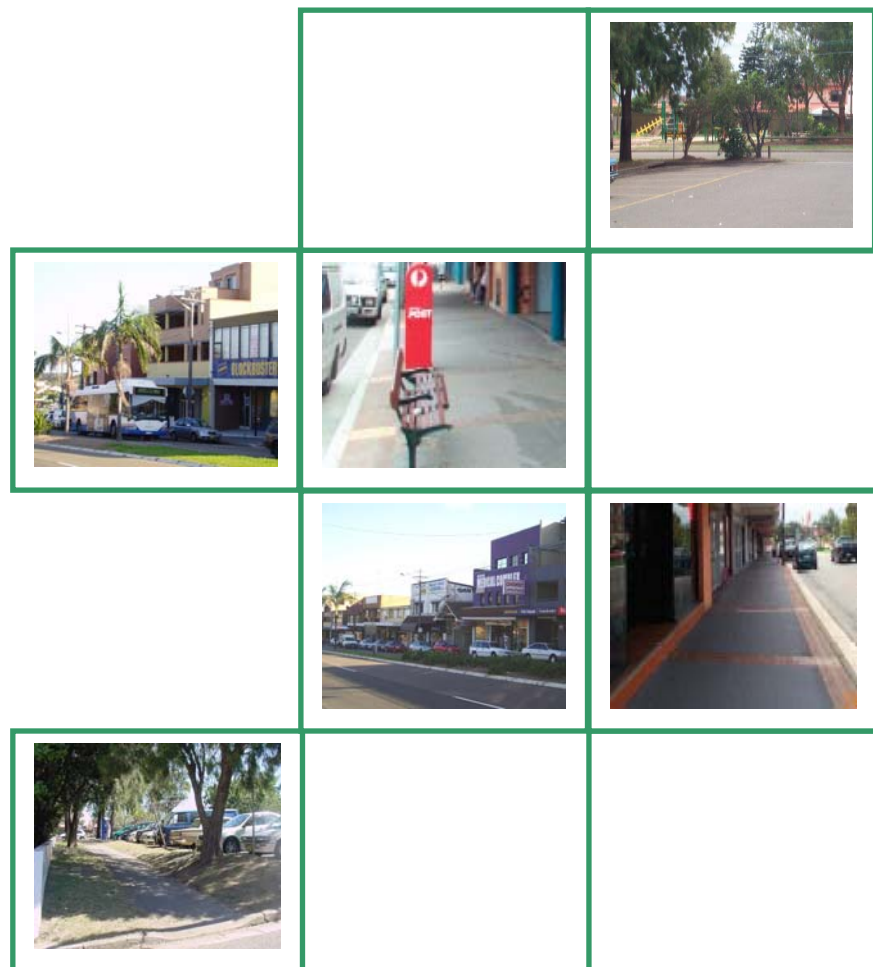




# Shaping **Matraville** Town Centre **Public Domain Strategy**



Strategy Prepared by:  
Randwick City Council, 2005/06

Strategy Endorsed for exhibition by Council:  
**[Insert Date]**

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## PART A - INTRODUCTION

The Matraville Town Centre Public Domain Strategy has been developed in conjunction with the review of the town centre and complements the planning and design Development Control Plan (DCP) and the Local Environmental Plan (LEP) Amendment No. 37 as part of an overall strategy to enhance the Matraville Town Centre.

Whilst the DCP and LEP guide the future form of private development and its relationship to the public domain, the Public Domain Strategy will guide Council's public domain improvements.

The three documents will work together to shape the future of Matraville, facilitating a safe, vibrant and economically viable urban environment whilst retaining and enhancing the village atmosphere of Matraville.

### 1. What is the Vision for Matraville Town Centre?

In future, new development and public area improvements, along with active collaborations between the community, businesses, artists, planners, architects and engineers will contribute to the revitalization of Matraville Town Centre and an enhanced sense of community pride. A relaxed, village atmosphere will make Matraville Town Centre an attractive place to live, work and visit because it is contemporary, well presented, accessible, conveniently meets regular shopping needs, safe, and exhibits a vibrant, sustainable and quality town centre environment. Enhanced community facilities will also contribute to the activity of the centre and community involvement.

### 2. Relationship of the Public Domain Strategy with other documents

This plan provides the planning principles and objectives to guide future improvements to the Matraville Town Centre public domain.

The Strategy should be read in conjunction with:

- Randwick City Plan (being prepared)
- Randwick City Council Street Tree Master plan
- Randwick City Council Urban Elements Manual (being prepared)
- Randwick City Council Waste Management Plan
- Randwick Community Facilities Study 2004

The Strategy has been informed through the review of Matraville Town Centre and the following documents:

- Matraville Town Centre – A Snapshot by Regalia
- Matraville Town Centre – Shaping the Future (Regalia, 2004)
- Matraville Traffic Analysis (Kellogg Brown Root, 2005)
- Matraville Town Centre DCP and LEP

### 3. Objectives of this strategy

The objectives of this strategy are to:

- Guide the development and implementation of any public improvement and enhancement works within the public domain areas of the Matraville Town Centre
- Integrate the Public and Private domains to ensure a cohesive streetscape
- Enhance pedestrian access and enhance amenity within the town centre
- Identify and ensure that the improvements deliver on sustainability outcomes, expectations and aspirations in terms of construction and maintenance as well as economic, cultural and social diversity
- Work to achieve public areas that are safe, vibrant and attractive
- Enhance the connectivity of the town centre with surrounding places of activity.

### 5. How to use this strategy

This strategy provides an urban design framework for improvements to the public domain areas, and acknowledges the relationship with the Development Control plan (DCP) for private development in enhancing Matraville Town Centre and creating a place people want to live and visit.

The strategy seeks to inform the community, applicants and architects of future major public domain works, planning and maintenance by Council.

Many of the Built Form and Building Design elements controlled in the Matraville Development Control Plan (DCP) have a direct relationship and impact on the public domain. For example, building lighting, awnings, balconies and “active” shopfronts are designed and provided as part of private development. These elements “frame” the street and the public domain. They have a significant impact on the quality and appearance of the street, the amenity and weather protection for pedestrians, the types of shops that are attracted to the area and thus the amenity and activity of the street. Similarly the footpaths, roadways, seating etc provided in the public areas contribute to the accessibility, perceived safety and thus equally to the amenity, aesthetics and activity of the street.

For Matraville Town Centre to achieve its Vision, development and maintenance in the public and private areas needs to occur in a collaborative manner within a clear urban design framework.

The Public Domain Strategy sets up this urban design framework. The strategy purposefully **does not** provide the specifications for new urban elements, such as styles of seating, paving or installation details. Information on these details will be available from the relevant sections of Council.

The strategy **does** provide objectives for the public domain and a range of design principles in order to create a framework for improvement to the public areas and the interface with private development. This approach retains the relevance of the document in guiding enhancements to the public domain, whilst recognising that particular styles and materials may change over time. This approach will retain flexibility, relevance and application of the strategy.

