpath trading
- Opportunities to share stories and the history of the town through artworks and signage

Read on to explore these recommendations in greater detail and to see how local ideas have shaped a future vision for the Grafton City Centre.

*Rich with history and heritage, the implementation of the Grafton Precinct Plan has harnessed local ideas and aspirations to improve the economic prosperity of small businesses and cemented Grafton as a regional city. By creating safe pedestrian and cycling connections to the CBD as well as widening footpaths and slowing traffic, Prince Street has been transformed into a streetscape environment where people want to stop and spend their time and money locally. Increasing the canopy cover and greenery within the CBD has allowed Prince Street and surrounds to be an environment comfortable year-round with unforgettable streetscape amenity. The implementation of the Grafton Precinct Plan has provided even more opportunities for local people and traders to actively participate in the citymaking and activation process increasing their strong sense of local pride. Designing the precinct with both the youngest and eldest residents in mind has created an inclusive space for all and established it as a must-visit destination and a gateway to the hinterlands and coast.*



# 01

## Introduction and Project Context



# 1.0 / Introduction



Grafton is a regional city on the North Coast of New South Wales which acts as the Clarence Valley's main centre for commerce and economic activity, with significant opportunities to enhance its scenic waterside setting, rich heritage and be promoted as a regional tourism hub.

Grafton is recognised as the first city on the North Coast carrying a civic responsibility for the area, housing offices for state government services, health and community facilities and the historic streetscape along Prince Street with its prominent architecture.

Prince Street is in the process of being re-designated as a local road with Transport for NSW (TfNSW). This transition presents a significant opportunity for re-envisioning the role and function of this street as a 'main street' within Grafton, while looking to improve traffic movement, assess car parking needs, and improve people-oriented design.

This project aims to deliver a draft Precinct Plan for Prince Street (and the entrance from South Grafton) with a complimentary Car Parking and Transport Strategy that creates a vibrant main street and encourages the community to visit and spend time, in turn boosting the local economy of the town.

Vee Design in partnership with Ardill Payne & Partners and Fourfold Studio have undertaken a place making study of the Grafton CBD, identifying ways to support and encourage more pedestrian comfort, retail, business, hospitality and other economic activity, transport (particularly walking and cycling) and parking

needs to develop a community based local Precinct Plan and Transport Strategy.

**The Grafton Precinct Plan and Transport Strategy is a key revitalisation initiative to improve liveability and to promote Grafton CBD as a VIBRANT, STIMULATING and WELCOMING place.**

This project will aim to identify opportunities to enhance connections with the Clarence River and initiatives proposed by the Grafton waterfront Master plan as well as the CBD connection to South Grafton and as an opportunity to establish Grafton as a 'gateway' to the adventure playground in the surrounding hinterland.

*Associated Reading:*

- Clarence River Way Master plan
- Grafton Waterfront Precinct Master plan
- Land Transport Strategy for Grafton CBD
- Car Parking Audit & Strategy Grafton CBD
- Grafton Place Audit

## 1.1 / Project Objectives

With easy access to the Clarence River and streets that come alive with purple flowers during the Jacaranda season, Grafton is already a destination well-loved and utilised by locals and visitors alike. The Grafton Precinct Plan has been developed collaboratively with the local community, business, other stakeholders and Council who have assisted in promoting Grafton's unique character, style and community aspirations. This has enabled the team to develop a roadmap for its future use, development and activation.

The development of this Precinct Plan and associated Transport Strategy looks towards:

- 01 Inlusiveness - the history, heritage and culture of our First Nation Peoples.
- 02 Grafton's Natural Assets - it's people, the river frontage, historic streetscapes, cultural heritage, vibrant food, hospitality and agricultural hinterland, annual events, sub-tropical climate and signature trees;
- 03 Car Parking Requirements - in and around Prince Street and servicing the CBD;
- 04 Future Transport Trends & Opportunities - particularly promoting walking, cycling and improved mobility and accessibility;
- 05 Co-ordinated Delivery of Council & State Government Projects - particularly the waterfront and other capital works projects and investment from Transport for New South Wales;
- 06 On-going Collaboration - with all stakeholders that have an interest in the Grafton CBD;
- 07 Resilience - ensuring Grafton is resilient, sustainable and a successful regional city with a connection to Country and that materials and design choices are suitable to our climate;

The collective application of these objectives within the Grafton Precinct Plan and Transport Strategy is to **'make Grafton a destination where people want to spend time to socialise, to visit and to invest in'**.

This includes creating a place that;

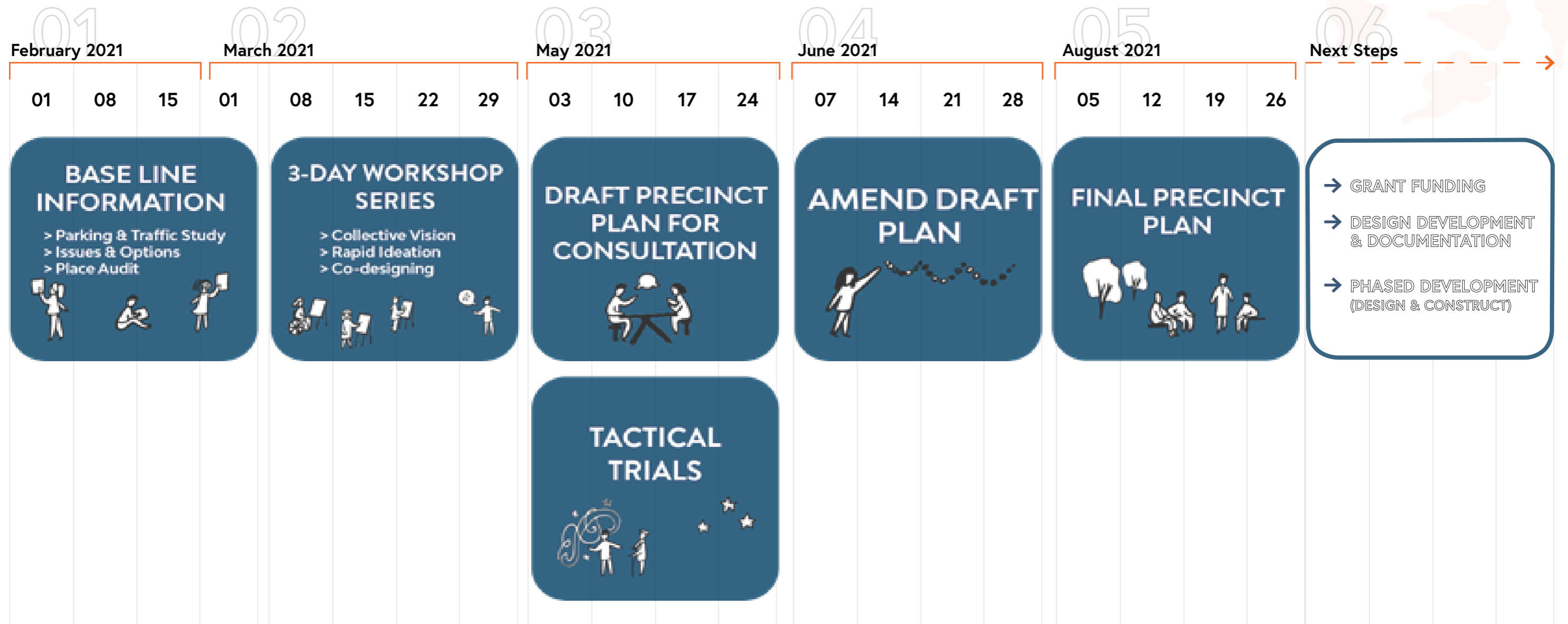
- Encourages all businesses to prosper;
- Is shady, green and cool in summer;
- Encourages use of active transport such as walking and cycling;
- Celebrates the history and heritage, including First Nations People; and
- Has better local links and a strong connection to the waterfront.

Grafton is uniquely positioned between the coast and the bush. The town's location forms a gateway to the stunning natural environment and adventure playground that is the Clarence Valley hinterland.

**“The Grafton Precinct Plan and Transport Strategy is about harnessing and leveraging what is unique and loved about Grafton whilst creating a roadmap for its future use and development. Placing local people at the centre of the process will ensure it will delivered in an authentic way that is responsive to locals needs.”**

## 1.2 / Project Process & Timeline

Local people know local places better than anyone. To build local ownership and pride in the final project outcome and to ensure the Precinct Plan responds to local aspirations for the future use and development of Grafton, the adoption of a collaborative process and involvement of local people in the plans development has been of the utmost importance. This collaborative project process has been summarised in the Figure below.





## 1.3 / Overview of Consultation

The collaborative process focused on working with the local community and traders of Grafton to unpack what makes the town unique and well-loved by the people who live and work there, as well as capturing their aspirations for its future growth and development.

## 1.4 / Clarence Conversation Surveys

Consultation was carried out with the Grafton community through an online survey accessible via Clarence Conversation and promoted through intercept surveys along Prince Street and pop-ups during the Thursday twilight markets. The survey was also promoted via fliers handed out by the project team, social media posts via Council's platforms and various radio promotions and interviews.

The survey was well completed with 154 responses over the 3-weeks it was available. Findings from the survey have been used to inform the development of the Grafton CBD Place Audit. This document measures Grafton's performance against four themes that define a prosperous neighbourhood:

- **Place experience;**
- **Safety & comfort;**
- **Local pride & identity; and**
- **Connectivity & access.**

This baseline measurement will be used to measure the impact of the tactical trail to take place as part of this process as well future infrastructure and amenity changes to take place within the CBD. It was also used by the consultant team to identify areas to target for the precinct plan for example opportunities to make Prince Street more friendly for cyclists and pedestrians.

Supporting this broad scale consultation were two open-ended questions via Clarence Conversations:

- What do you love about living and working in Grafton?
- What is missing in the Grafton CBD? For example, what infrastructure, events and activations would improve your experience in Grafton?

Responses from the survey were captured and used to inform discussions during the 3-day workshop series.

## 1.5 / 3 Day Workshop Series

Further detailed consultation was undertaken during a 3-day workshop series during March 2021. Sessions over the 3-days were attended by a range of project stakeholders including representatives from the Grafton community, local businesses, community organisations, the Chamber of Commerce, special interest advocacy groups and Clarence Valley Council staff. A summary of the program from the 3-day workshop series has been included below:

- **Day 1: Opportunities & Constraints workshop:** the project team worked with Clarence Valley Council staff to unpack the findings from the parking and traffic study and the Grafton Place Audit. Time was also spent understanding opportunities for this project to align with other Council-led works to ensure complementary processes are being undertaken.
- **Day 1: Targeted Ideation Workshop:** the project team hosted a targeted session with key stakeholders from the Grafton community to rapidly brainstorm ideas for the future of the Grafton CBD. This included capturing what is unique and loved about Grafton, defining its unique identity along with identifying areas for potential

improvements. Time was also spent discussing opportunities to test and trial ideas in the latter phase of the project as well as noting aspects that attendees and the community would like to collaborate on delivering. During the session, the design drivers were work shopped and stories were shared.

- **Day 2: Design Workshop:** Findings from Day 1 informed the development of early concepts for the CBD developed by the design team during Day 2. During the day additional one-on-one discussions were held with Council staff and local traders and stakeholders.
- **Day 3: Stakeholder Breakfast:** the attendees from the first ideation workshop were invited back to view and discuss the preliminary designs the team had been working on the day prior. This was an opportunity to receive initial feedback on the concept plan before it was further progressed. The feedback from this session was very positive and attendees felt that their insights and aspirations shared during previous sessions had been captured and well represented within the design. This provided the design team with confidence that their design was progressing on the right track and that they could continue developing it in greater detail.

Outcomes from the aforementioned engagement activities have been used to inform the development of the project vision and design drivers that will in-turn shape the future direction for the town, as well as the tactical urban trials.

## 1.6 / Grafton in Context

Grafton was the first city on the North Coast and this historic centre is the hub of services and opportunities for people of the Clarence Valley, supported by Maclean, Yamba, Ulmarra, and Iluka among others.

Prior to non-indigenous settlement, Bundjalung, Gumbaingirr and Yaegl communities have lived in this rich valley, enjoying food and natural resources for thousands of years. Since the mid 1800's, the Clarence Valley relied largely on natural resources for its prosperity, taking advantage of the rich arable land and climate. The production of timber, beef, milk, sugar and seafood acted as key economic drivers for the region.

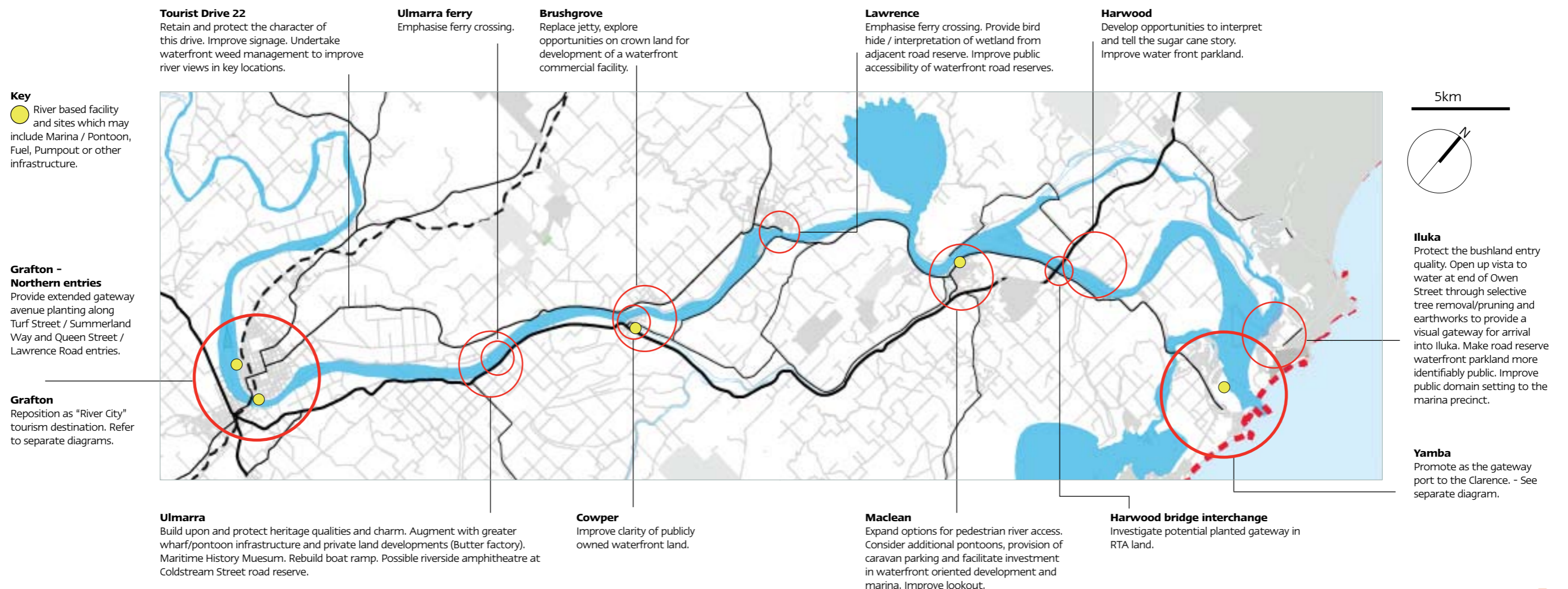
With strong links to the surrounding regions in New South Wales and Queensland via rail, river and road particularly through the Pacific highway

upgrade, Grafton is well positioned to sit within the 'stop over' window for freight commercial and tourist travel between Sydney & Brisbane.

