

Church Street, Stanley

Master Plan

The Heart of the Village



Prepared for Circular Head Council

- + Jensen PLUS
- + Complete Streets
- + RLB

JENSEN PLUS

Planning
Landscape Architecture
Urban Design
Social Planning



Acknowledgements

We acknowledge the following stakeholders and consultants whose inputs and participation informed the Church Street Master Plan.

- _ Complete Streets
- _ Councillors and staff of Circular Head Council
- _ Stanley Chamber for Commerce
- _ Circular Head Tourism Association
- _ Business and land owners
- _ Church Street residents
- _ the community of Stanley.

We acknowledge the North West Tasmanian Aboriginal people as the traditional custodians of the country on which we stand, meet and play.

We recognise their continuing connection to the land, waters, and community. We pay respect to Elders past, present and emerging.

Jensen PLUS was engaged by Circular Head Council to prepare a master plan for Church Street, Stanley, working collaboratively with the community to make Church Street more walkable, attractive and comfortable.

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1. The plan for Church Street at a glance

1.1 Aim of the Plan

1.2 Highlights of recommended actions for Church Street

This section summarises the project and outcomes



1. The plan for Church Street at a glance

Our vision is for Church Street as the Heart of the Village of Stanley - a thriving main street where the spectacular setting of The Nut, the historic colonial architecture, and a new and high quality streetscape combine to make a great place for locals to meet, and for visitors to enjoy.

1.1 Aim of the plan

Jensen PLUS was engaged by Circular Head Council to prepare a master plan for Church Street in Stanley, working collaboratively with the community to:

- _strengthen the street's role as a shopping, entertainment, and visitor destination
- _identify issues, opportunities and preferred development patterns to make the street a more attractive and comfortable destination
- _develop urban design objectives, concepts and options
- _prepare an implementation plan for staged incremental improvements over time
- _inform the master plan through genuine community and stakeholder engagement is central to our approach.

Engagement approach

A range of engagement activities were undertaken to inform the master plan. A highlight was the Co-Design workshop held on 16th-17th May and the Community Information Session held on 8th August 2023 at Stanley Town Hall.

Placemaking, movement and exchange

The idea behind many placemaking concepts is that places are most successful and active when users have a wide range of reasons to be there. Often 10+ activities is said to be ideal!

Main Streets sustain two major activities, movement and exchange.

Movement is about people accessing the street, and moving through the street, and associated infrastructure such as road and parking spaces.

Exchange activities include doing business, hospitality and shopping, which are important to local economies. Just as important are human contact and social exchange. Meeting and gathering spaces - both formal and informal - are hugely important to thriving main streets.





1.2 Highlights of recommended actions for Church Street

Placemaking _ 10 things to do in the revitalised Church Street

1. Walk the “Village Heart” on generous footpaths, via convenient crossing points to enjoy Church Street’s historic streetscape.
2. Enjoy a coffee or fish and chips at comfortable outdoor dining spaces supporting local businesses.
3. Attend events at the “town hall square”, seated amongst a green landscape of trees and flowers.
4. Stroll downhill from the “Village Heart” along Alexander Terrace or Church Street, stopping for a seat and to admire the beach views.
5. Park at Victoria Street and walk to the shops and cafes of the “Village Heart”,
6. Walk back from a visit to Kings Park or The Nut and enjoy lunch at a café.
7. Inspect Stanley’s WW1 memorial from the new plaza space below the statue.
8. Access the post office and shops at Church Street (south) from new footpaths and convenient parking.
9. Picnic out of the wind at Marine Park, while kids play on the lawn and upturned boats.
10. Visit the Stanley Museum and tourist shops on a day visit.

Church Street Village Heart



Church Street (south) landscaping, seating nodes and parking



Shared street design for walkability, amenity + events



Marine Park + car parking improvements



**This section
summarises
the study area
and the project
context**

2. Introducing the master plan

2.1 Project objectives

2.2 Methodology key steps

2.3 About Stanley

2.4 Historic development patterns

2.5 Census 2021 highlights

2.6 The Master Plan Study Area

2.7 Conceptual framework _ place-based approach

2.8 Benchmarking



2. Introducing the master plan

Jensen PLUS was engaged by Circular Head Council to prepare a master plan for Church Street in Stanley, working collaboratively with the community to identify strategies to make Church Street more walkable, attractive and comfortable.