## PART B - UNDERSTANDING MATRAVILLE

### 6. Brief History

Matraville and La Perouse were used as a meeting and camping place by Aboriginal people for at least 7,500 years. Following the arrival by French navigator La Perouse in 1788, much of the Aboriginal population was decimated by smallpox. Nevertheless, an Aboriginal community remained and is still represented in the Matraville area.

In the early days of European settlement Matraville was known as 'the Cross Roads'. In 1904, J R Dacey, then State member for Botany, suggested the suburb be named Matraville after James Mario Matra, a crew member of Lieutenant (later Captain) Cook's Endeavour.

Matraville's beginnings were small farms and market gardens, many worked by the Chinese following the gold rush era.

A brickworks, established in 1878 by Joseph Dive, provided local employment and the bricks were used in local homes, Prince Henry hospital and the wall of Long Bay Goal. In the early 1970's Dive's brickworks ceased production. The site, near the corner of Bunnerong and Jersey Roads is now townhouses.

Most settlement followed World War 1. A Voluntary Workers Association was formed between 1918 and 1925 and some 93 homes were built as the Matraville Soldiers Gardens, a returned soldiers settlement. Only 1 of these dwellings remains, a heritage listed reserve, on the corner of Anzac Parade and Beauchamp Road, which contains the stones from the demolished houses. The Soldiers Settlement School, built in 1926 in Menin Road, still serves the local community.

Source: **Pictorial  
History of  
Randwick** by  
Joan Lawrence

During the 1960s and 70s medium density housing occurred where there had previously been vacant land and poultry farms. This area now forms part of Botany Bay City Council and adjacent suburbs of Hillsdale and Eastlakes. Nearby Heffron Park, named after a former NSW Premier, was established on the Labour Depot and Refuge, called by the locals the "Labour Farm", and was later used as a migrant hostel.

The more recent establishment of Westfields Eastgardens in 1987, now a major regional centre, and Southpoint, Hillsdale in 1992 and recently refurbished has drawn trade away from Bunnerong Road. The only Matraville supermarket, at the corner of Beauchamp Road and Daunt Avenue, closed around this time, in part due to the competition of these large shopping centres. Despite this, the centre remains viable and with new development, should continue to meet the needs of the local neighbourhood.

## 7. Matraville Today

### 7.1 Economic

Matraville town centre, like other small community main street shopping centres, has struggled over recent years due largely to the proximity of Eastgardens, Southpoint and Maroubra Junction, which offer a comprehensive retail mix in large undercover centres.

The retail component of Matraville is concentrated predominantly on the western side of Bunnerong Road, comprising approximately 11,500sqm of commercial / retail floor space over a longitudinal distance of some 600 metres. This distance is broken by one central arcade and cross street, Daunt Avenue linking the main street with the residential areas to the east and west. The centre currently presents as “tired” looking, with many poorly maintained shopfronts and awnings and blank or closed frontages.

There are 83 shopfronts, however, only 42% of these are classified as retail trade<sup>1</sup>. The centre contains a number of the main local community uses, such as newsagent, bank, chemist, which are integral to the success of a main street shopping centre. However, the key day to day convenience shops such as grocery, fresh fruit and vegetable, butcher and the like are not represented. Additionally, the presence of ground floor commercial uses such as accountants, publishers, lawyers etc and while useful for town centres, do little to stimulate day to day life of the centre. The current local postcode (2036) population of approximately 25,000 people should support around 50-60 specialty retailers.

Matraville generally fulfills the role of a local ‘village’ centre and has the 6th largest town centre retail floor space in Randwick City, following Maroubra Junction, Randwick, Kensington, Kingsford and Coogee.

Whilst Matraville has the capacity of a local village, it lacks the core supermarket, fresh fruit and vegetable uses. The centre, does however, have the benefit of a ‘main street’ environment where a number of specialty or ‘niche’ traders, including restaurants and cafes, can enliven the use and environment. The Matraville Town Centre DCP provides for additional development and opportunities to encourage more people and active retail uses back to the centre. This new development, in conjunction with enhancement to the public domain as guided by this strategy, should contribute to the long term viability of the town centre.

<sup>1</sup> *Matraville Town centre Study (City Marketing, 2004)*

## 7.2 Social

The suburb of Matraville had a population of 8690 at the 2001 Census, an increase of 580 persons from the 1991 Census. This represents the 6<sup>th</sup> largest population suburb in Randwick City, making up approximately 7.2% of the total city population. The suburb is adjacent to Port Botany and includes a large light industrial employment area. The People living in Matraville are more likely to work in trades, clerical, production and transport.

Matraville has a higher proportion of young people and teenagers (0 to 19 years) and people aged over 40 years than the Randwick City average. The suburb has significantly fewer people in the 20-34 year age bracket than the Randwick City average. Two person households (28%) are the most common household types in Matraville, followed by one person (21%) households. There are slightly more three person (18%) households, and there are a greater proportion of four or more person (29%) households in Matraville than the Randwick City average.

Of the people who live in Matraville, approximately 31.6% speak a language other than English at home. This was slightly higher than the Randwick City average of 28.1%. The most common languages spoken in Matraville other than English were: Chinese (Cantonese and Mandarin), Greek, Italian and Spanish.

Matraville is primarily a low density residential environment with areas allowing villas and townhouses, located in the north east. It contains one of the lowest proportions of flats in Randwick City (14% of dwellings compared to 48% for Randwick City). Approximately half of all private dwellings in Matraville are detached houses, significantly higher than the Randwick City average (28%). Matraville has a high proportion of semi-detached housing, 26% compared with the Randwick City average (15%).

Matraville has a slightly higher proportion of dwellings that are fully owned than the Randwick City average (44.3% compared with 34.6%) and slightly more dwellings that are being purchased (18.3% compared with 14.4%). The suburb has a significantly lower proportion of private rentals to the Randwick City average (17.8% compared to 34.2%). Matraville residents move less frequently than other Randwick City residents and are more likely to be long term residents of the area. The emerging trend is that families with young children are moving into the area's larger single detached housing.

The town centre includes St Agnes Catholic Church and Primary School. Just north of the town centre is Matraville Public School, and Jennings Street contains Munchkins Pre School. The town centre has the benefit of a range of community facilities in close proximity, including Matraville RSL and associated car parking, tennis courts and bowling greens. These facilities however are poorly connected to the centre and thus do not encourage pedestrian activity. Heffron Park, located just north of the centre, is also poorly connected and the public domain does not encourage pedestrian activity to and from the town centre. There are a number of opportunities for including a community facility within the Matraville area and meeting the need for public toilets to service the shopping centre. Though well serviced by buses along Bunnerong Road, public transport access to facilities such as Matraville Library, on Anzac parade, currently has no direct route. Instead passengers need to change at Eastgardens, reinforcing the dominance of this centre over Matraville.



### 7.3 Environmental

Matraville Town Centre has many environmental attributes and the potential to build on them through the new Strategy.

The shopping area is focussed on the western side of Bunnerong Road stretching from Beauchamp to Perry Street with additional retail areas at the Perry Street end of the shopping strip. Private and public transport is well serviced along Bunnerong Road with good parking capacity for current and future use.