As a means to take advantage of this strategic location and build an outward looking economy with a range of opportunities, the Clarence River Way Master plan encourages the development of the township hubs along the lower reaches of the Clarence River. The opportunities here are to develop the townships as integrated, land and water based tourism and transport hubs with an overarching legacy of a regenerative culture of custodianship to care for each other and care for country.

The Clarence River Way Master plan key principles are as follows:

- 01 Focus on substantially increasing water based access as a priority.
- 02 Provide a range of land/water interface access points along the river allied to the main townships and tourist nodes between Yamba and Grafton.
- 03 Develop a network of river based hubs that integrate land based attractions with river front access.
- 04 Investigate options for additional commercially managed riverside fuel stops at Grafton, Brushgrove and Maclean.
- 05 Facilitate investment in a range of accommodation, food, beverage and entertainment options in key visitor hubs aligned to CRW market expectations.
- 06 Develop pedestrian linkages and access to the water.



## 1.7 / Clarence River Way Master Plan

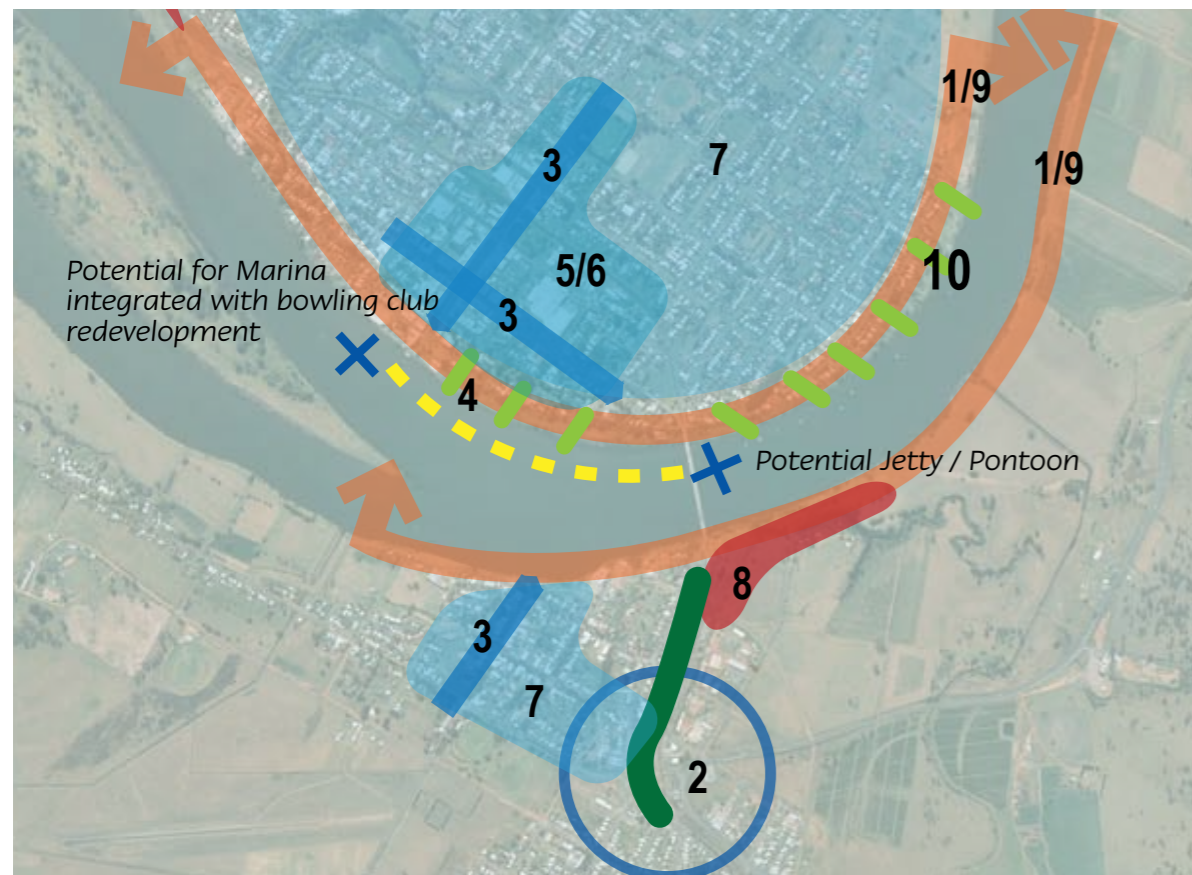
The Clarence Riverway Master plan proposes that development "repositions Grafton as a "River City" Tourist Destination

As encouraged within the Clarence Riverway Master plan (2009), Grafton is considered a key potential tourism hub for the Clarence Valley, however currently lacks identity as a tourist destination. The strategic location of Grafton provides an ideal starting point for visitor journeys and many of the key events for the region are based in Grafton, such as the highly anticipated Jacaranda Festival. The Clarence Riverway Master plan is currently under review as most actions have been completed and a renewed focus on Grafton as a tourist destination & gateway to the adventure playground is being promoted.

While reasonably well known as the Jacaranda city, few visitors are aware of its prime waterfront address to the Clarence River.

While the Jacarandas are at their best only in November, the river and surrounding town infrastructure are considered an all year asset and one that is poorly capitalised upon, with virtually no tourism assets on the river front. The city has good quality architecture and facilities which can be enhanced and explored with the intention of establishing a year round tourist and economic hub

## “ Reposition Grafton as a "River City" Tourist Destination ”



| Clarence River Way Master Plan, 2009



1. Re orient the city to the river, including both Grafton and South Grafton.
2. Simplify decision making and create a sense of arrival, gateway statement and enhance first impressions of Grafton from the pacific highway.
3. Improve the cityscape through investment in a mainstreet programme for the CBD, but primarily Prince Street for its waterfront linkage and Fitzroy Street for its gateway arrival first impressions.
4. Promote the development of a waterfront precinct adjacent the town centre. Focus on the redevelopment and vitalisation of the core river edge from Queen Street to under the Grafton bridge.
5. Improve the presentation of retail and commercial areas for tourism.
6. Encourage extended trading hours for restaurants and cafes.
7. Facilitate investment in new infrastructure and improve accommodation presentation levels to meet expectations of target markets.
8. Investigate options for development of the State Rail Authority land on the rivers edge on both sides of the river as public parkland.
9. Through negotiation with private land holders investigate options to provide safe public waterfront access or easements that respects privacy and security.
10. Improve public access to the waterfront through existing public open space.

# 02

## Issues and Options



## 2.0 / Connections and Gateways

The importance of connections into and within a landscape cannot be understated, these are the first and last things people will see and remember. The journey into a town is what starts to define the potential experiences waiting at the destination. By enhancing these connections it not only draws people into the space but, builds suspense of what is to come and finally when crossing the final threshold into town, provides a sense of arrival.

In consideration of Grafton, the family of bridges provide the physical marker of these gateways into and out of the CBD, providing a potential sign of it's historical and architectural character.



“The cultural and civic heart of Grafton – a place where diverse and vibrant community come together to learn, to do business, celebrate and socialise!”

## Issues & Options:

- 01** Rail Overpass / Viaduct: provides a gateway into the precinct. Options exist to celebrate this structure through vegetation, embellishing the abutment arches with paint decals and feature lighting in shades of purple, as an example, to enhance the community identity around the flamboyant jacaranda tree.
- 02** The historic Grafton Bridge: currently establishes a historical link with its distinctive architecture and provides a postcard moment for the entry into Grafton. Options exist to explore extending this characteristic architectural identity to the new bridge.
- 03** Sugar Loading Facility: between the two gateway bridges in South Grafton, opportunity to showcase this structure as an iconic land mark and threshold entry marker. Possible surface painting or image projection to demonstrate the unique identity and history of the area. This can be incorporated into the Grafton Bridge Precinct - Cultural Plan.
- 04** Undefined footpath connections: to Prince Street and other community assets throughout greater Grafton area. Opportunity exists to formalise and shade these connections.
- 05** Entry into North Grafton: from the Grafton Bridge lacks a strong identity, first views into this area are dominated by a KFC and a big box shopping mall with minimal landscaping. Opportunity to create an authentic representation of the town throughout Fitzroy & Pound Street with trees and under-storey screening vegetation, guiding visitors into Prince Street and the associated waterfront precinct. Opportunity to extend Prince Street materiality along these entry roads with planting, art and signage.
- 06** Entrance into South Grafton: from the Highway lacks identifiable character, it is currently characterised by vehicular and industrial scales, making it uncomfortable for the user. Opportunity to create a more pleasant and user friendly arrival through the addition of an avenue of trees with under-storey planting on either side of Big River Way. Land uses and landscapes, including private land, should help to improve the sense of arrival.
- 07** With the development of the future Grafton water front development, there is an opportunity to establish another gateway to the precinct by creating an entry node for those arriving by the Clarence River.
- 08** Prince & Oliver Street intersection is a large open vehicular orientated intersection. Opportunity to reinforce sense of arrival through median planting and trees to the verges encouraging users to explore further down the street & slow down.



## 2.1 / Land Use & Built Form

The Grafton CBD is the Clarence Valley's main centre for commerce and economic activity. It is a historic river city, with significant opportunities to capitalise on its scenic waterside setting, rich heritage and as a tourism hub. It is important to retain and attract more regional offices for state government services along with health and other community facilities and business on Prince Street.

Opportunities to enhance Grafton and serve a growing population could include change that is sympathetic to its local character while recognising Grafton's role as a regional centre. A review of the development process to support business and investment is warranted.

Land use zoning controls can be designed to protect the character and support the prosperity of Prince Street. Land use within Prince Street precinct is zoned 'commercial core' however the natural formation of sub-precincts are beginning to emerge where similar uses have clustered together. There is an opportunity to further define these sub-precinct experiences by designing the streetscape character to align with ideal tenancy conditions. For example, providing outdoor dining spaces in areas where the goal is to attract restaurants and cafés and wide footpaths in more intensive retail shopping areas.

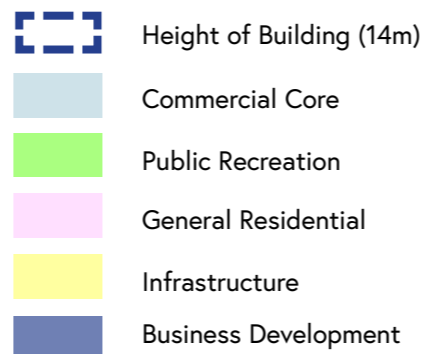
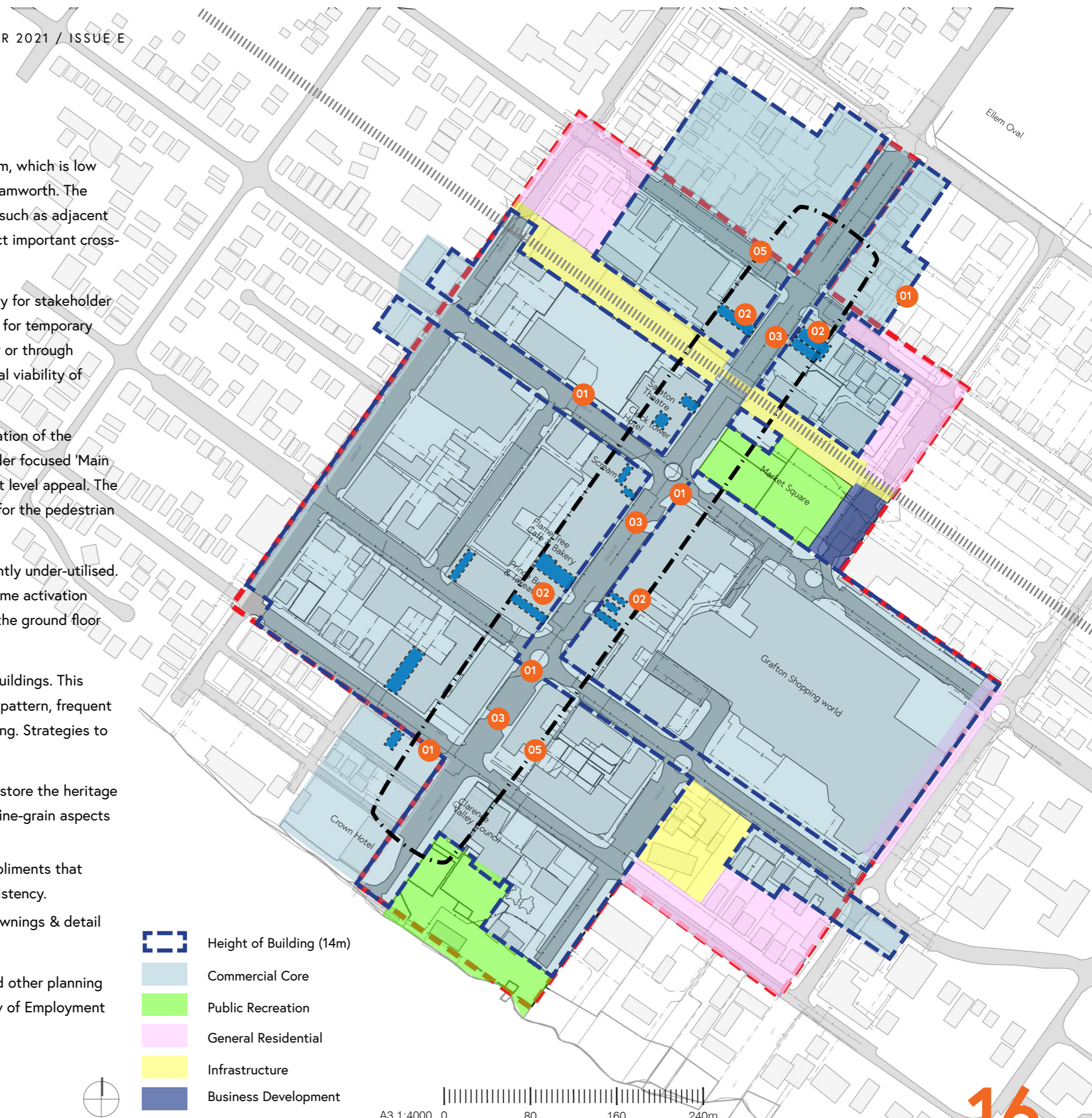
Prince Street has a charming character with many intact heritage buildings that are important aspects of the street amenity and identity.



