

MARKET SQUARE

Plan of Management

December 2000

Grafton City Council

**Adopted by Council
9 December 2002**

**Prepared by Sustainable Futures
in conjunction with Grafton City Council**

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1- INTRODUCTION

1.1 Scope of this Plan

The title of this Plan is Market Square Plan of Management 2000. It is a specific plan relating to the significant community park known as Market Square or formerly Jacaranda Park. The land is bounded by Prince Street to the west, Pound Street to the south, Duke Street to the east, and the State Rail Authority reserve and Fire Brigade building to the north. Refer Location Map 1.

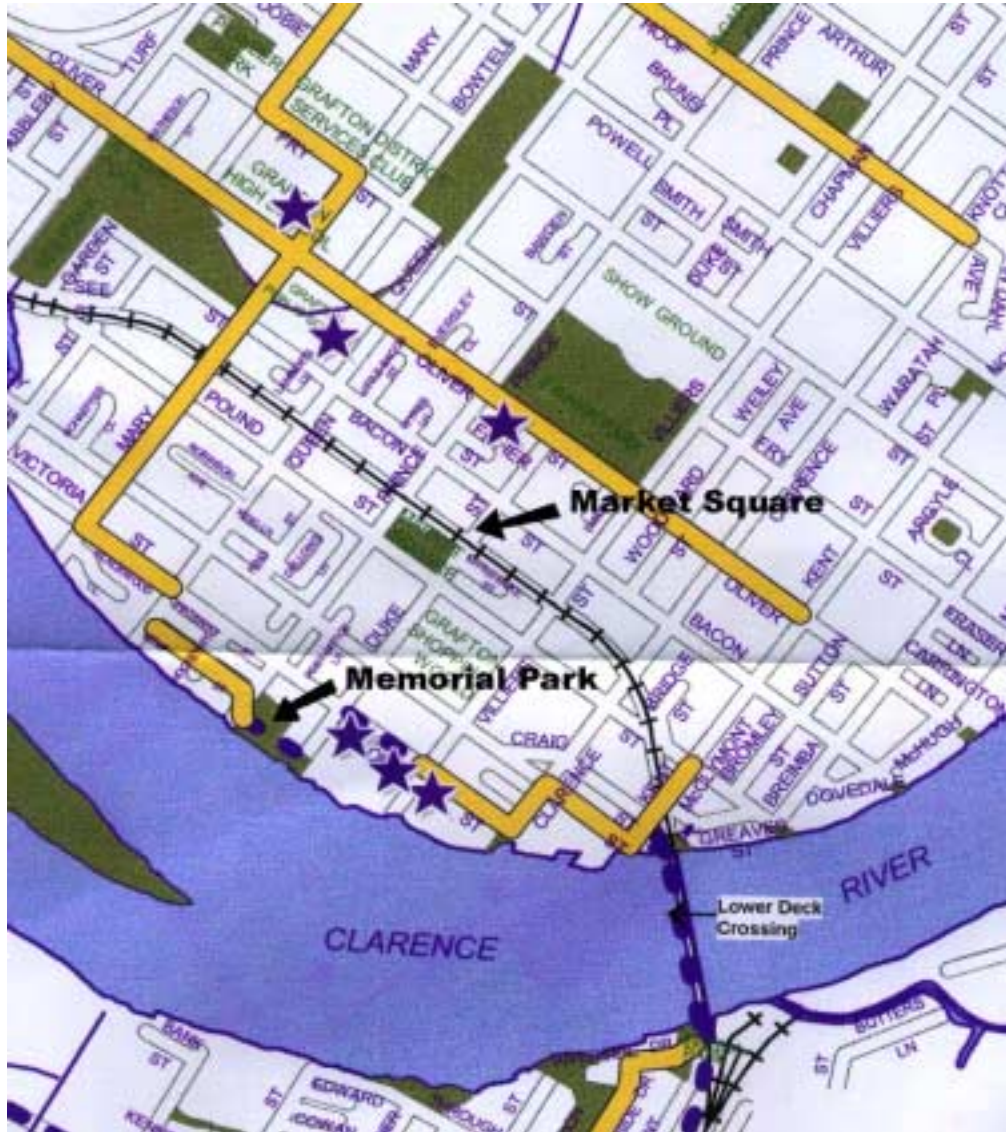
Precise details of the location, area and community lands category of the land are listed in Table 1. Reference should be made to Council's Land Register for a full identification of the parcels of land.

Table 1 – Location and Category of Land in Market Square

Land Register No.	Property No.	Land Description	Ownership	Category
44		Lot 2 DP416582	Council	Park
	3869	Pt Lot 4 DP758470	Council	Park
	5483	Sec32 Lot 5 DP758470	Council	Park
	9016	Sec32 Lot 6 DP758470	Council	Park
	9017	Sec32 Lot 7 DP758470	Council	Park
	9018	Sec32PtLot4 DP758470	Council	Park

Market Square is classified as a Community Park, which is a park or parcel of land whose predominant significance extends to the whole of the City and to outside visitors in providing for unstructured recreational opportunities, or may have particular social or landscape significance.

Map 1 – Location of Market Square (Source – City of Grafton, 2000)



1.2 Background

Under the Local Government Act, 1993, Councils are required to develop and implement plans of management for all community land adopted by each Council. The plans need to identify:

- The category of land;
- The objectives and performance targets of the plan;
- The means by which Council proposes to achieve the plan's objectives and targets; and
- The manner in which Council proposes to assess its performance.

Under the Act, a Plan of Management is required prior to implementation of a change of use on community land. This is so that the needs of all users and the broader community are taken into account in all decision-making about these lands. The Plan of Management will provide a decision-making framework that takes into account all users the Park and the wider community, and assist Council in managing Market Square in an efficient and effective manner.

1.3 Aim of the Plan

The aim of this plan is to provide a management direction and framework for Market Square that ensures that the park:

- is an attractive focal point for the town centre, with a relaxing and social 'meeting place' feel;
- provides adequate facilities and space to cater for large, regional and local festivals, city celebrations and informal gatherings utilising a park setting;
- makes a major contribution to the City's amenity, streetscape and character, including a high standard of well designed and maintained landscaping features;
- compliments and reinforces the city centre and nearby businesses and land uses; and
- meets the requirements of the Local Government Act, and the principles and objectives of Council's Corporate Management Plan and draft Strategic Management Planning framework for Community Lands.

1.4 Management Principles

These principles are adopted to guide Council decision-making in relation to the management of Market Square, and reflect Council's future direction for management of community lands.

1.4.1 Enhancing Lifestyle

The Plan of Management reflects Council's Corporate Plan including its mission to "enhance the lifestyle of the City and encourage ecologically sustainable development, focussing on job creation" and Council's goal for recreational, cultural and community services:

"To develop adequate, equitable and appropriate recreational, cultural and community services and facilities for the whole community in consultation and co-operation with local people, community organisations, Clarence Valley Councils and State and Federal Government authorities"

Other Council goals relevant to this Plan of Management are: Tourism - *"to support and promote regional tourism"*, and Environmental Health - *"to secure the quality of life of the City through the protection and enhancement of public health and the built and natural environment"*.

1.4.2 Sustainability Principles

In line with Council's general aims to encourage ecologically sustainable development (ESD), management of community lands will also reflect the philosophy and principles of sustainability. In particular, Market Square will be managed in a way that promotes quality of lifestyle, protects and restores environmental values, and provides for benefits, costs and responsibilities to be shared equitably by the community.

1.4.3 Community Involvement

Council prioritises the active and meaningful involvement of the community in the development and implementation of its Plans of Management. Accordingly, Council has sought the participation of users and affected parties in the preparation of the Plan of Management.

For the development of the Market Square Plan of Management, Council met with all key user groups and affected parties; developed and widely distributed a newsletter; undertook a user survey, behavioural use survey and general community survey; staged a 'Design in the Park' Open Day and promoted media coverage of the process. This was carried out in conjunction with the Plan of Management for Memorial Park, another major city park in the central business district (see Memorial Park Plan of Management).



Plate 1: The community involvement process for both Memorial Park and Market Square, including the Open Day held 2nd November, 2000 provided for all age groups.