2.1 Project objectives

1. Assess the role of Church Street - a historic main street in Stanley - including opportunities to **strengthen the street's role** as a shopping, entertainment, and visitor destination.
2. Identify issues, opportunities and preferred development patterns to **make the street a more attractive and comfortable destination.**
3. Develop **urban design objectives, concepts and options** that relate to design themes for the street as a whole, as well as specific segments and places.
4. Prepare an implementation plan for **staged incremental improvements over time** that will inform capital works budget priorities.

Collaboration

Informing the master plan through **genuine community and stakeholder engagement** is central to our approach.

2.2 Methodology key steps

Strategic analysis

Project initiation, early stakeholder engagement, context analysis, community survey

Co-Design Workshop in Stanley

Develop initial concepts, ideas and design direction

Draft Church Street Master Plan

Stakeholder + Community Engagement

Including pop-up information session in Stanley

Final Church Street Master Plan



2.3 About Stanley

Stanley is a small town on the north-west coast of Tasmania, Australia. It is the second-last township on the remote north-west coast. Nearby Smithton is the larger town in the Circular Head municipality.

Tasmanian Aboriginal communities inhabited this area for tens of thousands of years prior to exploration and settlement by Europeans.

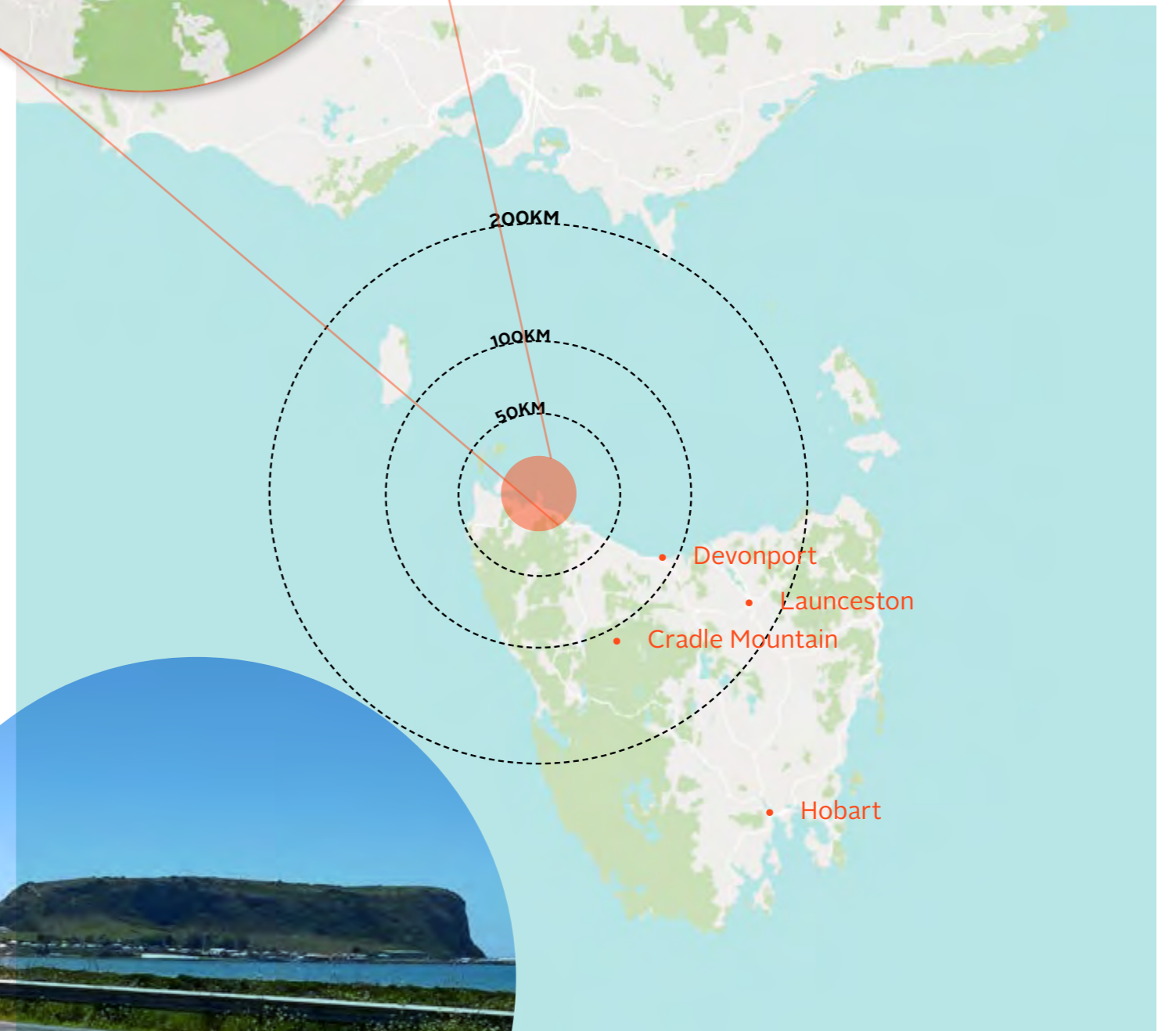
The most distinctive feature in Stanley is **moonatreker**, commonly called **The Nut**, an extinct volcano and prominent natural landmark. Colonial explorers Bass and Flinders sighted it on their circumnavigation of Van Diemen's Land (now called Tasmania) in 1798 and named it Circular Head. It has steep sides and rises to 143 metres, and offers spectacular views over the town and to Bass Strait.