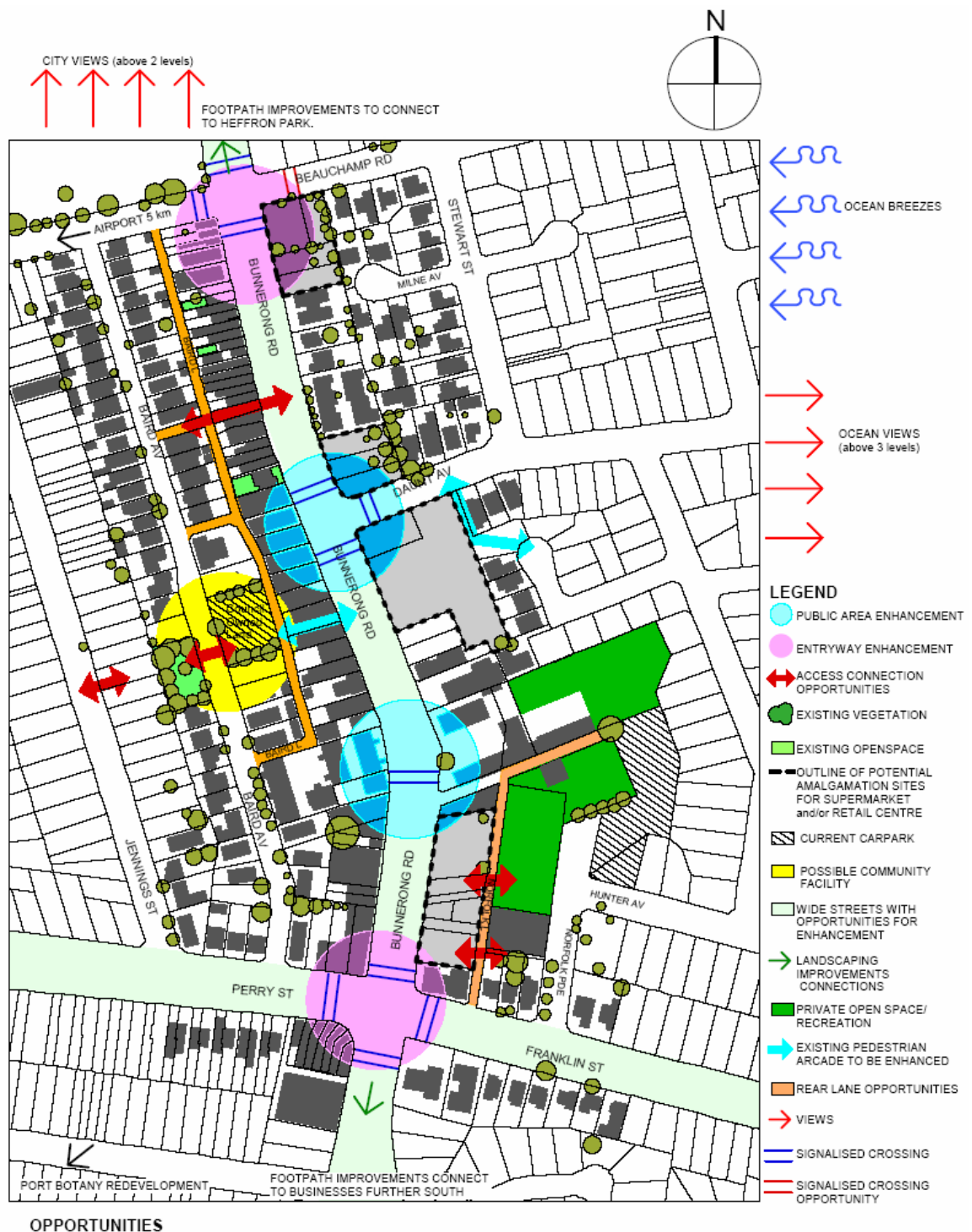
Pedestrian access is well catered for and should be strengthened, possibly through the inclusion of more frequent sitting areas at selected vantage points. Sitting areas may be used to accentuate "community spaces" where shoppers feel comfortable to rest, chat and generally take time out. The current median strip provides a safe stop-over for pedestrians crossing Bunnerong Rd.

As well as enhancing pedestrian access and throughfare, the current roadways could readily accommodate cycle access encouraging cyclists to travel to and through the shopping area. The relatively low grade on Bunnerong Road and Perry Street and lower traffic volumes south of Matraville make encouraging cycling an ideal feature to build upon. Ample space is available for the inclusion of bicycle racks or storage.

Community spaces may become more interesting through the use of public art which may include, for example, three dimensional pieces, featured paving designs. Pavement and road widths are wide enough to accommodate innovative and user friendly design features and provide opportunities for landscaped footpath extensions to break up on-street parking allocations and incorporate stormwater measures that can slow, screen or capture (for reuse) stormwater run-off as it travels towards Perry Street.

Waste management along the street does not appear to be a major issue but the opportunity exists to include a number of public recycling opportunities on a trial basis.

There is an eclectic mix of shopping experiences within Matraville and it is important to build upon this feature and mix whilst encouraging the introduction of quality outdoor cafe or eating areas and other specialist retail uses.



Map 1 –Summary of Opportunities for Matraville Town Centre

## 8. Opportunities Summary

Future planning for the long term viability and success of Matraville Town Centre includes encouraging improvement to the basic mix of retail uses (including supermarket and basic foods) and retaining / increasing the immediate local population. Quality amenity of the public areas would contribute to the success and desired future character of a community focused, local neighbourhood centre servicing Matraville. The public areas could be improved through the following measures:

- Enhancement and identity for the entryways into Matraville at Beauchamp Road in the north and Perry Street in the south
- Enhancement to the overall appearance and amenity of the centre's roads and footpaths
- Developing a specialist 'niche' and unique character / identity for the centre e.g. through public art, café / outdoor dining or building on sporting theme
- Enhancement to the pedestrian access to and within the centre
- Retaining on street parking to ensure convenience and ease of use, critical to a main street centre being chosen in preference to regional indoor shopping centres
- Improving the landscaped appearance and quality of the centre

In addition to the physical improvements to the town centre, collaboration with the Chamber of Commerce and businesses could assist in the promotion and marketing of Matraville as a centre. Business / retailer training programs could be developed to assist businesses establish and maintain their operations with Council support. Such training could assist in opportunities as window displays, layouts, advertising, developing a centre image and branding and thus assist with market penetration, and competition with the larger undercover centres. Similarly, business pride or presentation awards could assist with improvements to the presentation and cohesiveness of the commercial elements of the town centre.