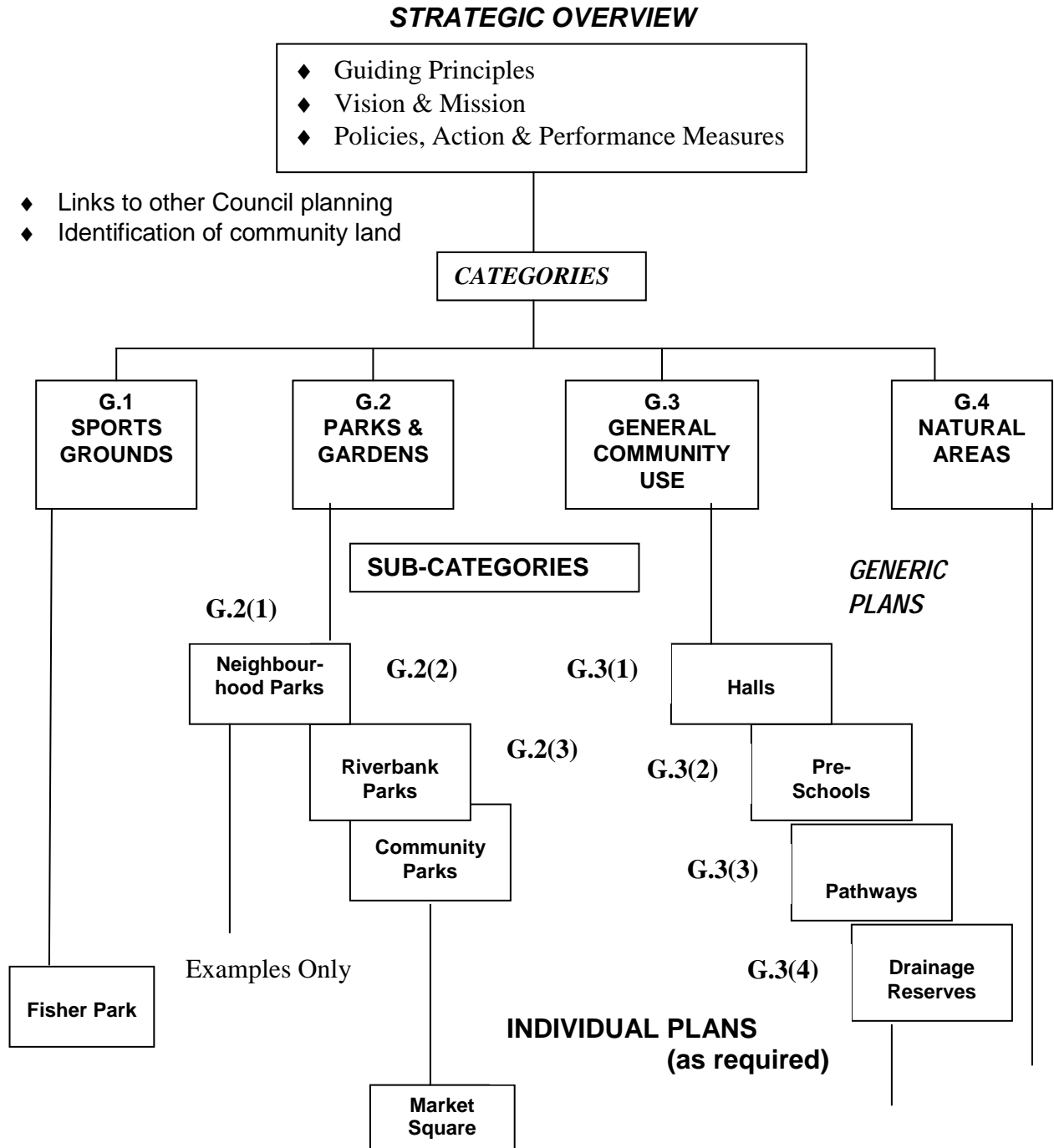
The results of this process are summarised in Appendices I - 4 to the Plan. The results were utilised to develop the Market Square Plan's goals, objectives, management strategies and conceptual design.

Opportunity is also provided for community comment on the Draft Plan prior to its formal consideration by Council. Ongoing community involvement in management planning is also promoted through regular review of implementation of the Plan, based on feedback received by users and the general public.

1.5 Strategic Framework

Using the draft Community Lands Plan of Management Strategic Framework adopted by Council in October 2000, the Management Plan for Market Square is based on the structure of management plans for community land within the City of Grafton, shown in Figure 1 below. Market Square is classified as G.2(3) under this framework.

Figure 1: Strategic Overview of Grafton Community Lands



1.6 Council's Corporate Goals

Council's Corporate Plan 2000-2003 is a statement of its intended direction across the whole range of its functions for the next three years, and provides a general context within which the more specific plans of management are prepared.

Vision: To promote Grafton's position as a major regional centre

Mission: To enhance the lifestyle of the City and encourage economic development.

Goal (Recreational, Cultural and Community Services):

"To develop adequate, equitable and appropriate recreational, cultural and community services and facilities for the whole community in consultation and co-operation with local people, community organisations, Clarence Valley Councils and State and Federal Government authorities"

Parks and Gardens Program Aim:

"To provide community outdoor recreation facilities and enhanced streetscape for the enjoyment of the residents of Grafton, and visitors, and to develop short and long term strategies for the replacement and/or upgrading of these community assets in a sustainable way".

2 - EXISTING SITUATION

2.1 Historical Context

Market Square was originally dedicated for a Market Reserve where farmers were to bring their produce for sale. The land was never used for this purpose, but instead was leased for many years as a stock paddock. It was also the scene of many political meetings and circus performances. (Grafton Historical Society, 2000). There also are stories of an Aboriginal elder who frequently camped in the park during the day, from this time on. In 1909, a portion of the square was dedicated as a site for the Fire Station, and slowly the Park became the subject of more local attention.

“A designer might have dreamed of a busy city of the future ... with the raucous voices of the auctioneers under the high-domed roofs of the Market Square buildings, disturbing the early morning stillness, and calling to the city’s population to another day’s activity”. Instead, Grafton had a green spot for a long time, which earned a little revenue as a paddock for horses or a camping ground for circuses, and other travelling shows. Then the aldermen set about thinking out a scheme for the park to make it something of a bright spot in a drowsy municipality, where youth might find exercise and recreation, and age might find rest and relaxation.”

(Daily Examiner newspaper article, March 1918)

*“The dedication and improvement of the Market Square as a park and garden, providing for a café and public conveniences, formed the subject of a special motion at the meeting of the Council ... The Mayor said the time had come when the reserve should be made more presentable. He considered it an eyesore to the city ... Ald. Richards stigmatised the reserve as not only an eyesore but a disgrace to the municipality” **(Daily Examiner article, 1918).***

In 1926 a further portion of Market Reserve was used to locate Grafton’s first ambulance station, which has now been removed, and the park was developed and became known as Market Square. Its look and use have not changed markedly since this time to the present day.

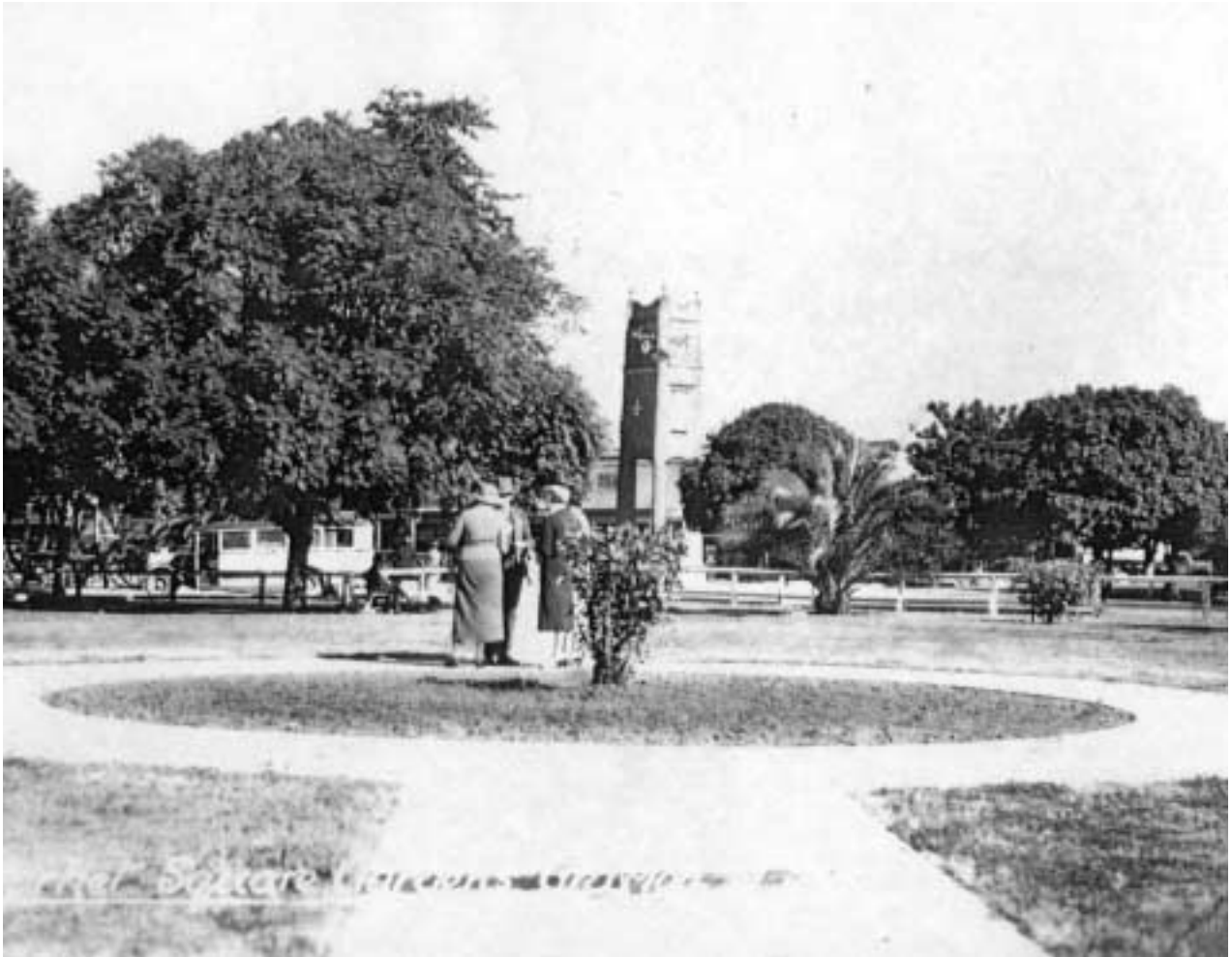


Plate 2: Market Square in the 1930's, with the distinctive clock tower in the background.

2.2 Local and Regional Context

Market Square is one of the most well known and strategically important community parks within the City of Grafton, being centrally located within the main shopping and commercial centre. Its high visibility means that, along with the clock tower, it is seen as a key reference point for locals and visitors alike, and one of the 'show cards' of the city.

As such, it is considered that Market Square provides not only for wider population of Grafton, but also regional visitors and other tourists. This observation has been supported by the surveys undertaken as part of the Plan of Management process which, although not intended to be statistically representative of Park users, include many people on holidays or visiting from the Lower Clarence.

Table 2: Population Projections, Medium Level, 1996 – 2021 (1994 Revision)

LGA Population Projection ('000)	1996	2001	2006	2011	2016	2021
Copmanhurst	4.1	4.2	4.4	4.5	4.6	4.7
Grafton	18.0	18.5	18.9	19.3	19.6	20.0
Maclean	15.5	17.6	19.6	21.7	23.7	25.8
Nymboida	4.7	5.5	6.4	7.3	8.2	9.2
Ulmarra	6.5	7.3	8.1	8.8	9.6	10.4
Northern Rivers	200.6	224.2	246.9	270.1	293	315.9
NSW North Coast	501.7	557.8	611.9	666.2	719.8	773.4

Source: NSW Department of Urban Affairs and Planning – Population Projections for non metropolitan areas of NSW; Clarence Valley Social Plan 2000 – Draft.