The Van Diemen's Land Company first built a port and township at Stanley in the 1820s, to support the company's agricultural development of the area.

Church Street, nestled behind The Nut and a short distance from the harbour, has from the early days provided homes, shops and community buildings to support the village.

Today Stanley is a **popular tourist destination as well as a small fishing and cargo port**. The town's scenic location and relaxed lifestyle make it an attractive destination to those seeking a "seachange" lifestyle change.

Church Street retains its historic character and land uses, with tourist hotels and cottages mixed with shops, cafes and homes. The short walk between the centre of the village near Victoria Street, and the port and beaches via Alexander Terrace, is a popular stroll for visitors and dog walkers.





2.4 Historic development patterns



Church Street with Town Hall in background, date / photographer unknown



Aerial photo of township of Stanley in 1858 (Marguerite 'Meg' Eldridge OAM)



The houses along Alexander Terrace under The Nut, 1910 (Marguerite 'Meg' Eldridge OAM)



Gull Cottage sitting under The Nut at Stanley in the early 1900s (Marguerite 'Meg' Eldridge OAM)



Tatlow's coach in front of shops in Stanley, on route to Burnie, 1910 (Libraries Tasmania)



Historic photo of Church Street from 1858 (Marguerite 'Meg' Eldridge OAM)



Photo of The Stanley Hotel , 1906 (Historical Australian Towns)



2.5 Census 2021 highlights

- Stanley's 2021 population was measured at 595.
- Stanley's population increased by 7.59% compared to 2016. The Circular Head LGA grew by 2.41%.
- Stanley's population is on average 10 years older than Circular Head's population, with a lower number of young adults (a demographic known to invest in new community and business ventures and support thriving town centres).
- Stanley's dwelling stock has increased by 41 since 2016, and increase of 13%.
- Stanley and Smithton's average household sizes decreased.

Statistic	Circular Head		Smithton (suburb)		Stanley (suburb)	
	2016-2021	Growth	2016-2021	% of Circular Head Growth	2016-2021	% of Circular Head Growth
Population	+191 (8,117)	+2.41%	+53 (3,934)	27.7%	+42 (595)	21.9%
Dwellings	+219 (4,037)	+5.74%	+69 (1,822)	31.5%	+41 (354)	18.7%
Average Household Size	No Change (2.4)	0%	-0.1 years (2.3 people/ dwelling)	-0.1 years less than Circular Head	Steady (2.1 people/ dwelling)	-0.3 years less than Circular Head
Median Age	No Change (41)	0%	+1 year (42 years)	+1 years more than Circular Head	+2 years (51 years)	+10 years more than Circular Head

2.6 The Master Plan Study Area

The study area focusses on historic Church Street, from Kings Park in the north to Marine Park in the south.