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## PART C - PUBLIC DOMAIN FRAMEWORK

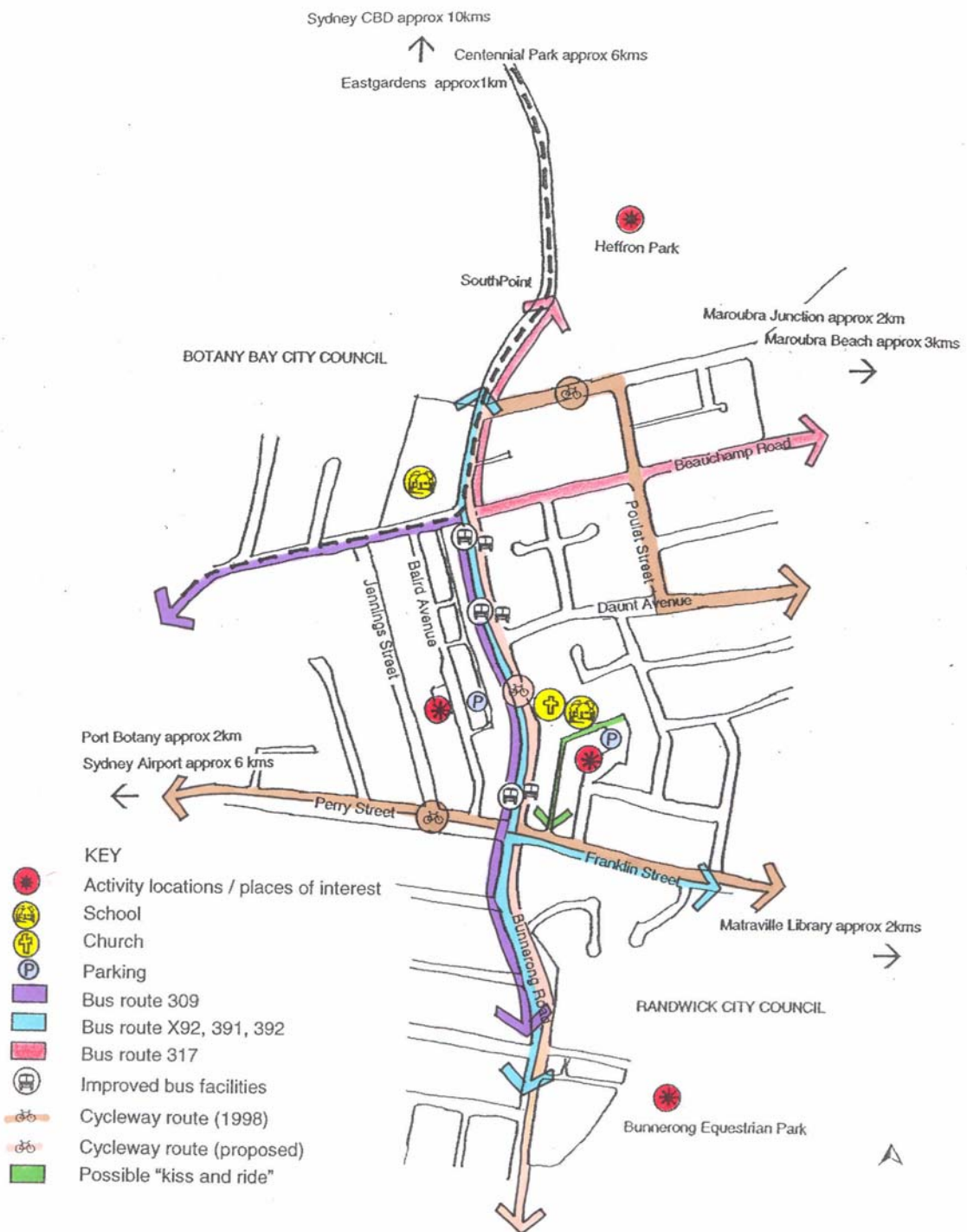
Based on this understanding of Matraville Town Centre and surrounds, the public domain strategy focuses on achieving broad sustainability objectives and on seven main issues to enhance the public areas and encourage use of the town centre.

### 9. Sustainability

Sustainability is about balancing the benefits of economic development with the social needs of our community and the demand on our natural resources, now and into the future.

How does this term relate to Matraville Town Centre? At the broad level, there is a growing recognition that a balance needs to be achieved between ensuring prosperous local businesses, creating opportunities and services that are engaging and friendly for local residents and shoppers visiting the Town Centre, and working to minimise the environmental impacts that may occur from poorly planned economic and residential development. There are many examples where major roadways divide shopping areas, and where concrete, parking lots and a lack of green space create such a poor experience that shoppers and residents alike take their business elsewhere. Fortunately for Matraville there are many features and attributes that work to the Town Centre's advantage and provide opportunities which can be built upon through the development and implementation of this Public Domain Strategy.

A major focus of the Matraville Town Centre Public Domain Strategy is about getting the balance between these key activity areas right. The categories for future actions within this Strategy reflect the need to balance the needs of the local community, the opportunities for businesses and developers, and in doing so minimise the likely environmental impacts. An important feature in taking a sustainability approach is that the private development and public domain enhancements occur in a coordinated manner to achieve a common outcome of a long term viable neighbourhood centre.



Map 2 – Public transport and cycle ways servicing Matraville Town Centre

## 10. Access

### 10.1 Public Transport

#### Objectives

- Advocate for public transport as a desired mode of transport and to reduce dependency on private vehicle usage
- Improve amenity of facilities for public transport users
- Advocate for connections with community uses such as libraries, beaches, community centres

#### Design Principles

1. Ensure roadway design / works incorporates space requirements and grades for bus stops and buses (14.5m buses minimum)
2. Ensure roadway design / works accommodate buses for travel along the roadway with minimal interruption to either buses or vehicles
3. Ensure bus stops provide an inviting, safe and convenient place for bus users to wait
4. Integrate parking, public transport, cycling and pedestrian information in signage within the town centre
5. Identify bus stops with painted "Bus Stop" logo on roadway
6. Consider the location and design of footpath items, road treatments and street tree planting in the context of the safe operation of buses