Table 3: Social Indicators, 1996, Local Government Areas on NSW North Coast

LGA	Median Age	Median Ind. Income	Unemploy. Rate	%ATSI	% NESB
Copmanhurst	36	\$215	16.4	4.0	1.9
Grafton	35	\$231	13.3	3.8	1.5
Maclean	44	\$198	17.5	2.9	2.5
Nymboida	35	\$192	17.2	1.9	2.3
Ulmarra	36	\$193	20.7	2.7	2.8
Northern Rivers	38	\$218	15.8	2.7	3.1
NSW North Coast	34	\$298	8.8	1.7	15.7

Source: AbS 1996 Population Census, Clarence Valley Social Plan 2000 – Draft.

It is considered that Market Square provides a recreational and social role for this wider population and demographic group, albeit on a more occasional and special use basis rather than frequent or daily use such as a neighbourhood park would provide. This is consistent with the hierarchy of Community Lands, shown in Figure 1. It is important that the future planning for Market Square, and other Community Lands of regional significance, take into account the changing population and demographic characteristics which define recreational and social needs within the Clarence Valley area. In particular, the type and level of facilities provided should reflect the diversity of age and income ranges as well as provide for indigenous and other groups within the community.

Furthermore, the Plan of Management takes into account the findings and direction of regionally based social and cultural studies, and these include:-

- The City of Grafton Management Plan 2000-2001
- City of Grafton Stormwater Management Plan 2000
- Youth-Friendly Spaces Report, 2000
- Grafton Cycleway Plan, 1999
- Clarence Valley Social Plan, May 2000
- Draft Cultural Policy for Grafton Cultural Catchment, 2000
- City of Grafton Disability Action Plan, August 2000
- Grafton City Council Section 94 Plan
- Existing Plans of Management for Council and Crown lands
- Annual State of the Environment Reporting
- Grafton Unhealthy Lands Register
- Relevant Council policies, eg. for recreational and community land, or dogs, horses.

A brief summary of the relevant parts of these documents, as they relate to Memorial Park and Market Square, are provided in Appendix 5 to this report.

2.3 Values, Function and Features

Market Square is a compact and relatively flat community park, improved for passive recreational use through landscaping and provision of public facilities. The key facilities within the park include CWA Restrooms and Infant Health Centre, a performance stage, public conveniences (including disabled facilities), bus shelter, picnic tables, and seating throughout the park.

The major values of Market Square, as identified by the users and the wider public through community involvement in the Plan, are as follows:-

- The trees and shade provided for passive recreation (eg. sitting, eating lunch);
- Its central location and role as a meeting and socialising place;
- The vibrancy of people using park, giving a feel of 'lots going on';
- The opportunity for peaceful relaxation provided within the city centre;
- The facilities provided including seating and toilets, as well as their cleanliness;
- Its entertainment facilities and role as a venue for special community events;
- The trees, lawns, landscaping and natural amenity of the park;
- Its attractive view / visual appeal, important even when not being directly used.



Plate 3: Market Square provides for a range of community values for the wider community, which include its aspect or amenity as seen from outside the park.

2.4 Current Management Practice

Market Square is currently managed, maintained and improvements undertaken by the City of Grafton. Arrangements are made between Council and the CWA and Grafton Community Health Services for long term occupation of the buildings, although no formalised lease arrangements exist. The Council undertakes maintenance of the facilities as requested, and both groups expressed satisfaction with the level and timing of service provided by the City of Grafton. The groups provide the internal fittings and facilities they require to undertake their functions.

The remainder of the park is open to the wider community for general public use, and bookings are taken for community groups to hold events in the park in accordance with Council's list of Fees and Charges. The largest and most well known of these events is the Jacaranda Festival, which is held every year in November with Market Square being the focal location of the festival. As such, the Jacaranda Festival committee is the key user of the park and has a number of its own facilities (such as lighting) erected in the park on a permanent basis. Council also has an adopted policy that the Committee may charge rental to organisations using the Square for commercial or fundraising purposes during the festival week. Other users which regularly book functions in the park include church and school groups.



Plate 5: The Jacaranda Festival Committee is a key user group and co-ordinates with Council to provide the level of services in the park during the Festival Week.

2.5 Key Issues

The following issues outline the major influences and challenges that define the context for the Market Square Plan of Management.

2.5.1 Profile and Role of Market Square

- Market Square is predominantly seen and identified as the centre of town, a place of reference, and major feature of the city
- Many tourists visit the Square, including regular tour bus stops, which indicates its significant role in Grafton's profile, over and above its actual usage
- There is a strong use of Market Square by members of the indigenous community, including visitors from the Lower Clarence area. This reflects a strong tradition of generally continuous use by Aboriginal people, and should be reflected in future park design and facility improvements.
- A key role of the Square cited by users is as a meeting place and a central point to socialise, with lots going on and people around
- Alternatively, and not inconsistent, is its attraction as a shady, peaceful and natural space.
- The high visual profile and emphasis on socialising and 'quiet enjoyment' needs to be recognised in future landscaping treatments, and the type and extent of facilities provided within the park.
- Market Square has an important role in the reflection, promotion and reinforcement of the economic functions of the Grafton CBD.

Management Objective 1:

Ensure that Market Square promotes and compliments the urban centre of Grafton, and functions as an attractive and high profile city focal point, appealing to a diversity of Grafton residents.

2.5.2 Special Events in Market Square

- Special events are the major attraction and use of Market Square for the vast majority of those consulted during preparation of the Plan. Many surveyed said they used the park for special events only, and Market Square is seen as the most popular venue for special events – predominantly due to its central location, stage facilities, size, profile and availability of parking.
- The community places a very high value on the role of these festivals in the Park, well over and above their frequency or attendance – this would appear to be linked to their role in identifying/ promoting the city.
- In particular, Market Square is the focus of the Jacaranda Festival, which is well attended and celebrated by the Grafton community.
- Many surveyed indicated that Market Square could be utilised more, particularly for additional events, concerts, festivals and markets. There appears to be a general appreciation in the community and desire to see this type of use of the Square increase
- Facilities during these events are very well utilised, and in fact there is a distinct shortage of seating, shelter and toilets at these times.
- Continued promotion of Market Square for festival and community-based special events would promote greater use of the park by a range of age, family and income categories represented in Grafton; including youth for whom Market Square is traditionally not seen as a ‘youth-friendly’ space.

Management Objective 2:

Promote and reinforce Market Square as a key community festival and celebratory special event focus for the City of Grafton.



Plate 7: Promoting special events would increase the use of the park by a range of users.

2.5.3 Character and Amenity

- Trees and shade are seen as the key attributes of Market Square by users (with 40% of respondents citing this as a key value of the park).
- Market Square is also seen as open and easily visible from outside the park, improving safety, but discouraging some activities (eg. youth social spaces). Low gardens and incorporating art into improvements and facility upgrading can provide visual diversity without compromising the open amenity of the space.
- The predominant use of the Square is in the middle of the day, for sitting and eating or just walking through. The park is used less during the evenings and on weekends, unless for a special event.
- The most common response to users surveyed in the Park was that they had no concerns with the park; with the highest concern being magpies, then lack of shade, rubbish and traffic noise, and safety was expressed by few respondents.
- There is, however, an overall public perception of anti-social activity within the Square and concern for safety, particularly in the evenings and predominantly from occasional users or non-users of the park (including community groups and adjoining businesses).
- There is some evidence of alcohol consumption within the park, related to its proximity to several hotels, although this is emphasised by police not to be a significant crime problem.

Management Objective 3:

To build on Market Square's character as a tree shaded but open, visible and attractive space for passive recreation and socialising; and recognise and incorporate the nature and character of existing park usage into design and landscaping improvements in the park.



Plate 8: Indigenous and community art designs can be incorporated into upgrading of facilities.



Plate 9: 'Discovery' art can improve visual interest and public ownership of park facilities.

2.5.4 Provision and Maintenance of Facilities

- Key user groups such as the CWA, Infant Health and Jacaranda Festival note that they receive a high level of assistance from Council with maintenance issues, and good communication, and this strongly influences their level of satisfaction with the park facilities.
- The current level of maintenance, and attractiveness/cleanliness of facilities in Market Square is positively noted by many park users, although concerns were raised about tidiness and the need for painting of some facilities.
- Whilst many users value the park for quiet enjoyment, sitting and lunches, Market Square is not seen to have enough tables and seats under shade, including built shelters.
- There is currently no play equipment in Market Square, and this was noted and suggested by many users.
- There is general agreement by many users that the stage facilities are outdated and of low amenity, and require upgrading.
- The use of Market Square is very high during special events, leading to a shortage of facilities; particularly toilets, seating, shelter and inadequacies with the stage. Continuing improvements and upgrading of facilities would also be justified with increased use of the park for special events.

Management Objective 4:

Implement an on-going program for the provision and upgrading of a high standard of facilities, consistent with Market Square's prominent role in hosting recreational, tourism and special events opportunities for users of the central city.



Plate 10: The existing stage requires upgrading due to safety, amenity, and use problems.

2.5.5 Vehicles and Parking around the Square

- There is a high level of user satisfaction with the availability of parking around Market Square, and this factor was cited by those surveyed as a key reason for its suitability to host special events.
- Market Square also provides adequate space for bus pull-up and drop-off areas, bus 'storage' space during the day, and taxi holding bays.
- It has been noted that there is some conflict between taxi hire areas and tourists seeking to read park information signage, and there is a need for a special tourist short-stop bay and adjacent information signage.
- The vehicles of commercial and fundraising vendors currently access Market Square during festival events, although they are restricted to the eastern sector of the park. The access track within this part of the park is unsightly, and needs to be stabilised and grassed.

Management Objective 5:

Retain the current level of vehicular access and parking around the park, and restrict vehicles within the park in line with existing policies and practices, formalising the track to accommodate this.