“Retaining charm and local character is important while retaining the enviable lifestyle for those that choose to live there.”

## Issues & Options:

- 01** The predominant building height within the CBD is restricted to 14m, which is low compared to other regional centres like Lismore, Coffs Harbour & Tamworth. The opportunity exists to review height limits in areas of high amenity, such as adjacent the waterfront or open space including a 3 metre setback to protect important cross-street views and maintain a human scale at ground level.
- 02** A number of vacant tenancies exist along Prince Street. Opportunity for stakeholder engagement over reduced rent schemes/short-term rental to allow for temporary activation such as pop up shops which can be run either privately or through community initiatives with the opportunity to assess the commercial viability of store typologies along the street.
- 03** Numerous building façades along Prince street have little consideration of the heritage and character of the street. Opportunity to produce a trader focused 'Main Street' tool-kit to assist businesses to improve activation and street level appeal. The tool kit can provide tips and guidelines to best activate the street for the pedestrian while preserving the heritage and character of the precinct.
- 04** The zoning allowance for "Shop Top Living" within the CBD is currently under-utilised. Opportunity to promote this as a means to further activate night time activation of the precinct and expand the range of residential options above the ground floor commercial space.
- 05** Character Zone: Prince Street is defined by its charming heritage buildings. This typically consists of a maximum of 2 stories, a fine grain built form pattern, frequent windows & openings, ornate building details and a consistent awning. Strategies to protect and enhance this character include:
  - Create incentives and guidelines to encourage landowners to restore the heritage qualities of buildings. This would include ideas to enhance the fine-grain aspects of buildings and reduce blank and inactive edges.
  - Develop a shopfront signage and wayfinding strategy that compliments that heritage feel of the street and introduces a higher level of consistency.
  - Establish guidelines for heritage height restrictions, setbacks, awnings & detail embellishments.
- 06** Review the maximum building height limit, permissible land use and other planning controls relevant to the Grafton CBD in conjunction with the review of Employment Lands and preparation of the Local Growth Management Strategy.





## 2.2 / Movement, Parking and Access

Movement, parking and access are all vital elements to consider when re-developing a towns centre.

The way that people experience moving around a place, the ease of connections, crossings and the availability of parking have the power to encourage or discourage use.

Movement in Grafton has been prioritised through the lens of vehicular travel with less focus on how pedestrians and those with mobility issues travel through and around the town. The existing infrastructure is dominated by cars, while pedestrians experience is largely in conflict with and dominated by cars.

**"Historically, drivers have been able to park close to their intended destination within the CBD. The increased demands described above have created a situation where drivers cannot always park as close to their destination as they would like. This can create the perception, especially among locals, that there is an under supply of parking within the CBD."**

Major infrastructure projects, such as the re-routing of the Pacific Highway east of Grafton, are improving the connectivity and accessibility of Grafton to regions across the North Coast and further afield.

The new Grafton Bridge and realigned transport routes also means that Prince Street is in the process of being re-designated as a local road. The completion of these projects presents an opportunity for Council to improve traffic movement, car parking, and facilities for walking, cycling, and improved mobility in the Grafton CBD."

- GRAFTON CAR PARKING AUDIT



Grafton is dominated by cars and that the infrastructure in Grafton supports this form of travel. Anecdotally challenges with reverse in parking was mentioned, with many preferring nose in to improve safety and on street aesthetics.

- GRAFTON PLACE ASSESSMENT REPORT



## Issues & Options:

- 01** Existing reverse in parking poses risk to shopfronts, furniture, pedestrians and footpath usability. Unpleasant outdoor dining experiences occur due to car fumes and the risk of collision with a pedestrian on the pavements is increased. Parking in this manner has a larger footprint, opportunity to convert parking into nose in to provide more use-able footpath area for pedestrians and other forms of mobility.
- 02** Multiple car parks accessible through side streets and arcades.
- 03** Prince Street, Pound Street and Fitzroy Street are vehicular dominated with high speeds experienced within the CBD area. Opportunity to reduce speed through the implementation of traffic soothing measures, such as raised crossing, textured surface treatment, landscaping, and narrowed vehicular lanes and signage.
- 04** There exists a vehicular prioritisation over pedestrians at crossings along Prince Street. Opportunity to convert crossings to zebra crossings and/or raised (Wombat) crossings with increased signage and ground treatment.
- 05** Pedestrian crossings are not that clearly locatable. An opportunity exists to create vertical artworks or marker to indicate pedestrian crossing locations from a distance.
- 06** Bikes, scooters and mobility scooters are not permitted on pathways however Prince Street is considered too dangerous by users. Opportunity to create a more delineated movement corridor for these types of transport or to reduce traffic speeds along Prince Street to increase the perceived safety of the pedestrian users.
- 07** Pedestrian connection to Prince Street is limited for those with disabilities, such as mobility scooters, prams, visually impaired persons due to inconsistent and insufficient pathway connections and legibility. A disabled mobility strategy could be developed and implemented as part of the infrastructure upgrades along with other actions outlined in the Grafton CBD Car Parking Audit & Strategy.
- 08** Lack of appropriate tactile indicators at road crossings. Opportunity to introduce tactile indicators to assist in legibility at crossings.



SCALE 1:4000

## 2.3 / Amenity, Shade and Comfort

Amenity, shade and overall comfort are vital to assist people to form positive connections to a place. A space which is safe and shaded with sufficient furniture promotes prolonged usability and enjoyment by the users.

Shaded streetscapes are more comfortable and attractive to the community than unshaded streets. The spreading canopy of a shade tree, a pergola or a shaded roadway allow for spaces which people want to gather, move, linger and socialise, while enforcing the character of a place.

Clean and green towns which incorporate vegetation throughout the public domain, featuring shaded avenues, street-side plantings as well as lush roundabouts, medians and traffic islands encourage investment and visitation and support for local business.



## Issues & Options:

- 01** Prince Street lacks sufficient shade & shelter during the morning and afternoon. Opportunity to introduce more street trees to provide shade cover over pedestrian footpaths, pedestrian crossings, bus stops and outdoor dining opportunities while cooling bitumen surfaces and the ambient air temperature, especially in summer.
- 02** Insufficient supply of public water fountains in Prince Street. Opportunity to provide additional fountains at convenient locations and pause points along Prince Street.
- 03** The existing public toilet at Market Square has poor public perception due to its limited passive surveillance. Opportunity to clear the extent of under storey planting to allow better surveillance from Prince Street.
- 04** The existing public toilet at Memorial Park has poor public perception and lacks footpaths for access. Opportunity to relocate closer to Prince Street and improve amenity as part of the waterfront master plan.
- 05** Harsh environment with minimal shade due to extent of roadway. Opportunity to reduce underutilised roadway and create strategically placed vegetated build-outs with signature trees.
- 06** Unshaded and exposed concrete median. Opportunity to introduce understorey planting and additional trees.
- 07** Large intersection with minimal wayfinding. Potential opportunity to review surface treatments to re-enforce precinct identity and slow traffic at strategic pedestrian crossings.
- 08** Uncomfortable pedestrian experience between buildings and rear facing vehicles, notably exhaust fumes. Opportunity to extend the verge out in collaboration with the transport strategy and implement barrier planting at points of high pedestrian traffic in combination with nose in parking.
- 09** Large expanse of unsheltered concrete. Potential to create kerb-build outs with planting and trees, which will also serve to sooth traffic & encourage pedestrian movement.
- 10** Limited lighting through Prince Street at night time creating the perception of an unsafe environment. Opportunity to use creative lighting to promote night time patronage and extended CBD activation.



## 2.4 / Look, Feel, Materials & Vegetation

The look and feel of a place is a collaboration of the unique features and materials which make up the identity of a town. Through showcasing history, environment, symbols, materials, planting, lighting and art, a town can portray its origins and define itself as a distinctive place unlike any other.

In the case of Grafton, there is an existing aesthetic of historic architecture, ornamental flowers and Jacarandas which strongly portray a sense of place, along with locally indigenous trees and references to the former littoral rainforest, big river and First Nations People. These existing features and Identity can be expanded on to define the Prince Street Precinct.

Elaborating on existing materials by providing a uniting palette of planting, furniture and surface treatment can help to create a more vibrant and authentic representation of place.



“Grafton has a character largely influenced by a variety of quality architectural styles, building materials and tree lined streets. These attributes need to influence and be seen in the revitalised CBD precinct.”

-S. LENTON, CLARENCE VALLEY COUNCIL



## Issues & Options:

- 01** Prince Street carries distinctive charm with existing heritage buildings and architectural features throughout. Opportunity to build on this built form character and architectural language through art, way finding, new furniture and development guidelines to highlight the unique features and heritage of Prince Street & the wider CBD
- 02** There is an inherent community wide appreciation of the signature Jacaranda trees and annual Jacaranda Festival, potential to extend this character throughout the precinct with the use of colour, signage, vegetation, lighting and artworks.
- 03** Existing well maintained portion of the street with a high level of community pride and ownership. Potential to use materials of a higher embellishment with reduced risk of vandalism.
- 04** High maintenance Pre-annual median planting. Opportunity to use a less maintenance intense planting mix which still references the floral charm associated with the ornamental flowers and re-interpret with a mix of colourful native and exotic plants which has a year wide reflection of the jacarandas.
- 05** Opportunity to plant out centre median and adjacent pathways to enhance and build on the towns identity as the City of Trees.
- 06** Existing iconic trees throughout the precinct. Opportunity to use soft lighting or other creative aesthetic applications to showcase the appeal and character of these feature trees and to take advantage of the natural shade they create for pedestrian nodes.
- 07** Opportunity to add street trees along footpaths on both sides of Prince Street for shade, to soften facade appearance and to act as a buffer between pedestrians and vehicles. The use of trees also enables the maintenance of a comfortable pedestrian scale.
- 08** Dated central bollard and fence detail, opportunity to remove fence that restricts pedestrian maintenance access across the street.
- 09** Inconsistent and worn concrete pavement throughout the precinct, opportunity to re-surface with new textured pavement and decal which is responsive to the overlay of art and heritage within the precinct. This also provides the opportunity to ensure the surface is disability friendly and hard wearing for resilience and future maintenance.



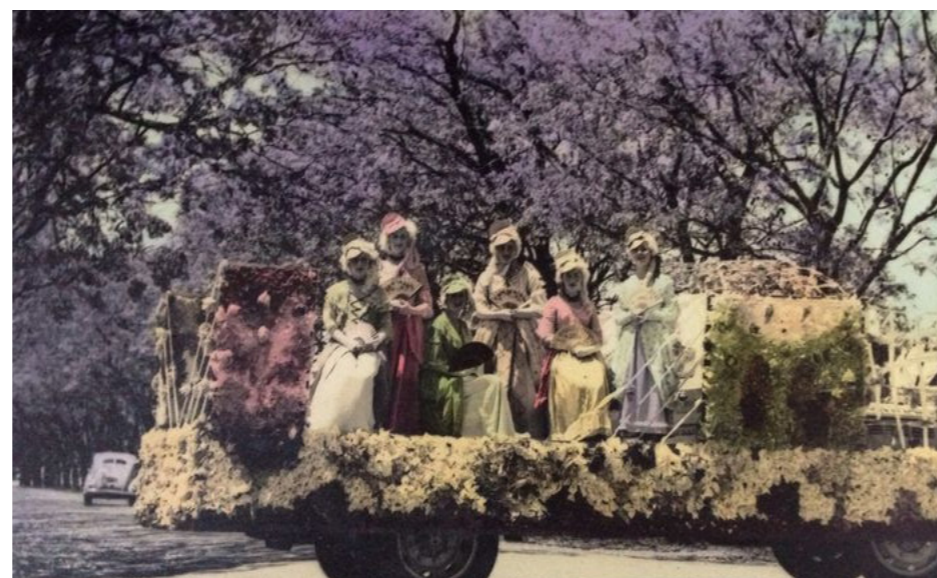
## 2.5 / Stories, Art and Signage

Public art adds enormous value to the cultural, aesthetic and economic vitality of a community. It is now a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors. Towns gain real value through public art, which then flows on to business.

The town of Grafton is no exception, the recent Grafton Bridges art over lay has inspired the community, citizens feel immense pride from this.

Art and signage also have the ability to tell the local tales and stories of the community. The Grafton community have vast legends which can be drawn on to bring richness and connection to place.

**It connects citizens to their neighbours and their shared history through documentation and celebration, and makes cultural heritage a tangible community asset.**



## Issues & Options:

- 01** Existing heritage buildings and heritage trail, opportunity to promote and direct visitors to these historic sites in and adjacent to Prince Street.
- 02** Signage into and around town is inconsistent and outdated, opportunity to create a distinctive palette of signage, Updated with relevant places of interest & with inclusion of first nations languages.
- 03** Limited signage directing people to local assets and attractions, opportunity to implement signage which promotes assets like the waterfront, art gallery, historic trail, park lands, pubs, library, pool and local heritage.
- 04** Riverside presence un-acknowledged throughout precinct. Opportunity to use materials, art, lighting and signage to relate to the riverside locality of the town and to further draw people towards the Clarence River.
- 05** Recently renovated Grafton Regional Gallery acts as a tourism attractor while the town's relationship with the gallery also provides extended opportunity to use connections with established artist to create works for use in the Prince Street Precinct and along Fitzroy street to link the Gallery & CBD.
- 06** Roundabout 1: The Clock Tower acts as a community wide land mark and important historical link along Prince Street. Potential exists to continue this type of landmark language throughout precinct, marking the street as a primary destination.
- 07** Roundabout 2: lacks connection to the existing precinct character. Creating an opportunity to provide a consistent identity through landscaping and art, tying traffic/circulation nodes along prince street together.
- 08** Gateway Roundabouts: Fitzroy and Pound Street lack celebration of arrival. Potential exists to utilise these spaces as signature entry ways with signage, wayfinding markers, large shade trees and under-storey planting to enhance your arrival into Grafton & the CBD.
- 09** Grafton has a well recorded history with many local places of significance and heritage value. Potential exists to capitalise on interesting moments, tales and events to enrich local and visitor knowledge and experience of the area.
- 10** Opportunities to integrate community supported local histories into the fabric of the street with info-graphics and feature makers along the street ranging from first nations through to the recent history of the area.
- 11** Opportunity to engage local artists to assist with the development of murals, facade treatments, shopfront design & to disguise unsightly infrastructure such as the Telstra Tower in collaboration with community engagement schemes.