### 10.2 Cycle ways

#### Objectives

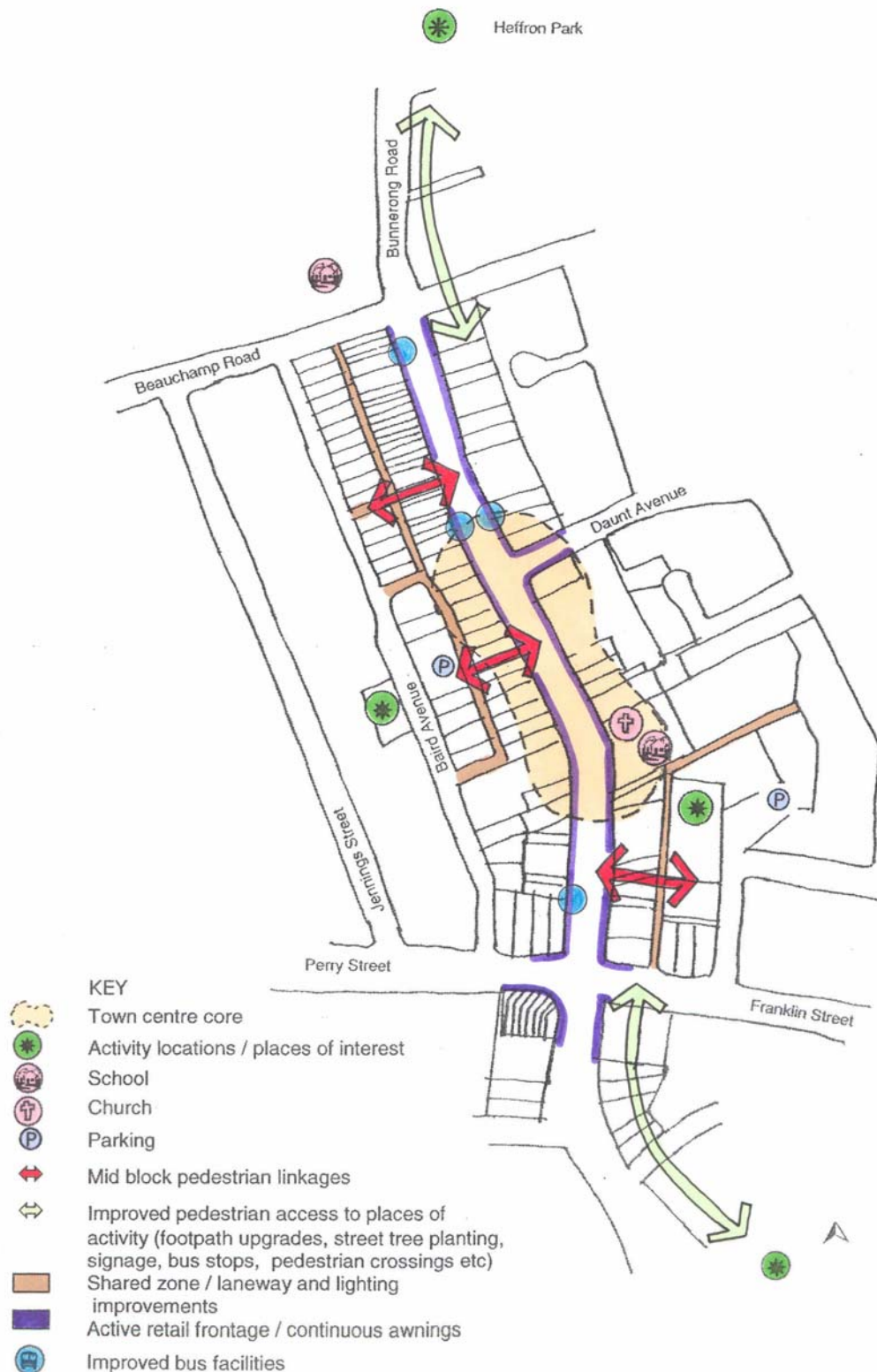
- Improve facilities for cyclists to encourage cycling as a desired mode of transport
- Connect the town centre with Randwick local and regional cycle ways and destinations of interest such as Heffron park and Centennial Park

#### Design Principles

1. Provide for a marked cycleway / lane along Bunnerong Road and review the Randwick Bike Plan to incorporate linkages and routes to places of activity and recreation such as Heffron Park, Centennial Park, beaches and coastal routes. Specifically link Bunnerong Road cycleway to the cycleway between Jersey Road and Botany Road.
2. Ensure roadway design / works incorporate space requirements and grades for cycle lanes
3. Incorporate bike racks within street furniture suite and along Bunnerong Road
4. Highlight "access friendly" cycle options within wider Randwick brochure and/or map.

**Randwick City Council Bicycle Plan** provides the proposed routes and staging of Randwick cycleway planning





Map 3 – Pedestrian access within and around Matraville Town Centre



### 10.3 Pedestrian

#### Objectives

- Enhance pedestrian connections between the town centre and the surrounding residential areas
- Enhance connections from the town centre to points of activity such as Heffron Park, recreational uses, schools and preschools
- Enhance safe, walkable and attractive streets
- Enhance the amenity and enjoyment of pedestrian routes

#### Design Principles

1. Encourage mid block pedestrian linkages to the east and west of Bunnerong Road to encourage pedestrian convenience and activity
2. Footpaths and pedestrian crossings should be enhanced to link destinations, such as Heffron Park, Shirley Street shops and the town centre
3. Consider pedestrian connections in the planning of street tree planting and footpath improvements linking the town centre with other points of activity, both visually and physically
4. Create a central town centre “core” – a ‘passive activity’ public area for people to meet, rest, enjoy and engage within the core area identified on the map
5. Ensure footpath design detail in the vicinity of the fire station maximizes pedestrian safety and fire engine response through the use of such devices as pavement markings, warning signs and flashing lights

*The Matraville Town Centre DCP will encourage continuous awnings and active retail frontages to Bunnerong Road as indicated on Map 3. Note: Awnings are provided by private development. They provide shade and shelter from the elements to pedestrians and passengers waiting for buses and create a cohesive town centre / retail character*

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## 10.4 Traffic and Parking

### Objectives

- Ensure the continued provision and convenience of on-street parking
- Improve pedestrian access and amenity without undue impact on the movement of traffic
- Improve usage and connectivity of carpark areas in Norfolk Avenue and Baird Lane.

### Design Principles

1. Install directional parking signage indicating location of parking and number of spaces available
2. Ensure adequate space is available for service vehicles in all public improvements
3. Consider the introduction of a "kiss and ride" zone for the school
4. The width of Bunnerong Road should be narrowed (either physically or visually) to facilitate better connection between the eastern and western sides of the street, wider footpaths, incorporate landscaping and parking and thus create a neighbourhood village centre
5. Investigate the possibility of extending the 40km school speed zone throughout the centre during business hours
6. Ensure that any roadway improvements and/or narrowing to Bunnerong Road does not impact on speed and flow of traffic of parallel streets (specifically Baird Avenue and Jennings Street)

*On street parking convenience and availability would be assisted by **maximising and enforcing** time limited parking on street  
The Matraville Town Centre DCP will encourage access to sites from side streets and rear lanes, where possible, to minimise driveway interruptions to the retail frontage*