2.5.6 CWA and Infant Health Building

- Both the CWA and Infant Health Service highly value their facilities; and key benefits include the central location, easy and plentiful parking, safe and direct access to the building, adequate building space, and good relations with Council.
- Some behaviour by park users impacts on the groups, however this is not considered to be a significant issue by the groups.
- The changing role of Infant Health to provide more outreach services, and the stable nature of the CWA, means that neither group will require significant changes to existing facilities in the foreseeable future.
- The CWA attempts to provide a visitor refreshment service often for fundraising purposes, however this is limited - particularly in the evenings when public transport does not operate.
- There is potential in the future to form partnerships between the CWA and other groups (ie. Arts/Theatre or youth groups) or operators to provide a park café and refreshments, and support community events through the building facilities.

Management Objective 6:

To continue to support the existing use of the building, investigating opportunities for partnerships with the CWA to provide refreshments facilities within Market Square that support and compliment its overall character, amenity and safety.



Plate 11: The existing CWA restrooms - there is longer term potential for a visitor refreshment / café facility in conjunction with community groups.



Plate 12: The Infant Health Centre and front garden area.

2.6 Concept Plan

The key values and issues, and associated management direction emerging from Section 2.5 above, has formed the basis of the Draft Market Square Concept Plan, which forms part of this plan.

The recommendations in the attached Draft Market Square Concept Plan provide the management framework for the Management Tables shown in Section Three of the Plan. The Management Tables are based on the key issues which emerged from the consultation process.

Management Objective 1: Status and Role of Market Square

Ensure that Market Square promotes and compliments the urban centre of Grafton, and functions as an attractive and high profile city focal point appealing to the diversity of Grafton residents.

Management Guidelines:

Policy	Action	Target	Measure
1.1 Adopt and progressively implement the Concept Plan, as amended through the consultation process.	1.1 Council to adopt a final Concept Plan; 1.2 Incorporate into Council's Plan of Management for inclusion into Council's budget, and integrate with Council's other community development/ arts programs	1.1 Implementation of a one or more major design elements and a number of smaller scale improvement suggestions, within the short term.	1.1 Concept Plan advertised and a final plan adopted by Council within 3 months, with a view to commence some improvements 1.2 Incorporation of park improvement projects onto the 2001/2002 Council works program
1.2 Adopt the park design philosophy of 'Peoples Park- Cultural Meeting Place' – involving young and old, and Reconciliation	1.3 Council promote and endorse the 'Cultural Meeting Place' theme of the Square - incorporating the Indigenous and European design themes	1.3 Community awareness of cultural issues in the context of debate on the park improvements (eg. advertising period)	1.3 Public discussion as indicated by media coverage and community response to Council.
1.3 Seek alternative funding and other creative avenues to implement the priority elements of the design	1.3 Approach community groups and businesses to encourage community involvement in the upgrading of Market Square 1.4 Investigate and seek funding sources such as arts funding, Reconciliation Projects, etc to implement the community-based elements of the plan.	1.4 Community support for the Plan, and recognition and continued identification of Market Square as the 'city square' of Grafton. 1.5 Involvement of the business community and other local groups in implementation of the park upgrading.	1.3 Positive community, user group and business response to the plan through correspondence, media coverage and other sources.

Management Objective 2: Special Events in Market Square

To promote and reinforce Market Square as a key community festival and celebratory special event focus for the City of Grafton.

Management Guidelines:

Policy	Action	Target	Measure
2.1 Continue to support the Jacaranda Festival to be based in Market Square	<p>2.1 Liaise with the Jacaranda Committee to ensure that future planning and upgrading of the park supports and promotes continued suitability of the park for the event.</p> <p>2.2 Co-ordinate with the committee to implement a timetable for replacement of outdated/ potentially hazardous facilities. New installation of bollard-style lights and ground-level lights to illuminate trees.</p>	2.1 Continued staging and community prominence of the Jacaranda Festival around Market Square in the longer term	<p>2.1 Ongoing use of Market Square and its facilities by the Jacaranda Festival committee</p> <p>2.2 Positive feedback from the Jacaranda Festival Committee and other users as to status of the park and facilities.</p> <p>2.3 Implementation of a program of gradual upgrading of festival lighting facilities.</p>
2.2 Attract other major community-based events to locate in Market Square, as facilities are upgraded	<p>2.3 Promote development of partnerships between community groups, and also with events providers, with a view to hosting a range of future events in the park.</p> <p>2.4 Council adopt a policy to allow markets in the future, subject to Council approval and consultation with the business community</p>	<p>2.2 Regular staging of medium-sized community-based special events within the park</p> <p>2.3 Promotion of the City of Grafton based on Market Square and park events.</p>	<p>2.4 No. of events held in Market Square per annum and estimated no. of participants.</p> <p>2.5 Level of prominence of Market Square events in local and tourist based guides/promotional material.</p>
2.3 Promote the use of Market Square for a range of smaller scale community events.	2.5 Liaise with arts, theatre and music groups to investigate the potential for weekly or regular musical or other open-air community events in the Square.	2.4 Staging of regular day, evening or weekend park community events	2.6 No. of events held in Market Square per annum and estimated no. of participants.

Management Objective 3: Character and Amenity

- i) *Build on Market Square's character as dominated by spectacular Jacaranda trees but providing an open, safe and attractive space for passive recreation and socialising; and*
- ii) *Recognise and incorporate the way the park is used into design and landscaping improvements in the park, to promote visual interest and diversity at the small (user) scale whilst retaining the overall spacious, visible character of the Square.*

Management Guidelines:

Policy	Action	Target	Measure
3.1 To continue to plant Jacaranda, Flame trees and other tall, open trees within the park to preserve its shady (and seasonally colourful) amenity.	3.1 Implement a planting program in accordance with the Conceptual Design Plan 3.2 Continue to maintain the existing Jacaranda saplings with a view to these maturing as the older trees die off. 3.3 Liaise with SRA to undertake planting and maintenance of the rail reserve backdrop	3.1 Provision of a generally consistent area of tree canopy within the park, with a strong Jacaranda colour theme and incorporating a range of complimentary colours.	3.1 Provision of annual Parks and Gardens assessment confirming an appropriate tree planting and management result.
3.2 To address the community perceptions regarding safety within Market Square	3.4 Liaise with the Liquor Committee to design and launch a community education/awareness initiative to address the actual and perceived alcohol and anti-social behaviour problems in the park 3.4 Liaise with Grafton police to ensure that an appropriate level of enforcement of park regulations accompanies 3.3.	3.2 Development of a strong public perception of safety in the park over the range of use times and days. 3.4 Minimisation of the incidents of drinking and anti-social activities and vandalism	3.2 Community perceptions, as indicated through media coverage, correspondence to Council or an occasional general community survey. 3.3 No. of incidents of crime reported and maintained on police records
3.3 Provide a range of 'discrete' landscaping and improvements (incorporating informal facilities) to promote passive recreation usage of the Park.	3.5 Prioritise the provision of these facilities or design elements in implementation of the Plan – ie. central circular stone wall, surrounding extra seating, extra circular gardens and upgrading of the concrete central footpath with ceramic tile designs.	3.5 Implementation of these elements as part of Action and Target 1.1	3.4 Included in conceptual plan advertised and plan adopted by Council (Measure 1.1)

Policy	Action	Target	Measure
3.4 More clearly present and define entrance points to promote a sense of being <i>within</i> the Square, and provide signage at these points.	3.6 Provide a community designed circular entrance forecourt mosaic with artwork depicting the significance to the park as a symbolic and everyday meeting place. 3.7 Progressively design and implement low boundary planting bed/ picket fence to provide more colour, reflect the park character and clearly define park entrances including provision of a safety barrier to children's play areas 3.8 Install a pergola with seasonally colourful vines to provide central entry statement (inc civic guide) and link with the historical theme	3.5 Implementation of these elements as part of Action and Target 1.1	Inclusion in Concept Plan and incorporation into Council's Management Plan and short-term works program
3.5 Upgrade the existing weed-infested rail slope to a native grass and shrub display	3.6 Liaise with the State Rail Authority (SRA) to determine strategies to improve the visual quality of the slope 3.7 Use local species to reduce maintenance cost 3.8 Provide signage to promote public awareness of rehabilitation of the site and other sites within the City of Grafton	3.6 Progressive replacement of the current degraded slope with a native and educational grass and shrub display	3.7 Liaison with SRA and adoption of a work program/action strategy to address the current degraded and unattractive feature.
3.6 Showcase a range of demonstration gardens through design and maintenance by volunteer groups.	3.9 Liaise with interested groups or bodies such as Clarence Catchment Care, Clarence Valley Community Projects , or Grafton TAFE to develop the community gardens project.	3.7 Develop ownership of the project by community groups or an interested organisation	3.8 Nomination of interest in the gardens, and project planning, by suitable parties
3.7 Ensure improvements retain open vistas, and general access to users.	3.10 Consult with all user groups where changes to facilities may change the general amenity or usage of grounds	3.8 No reduction in park vistas or perceptions of safety in using facilities.	3.9 Community perceptions as outlined in 3.2 above.

Management Objective 4: Provision and Maintenance of Facilities

Implement an on-going program for provision and upgrading of a high standard of facilities, consistent with Market Square's prominent role in hosting recreational, tourism and special events opportunities for users of the central city.

Management Guidelines:

Policy	Action	Target	Measure
4.1 Implement upgrading of Market Square facilities in accordance with the Conceptual Design Plan.	4.1 Provision of additional shelters over alternate tables, entrance statements, bubbler, children's play equipment, garden buffers, and additional (formal and informal) seating as short term priorities, in accordance with Objective 3 above. 4.2 Liaise with the relevant agencies to provide brighter night lighting to the park through existing poles with progressive moves towards upgrading as per Action 2.2	4.1 Substantial implementation of short-term priority elements of the Concept Plan within the next financial year	4.1 Incorporation of park improvement projects onto the 2001/2002 Council works program
4.2 Seek opportunities to incorporate indigenous art and community art elements into facility improvement and the provision of new facilities.	4.4 Liaise with the Grafton Ngerrie Land Council, CVCP, Training Centres and local arts groups to develop and implement community-based arts projects 4.5 Seek Ministry of Arts funding for appropriate 'discovery' community arts projects in conjunction with community and Aboriginal Groups	4.2 Provision of a low-key and attractive and culturally significant art designs, that blend into the character of the park and only tend to be seen or 'discovered' from users close-by 4.3 Provision of interactive art through design of facilities and park furniture.	4.2 Submission of appropriate coordinated funding submissions for interactive, community based arts projects for Market Square based on the outcomes of discussions between all relevant parties.
4.3 Progressively improve stage facilities as funding becomes available	4.6 Short-term: build ramp, maintain and remove hazards 4.7 Medium/Long term, replace the stage with a multi-function rotunda near existing facility as indicated on the Concept Plan	4.4 A safe, highly used facility which enhances the amenity and function of the park, including during special events.	4.2 Continued use of stage facilities by special events organisers, as well as community groups, and individuals for passive recreation.