## 2.6 / Activation and Events

Community activations and events are important to ensure that everyone feels connected to a place and to others within their neighbourhood.

A streetscape can be activated through a number of ways. Permanent retail areas such as cafés and shops can generate consistent community activity while temporary uses like coffee stand, vendors and pop-up markets or events can create excitement and vibrant activity.

Grafton currently enjoys a strong surge in community engagement during the Jacaranda Festival or at the popular Thursday night markets as well as the July Racing Carnival, Bridge to Bridge Ski Race among others.

There is however an opportunity for further activity by using vacant tenancies, the cities connection to the riverfront and the existing community enthusiasm to expand the number of events and programs. With event and business activation of the streetscape, vacant lots and arcades the community could benefit from a consistent and vibrant street culture with a stronger sense of ownership.



“Residents in Grafton enjoy giving back to their local community through events and activities. The most popular event was the Jacaranda Festival which speaks to the local identity of the area. Additional activities and ways people contributed included: Arts & music events, Grafton Show, Markets, Local sporting club, Playgroup, CWA, Rotary, Church, Walking group, School events & P&C, Indigenous events, NAIDOC, Chamber of Commerce, Races, July Racing Carnival, Nippers & Helicopter rescue, Meals on Wheels, Garden and Men's Shed. High rates of volunteerism and a desire to get involved in community events and activations is excellent to see in Grafton”

- GRAFTON PLACE ASSESSMENT REPORT



## Issues & Options:

- 01** Existing Jacaranda Festival with great community engagement, the festival carries an identifiable community spirit with active members volunteering time to organise the functioning of events. Opportunity to capitalise on this enthusiasm and draw into associated events.
- 02** Activated frontages with good patronage due to outdoor dining around food and beverage outlets throughout the day and night. Opportunity to extend this to more points along the street with day and night options.
- 03** Non-activated frontages due to minimal on street-presence. Opportunity to create adjacent build-outs, extending the pedestrian realm to promote out-door dining and lively streets.
- 04** Appeal of Shopping World reducing patronage from Prince Street. Opportunity to create a more desirable pedestrian experience along Prince St with considered tenancies to promote it as the preferred shopping experience.
- 05** The existing Thursday night Market has good patronage. Potential to use this attractor as a way to activate the CBD during off-peak days over the weekend. A Saturday or Sunday afternoon Market with bump in food and live music would create a new offering to the community and provide a tourist/ day trip attraction for visitors. Opportunity to partner with new local breweries and retailers in the area with a liquor licence to further promote local products/branding outside business hours.
- 06** Potential to capitalise on underutilised heritage listed Grafton Gaol with the opportunity for events, tours in location or historical signage links to prison history.
- 07** Numerous vacant tenancies, potential for stakeholder engagement over reduced rent schemes/short-term rental. Opportunity to allow for temporary activation such as pop up shops which can be run either privately or through community initiatives.
- 08** Multiple river-front activations and events, with future construction of amenity in this area. Opportunity to utilise this space for afternoon performances, night time activations, river craft events, etc.
- 09** Pedestrian alleyways and arcades connecting through to Prince Street remain largely inactive. Opportunity to create more vibrant & safe passage experience through these linkages, promoting parking at Grafton Shopping world and walking through to the CBD precinct.



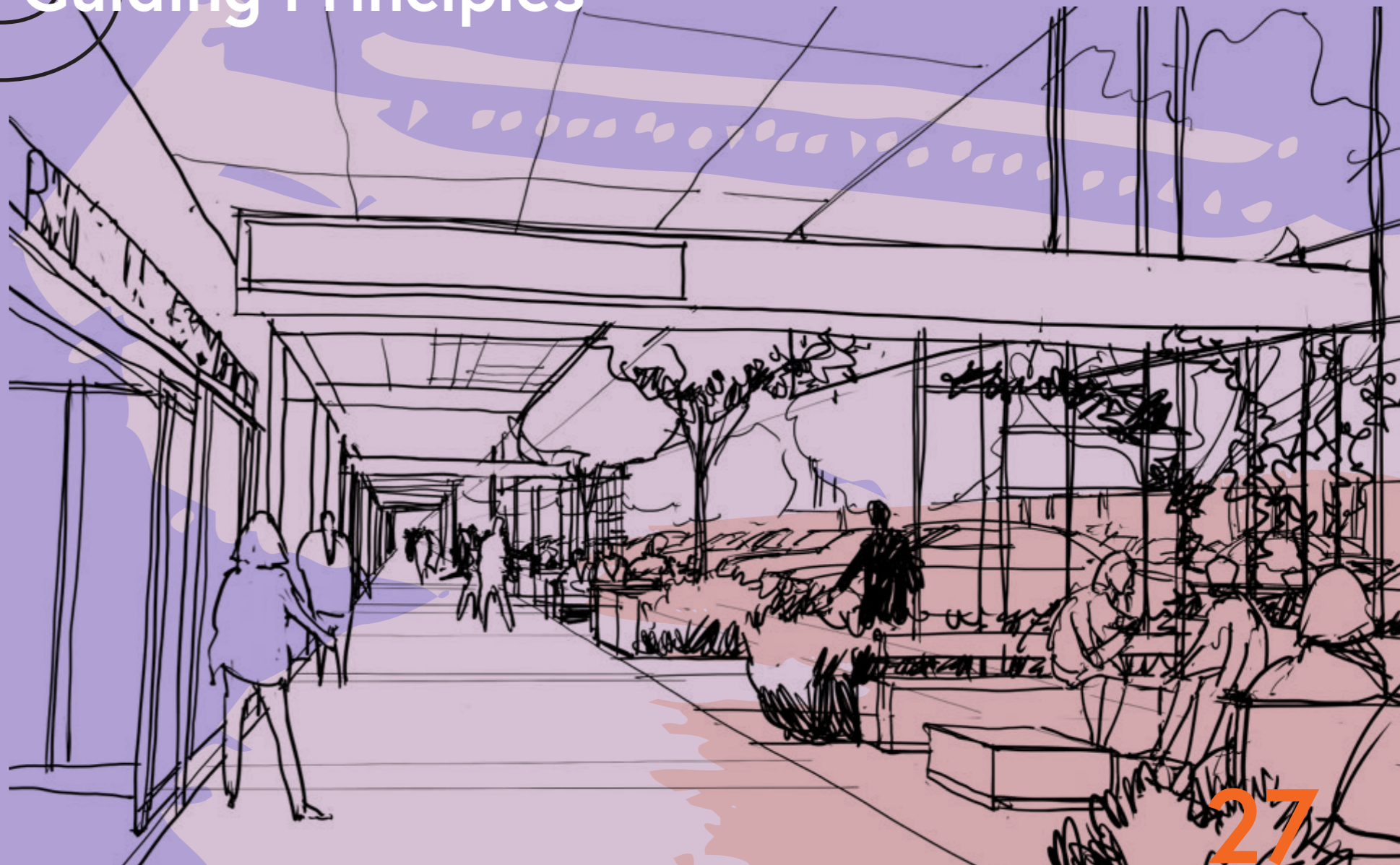
# 03

## Guiding Principles

“Hey Niomi, I've just walked down Prince Street, how amazing is it! It's a vibrant street with great food, wonderful shops that sell great goods. I loved the public art and what I really loved was the signs in language from the local culture. I spent way more time there than I would have expected.

I can't wait to go back at night to eat and listen to the great music I saw a flier for.”

-NIOMI, POST CARD TO FUTURE SELF, 3 DAY WORKSHOP



3.0 / Vision

## 'Grafton Re-Discovered'

Rich with history and heritage, the implementation of the Grafton Precinct Plan has harnessed local ideas and aspirations to improve the economic prosperity of all businesses and promote Grafton as a successful regional city. By creating safe pedestrian and cycling connections through the CBD as well as widening footpaths and slowing traffic, Prince Street has been transformed into a friendly streetscape environment where people want to stop and spend their time and money locally. Increasing the canopy cover and greenery within the CBD has allowed Prince Street and surrounds to be an environment comfortable year-round with unforgettable streetscape amenity. The implementation of the Grafton Precinct Plan has provided even more opportunities for local people and traders to actively participate in the citymaking and activation process increasing their strong sense of local pride. Designing the precinct with both the youngest and eldest residents in mind has created an inclusive space for all and established it as a must-visit destination and gateway to the hinterlands and coast.



'The cultural and civic heart of Grafton— a place where the city's diverse and vibrant community come together to learn, to do business, celebrate and socialise!'



### 3.1 / Design Drivers



## A Welcoming Community

For locals and visitors alike, walking through the Grafton CBD you are welcomed with smiles and 'hellos' from passers by. This strong sense of community is further exemplified within the high rates of volunteerism from Grafton locals. Building on this local culture, the key objective of the Grafton Precinct Plan is to create a place for people. This includes designing infrastructure that makes it easier to walk and cycle through the CBD. This will be further enhanced through the creation of opportunities for cafés and restaurants to expand their on-street dining, for traders to showcase their wares on the footpath and plenty of places for people to stop and rest along their journey. It will also be about considering the overall character of the CBD when creating guidelines for facade improvements and the scale and density of future developments. Above all, it is about ensuring through all works, that Grafton is a place loved by locals first.

- Place for people
- Easy to get around
- Friendly for cyclists
- Scale & Density
- Sense of Community & Volunteerism
- Aesthetic Character



## The Celebrated Town

Grafton has a strong legacy of locally-led activities and events, most prominent being the annual Jacaranda Festival where the town comes together to bring purple into every corner of the street. This sense of celebration is evident throughout the years calendar including the racing carnival, truck parade, show season and yearly sports and recreation. This precinct plan will look to facilitate these celebrations by providing an environment that is conducive to and supports this programming. Incorporated throughout the design will be opportunities for local communities and traders to actively participate in the activation and programming of the main street as well as providing them with a chance to enhance the evening economy.

- Activation & Programming
- Jacaranda Festival
- Truck Parade
- Racing Carnival
- Sports & Recreation Activities
- Evening Economy
- Music & Performance





## River Moments

Whether standing at the end of Prince Street or looking in from the Grafton Bridge, the views of the river Clarence are truly breathtaking. Across the years, the river has bought many trials and tribulations for the community of Grafton. This project will showcase many of the stories of the river, including its significance for local First Nations people. The Plan will also strengthen the town's connection to the river and allow for small moments to celebrate the water and the use of the new and old bridges as gateways into the city.

- Views & Vistas
- Active River Use
- 2 Bridges combing the new & old
- First Nations stories & connections
- Reflection
- River Life



## Canopy Covered

With lush canopy covered streets that come alive with purple flowers during Jacaranda season, it is clear that trees and greenery form the foundation of Grafton's identity. Whether reading the stories along Fig Tree Avenue or exploring historic Victoria Street, the trees of Grafton are an attraction in themselves. The Grafton Precinct Plan will look to enhance and showcase existing canopy cover to develop tree lined boulevards along Prince Streets and surrounds. The aim will be to provide more shade in the CBD to encourage people to explore the city on foot and bike during all seasons.

- Trees
- Botanical
- Canopy
- Parks & Open Space
- Greenery
- Stories of trees
- Streets, avenues & boulevards



## A Proud Legacy

From First Nations history through to contemporary experiences, the people of Grafton have a proud legacy. You don't need to go far to find someone who grew up in Grafton, left town after school, but has since returned to lay down roots. It is a town filled with nostalgia where residents, new and old, speak fondly of the town's past and its people. Works undertaken as part of this project will look to celebrate the history of the area through storytelling, showcasing historic buildings and demonstrating, through creative interpretation, how the town has changed over time. It will be about extending the sense of returning home to first time visitors to keep them coming back time and time again.

- First Nations history
- Nostalgia & storytelling
- Historic buildings
- Returning home
- Change over time



## Care of Country

The purpose of this Precinct Plan is to create a roadmap for the future use and development of the Grafton CBD. In considering the future of the precinct we must apply a lens of sustainability in ensuring that all works undertaken are future proofing the precinct. Within this process it is important that we are caring for and designing with Country. Through this process the master plan will draw on local First Nations knowledge and leadership and consideration of the natural variations of Grafton's sub-tropical climate - from droughts and heat-waves to storms, floods and a changing climate.

- Natural environment
- Future proofing
- Environmentally friendly
- Caring for Country



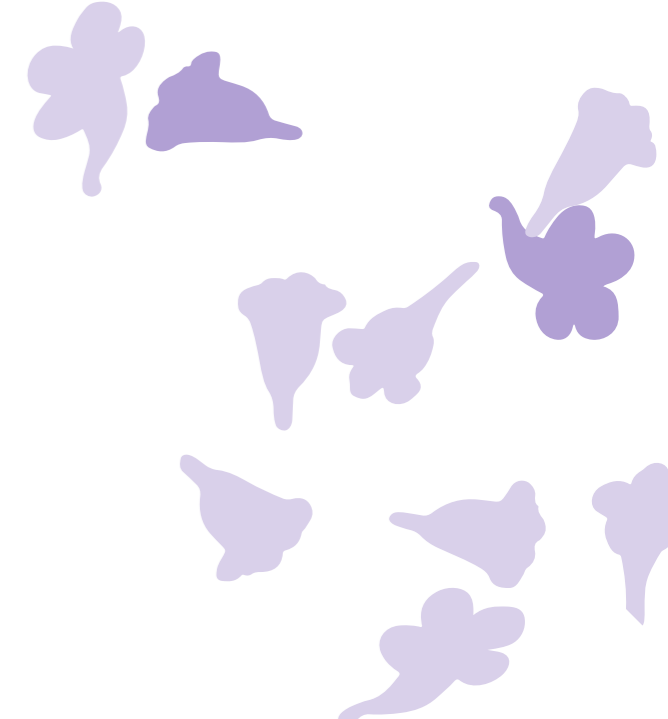
## 3.2 / Planning Principles

Any proposed changes to the Grafton CBD and main entrances to Grafton will need to consider the following general principles to help make Grafton a successful regional city and help achieve the objectives of this precinct plan. Future decision making will pay particular attention to:

- 01 The history, heritage and culture of our First Nations People;
- 02 Our natural assets – our people; river frontage; historic streetscapes; cultural heritage; vibrant food, hospitality and agricultural hinterland; annual events; sub-tropical climate and important trees;
- 03 Car parking needs in and around Prince St and servicing the CBD;
- 04 Future transport trends and opportunities, particularly promoting walking, cycling and improved mobility and accessibility;
- 05 Co-ordinated delivery of Council and state government projects, particularly the waterfront and other capital works projects and investment from Transport for NSW;
- 06 On-going collaboration and co-design approach with all partners that have an interest in the Grafton CBD, particularly local businesses;
- 07 Ensuring Grafton is a resilient, sustainable and successful regional city;
- 08 Councils Local Strategic Planning Statement and other statutory plans and strategies.
- 09 Stakeholders from the community.