## 10.5 Laneways and Arcades

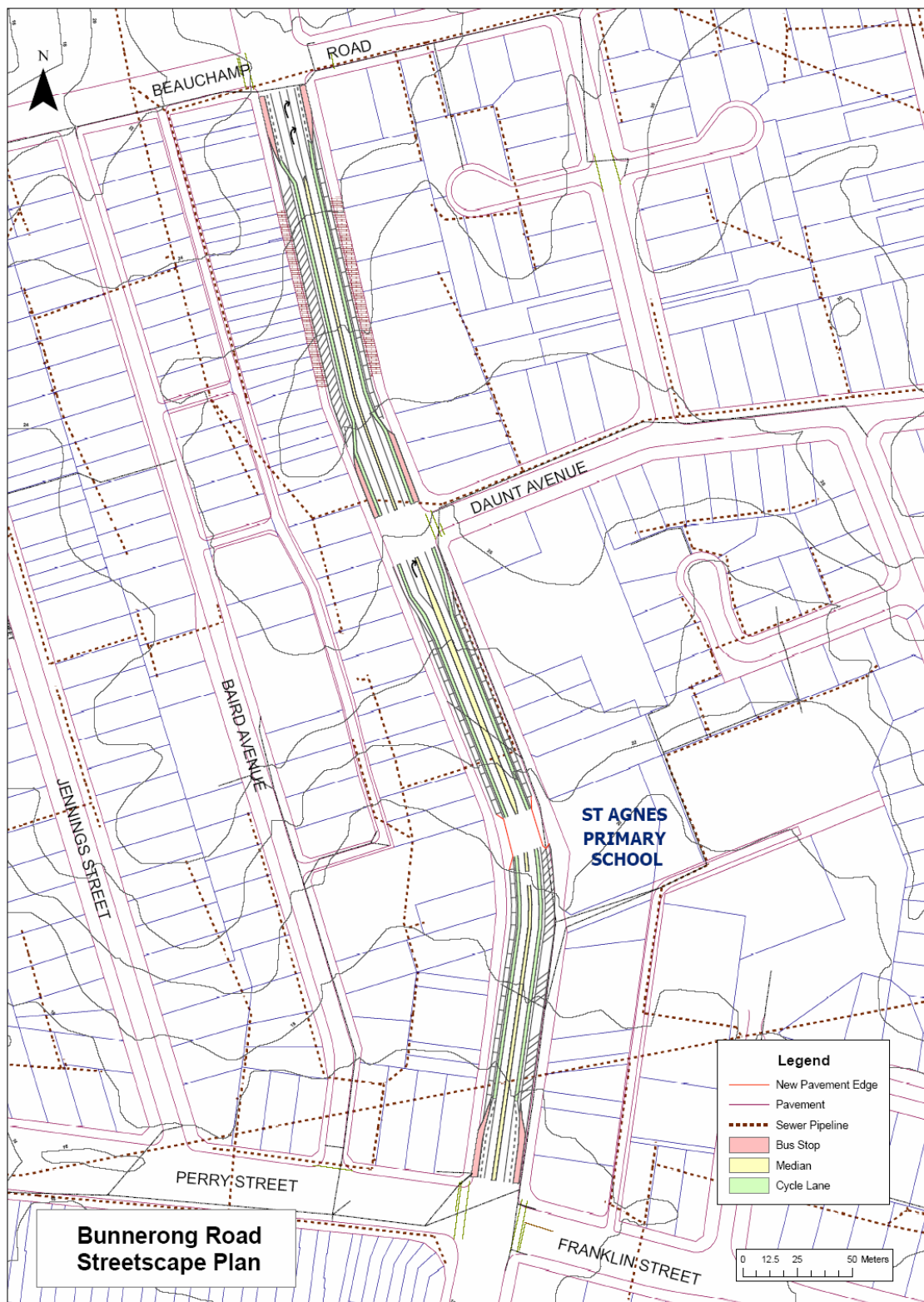
### Objectives

- Activate Baird Lane and Norfolk Lane by ensuring destination points, such as parking, parks, shops and active frontages to improve the safety and amenity of the laneways
- Create a shared zone for pedestrians and vehicular traffic on laneways

### Design principles

1. Upgrade the laneways to facilitate safe shared pedestrian access
2. Improve lighting to the laneways
3. Ensure laneway upgrades and new/upgraded arcades are designed collaboratively, with active frontages and are of sufficient width to invite pedestrian activity and use
4. Ensure short travel distances, frequent connections and lanes that clearly link places and activity nodes  
*Note: "lanes that link places become places"*

*Clear activity destination reasons, residential surveillance over laneways as well as active frontages to laneways and arcades improve the **activity and the safety** of laneways and arcades. These principles will also be applied to development through the DCP*



Map 4- Matraville Town Centre 'Traffic Option A' – Schematic representation of physical roadway narrowing opportunities

## 10.6 Access Summary

Two options have been developed to meet the access design principles in this section. Option A reduces the number of lanes to one in each direction; increases the provision of on street parking, allows for footpath extensions, outdoor dining and landscaping opportunities; provides dedicated cycle lanes; and incorporates specific provisions to retain movement of buses. Option B retains the existing lanes whilst allowing for modest footpath extensions, outdoor dining and landscaping opportunities. Cycle lanes would not be able to be accommodated in the roadway and on street parking would be slightly reduced.

The future design of the roadway, as a State arterial road, is subject to the concurrence of the Roads and Traffic Authority (RTA). At the time of preparation (March 2006) the RTA, whilst supportive of measures to enhance the roadway, do not support any reduction in the road capacity (ie the number of lanes, Option A) based on its traffic information at the time. Further information is now being considered. Whilst this is the current opinion, both options have been retained herein and final design sign off is to be sought with the RTA and public transport providers.