Management Objective 5: Vehicles and Parking around the Square

Retain the current level of vehicular access and parking around the park, and restrict vehicles within the park in line with existing policies and practices, formalising the track to accommodate this.

Management Guidelines:

Policy	Action	Target	Measure
5.1 Maintain existing levels of parking, tourist bus access and taxi zones around Market Square	5.1 Liaise with bus and taxi groups on a regular basis to ensure parking and access standards retained.	5.1 Continued ready access around the park to users of park facilities, visiting tourists, bus companies and taxi drivers.	5.1 Spare parking and bus/taxi access capacity around the park, on the majority of days and times outside of special events
5.2 Provide a tourist short-stop space to allow for informational and civic signage to be read without conflicting with taxis	5.2 Relocate the civic guide, formalise and clearly identify that park entrance, and provide a tourist lay-by bay as per Concept Plan	5.2 Provision of a tourist/visitor friendly information facility to promote the city and its services and attractions.	5.2 Relocation of signage and demarkation of short-stop bay within the next financial year.
5.3 Monitor vehicle use of the park during special events, and impact on the track area, to ensure damage is limited.	5.3 Liaise with festival and events organisers to minimise vehicle usage of the park, and confine vehicles to the eastern portion.	5.3 Limited vehicular movements within the park to prevent damage to trees, other vegetation, and park amenity.	5.3 No evidence of compaction of young park trees or further degradation of the access track within the park, as reported by Engineering Services.

Management Objective 6: CWA and Infant Health Building

Continue to support the existing use of the building, investigating opportunities for partnerships with the CWA to provide refreshments facilities within Market Square that support and compliment its overall character, amenity and safety.

Management Guidelines:

Policy	Action	Target	Measure
6.1 Support the continued use of the building by the CWA and Infant Health Clinic as appropriate and beneficial community users of the facilities	6.1 Council continue to maintain and provide services in accordance with existing standards and practices	6.1 Continued positive feedback by user groups in relation to standard of the building	6.1 Feedback from user groups
6.2 Investigate opportunities for the provision of a café/refreshment facilities for park users – CWA and Health Centre, Kids Club and Café. 6.3 Develop medicinal herb gardens and other projects such as path upgrading based on related themes such as 'life-long' health care.	6.2 In conjunction with the CWA, investigate possible partnerships to support the CWA in providing improved refreshment facilities with a view to becoming a more formalised café for the community and special events.	6.2 Development of a co-ordinated catering project between community groups aimed at providing improved park refreshments, supporting community events and enhancing the safety and amenity of Market Square	6.2 Formation of partnerships between Council, the CWA and another group/groups to further investigate the potential for a community-based café in Market Square

4 - MANAGEMENT CONSIDERATIONS

Section 4 outlines the regulatory guidelines and requirements that apply to the overall management of Market Square.

4.1 Maintenance, Improvement and Development

- 4.1.1 Council shall progressively implement this Plan of Management in accordance with the Objectives, Policies and Actions of Section 3 as funding becomes available. The Plan recognises that Council's ability to provide such works will be determined partly by other budgetary demands on the Council, which is specified through Council's Corporate Management Plan.
- 4.1.2 Where Council is required to make a decision in relation to potentially incompatible uses of the Park, Council shall take into account the aims and objectives of the Market Square Plan of Management and any relevant management guidelines outlined by the Plan.

4.2 Action Plans

- 4.2.1 Council, or a user group of the Park with agreement by Council, may develop an Action Plan for provision, replacement or progressive upgrading of facilities. These will be considered in accordance with this Plan of Management and, if necessary, in relation to Council's budget considerations. Action Plans beyond the scope of the Concept Plan attached to this plan should be presented with a detailed design plan, and any details of staging. Specific action plans adopted by Council will be attached to this Plan of Management and the background information will be kept with Council records.

4.3 Regulatory Framework for Market Square

- 4.3.1 This Plan of Management authorises Council to enter into a leasing arrangement with a specific user of any part of Market Square reserve, where it is considered appropriate.
- 4.3.2 Prior to entering into a leasing arrangement with a user, Council will publicly advertise its intention to lease the subject area, and consult with the key user groups of Market Square in order to obtain the views of affected parties.
- 4.3.3 Council shall develop a co-ordinated regulatory and bylaw framework based on the strategic direction provided by the Market Square Plan of Management, and Council policy, to be associated with and guided by the Plan of Management.

4.4 Community Involvement and Review of Plan

- 4.4.1 Council will ensure practical and ready access to the Market Square Plan of Management, any amendments, and relevant supporting information in a manner which assists community involvement in and understanding of management processes.

- 4.4.2 Council shall undertake ongoing liaison with user groups and encourage feedback on the implementation of the Plan of Management.
- 4.4.3 Council shall be involved in ongoing review and liaison with user groups and the broader community as issues arise regarding the implementation of the Plan of Management. Where appropriate, the outcomes of this ongoing review and liaison shall be considered by Council in the preparation of its annual budget.
- 4.4.4 Council shall comprehensively review the management plan, including all goals, objectives and strategies, within a period of not less than five years from its adoption.



APPENDIX 1

CONSULTATION WITH USER GROUPS

Aim: To discover and discuss the views, concerns and issues of key user groups of both parks. To develop rapport and process of ongoing communication with these groups.

Method: Determine the key user groups of both parks. Contact these groups and arrange a meeting of representatives of the group or with the whole group.

A series of meetings was held during early October 2000.

Analysis: Key points raised by the user groups and discussed at the meetings are summarised in the following tables.

Summary of Consultation – User Groups and Affected Parties

Market Square and Memorial Park

<i>Group or Organisation</i>	<i>Summary of Key Issues and Ideas</i>
Grafton Historical Society	<ul style="list-style-type: none"> • Have undertaken review of newspapers for key events and photographs documenting the historical changes and significant events in relation to each park.
Jacaranda Festival Committee – June Allen and Anne de Graff	<ul style="list-style-type: none"> • Market Square the focus of Jacaranda Festival – also use Memorial Park to some extent • Likes the traditional use of the parks for the Jacaranda Festival and Venetian carnival • Helpful attitude of Grafton City Council staff • Concerned re the consumption of alcohol on daily basis by groups – law to be applied to all • New toilet too small to cope with special events • Would like to see a building to provide office space and a dressing room. • Only half of Market Square available for stalls, OK to use for Jacaranda Thursday display
Chamber of Commerce meeting – 27/9/00	<ul style="list-style-type: none"> • The Plans of Management are a positive step by Council • How the plan would deal with the drug issue in Market Square was queried • Further liaise with John (BEC), Matthew (Saritah) and Gordon/Pam (Crown)
Grafton Rowing – Greg Thompson	<ul style="list-style-type: none"> • Really well used facilities – had 75-80 people for Olympic Games – OK as new extensions • Would prefer a clubhouse with kitchen and dormitory (to keep schools from Sydney) • Currently schools/visitors stay at Grafton Motor Inn – very good, teams want to come back • Would like to place extensions on top of existing building (light weight) – don't even have enough room to sit inside or have a BBQ (full of boats): boat storage biggest concern • Oldest rowing club in Australia: would like to make a museum but no space to display • Old Water Brigade Shed may be appropriate – Brigade would like to maintain • “Best club in Australia” – Council very good: “They work with you all the way” • Hyacinth a problem and safety issue.
Infant Health Clinic – Kerry Harman and Maureen Sherlock	<ul style="list-style-type: none"> • Excellent location – middle of town, free parking, close to Shopping World, good facilities • No real problems: some noise from hotels and parks – language – keep windows shut now • Couple of break-ins in last 12 months and alarm put in. But don't feel unsafe – mothers can pull up out front and come in without going into the park • Council relations are good – they come and help and fix things pretty quickly • The group doesn't usually use the park – just once a year • No changes required in foreseeable future except ongoing maint., improvements just done • New community centre nearby will be handy, but now do more home visits and support

	<p>facilities so emphasis has changed to taking the services out rather than people coming in</p> <ul style="list-style-type: none"> • Special events difficult due to noise and parking so close for those
Grafton Ngerrie Local Aboriginal Lands Council meeting of 9 th October, 2000.	<ul style="list-style-type: none"> • What happened with the Fisher Park Plan of Management – where is the feedback? • Market Square – people too afraid to go into the park – needs to be lighting, policing, something for children and water bubblers • Indigenous people have been going there a long time, even when the place was first settled people camped there during the day, but for different reasons now • People go behind the stage to do drugs: stage significant, but needs to be well lit • “People frightened” – only really use the seats/tables at front of park – no shelter there • Need to ‘reclaim for families’: some families don’t use Market Square , rather prefer Memorial Park as a safe place to take the children and grandchildren • Would like to see some play facilities in Memorial Park up the top close to police station • Market Square is used as a meeting spot: many out-of-towners go there
Access Committee - Sue Howland	<ul style="list-style-type: none"> • A lot of community activities held in both parks, but not high priorities for access facilities • Stage needs improvement to allow for a continuous path of travel • Very limited access to CWA building – a separate study has been done of this • No opportunities for area assistance scheme, although Rotary
Jim McCathar - Grafton Police Duty Officer	<ul style="list-style-type: none"> • There is a perception of illegal drugs and crime, but operations haven’t shown this • Lighting doesn’t seem a problem, with the possible extension of behind the stage • Proximity to licensed premises may be an issue – but the alcohol free zone by-laws good • Liquor consultative committee exists for special events: used for last couple of years: great • Alcohol-free zone is enforced, but resources limited, but special provisions made for events • Also the Fire Brigade and Taxi operators act as informal surveillance • Very good relationship with Council, and no changes required: just keep communication • Very few recent incidents have happened in the park – not much utilised in the evening
RSL – Brian Bultitude, Athal Marriot, John Macaness, Tony Perriman, Florence Thompson: meeting held 9 th October 2000	<ul style="list-style-type: none"> • Memorial Park is a ‘sacred site’ – has WW1 and WW11 names and widows come to visit • Have another 20-40 structures to go up, and also the stage should be near flagpole so that people can stand in the shade of the office block during services. Shade cloth for services? • The small memorial is also in the wrong spot – too far off to the side. • Park is well managed and the Council very cooperative: they bear all the costs. • It needs to be respected as a place of remembrance – lunch and children playing on cenotaph is not uncommon (especially in events) and need a chain and posts which can be moved. Fosters ran an event for the rowing and hung their flags across symbols – rude. • Would be good to light up the cenotaph as respect, but expensive. Graffiti not a problem.