### 3.2.1 / Key Design Features: What you said

As part of this process, the project team undertook a 3-day workshop series in Grafton including a targeted ideation session with key stakeholders from the community.



**95%** OF PEOPLE

#### Wanted more Shade

The Community indicated that Shade throughout the day was a big issue. Pedestrian footpaths & the bitumen road surface generate substantial heat due to full exposure to the sun, particularly in warmer months.

- Too hot – need covered seating. More trees on the footpaths
- Shaded areas in CBD, 'so hot in summer!'
- Shaded areas on footpath for street dining
- Little shade in the main street
- Limited shade
- Not enough shade



**80%** OF PEOPLE

#### Wanted to exchange concrete for planting

The community indicated that there was too much tarmac and concrete, with the opportunity to improve surface treatments and reduce extents and replace with planting.

- Too much tarmac / concrete
- Concrete / hardstand in middle of Prince St opposite Heart and Soul
- Concrete pathways
- Too much concrete and bitumen- more grass and soft surfaces/ landscaped zones
- Too much hard surfaces/ Concrete/ Tarmac
- Concrete and lack of "features"
- We have plenty of space in the Main Street to use better



**78%** OF PEOPLE

#### Wanted outdoor dining

The community indicated that there was a large desire for shaded outdoor dining to activate the streets, embracing the community's identity of meeting others on the street.

- Outdoor dining / street activation
- Remove car parking- replace with shady café space
- Greater opportunity for businesses to embrace alfresco dining
- Poor design outdoor dining
- More outdoor dining near restaurants
- Opportunity to dine outside
- Lack of outdoor dining to take advantage of parks and river vistas
- No areas shaded from rain and sun to encourage outdoor dining (Covid-friendly)



**72%** OF PEOPLE

### Suggested nose in parking for more amenity

The community involved in the 3 day workshop suggested the conversion of reverse in parking to nose in or parallel. This suggestion was offered as a way to extend the pedestrian zone and host more amenity in the street.

- Remove car parking- replace with shady café space
- Flush kerb- at grade access from parking to path
- Nose in parking or parallel parking
- Road alignment to reduce shot gun effect
- Nose in parking to improve amenity and reduce damage to property / vehicles
- Amenities- parking zone between King and Prince
- Parking needs dominate Prince St – what amenity?



**60%** OF PEOPLE

### Suggested more distinctive pavement and materials

The community mentioned a desire for a distinct palette of furniture and pavement for a consistent feeling through out the street. Timber was suggested as a material to use to reference the historical cedar cutters from the origins of the town.

- Tired- pavement / furniture / signs are old
- Replace concrete footpath with pavers
- Concrete and lack of "features"
- Path too drab need brightening up with paving to make you want to be there
- Lack of consistent materials (seats and pavement) in streetscape
- Grafton was a timber town - use materials to reference
- Aged fixtures and furniture
- Colour choices impact on heritage

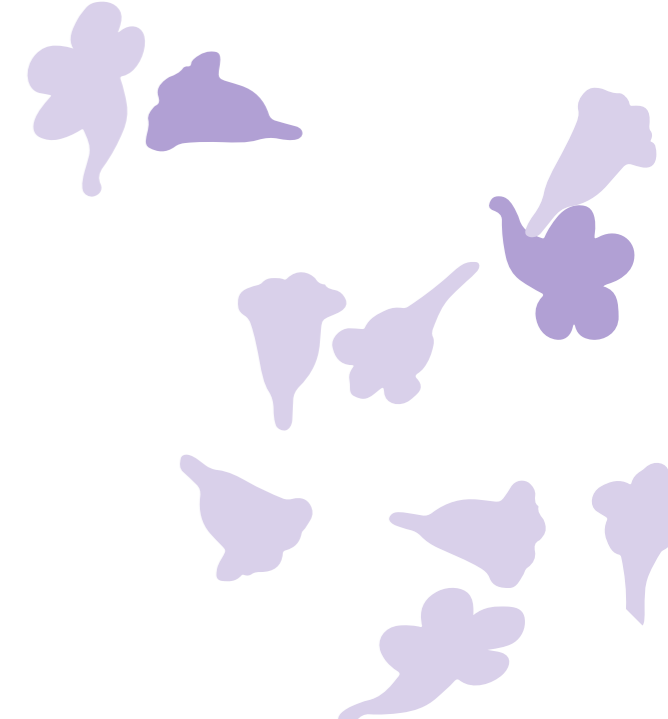


**80%** OF PEOPLE

### Suggested artwork and signage to reference the local community and stories

The community suggested multiple ways to reflect the local stories of the area through artwork which revolve around themes such as river city, first nations, first settlers and the jacaranda festival.

- Tired- pavement / furniture / signs are old
- Replace concrete footpath with pavers
- Purple fairy lights on new bridge and on trees
- Encourage flamboyance. This will get rid of the drab. Colour blocks will assist businesses colour.
- Sculptures
- Historical river theme
- Local timbers
- Up-cycled materials with a story- especially timber
- First Nations Heritage and story telling
- Mix of heritage and modern – make the most of heritage
- Traditional feel- embrace the heritage
- 'Grafton red brick' the identifiable red Grafton brick façades
- Heritage buildings and façades- re-style streetscape
- Coordinated attention to building façades (respect heritage value)
- Public art on blank walls to add visual interest
- Jacaranda Queens



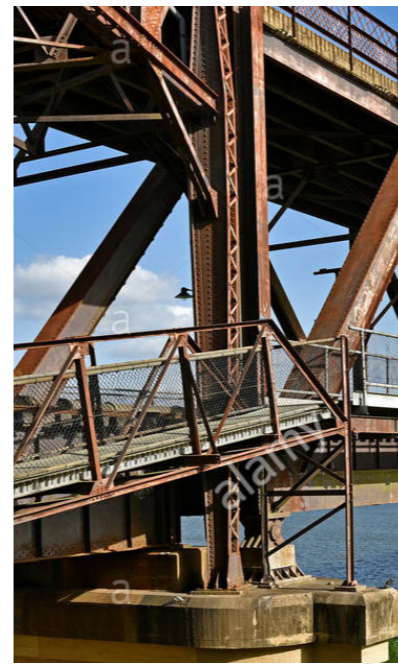
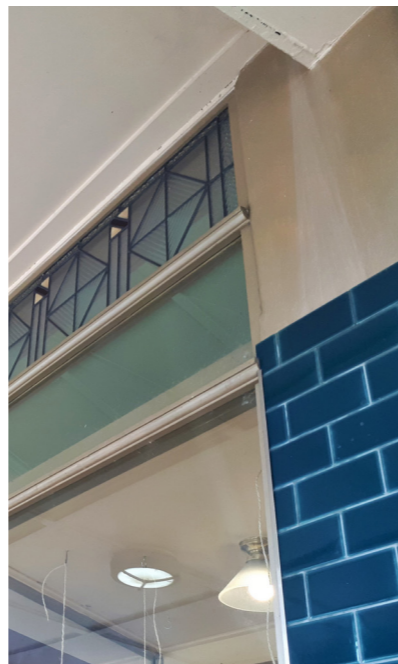


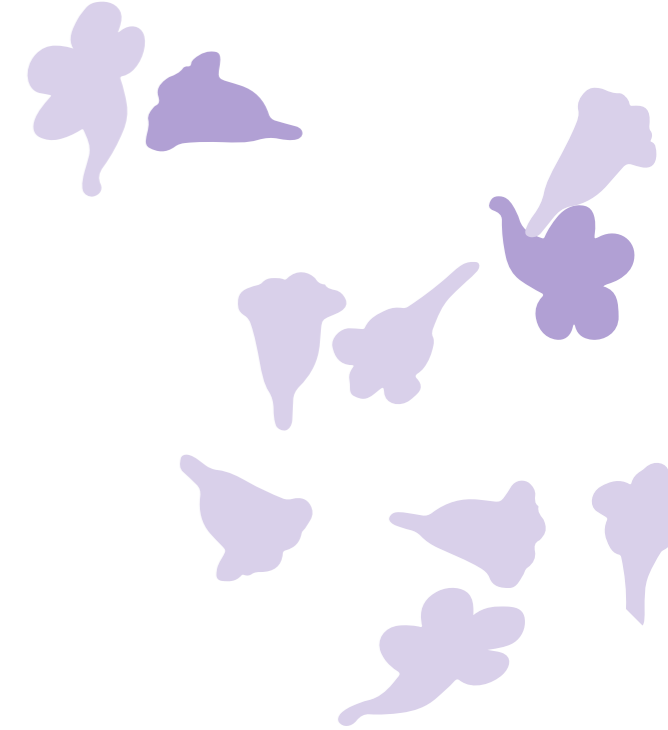
### 3.2.2 / Celebrating existing heritage

The existing character of Grafton is defined by a diverse architectural charm. Characterised by the use of timber, brickwork, art Deco detail and a nod to its light industrial farming heritage with the use of steel. Prince Street is defined by a prominent civic architecture supported by

well established and lush vegetation enhancing Prince Street and the surrounding CBD's prominence. The historic features and planting of the precinct are desirable features mostly worth preserving and adopting as a character language to formulate the basis of material and design

selection moving forward. Timber dominates Grafton's heritage as timber was in good supply. Non-timber materials are more common in commercial buildings and encouraged for this typology only.





### 3.2.3 / Proposed Look & Feel

The intent of the proposed look and feel within this document is to encourage the extension of the existing character. Design moving forward and implemented in future works should build upon the current material charm, and form of the precinct, however re-interpreting it to walk it into a contemporary design sensibility responding to both the heritage of

the area as well as setting up a resilient and sustainable outlook for the precinct. Detail embellishment is encouraged at the pedestrian scale to allow for the establishment of local stories and histories as well as user information in the form of wayfinding and furniture selection.

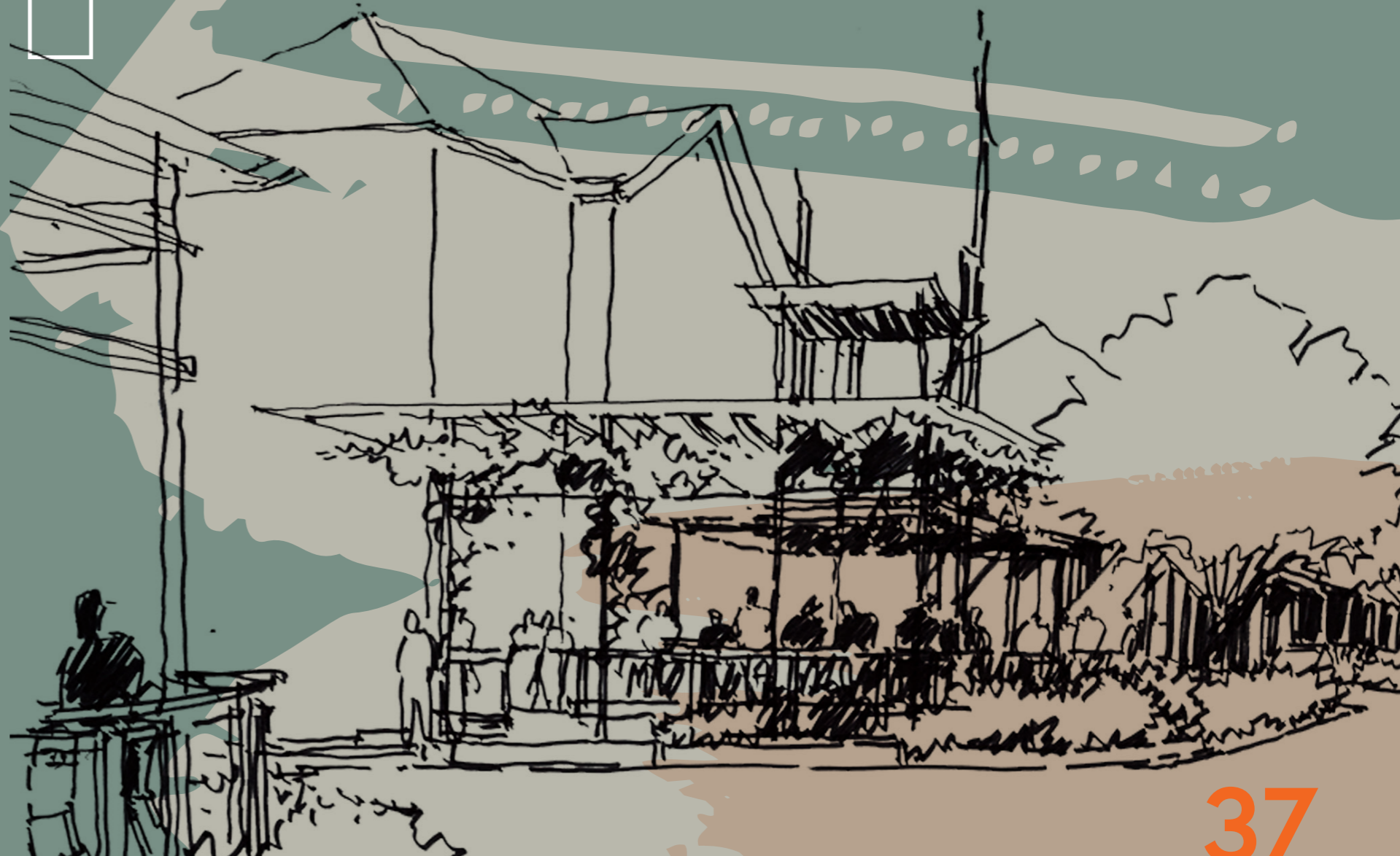


# 04 Master Plan and Framework

“ Dear future self,

A vibrant city landscape day and night with wide footpaths, nose in parking, alfresco dining and decorative street lighting. With the clock tower and river precinct and musicians being featured Friday and Saturday evenings.