### Option A - Physical roadway narrowing

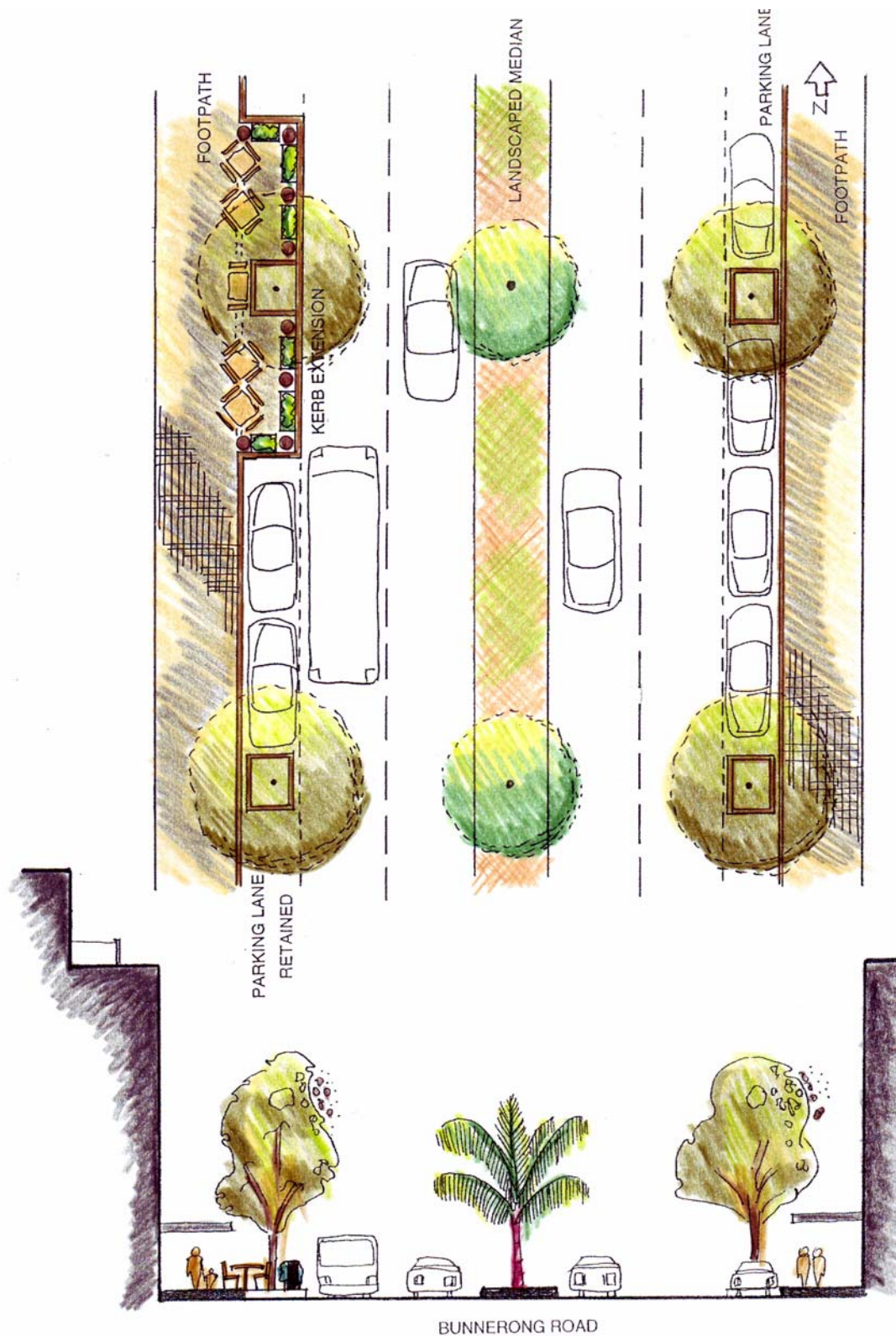
#### Objectives

- To maintain traffic flow whilst narrowing the roadway to one lane in each direction, maintaining bus operation and maximising opportunities for dedicated cycle lanes, footpath extensions and landscaping.
- To enable the public domain and the town centre to function as a shared space for people and vehicles.

#### Design Principles

1. Narrow Bunnerong Road to one through lane of traffic north and south between Beauchamp Road and Perry Street with slip lanes, where appropriate, to facilitate through flow of traffic whilst slowing traffic
2. Ensure access and manoeuvrability for emergency vehicles is maintained
3. Integrate landscaping, crossings, footpath treatments and other design elements to visually connect the eastern and western sides of Bunnerong Road to improve pedestrian amenity
4. Provide bus lane and stopping zones
5. Provide dedicated cycle lane north and south bound
6. Retain maximum on street parking incorporating a mix of angled and parallel parking as indicated on the schematic Map 4
7. Incorporate street trees to median and eastern side of Bunnerong Road
8. Incorporate planter boxes and/or low scale landscaping to western side of Bunnerong Road
9. Provide kerb extensions for outdoor dining opportunities
10. Ensure sufficient 'merge and diverge tapers' to lanes and sufficient right turn queuing at intersections for vehicles and buses
11. Ensure safe pedestrian crossing locations
12. Incorporate water sensitive design and drainage into roadway improvements





Map 5- Matraville Town Centre 'Traffic Option B' – Schematic representation of visual roadway narrowing opportunities

### Option B - Visual roadway narrowing

#### Objectives

- To maintain existing traffic flow and laneways maintaining bus operation and providing opportunities for footpath extensions and landscaping.
- To enable the public domain and the town centre to function as a shared space for people and vehicles.

#### Design principles

1. Retain existing two through lanes of traffic north and south to Bunnerong Road
2. Ensure access and manoeuvrability for emergency vehicles is maintained
3. Integrate landscaping, crossings, footpath treatments and other design elements to visually connect the eastern and western sides of Bunnerong Road to improve pedestrian amenity
4. Ensure bus through fare and stopping zones
5. Encourage cycleway connection through the town centre
6. Retain maximum on street parallel parking
7. Incorporate street trees into the parking lane or footpath on the eastern side of Bunnerong Road
8. Incorporate planter boxes and low scale landscaping to western side of Bunnerong Road
9. Provide some kerb extensions for outdoor dining opportunities
10. Ensure safe pedestrian crossings
11. Incorporate water sensitive design and drainage into roadway improvements

## 11. Footpaths and Paving

### Objectives

- Create a public environment that enables and facilitates outdoor dining
- Improve the visual amenity of Matraville Town Centre by achieving a unified and consistent paving treatment
- Develop a 'core' public meeting space / area for the town centre which is centrally located, vibrant and attractive

### Design Principles

1. "Town Centre" styled footpath treatments to be provided to both sides of Bunnerong Road between Beauchamp Road and Perry Street, and the adjoining commercial area just south of Perry Street, reinforcing the retail nature of the centre
2. Adopt a design of foot path treatment that permits easy and seamless resurfacing / maintenance of sections
3. Maximise accessibility for disabled, prams and mobility impaired
4. Consider increases to footpath widths in particular locations to accommodate urban elements / outdoor dining where integrated and coordinated with other urban elements and contributing to the overall Matraville Town Centre character

*Council's **Urban Elements Manual** provides guidance on the paving styles and materials.*

## 12. Landscaping

### Objectives

- Enhance the landscaping in Matraville Town Centre to improve the visual quality and comfort of users
- Utilise landscaping to encourage visual cohesiveness and continuity in the Town Centre and beyond
- Assist in "greening" Matraville Town Centre and improving the micro climate including options for infiltration surfaces or similar

### Design principles

1. Street tree planting should be completed on both sides of Bunnerong Road
  - within car parking lane and/or
  - within the footpath, and
  - within the median strip
2. Encourage planter boxes / landscape treatment to the kerb side of Bunnerong Road
3. Maximise the use of native species of vegetation that are drought tolerant and water saving
4. Create "green" havens within the footpath, which act as meeting places, resting places, or places to wait for public transport
5. The selection of species for landscaping and street trees should provide a low level of ongoing maintenance
6. Landscaping is to be integrated and coordinated with other urban elements to frame the footpath, provide unobstructed pedestrian access and contribute to the overall Matraville Town Centre character

*Council's **Street Tree Planting Strategy** provides guidance on the appropriate tree species.*



### 13. Public Art

#### Objectives

- Encourage public art to reflect and engage the community and foster relationships between people, their place and what a sense of community means to them
- Encourage a unique character and identity for Matraville Town Centre through the use of public art
- Utilise public art to minimise the opportunity for graffiti and vandalism and reinforce local civic pride

#### Design principles

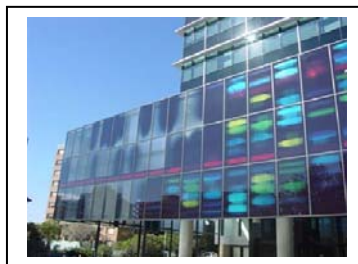
1. Integrate public art into the streetscape and key activity locations
2. Incorporate public art on blank walls and other public areas which are subject to graffiti
3. Engage the community and local artists to refine and develop a character and identity, via public art, for Matraville
4. Develop a Public Art Policy to guide public art projects



*Arthur Wicks  
Untitled 1999  
Glass, fibreglass, water  
feature  
Baylis Street, Wagga  
Wagga*



*Michael Murphy  
Egret in Flight 1998  
Peter & Morgan Street  
roundabout, Wagga  
Wagga*



*NSW Police  
Headquarters,  
Parramatta*

*Examples of public art integrated into buildings and public elements*

## 14. Safety and Security

### Objectives

- Encourage improvements to the real and perceived safety of residents and visitors

### Design principles

1. Public area upgrades and improvements are to incorporate the principles of the Crime Prevention through Environmental Design (CPTED)
2. Public area upgrades and improvements should clearly define the public domain
3. Public areas should be well lit, provide clear sightlines between one circulation space and the next, avoid dark or concealed spaces and be designed to minimise vandalism and graffiti opportunities.