	<ul style="list-style-type: none"> • Have pine trees which came from Lone Pine in Gallipoli; also have seeds of Planter’s Poppies which can be planted. • For the future, just keep communication open.
Grafton Fire Brigade – Ron McGeorge	<ul style="list-style-type: none"> • Being adjacent to the park does not impact on the Fire Brigade at all
Youth interests – Tresna Flower, Sabine Whittle, Glen Broome	<ul style="list-style-type: none"> • Youth events in Market Square have not gone well – a hotel has threatened with court • Market Square is not youth friendly – three hotels around, crowd will always spill over • Stage in Market Square needs a catwalk, and a ramp which could be stored under stage • Would be great to get young people involved in an art project – possibly as a labour market program to focus on young people – and a more interactive art piece, also ensures youth in. • Parks don’t have enough emphasis on sitting around – observers – ie tables and chairs, and also not visually stimulating enough: young people like ‘busy-ness’, comings and goings • There are occasions when the parks are important to young people – special events • Market Square doesn’t have a good name: seen as “a place you don’t go anyhow” • Market Square is under-utilised – dainty, more a landmark than a user thing - could cater for more such as a regular market, or if the theatre was rejuvenated may be better used • Market Square also a little too open – better for visitors and ‘out-of-towners’ – that’s OK • Not an appropriate youth space, never going to be – Fisher Park is more popular • Strong Goorie space – families sit around and visitors – this should be recognised • Memorial Park – sun protection is badly needed, perhaps sail cloths over poles on the riverbank, which could be dismountable and also used for lighting • Pathway at the top acts as a boundary for events on the river, and can have row of vendors • Memorial Park is too overseen, near police and Council and State building – though riverbank is better: perhaps should be seen as separate • Also more of a walk-through and look space, rather than sit and use: good for certain more delicate ceremonies, need to be clear about its ‘specific use’ nature
John Pullinger – Business Enterprise Centre and Chamber of Commerce	<ul style="list-style-type: none"> • Market Square is a place of reference, centre of town, a major feature of the city • It is open – supposedly alcohol free (drinking generally concealed, drug deals behind toilet) • Embankment along railway does not look good – need to liaise with State Railways • Enough parking space for all taxis in town, but none for tourists to read sign, need stopping spot of at least two cars • Needs to be more user-friendly to wider community – perhaps more shade than just trees • Stage should be removed and replaced – more attractive and better sound system • Markets held twice a year there – great, but unlikely to be supported by businesses
Women’s Resource Centre – Najja Hadzic	<ul style="list-style-type: none"> • Market Square has no kids stuff (stage not safe) but is a good meeting spot

	<ul style="list-style-type: none"> • Needs to be acknowledgement of use by Goories, eg. Murals by the kids • Need to look at what events pull the diverse community together – ie the Olympic Screen • Perhaps potential for permaculture gardens or native plantings?
CWA – Joan Howard	<ul style="list-style-type: none"> • Beautiful, central for shopping and lunch, easy to get to by bus, can see kids playing there • No major problems – “it’s a difficult one”. Shame its not used more on a summers night • Council is wonderful: you just have to ring. CWA just cleans and maintains the building • Building is used for CWA/Blind Society/Arthritis/Diabetes/Civilian Widows meetings • Also hold CWA functions, and available for people (visitors to park) to drop in – “it does happen, we try to keep it open every day for a few hours”. Raise money by donation. • CWA has about 30 members – is not changing much but a few younger members • Prior to Shopping World it was busier, but only offer refreshments and toilets – no meals. • Having it open more and into the night may work – “its tricky to know” people will be wary because there are no buses and may be a concern for their safety. Open to the idea.
Schools – Grafton High, Grafton Primary, Catherine McCauley College	<ul style="list-style-type: none"> • Contacted and surveys distributed for youth to fill out • Results of these collated in following appendix.
Clarence Valley Conservation Coalition Inc – Bill Noonan	<ul style="list-style-type: none"> • Will provide information to members and discuss at the AGM
Grafton Taxi Service	<ul style="list-style-type: none"> • Witness drinking day and night in Market Square – some drivers wont even go over there • Would get a lot more visitors in the Park if not • Drivers don’t have enough space in front of the park when it is busy: couple of spaces short
Grafton District Anglers Club – Jim White	<ul style="list-style-type: none"> • No interest – have too many other things to keep them busy
Ski Association- Mark Stephenson	<ul style="list-style-type: none"> • Hold the Bridge-to-Bridge ski race there, and three local events a year. Unlikely to change. • Have adapted to the facilities and find them quite good. A bin or two at front of hotel. • A few problems, but only had to do with the big screen, not the Park, and sand in the water
King Brothers Bus Company – Chris Webbin	<ul style="list-style-type: none"> • Currently use the other side of Market Square for ‘storage’ of one bus during the day • Take day trips from Coffs, drop them in the park and store the bus over the other side • All is adequate, and when new depot finished, there may be no need to do this at the Park • The bus tour patrons use the bus shelters, sometimes hooligans and beer bottles in there • Generally pick them up yourself – have also witnessed some graffiti, but not too significant
NPWS Aboriginal Heritage Unit	<ul style="list-style-type: none"> • Need to consult with Aboriginal community and sites register (written query sent ..., 2000) • Licensing requirement for works etc • Send draft for comment/endorsement
Anglican Church – Peter Catt, Dean of Grafton	<ul style="list-style-type: none"> • Consecration of the land means placing it apart for a purpose regarded as sacred, ie the act of remembering as community intention.

	<ul style="list-style-type: none"> • Need to ensure that there is not confusing purpose: keep it as it is, a place to be reflective • Use the Park for services related to its memorial nature – ANZAC, Legacy Sunday, Remembrance, Vietnam Vets. Also a place for solitude. • Need to consider, if it is used for another purpose, how would you cater for this purpose? • Very pleased with overall park – good to see roses over the pillars, hate to see any changes
Rotary Club of Grafton	<ul style="list-style-type: none"> • Would discuss at their meeting and advise if they have any further comments
Grafton Water Brigade – Neville Hackitt	<ul style="list-style-type: none"> • Have put in a proposal for the future maintenance of the Water Brigade building to Council • Don't wish to pre-empt anything, thus will await Council's decision on the request
Betty and Vicky Cameron, Local Elder	<ul style="list-style-type: none"> • Market Square looks pretty ugly at the moment – should upgrade gardens, more gardens • Suggest more Aboriginal art – like Lismore – art on the pavement, small murals: a lot of people are interested in art. Kids could do. If people see that, there may be more respect. • Needs more shade trees – also need little shelters with little roofs (may also be able to decorate them): this would also help when it rains • Need some children's play equipment, also a drinking fountain • New Jacarandas planted very close together – too many there • Should pull down the stage (old fashioned) and put up a new one, with art on it too • Seats under the mango trees could be removed: very untidy and dirty, cant eat there.

APPENDIX 2**USER SURVEY**

Aim: To provide detailed information about park users, their feedback on the park, future needs, etc.

Method: User Survey used by interviewer to interview individuals in the parks. Sample users on three different days (two weekdays and one Saturday) and times (four hour-long periods from 10am to 6pm) and/or sample different user types / behavioural uses.

Users of Memorial Park & Market Square were surveyed on Thursday 5th, Saturday 9th and Monday 9th of October 2000. Interviews, using the User Survey form, were spread evenly over the day from approximately 10am to 5pm.

Details of the people interviewed are listed in the table below.

MEMORIAL PARK		MARKET SQUARE	
Total number of interviews	33	Total number of interviews	30
	Percentage		Percentage
Male	56.7%	Male	66.7%
Female	43.3%	Female	33.3%
Adult accompanying children	22.2%	Adult accompanying children	33.3%
Alone	32.1%	Alone	40.0%
In group of 2	35.7%	In group of 2	16.7%
In group of 3	21.4%	In group of 3	6.7%
In group of 4	78.6%	In group of 4	20%
In group of 5 or more	28.6%	In group of 5 or more	16.7%
Child (0-10 years)	3.0%	Child (0-10 years)	0.0%
Teenager (11-20)	18.2%	Teenager (11-20)	17.9%
21-40 years	36.4%	21-40 years	42.9%
41-60 years	33.3%	41-60 years	21.4%
Over 60 years	9.1%	Over 60 years	17.9%
Of Aboriginal or Torres Strait Islander descent	9.1%	Of Aboriginal or Torres Strait Islander descent	18.5%

Analysis: Demographic information, uses and frequency of use were categorised on the survey form. If the respondent answered with a different answer, this was noted and categorised at the analysis stage. Open-ended questions on the survey form were also categorised at the analysis stage.



Frequencies of responses to the survey questions were summed over the three days and converted into percentages. Responses were then ranked and then displayed in the tables on the following pages. Refer to User Survey form for exact wording of questions.

In viewing the results, it should be noted that the proportion of Aboriginal/Islander people interviewed in Market Square was noticeably smaller than the proportion recorded in the Behavioural Use Survey. A slightly smaller proportion of women were interviewed than indicated by the Behavioural Use Survey.