- POST CARD TO FUTURE SELF, 3 DAY WORKSHOP



# 4.0 / Grafton Master Plan

This concept master plan strengthens the natural formation of precincts which have been emerging organically over the years. Additionally, it aims to complement the Grafton Riverfront Master Plan, organising experiences based on desired and typical uses, for example outdoor dining and food and beverage near the river.

While this master plan focuses primarily on streetscape upgrades, to ensure the intended precinct vision and sense of place is achieved, land use and building form guidelines should complement the intents of each of these precincts.


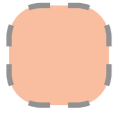
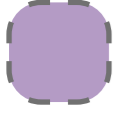
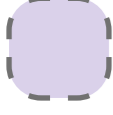
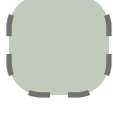

The master plan presents a number of opportunities to transform Prince Street and surrounds into a place for people where local businesses prosper. At a glance, the proposed changes include:

- Slowing traffic along Prince Street through traffic calming elements including alternative surface treatments, widening of the footpaths and greater planting
- Reconfiguration of parking to nose-in along Prince Street
- Increased shade along Prince Street through arbour elements with climbing greenery and planting of more street trees
- Creation of a place for people through the widening of the footpaths along Prince Street to allow for more space for pedestrians, street seating, alfresco dining and footpath trading
- Opportunities to share stories and the history of the town through artworks and signage
- Establishing avenues to improve the precincts greater connection and arrival from South Grafton



## 4.1 / Precincts











### LEGEND

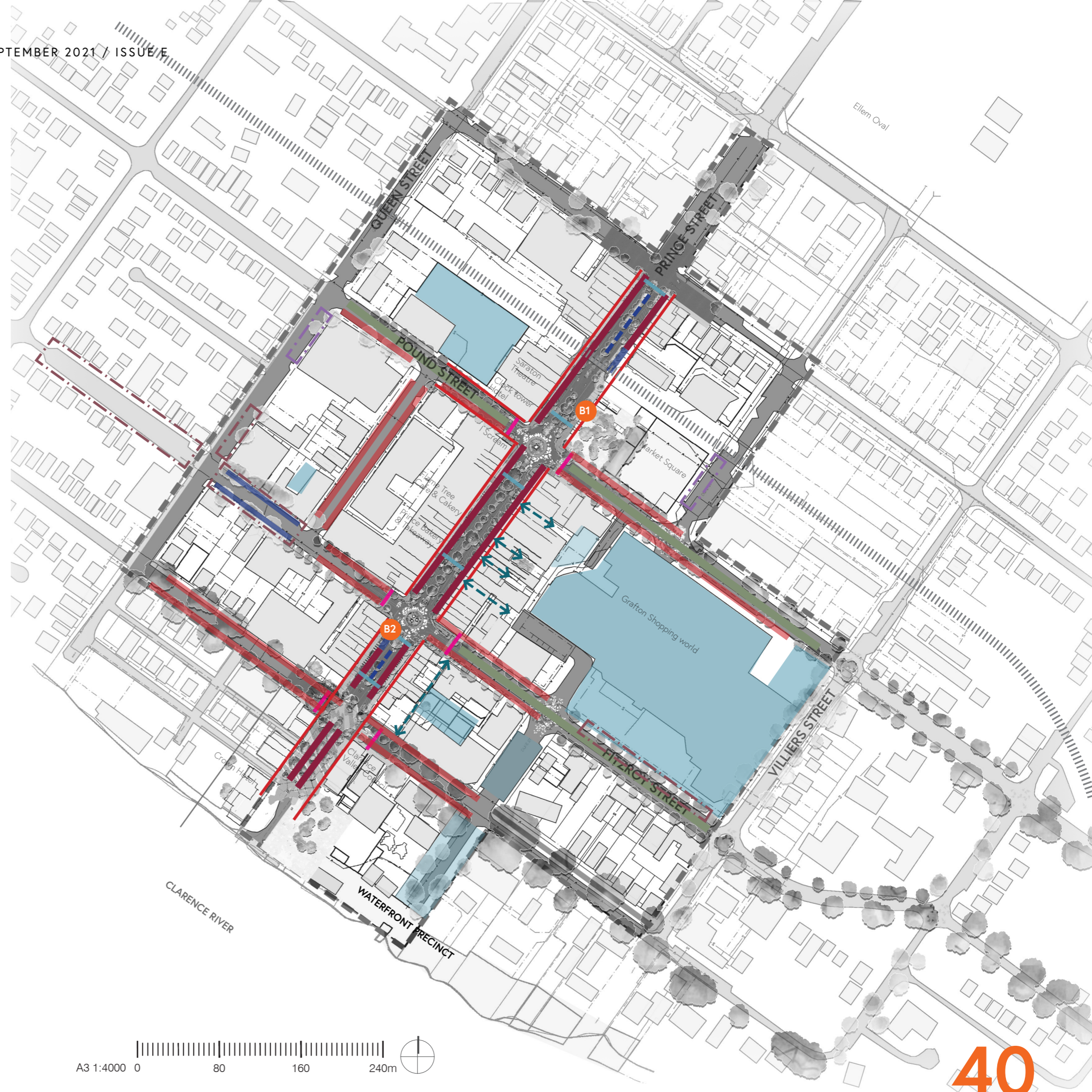
-  River Connection Precinct
-  Heritage Strip
-  Dining Precinct
-  Retail Precinct
-  Community Precinct
-  Artisan Precinct



## 4.2 / Movement, Parking and Access

### LEGEND

-  Traffic soothing with planted build outs
-  Pedestrians crossings made clearly legible through signage and surface treatment.
-  Focal Pedestrian crossings clearly locatable through vegetated arbour.
-  Improved Pedestrian connections through shade and pavement upgrade
-  Parking converted to Nose in parking
-  Study to determine feasibility of conversion to nose in parking as per Prince Street strategy
-  Parallel Parking
-  RV Parking Zone
-  Parking lots
-  Bus stop
-  Bus stop - to be converted from end of route stop to stop and drop only
-  Activation of arcade links to Grafton Shopping World & adjacent parking facilities
-  Optional Centre Median Parking





### 4.3 / Amenity, Shade and Comfort












#### LEGEND

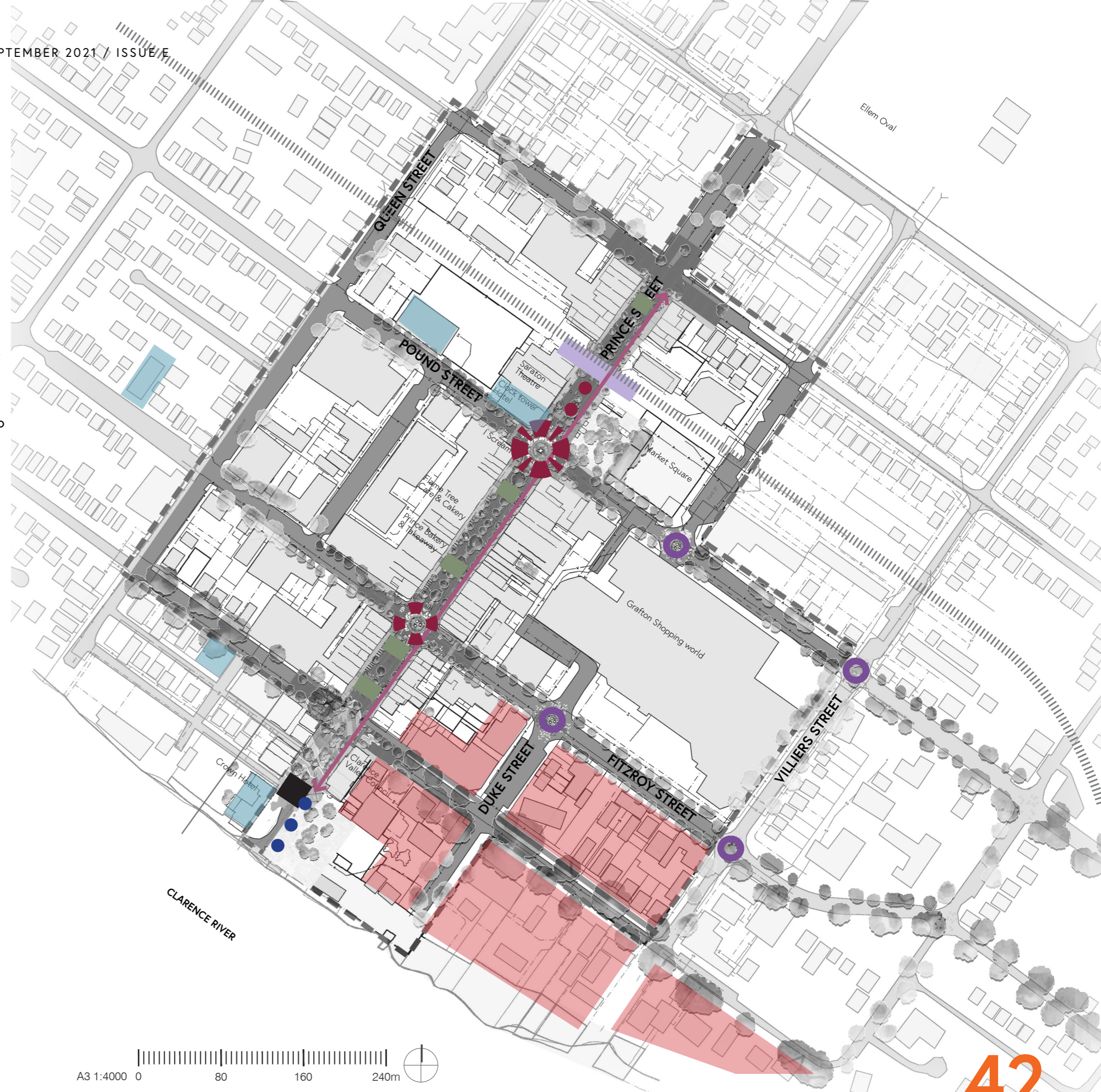
- Additional Shade Trees and planting
- Outdoor dining, including shade and seating
- Bike racks
- Drinking Water fountain
- Bins
- T Renovated Toilet
- Reduced planting to parks perimeter to allow better visibility and permeability



## 4.4 / Stories, Art and Signage

### LEGEND

-  Signage to indicate heritage trail
-  Signage to direct people to local assets and attractions, signage to promote the riverfront, art gallery, historic trail, park lands, pubs, library, pool and local natural areas.
-  Arbours at pedestrian crossing with inlays of artwork and signage which depicts heritage, culture and stories.
-  Jacaranda Queen time-line inlaid in surface. Plaque to include date and interesting facts about the queens and the festival
-  First Nation stories and art in central plaza near the Grafton River front
-  Accentuate the Clock Tower as a community wide land mark and important historical link along Prince Street.
-  Continue this type of landmark language throughout precinct, marking the street as a primary destination.
-  Artwork to contemporary reference the Clock tower with landscaping and surface treatments.
-  Focal entry way with signage, wayfinding markers, large shade trees and under storey planting to enhance arrival into Grafton & the Prince Street precinct
-  Artwork beacons to indicate riverfront presence from a distance.
-  Celebrate existing rail bridge through vegetation, embellishing the abutment arches with paint decals and feature lighting in shades of purple, as an example, through community engagement and art strategy initiatives



# 05 Precincts

“Dear Self, Prince Street today was beautiful. It had thriving businesses and people were meeting, talking and having fun. It was a diverse community space accessible for everyone. Kids were on their scooters and bikes, our older generations getting around safely and everyone else enjoying life and going about their daily business. A great place to be.”