## 15. Street Furniture

### Objectives

- Achieve a unified and consistent range of quality street furniture and street lighting throughout the town centre to improve visual quality, accessibility, legibility, safety and satisfy maintenance requirements

### Design principles

1. Provision of bus shelters should be considered where awnings do not provide adequate shelter of bus passengers
2. Provision of bike racks should be considered adjacent to high traffic destination locations in the centre
3. Provision and location of seats is to maximise opportunities for meeting and gathering in appropriate safe locations
4. Provision and location of bins should consider proximity to waste generating uses (such as takeaways, newsagents) and seating areas
5. Encourage opportunities to incorporate public art into street furniture such as fencing, lighting etc
6. Use urban elements that are appropriate to the space they occupy
7. Street Furniture is to be integrated and coordinated with other urban elements to frame the footpath, provide unobstructed pedestrian access and contribute to the overall Matraville Town Centre character

*Council's **Urban Elements Manual** provides guidance on the street furniture styles.*

## 16. Signage and Identity

### Objectives

- Improve the legibility and accessibility of the town centre, particularly in relation to parking
- Contribute to a distinct character and identity for Matraville
- Create a sense of arrival into the town centre from the north at Beauchamp Road and from the south at Perry Street
- Minimise advertising “clutter” through a co-ordinated approach to advertising

### Design principles

1. Enhance ‘gateway entries’ to the town centre through public domain improvements / upgrades, for example pavement treatment, landscaping, banner poles
2. Public domain works to be integrated and co-ordinated to assist in creating a Matraville identity
3. Signage to be clear and directional to assist in the use and accessibility of the town centre
4. Signage is to be integrated and coordinated with other urban elements to contribute to the overall Matraville Town Centre character

## PART D – MATRAVILLE TOWN CENTRE PUBLIC DOMAIN ACTION PLAN

	DESIGN PRINCIPLES	ACTIONS	KEY PLANNING DELIVERY / AREA	COST ESTIMATE	POSSIBLE CAPITAL SOURCE	PLANNING TIMEFRAME *
<b>PLANNING PHASE</b>						
<b>Public domain Framework</b>		Detailed survey undertaken Site Analysis	<i>City Services</i>	\$ 20 000	Council capital works, grant funding and/ or S94	Short
	Ensure an integrated detailed roadway and footpath design that incorporates the vehicular, public transport, cycle and pedestrian requirements, and water sensitive urban design as identified in the Public Domain Strategy  Ensure bus stops provide an inviting, safe and convenient place for bus users to wait	Undertake appropriate community consultation to ensure long-term support for the improvements the public domain.  Develop a 'Masterplan' that results in a clear direction for the public domain design of Matraville Town Centre.  Resolve all major traffic and street alignment issues.	<i>City Planning / City Services</i>	\$ 40 000	Council capital works, grant funding and/ or S94	Short
	Ensure appropriate traffic planning in keeping with the design principles.  Investigate the possibly of extending the 40km school speed zone throughout the centre during business hours.	Final Traffic Planning Study / Developed Design	<i>City Planning / City Services, RTA and Dept Education / Catholic Education</i>	\$ 30 000	Section 94, Council capital works and/or grant funding	Short
	Ensure appropriate public art in keeping with the design principles	Develop a Public Art Policy to guide public art projects	<i>City Planning</i>	\$10 000	Grant Funding and/or Council capital works	Short / Medium
		Review Section 94 Plan to incorporate town centre improvements	<i>City Planning</i>	\$10 000	Grant Funding and/or Council capital works	Short / Medium

**Public Domain Strategy**

	DESIGN PRINCIPLES	ACTIONS	KEY PLANNING DELIVERY / AREA	COST ESTIMATE	POSSIBLE CAPITAL SOURCE	PLANNING TIMEFRAME *
<b>DESIGN PHASE</b>						
	Review the Cycle Plan, objectives and priority plans  Incorporate bike racks within street furniture suite and along Bunnerong Road	Resolve a detailed cycle plan specific to Matraville town centre	Public Domain Strategy in conjunction with RTA and Cycleway Plan <i>City Planning / City Services, Cycle Groups</i>	\$ 20 000	Council funding and/or grant funding Sustainability / Environmental Levy	Short / medium
	Ensure an integrated detailed roadway and footpath design that incorporates the vehicular, public transport, cycle and pedestrian requirements, water sensitive urban design and signage, as identified	Develop a concept design for the public domain of Matraville Town Centre  Estimate a preliminary budget.	Public Domain Strategy <i>City Services, RTA, STA</i>	\$ 80 000 (Consultant fees)	Section 94, Council capital works and/or grant funding	Short / medium
	Undertake assessment and priority planning of bus shelter, bin, seat, public toilet, signage and other urban element requirements  Enhance 'gateway entries' to the town centre through public domain improvements / upgrades, for example pavement treatment, landscaping, banner poles  Create a central town centre "core" – a public area for people to meet, rest, enjoy and engage. Though this is a long term vision – smaller scale town centre core objectives could be met within the town centre core area	Undertake design development that includes the detailed resolution of streetscape including road alignment, water sensitive urban design and drainage  Establish a budget through forward planning in Council's Capital works Budget	Public Domain Strategy, Urban Elements manual (draft), and Street Tree Master Plan <i>City Planning / City Services</i>	\$120 000 (Consultant fees)	Section 94, Council capital works funding and/or grant funding	Short / medium

Public Domain Strategy

	DESIGN PRINCIPLES	ACTIONS	KEY PLANNING DELIVERY / AREA	ESTIMATED CAPITAL COST	POSSIBLE CAPITAL SOURCE	PLANNING TIMEFRAME
<b>IMPLEMENTATION PHASE</b>						
	Highlight “access friendly” options within wider Randwick brochure and/or map.	Establish a communication strategy for the promotion of the Matraville Town Centre.	<i>Chamber of Commerce City Planning / City Governance</i>	\$ 40 000	Chamber of Commerce, Council funding and/or grant funding Sustainability / Environmental Levy	Short / Medium
	Implements all Design Principles of the “Shaping Matraville Town Centre 2005 Public Domain Strategy” document.	Undertake the staged construction of the public domain. Streetscape improvements to occur in	Public Domain Strategy <i>City Planning / City Services</i>	\$ 240 000 (e.g. 3 stages \$80 000 each)	Section 94, Council capital works and/or grant funding	Long
	Implement Public Art objectives of the “Shaping Matraville Town Centre 2005 Public Domain Strategy” document.	Deliver Public Art element in the streetscape of the town centre	Public Domain Strategy <i>City Planning / City Services</i>	\$ 30 000 each element	Private development Council capital works and/or grant funding	Long
	Implement Cycle way objectives of the “Shaping Matraville Town Centre 2005 Public Domain Strategy” document.	Deliver an improved cycle way network to the Matraville Town Centre	Public Domain Strategy <i>City Planning / City Services</i>	\$ 200 000	Section 94, Council capital works and/or grant funding	Long