Key Findings – Values of the Parks

Market Square

Likes	Percentage of respondents
Trees / shady	40%
Central	13.3%
Meeting place / socialise	13.3%
Lots going on / people	13.3%
Peace / quiet	13.3%
Clean / tidy	13.3%
Siting / seats / tables	13.3%
Nature / birds	10%
Facilities (toilets)	10%
Grass	6.7%
View / pretty	3.3%

Memorial Park

Likes	Percentage of respondents
River / river views	78.8%
Quiet / relaxing	36.4%
Shade / shelter / trees	33.3%
Clean / well-maintained	27.3%
Pretty / scenic	12.1%
Grass	6.7%
Space	6.7%
Sitting / seats	6.7%
Flowers	3.0%



USER SURVEY

Key Findings – Concerns

Market Square

Dislikes	Percentage of respondents
No concerns (okay the way it is)	33.3%
Magpies	13.3%
Lack of shade	10.0%
Rubbish	10.0%
Traffic noise	10.0%
No kids equipment	6.7%
Toilet design	6.7%
Needs paint / colours	6.7%
After dark / safety	3.3%
Drinking / smoking	3.3%
Lack of / poor seating	3.3%

Memorial Park

Dis-likes	Percentage of respondents
No concerns (okay the way it is)	45.5%
Not much shade / shady seats	18.2%
Water hyacinth	6.1%
Not enough trees	3.0%



USER SURVEY

Key Findings – Ideas for the Future

Market Square

Ideas for the future	Percentage of respondents
None (okay the way it is)	33.3%
Playground / kids equipment	26.7%
Markets / social events	20.0%
More events / gigs	10.0%
BBQ	10.0%
More shade / shelter / trees	6.7%
More / better seating	6.7%
Cleaned more (especially bins)	6.7%
Gazebo	3.3%
Water taps	3.3%
Fountain	3.3%

Memorial Park

Ideas for the future	Percentage of respondents
None (okay the way it is)	39.4%
More flowers / gardens	12.2%
Playgrounds / kids activities	9.1%
Kiosk / ice-cream van	9.1%
Better toilets	9.1%
More shade / shelter	9.1%
More green grass	9.1%
More tables (in shade)	6.7%
More people using it	3.0%
More tables (close to water)	3.0%



USER SURVEY

Key Findings – Preferred Park for Special Events

Market Square Users

Market Square	53.3%	Memorial Park	16.7%
Reasons for choosing Market Square	Percentage of those answering 'Market Square'	Reasons for choosing Memorial Park	Percentage of those answering 'Memorial Park'
Central location	62.5%	River	80.0%
Stage / entertainment area	18.8%	Memorial	20.0%
Bigger area	18.8%		
Known / popular	18.8%		
Parking	12.5%		

Memorial Park Users

Market Square	39.4%	Memorial Park	39.4%
Reasons for choosing Market Square	Percentage of those answering 'Market Square'	Reasons for choosing Memorial Park	Percentage of those answering 'Memorial Park'
Stage / entertainment area	54.0%	River	38.5%
Central location	31.0%	Atmosphere	23.1%
Bigger area	23.1%	Less Traffic	7.7%
Parking	7.7%		



APPENDIX 3

GENERAL SURVEY

Aim: To provide detailed information about *infrequent* park users, their feedback on the park, future needs, etc. This will include information about why local people may *not* use the parks.

Method: General Survey to be used in three ways:

- 4 Distributed to nearby coffee shops, sandwich bars and Council for easy access by park users. Also used by interviewer during 5th, 7th and 9th October, sampling individuals from surrounding area / CBD, on the walk between the two parks.
- 5 Available at the Design-In-The-Park-Day on Jacaranda Thursday (2nd November) in Market Square
- 6 Distributed to Catherine McCauley College, Yr 11 class.

The General Survey was essentially similar to the User Survey, but printed with an eye-catching brochure and Invitation to the Design-In-The-Park-Day on the reverse side.

Total number of respondents	95
	Percentage
Male	28.4%
Female	46.3%
Aboriginal / Torres Strait Is.	15.8%
Child (0-10 years)	2.9%
Teenager (11-20)	37.9%
21-40 years	24.2%
41-60 years	29.5%
Above 61 years	4.2%



Analysis: Results from the General Survey were analysed in the same way as the User Survey. This enables direct comparison between frequent and infrequent users. Responses from all samples were pooled to gain the frequency data.

Results:

GENERAL SURVEY

Key Findings - Value/Importance

Market Square

How valuable/important?	Percentage of respondents
Not at all	9.4%
Slightly	14.7%
Moderately	27.4%
Very	48.4%

Memorial Park

How valuable/important?	Percentage of respondents
Not at all	9.5%
Slightly	12.6%
Moderately	23.2%
Very	48.4%



GENERAL SURVEY

Key Findings - Visitation

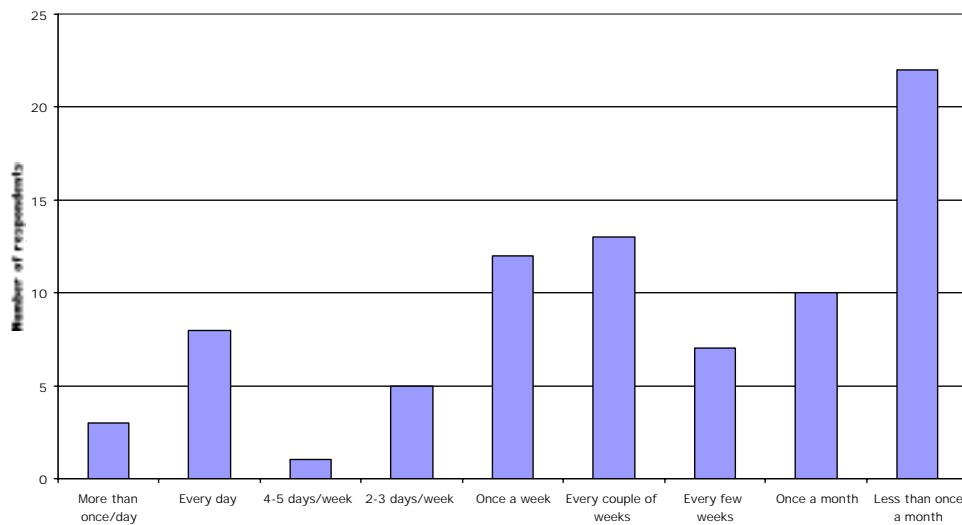
Market Square

Do you ever visit?	Percentage of respondents
No	12.63%
Yes	85.3%

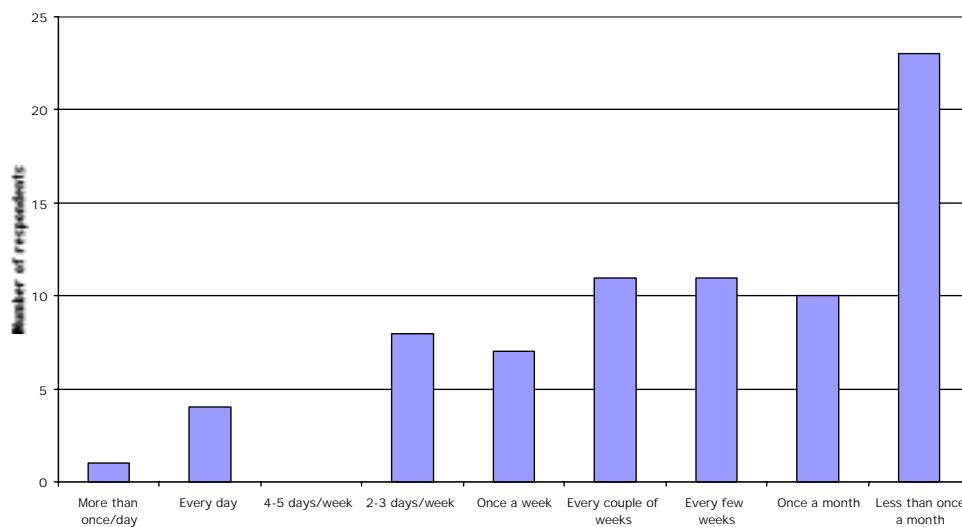
Memorial Park

No	17.9%
Yes	78.9%

How often do you visit Market Square?



How often do you visit Memorial Park?





GENERAL SURVEY

Key Findings – Uses of the Parks

Market Square

Reasons for Visiting	Percentage of respondents
Lunch /Picnic	45.2%
Special Events	41.1%
Meeting place / Socialise	29.5%
Trees/Nature/Shade	25.2%
Relaxing	22.1%
Children's Play	10.5%
Sport	6.3%

Memorial Park

Reasons for Visiting	Percentage of respondents
Special Events	37.9%
Lunch / Picnic	33.6%
Trees/Nature/Shade	27.4%
Meeting place / Socialise	18.9%
Children's Play	7.4%
Sport	4.2%



GENERAL SURVEY

Key Findings – Values of the Parks

Market Square

Likes	Percentage of respondents
Trees / shady	31.6%
Central	17.9%
Special Events	11.6%
Atmosphere	11.6%
Meeting place / socialise	10.5%
View / pretty	9.5%
Peace / quiet	6.3%
Facilities (toilets)	5.3%
Clean / tidy	4.2%
Seats / Tables / Sitting	3.2%
Grass	3.2%

Memorial Park

Likes	Percentage of respondents
River / river views	37.9%
Quiet / relaxing	15.8%
Flowers	10.5%
Shade / shelter / trees	7.4%
Special Events	5.3%
Space	4.2%
Clean / well-maintained	4.2%
Seats	3.2%
Pretty / scenic	3.2%
Grass	2.1%



GENERAL SURVEY

Key Findings – Concerns

Market Square

Dislikes	Percentage of respondents
Drinking / Smoking	22.1%
No concerns (okay the way it is)	8.4%
After Dark / Safety	7.4%
Lack of / poor seating	5.3%
Rubbish	4.2%
Lack of shade	3.2%
No kids equipment	3.2%
Needs paint / colours	3.2%
Magpies	2.1%
Traffic Noise	1.1%
Dirty Toilets	%

Memorial Park

Dislikes	Percentage of respondents
No concerns (okay the way it is)	18.9%
Not much shade / shady seats	9.5%



GENERAL SURVEY

Key Findings – Ideas for the Future

Market Square

Ideas for the future	Percentage of respondents
Playground / kids equipment	8.4%
More events / gigs	8.4%
None (okay the way it is)	6.3%
Cleaned more (especially bins)	5.3%
More / better seating	4.2%
Markets / social events	2.1%
BBQ	2.1%
Fountain	2.1%

Memorial Park

Ideas for the future	Percentage of respondents
More shade / shelter	13.7%
More flowers / gardens	7.4%
Playgrounds / kids activities	6.3%
None (just maintain)	6.3%
More people using it	4.2%
Kiosk	1.1%
Better Toilets	1.1%

APPENDIX 4

BEHAVIOURAL USE SURVEY

Aim: To provide ‘snapshots’ of information about park usage.