- POST CARD TO FUTURE SELF, 3 DAY WORKSHOP



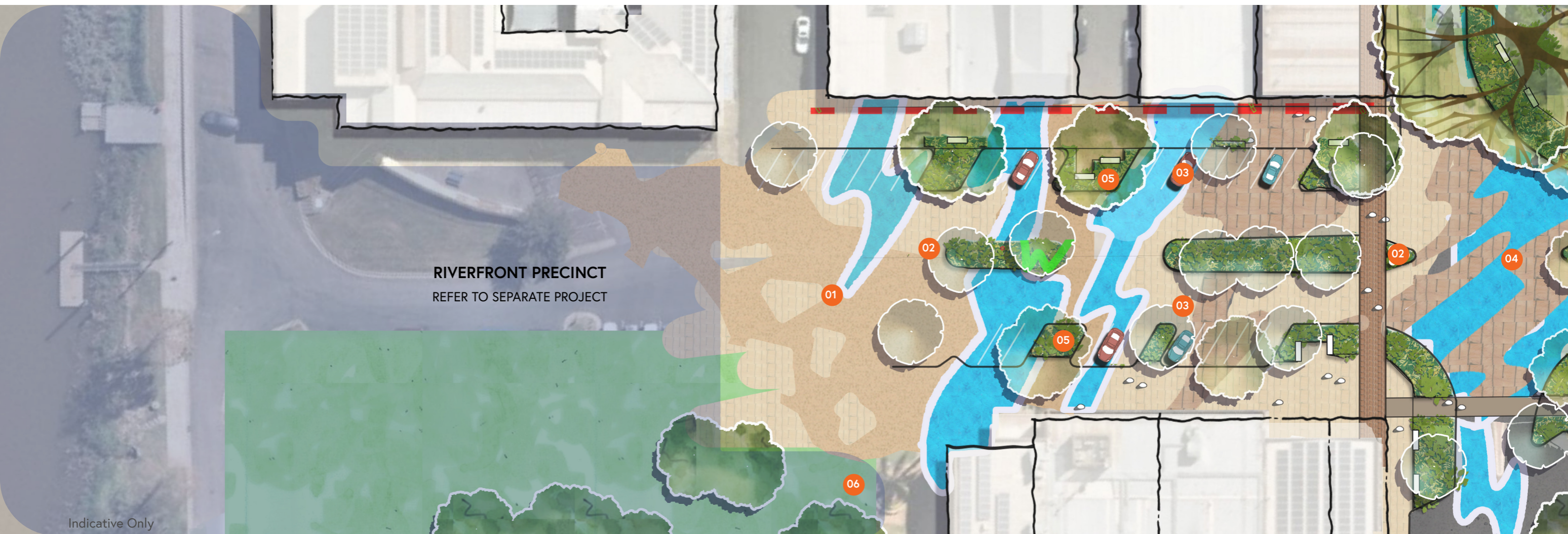
## 5.0 / Precinct Key

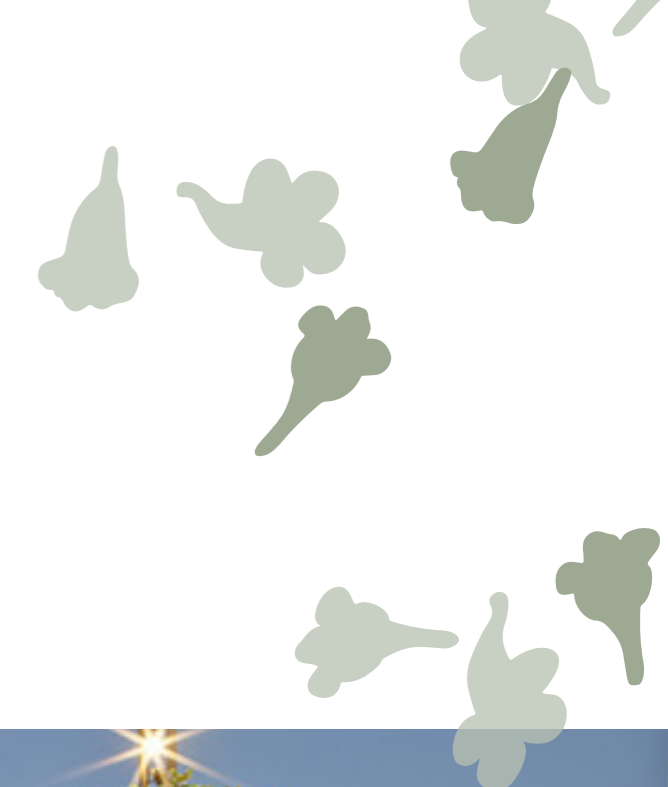


## 5.1 / River Connection Precinct

The River connection Precinct acts as a transitioning point between the Prince Street Dining Precinct and the new River Front Precinct. This portion of Prince Street is proposed to perform as a threshold, shared space with an intent to maximise short term parking availability in order to alleviate the net loss of parking at the rivers edge, as well as accommodate visitors to the Clarence Valley Council Offices. Accommodating pedestrian access to the River Front at all times, this precinct is intended to accommodate bump in food trucks and market stalls for events.

- 01** Large shared plaza: with vertical art markers and cantena lighting for use during events and to encourage night time activation
- 02** Sculptural Artwork: depicting the river front heritage, first nations history and ecology
- 03** Shared road: existing roadway narrowed to widen footpath with shade tree planting and seating nodes. Short term nose in parking accommodated
- 04** Raised Central Plaza: representing the transition into Riverfront. Opportunity for community driven First Nations mural/story to be depicted as a surface treatment or detail embellishment
- 05** Textured Pavement & Green Build-outs: to sooth traffic within the shared zone and provide garden area for tree planting
- 06** Sustainable Water Feature: which can be utilised for informal play adjacent offices space and memorial park to introduce the natural language of the river up into this precinct.

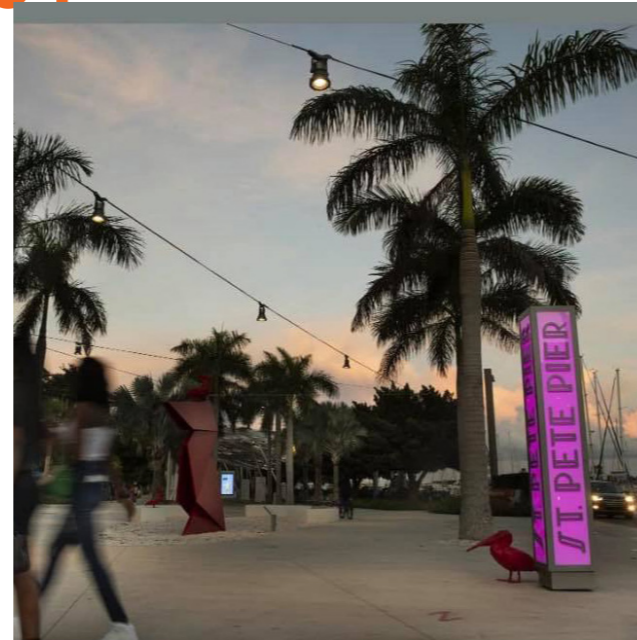




## Look & Feel

- 01** Large shared plaza: with vertical art markers and cantena lighting for use during events and to encourage night time activation
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- 04** Raised Central Plaza: representing the transition into Riverfront. Opportunity for community driven First Nations mural/story to be depicted as a surface treatment or detail embellishment.
- 05** Textured Pavement & Green Build-outs: to sooth traffic within the shared zone and provide garden area for tree planting.
- 06** Water Feature: which can be utilised for informal play adjacent offices space and memorial park to bring the natural language of the river up into this precinct implemented with a consideration for the sustainable re-supply and cycle of water usage.

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## 5.2 / Dining Precinct

The dining precinct is proposed to capitalise on the existing splendour of the heritage buildings and riverside connection. To support and enhance this use, the parking may be reduced over-time to allow for a more pedestrian friendly experience with wider footpaths and to provide breakout spaces which offer hospitality venues the ability to spill out on to the street. An arbour structure with planted creepers looks to offer shade and amenity to the users. To promote night time use, creative lighting is promoted to be used along the arbours. The existing focal fig tree is encouraged to be adorned in warm fairy lights to create a new postcard moment for Grafton.

- 01 Artwork location for the creative telling of historic stories / features with an opportunity to integrate the feature with vegetation
- 02 Pedestrian crossing thresholds to be delineates & incorporate a

"fallen Jacaranda flower" asphalt stamp/paint to continue the iconic identity of the Jacaranda throughout the year. The 'fallen Jacaranda flower' is encouraged to be utilised at the roundabout intersections with the intention of soothing traffic through a visual and textural difference

- 03 Kerb edge to be extended & pedestrian crossing formalised at fig tree with seating and feature swing beneath. Right turn only lane to be established. The tree is to be wrapped in fairy lights for night time activation adjacent plaza space and dining opportunities
- 04 Steel arbour structure timber inlays to connect to the Timber trade origins of the region as well as a nod to the iconic Bridge infrastructure

- 05 Outdoor dining opportunities with arbour and integrated vegetation for screening and protection
- 06 Nose in parking
- 07 Median Parking, soften with formalised planting beds & shade trees
- 08 Existing bus stop to be retained however, shifted from an end of route facility to a stop and drop only
- 09 Tall beacon like artwork marker to reference the clock tower heritage of Grafton and the Clock tower
- 10 Opportunity for cafés, restaurants that provide a highly active edge to Prince street, maximising outdoor dining spaces. Facade treatments & activation to provide fine grain compliment to heritage.



Indicative Only

## Typical Section



| Footpath | Outdoor seating | Nose in Parking | Carriage way | Central Parking | Carriage way | Bus Stop | Outdoor seating | Footpath

## Existing Section

| Footpath | Reverse in parking | Carriage way | Central Parking | Carriage way | 30% reverse in parking | Footpath

A3 1:100 0 2 4 6m



## Artist Impression

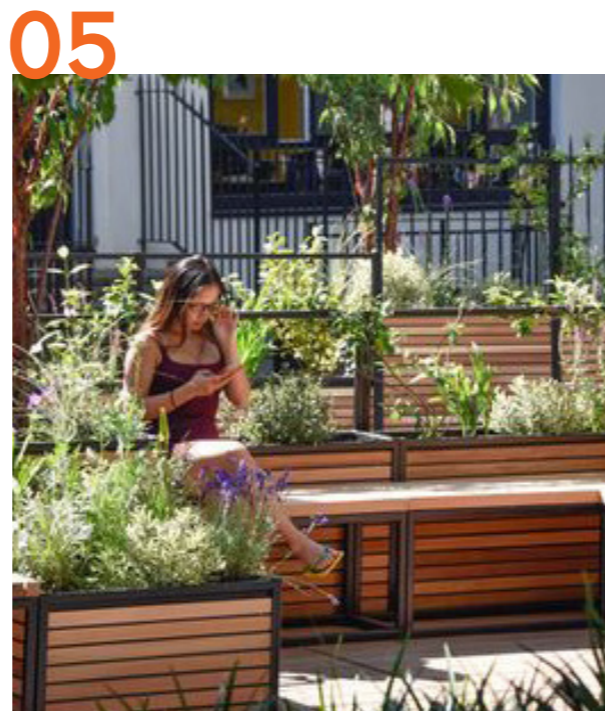
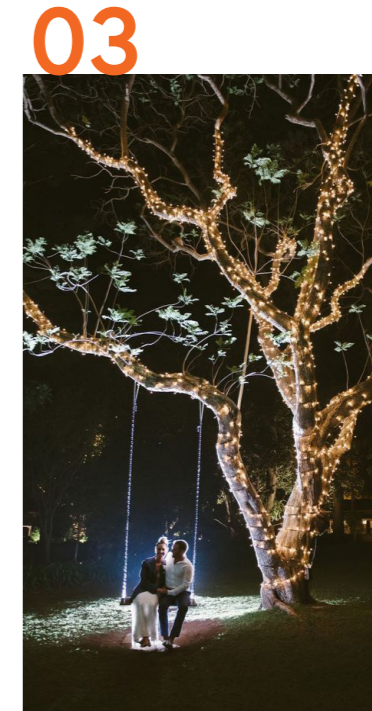


Indicative Only



## Look & Feel

- 01** Artwork for the creative telling of historic stories / features with an opportunity to integrate the feature with vegetation.
- 02** Pedestrian crossing thresholds to incorporate a "fallen Jacaranda flower" asphalt stamp/paint to continue the iconic identity of the Jacaranda throughout the year.
- 03** Fig tree with seating and feature swing beneath. Tree is to be wrapped in fairy lights for night time activation adjacent plaza space and dining opportunities.
- 04** Steel arbour structure with timber seating inlays to connect to the Timber trade origins of the region as well as a nod to the iconic Bridge infrastructure
- 05** Outdoor dining opportunities with arbour and integrated vegetation for screening and protection



## 5.3 / Retail Centre

Grafton's retail centre is focused around creating an extremely pleasant and enjoyable visitation of the CBD. This Precinct's offering is centred around establishing a loop of activated boutique retail shop fronts. This precinct proposes nose in parking allowing for a widened footpath and thus creating a substantial pedestrian zone. The additional pedestrian space provides opportunities for planting and shade trees adjacent the shops to reduce sun exposure during mornings and afternoons, as well as accommodating urban furniture such as bike racks, seating, bins and water bubblers, and outdoor dining. A portion of the footpath should be kept clear to always facilitate pedestrian circulation.

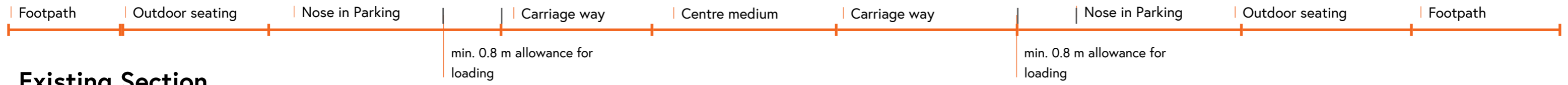
- 01** Planting palette in floral purples, fresh greens and teal, as a planting mix of exotic and native ornamentals. Planting colour to reference the signature Jacarandas and Flame trees as well as the characteristic ornamental planting of the street
- 02** Steel & timber arbour structure to connect to the Timber trade origins of the region as well as a nod to the iconic Bridge infrastructure. Arbours positioned to delineate pedestrian crossing points as well as opportunities to display local stories and artwork, opportunity for raised crossings
- 03** Seating opportunities under shade trees with a robust and distinctively Grafton palette in the form of timbers, steel and brickwork

- 04** Plaques inlaid within the pavement to provide an interactive timeline of the "Jacaranda Queen history. The plaques can include fun facts and inquisitive embellishments
- 05** Arbour structures connected to and/or adjacent existing awnings to establish shaded seating/pause areas to increase pedestrian comfort with a consistent awning
- 06** Surface treatments to be fine grained in texture to enhance the pedestrian environment
- 07** Retail to accommodate a fine grain, with highly active edges, frequent openings, retail activation which spills onto the footpath where space allows.



Maintain arcade links to shopping world

# Typical Section



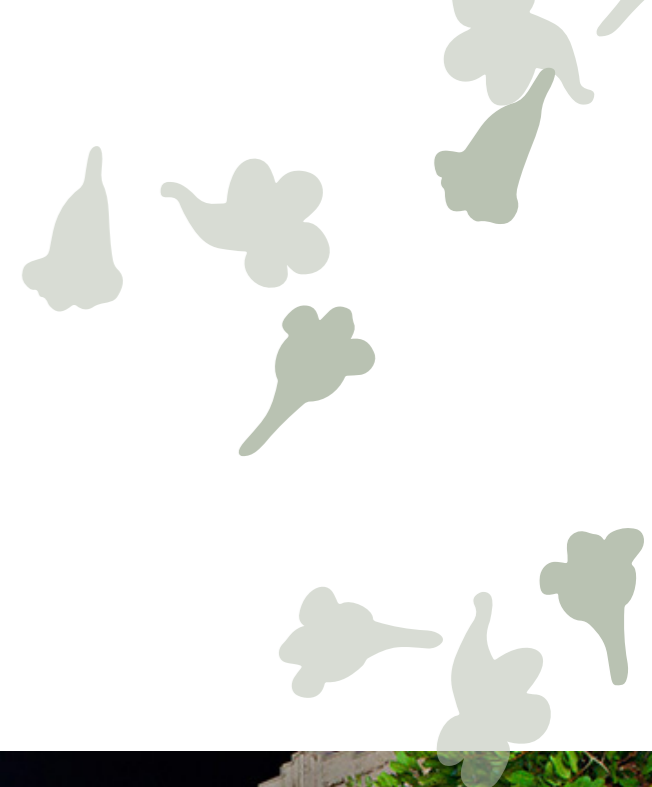
## Existing Section



## Artist Impression



Indicative Only



## Look & Feel

- 01** Planting palette in floral purples, fresh greens and teal, as a planting mix of exotic and native ornamentals. Planting colour to reference the signature Jacarandas and Flame trees as well as the characteristic ornamental planting of the street.
- 02** Steel & timber arbour structure to connect to the Timber trade origins of the region as well as a nod to the iconic Bridge infrastructure.
- 03** Seating opportunities under shade trees with a robust and distinctively Grafton palette in the form of timbers, steel and brickwork. Surface treatments to be fine grained in texture to enhance the pedestrian environment.
- 04** Plaques inlaid within the pavement to provide an interactive timeline of the "Jacaranda Queen history". The plaques can include fun facts and inquisitive embellishments.
- 05** Arbour structures connected to and/or adjacent existing awnings to establish shaded seating/pause areas to increase pedestrian comfort with a consistent awning.