Method: Sample the parks on three different days (two weekdays and one Saturday), at different times (on the hour from 10am to 6pm). Count users. Categorise behavioural uses (e.g., eating, with children/playing, meeting other people) and/or user types (e.g., age-group, gender, indigenous). Possibility of gaining very basic user demographic info without use of full questionnaire.

Memorial Park & Market Square were surveyed on Thursday 5th, Saturday 9th and Monday 9th of October 2000. Each park was sampled at least 5 times a day, spread evenly over the day from approximately 10am to 5pm. The behaviours of a total of 159 users of Memorial Park and 157 users of Market Square were recorded.

The Users of the park were, from some distance away, categorised in terms of gender, age-group, whether they were accompanying children, of Aboriginal/Torres Strait Islander descent. The total number of people in the park was counted. Users’ activities were also recorded, as were the park facilities they were using (see Behavioural Use Survey Form for Details.) The number of people in groups, and the size of these groups were also recorded, as was their position in the park (see Maps of parks on back of Behavioural Survey Form).

Difficulties arose in the survey method when, during the period of counting (usually around five minutes), people would walk through the park. Some anomalies in the totals of separate categories (e.g., male and female) are a result of this. The data gathered, however, was generally considered of sufficient accuracy to deliver relative frequencies and general trends.

Analysis: Basic frequencies of user information, activities and facilities used were calculated, summed over the three days (see following tables of information). Locations of groups of people as recorded on the park maps were overlaid and high use areas indicated on the maps included in this appendix.

It should be noted that we considered the age-group information collected to be of insufficient reliability to use in our analyses. Caution should also be used when noting the frequencies of people of Aboriginal and Torres Strait Islander descent, and whether park users were drinking alcohol or soft drinks.

It was not possible to aggregate data gathered over the different days according to the time of the sample, because slightly different timetables were used each day (due to the logistics of completing User Surveys between Behavioural Use Surveys).



RESULTS of Behavioural Use Survey MARKET SQUARE

Users

<i>Users</i>	<i>Frequency</i>
Male	61
<i>Female</i>	63
Accompanying Children	25
Aboriginal / Torres Strait Is.	71
Total people in park	157

Activities Observed

<i>Activity</i>	<i>Frequency</i>
Sitting	84
<i>Eating</i>	24
Walking	20
Drinking Alcohol	9
Supervising Children's Play	4

Facilities Used

<i>Facility</i>	<i>Frequency</i>
Seating	76
<i>Shade / Trees</i>	57
Built Shelters	17
Non-shaded Grassed Areas	13
Drinking Fountain	13
Stage	11



RESULTS of Behavioural Use Survey

MEMORIAL PARK

Users

<i>Users</i>	<i>Frequency</i>
Male	56
<i>Female</i>	75
Accompanying Children	9
Aboriginal / Torres Strait Is.	1
Total people in park	159

Activities Observed

<i>Activity</i>	<i>Frequency</i>
Sitting	65
<i>Eating</i>	30
Walking	30
Supervising Children's Play	3

Facilities Used

<i>Facility</i>	<i>Frequency</i>
Rowing Club	68
<i>Seating</i>	46
Shade / Trees	38
Built Shelter	12
Non-shaded Grassed Areas	8
War Memorial	7



Key Findings – Market Square

- 2 Generally even representation of men and women**
- 3 Used by groups and individuals, including tourist buses**
- 4 Low use by children, some in middle of day**
- 5 High use in middle of day, little in evening**
- 6 Mainly sitting and eating, or just walking through**
- 7 Relatively high use by Indigenous people**
- 8 High use of seating and shade trees**
- 9 Low usage on weekend – except in middle of the day**
- 10 High use areas were (refer to shaded areas on map of Market square)**

Key Findings – Memorial Park

- 11 Even representation of men and women (except rowing)**
- 12 Used by groups and individuals**
- 13 Little use by children**
- 14 Low, constant use – including in evenings**
- 15 Mainly sitting and walking through**
- 16 High use of seating facilities**
- 17 Low use by Indigenous groups**
- 18 Higher use on weekend morning, linked to rowing activity**
- 19 High use areas were (refer to shaded areas on map of memorial Park). To insert Behavioural survey form here.**



Appendix 5 – Relevant Policies and Documents

Document	Relevant Provisions
Grafton City Council Management Plan 2000-2003	<p>* 5.3 To provide community outdoor recreation facilities and enhanced streetscape for the enjoyment of the residents of Grafton, and visitors, and to develop short and long term strategies for the replacement and/or upgrading of these community assets in a sustainable way</p> <p>* 5.3.1 Complete outstanding plans of management, review maintenance procedures and levels of service, maintain parks and reserves level of service, ongoing program for upgrading of parks and reserves</p>
<p><i>Council Policy Register</i></p> <p>iii) Market Square – Holding of Carnivals (168/2)</p> <p>iv) Occupancy of Market Square (168/4)</p> <p>v) Sideshow Activity in Pound Street (168/4)</p> <p>vi) Maintenance of Playground Equipment (156)</p> <p>vii) (Advertising in Public Spaces) (96)</p> <p>viii) Markets – Market Square (168)</p>	<p>* Use for carnivals only permitted in front of stage area, vehicular traffic confined to area between Duke street and stage adjacent to railway line</p> <p>* Provides for Jacaranda Festival to charge rental as per schedule of Fees and Charges</p> <p>* Pound Street not to be used for sideshows during Jacaranda Festival</p> <ul style="list-style-type: none"> • To be inspected weekly and biannually <p>* Signage to comply with provisions of Ordinance 55 and face inwards, if grounds multiple use then agreements of all users required.</p> <p>* Hawkers/Vendors/Retailers – Market Square not available for regular markets; occasional markets may be permitted if one-off, subject to formal Council consent and fee.</p>
Signage in Market Square	<ul style="list-style-type: none"> • By resolution of Council it is an offence to take intoxicating liquor onto or consume intoxicating liquor in this park (Order 48, Clause 20(G)) • The taking of vehicles and animals onto this park is prohibited • Stop. Public vehicle entry onto this reserve is restricted to approved stall holders only • Baby Health Centre • Please keep pram access clear (adj. Baby Health) • (Pictorial – on footpaths) No bicycles • (Pictorial – toilets) Disabled access toilets, disabled only, baby change table • No thoroughfare. Trespassers will be Prosecuted. By order – SRA (referring to adj SRA reserve)
Signage in Memorial Park	<ul style="list-style-type: none"> • By resolution of Council intoxicating liquor is not permitted to be taken into or consumed within this park between the hours of 7pm and 7am (Ord 48) • Disabled Parking • Public Conveniences (and location of Grafton and South Grafton public conveniences) • (Pictorial off wharf/jetty) – No diving/No swimming; • Load limit ten persons (Wharf) • The use of this public wharf is reserved for use by maritime vessels only. Swimming or diving from wharf is prohibited. Offenders will be prosecuted. • (Pictorial) – Cycle/pedestrians; Cycleway ends • Caution. Ramp may be slippery • Fish cleaning prohibited • No entry to roof area • No through road



Document	Relevant Provisions
Draft Disability Action Plan, August 2000	* Lists upgrading requirements to facilities within Market Square and Memorial Park
Section 94 Contributions Plan	* Provides for funding towards city-wide recreation and cultural facilities: Plan of Management requirements to be included in review of document
Clarence Valley Social Plan, May 2000 (GCC)	<ul style="list-style-type: none"> * Contextual framework to assist communities to make strategic decisions and assist in grants, cooperation * Council mg't plans to promote access to service and facilities that refers to disadvantaged groups/ social justice * Need for agencies to focus on links between planning, cultural heritage and tourism * Need to cultivate relationships to reduce discord, support partnerships and programs
Draft Cultural Policy for Grafton Cultural Catchment (2000)	<ul style="list-style-type: none"> * Identify and facilitate provision of services and facilities which meet cultural needs of young people, and maximises quality of life and wellbeing * Expression of Aboriginal and TSI cultural as key educational tool in Reconciliation * integrate Aboriginal culture, in consultative manner with Aboriginal community, in festival/cultural initiatives * conservation of cultural heritage, promote innovation * facilitate community partnerships between stakeholders, government, business community, etc * recognise older people, people with disabilities and their carers have a right to access quality cultural facilities
Is it Youth Friendly? (CVCP)	<ul style="list-style-type: none"> * Market Square and Memorial Park not top youth-friendly spaces * Key factor – for young people to feel safe. Also need public phone, affordability, band practice space * Priority needs are a place to sit/eat/drink/talk (socialise)
Draft Plan of Management for Clarence Riverbank Queen St – Duke St (DLWC) 2000	<ul style="list-style-type: none"> * To maximise recreational benefits of area while maintaining some areas for habitat and enhancing visual/aesthetic qualities. * Provides for zones, which have been reflected in Precincts developed for adjacent Memorial Park.
Heritage Report – Old Police Residence, 1 Duke St	<ul style="list-style-type: none"> * Adjacent to Memorial Park – intact representation of mid-Victorian cottage construction in Grafton * Commercial uses compatible with integrity of original building – may be linked to facilities in Memorial Park