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## 5.4 / Community Precinct

The Community Precinct centres around the cultural and community assets of the Library, Saraton Theatre, Market Square, Fire and Rescue NSW Grafton Fire Station and The Baby Health Centre. This precinct is designed to celebrate the local identity and character of the area through an exchange of stories showcased in signage and art. Along with local figures this Precinct will exhibit events and attractions, acting as the "What's on" hub. This Precinct will also benefit from additional shade to allow prolonged usage and patronage of the local services.

**01** Steel & timber arbour structure to connect to the Timber trade origins of the region as well as a nod to the iconic Bridge infrastructure. Crossing surface treatment and arbour structure to visually reference important local community members, local identities to direct towards relatable community assets, e.g., local

historians or writers with directions to the library, famous musicians or actors with directions to the Theatre. Opportunity for raised crossing

- 02** Showcasing existing date palms with fairy lights, removal of understorey planting to provide better visibility into the park and promote a more permeable interaction with the street
- 03** Community notice board highlighting "what's on"
- 04** Market Square to expand its events to those which connect and collaborate with community assets, such as "Mums and Bubs" books in the park
- 05** Expanded seating opportunities, recognising annual events such as the Jacaranda Festival

**06** Floral understorey planting in keeping with existing vibrancy of the Clock Tower round-a-bout and connect precinct to its neighbouring "Artisan Precinct"

- 07** Roundabout intersection to incorporate a "fallen Jacaranda flower" asphalt stamp/paint to continue the iconic identity of the Jacaranda throughout the year. The 'fallen Jacaranda flower' is encouraged to be utilised at the roundabout intersections with the intention of soothing traffic through a visual and textural difference
- 08** Kerb build out with planting beneath bridge abutments
- 09** Shaded footpath connection to Library.





## Look & Feel

- 01** Crossing surface treatment and arbour structure to visually reference important local community members, local identities to direct towards relatable community assets, e.g., local historians or writers with directions to the library, famous musicians or actors with directions to the Theatre.
- 02** Showcasing existing date palms with fairy lights, removal of under storey planting to provide better visibility into the park and promote a more permeable interaction with the street.
- 03** Community notice board highlighting "what's on"
- 04** Market Square to expand its events to those which connect and collaborate with community assets, such as "Mums and Bubs" books in the park.
- 05** Expanded seating opportunities with integrated artwork

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## 5.5 / Artisan Precinct

The Artisan Precinct proposes to focus around providing a unique, gritty and expressional experience. This zone is contemporary yet distinctive with boutique dining and shopping offerings, attracting traders which experiment with innovative ideas. To further promote this area's distinctive character, local artists will be showcased through exhibiting artworks and sculpture by means of an alternating calendar. This precinct has changed to nose in parking and thus created a substantial pedestrian zone to accommodate additional shade trees and outdoor dining. The rail bridge will become a threshold into the Precincts, showcasing vegetation and murals will be used to celebrate this structure.

- 01 Use of temporary surface painting to provide interest and a sense of arrival
- 02 Planting in centre median and beneath Bridge to host a range of textures and colours
- 03 Native creepers encouraged to climb up certain sections of the bridge to act as a green threshold. Murals and vines to intertwine and act as a living outdoor gallery
- 04 Small plaza space to break up the extent of uncovered concrete hardstand with bird attracting native trees and planting, Plaza to host a trail of sculptures with seating node opportunities
- 05 Tree grates to included informational descriptions about vegetation incorporating both English and First Nation language
- 06 Nose in parking, fine grained activated shop fronts with outdoor dining
- 07 Vertical art-marker and arbour developing threshold to Prince Street Central business area
- 08 Short term RV and long vehicle parking
- 09 Opportunity for additional centre median parking to support local business should parking demand increase over time.



Indicative Only

## Artist Impression



Indicative Only



## Look & Feel

- 01 Use of temporary surface painting to provide interest
- 02 Planting in centre median and beneath Bridge to host a range of textures and colours.
- 03 Appropriate climbing plants to climb up certain sections of the bridge to act as a green threshold. Murals and vines to intertwine and act as a living outdoor gallery.
- 04 Small plaza space to break up hardstand extents with bird attracting native trees and planting, Plaza to host a trail of sculptures with seating opportunities.
- 05 Opportunity to expand on the language of the Existing Grafton Bridge artworks to rail bridges to create a united creative threshold language throughout Grafton.
- 06 Tree grates to include informational descriptions about vegetation with English and First Nation language.
- 07 Activated shop fronts with outdoor dining.

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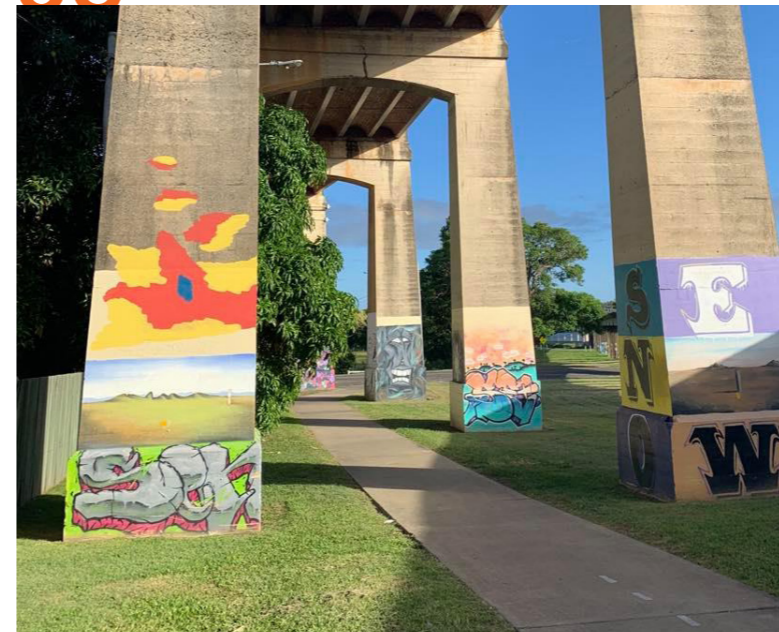
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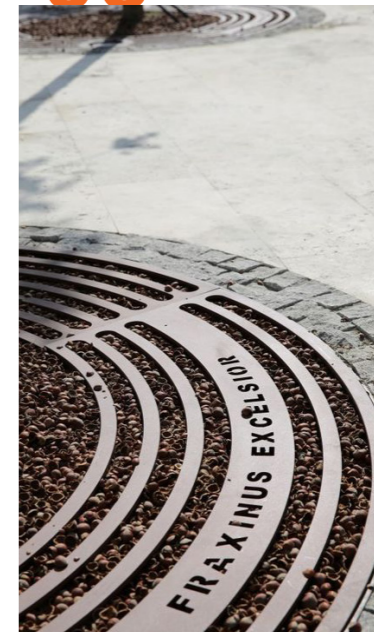
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# 06

## Next Steps



## 6.0 / Next Steps & Implementation

### 6.1 / First Nations Engagement Protocol

The knowledge of First Nations people will be central to the implementation of the Grafton Precinct Plan. This will go beyond engagement, to co-designing elements of the streetscape during the detailed design stage, including opportunities for storytelling in literal and creative ways.

The team must ensure sufficient time is provided for detailed and authentic discussions between Council, the Clarence Valley Land Council and their communities. Initial interest has been expressed in the project however, it must be understood that the process of collecting and collating ideas and stories should not be rushed, and may require more time than is typically allocated to projects of a similar scale. With this in mind, it is recommended this process starts as early as possible.

During engagement, Council and the successful project team will ensure alignment with the New South Wales Government Architect guidelines.

### 6.2 / Project Next Steps

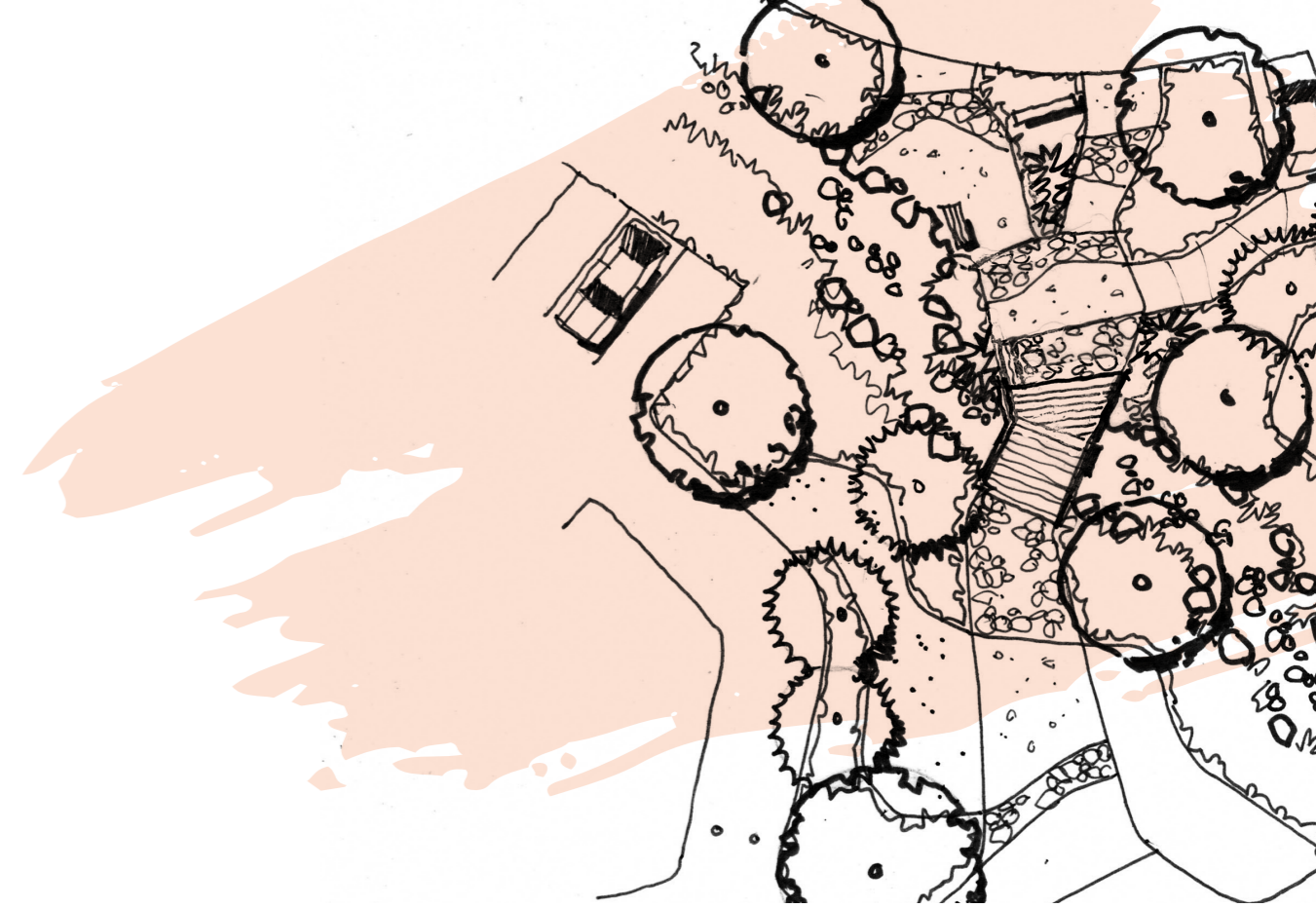
In addition to recommendations made within the Precinct Plan, there are a number of items that would require further investigation and funding. Such works would complement and enhance proposed changes through the Grafton CBD.

- **Design Development & Construction:** All suggestions made within this precinct plan act as a concept guide for the Precinct's improvement and will require further design development to progress to a 'design & construct' phase. This development will include, and is not limited to, site survey, targeted engagement with specific user groups & affected tenancies/owners, concept design development, detail design and construction documentation.
- **Road & Parking Alignment:** Central to the precinct plan is the introduction of nose-in parking. Formal survey and engineering of Prince street and surrounds is required to determine specific extents of this work in co-ordination with existing services location, transport study recommendations and existing transport development strategies ongoing with TfNSW.
- **Grant Funding:** Signature projects are to be identified and a feasibility study conducted to support future grant funding applications. This process will recognise a phased approach to implementation of this precinct plan and the upgrade of Prince Street through the recognition of signature projects. The cost of works and 'build-ability' of the project is to be assessed as a means to determine how best to proceed works.
- **Grafton Facade Improvements Program:** The Grafton central business area, specifically along Prince Street, has beautiful heritage building façades. Often business signage and awnings detract from

this beauty rather than enhancing it. To compliment works to take place in the CBD and to showcase building heritage, it is proposed that a Grafton Facade Improvements Program is developed. This will include a series of guidelines for facade improvements to create stronger unity in the design of the main street and to create an environment where people want to stop, spend time and in turn contribute to the local economy. Following the development of the guidelines, subsequent phases could include Council co-funding opportunities for improvements in partnership with local business owners.

- **Artwork Overlay Strategy:** Recommended within this Precinct Plan is the implementation of an artwork and signage overlay. An Artwork Overlay Strategy for the implementation of artworks and collaboration with local user groups and artists is recommended, and to be developed to best integrate this strategy of works in collaboration with Clarence Valley Council, the existing CVC signage guidelines and local users. The opportunity also exists to integrate this strategy with the Clarence Valley Land Council for the representation of First Nations histories & language within the precinct.
- **Engagement:** Prepare a business and community (including First Nations people) engagement strategy to guide further engagement in association with the preparation of detailed design plans and project milestones for the Grafton CBD Project.

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## Get in touch

EMAIL / [a.webb@veedesign.com.au](mailto:a.webb@veedesign.com.au)

CALL / 07 3358 5222

VISIT / 3/4 Florence St, Teneriffe Q 4005

L2, 14-20 Aerodrome Rd, Maroochydore QLD 4558

POST / PO Box 954 Fortitude Valley Q 4006

WEB / [veedesign.com.au](http://veedesign.com.au)