Alexander Terrace is a narrow street parallel to Church Street (south) and is included in the study area.





2.7 Conceptual framework _ Applying a place-based approach to revitaliting town centres

The Place Plan approach allows for strategic planning to be realised through implementable projects that are targeted, staged and achievable.

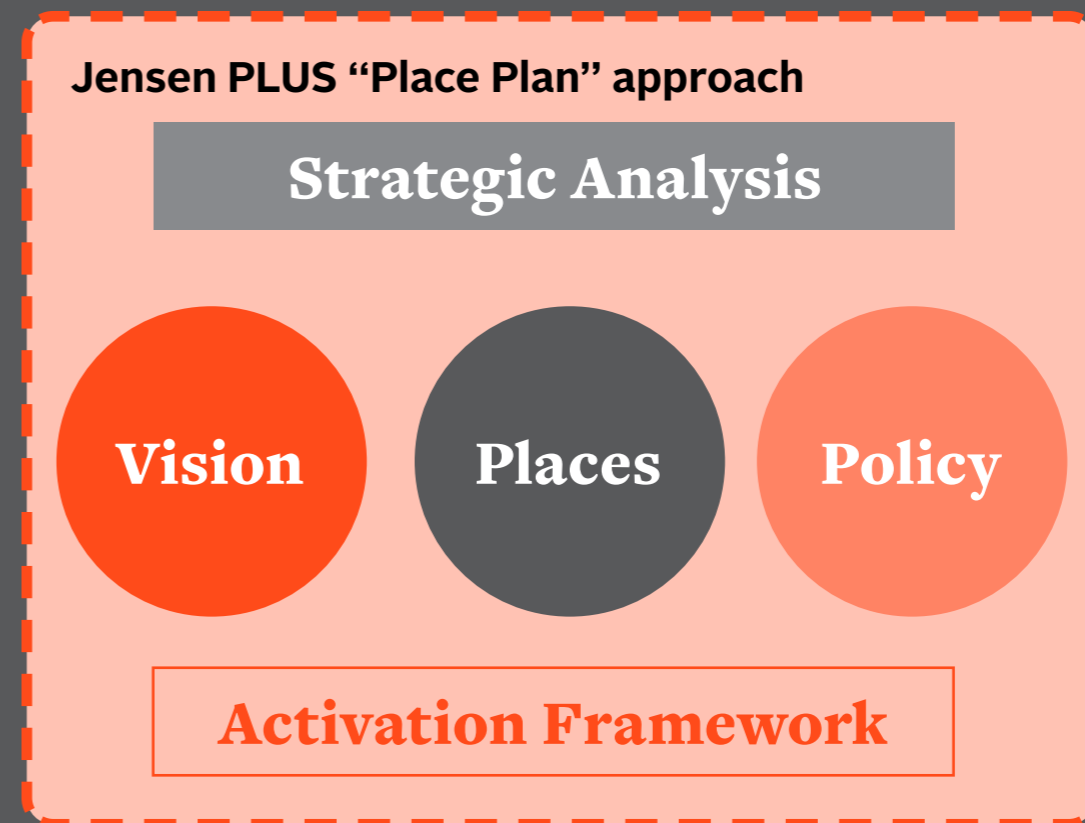
Place Plan approach: going beyond the master plan

Our "Place Plan" approach combines traditional master planning and urban design concepts with place-making and governance strategies, to make successful implementation more likely in the short and medium-term timeframe in which the plan is likely to remain current.

This plan has an emphasis on targeted place outcomes - for example concepts for Church Street and Marine Park. It is not a "comprehensive" master plan where all land, streets and spaces are proposed for long term change. Rather **it is the places of opportunity and need that are subject to most planning.**

There is a focus on the potential for locally-led implementation, economic development opportunities, visioning that is supported by community, as well as elements such as streetscape infrastructure.

The Place Plan approach is of course informed by community and stakeholder engagement throughout.



Why? do we need a plan

What? Where? will change occur

How? When? How much will it cost?

Conceptual framework and key inclusions in the Place Plan



2.7 Conceptual framework (cont.) _ Placemaking + the "Power of 10"

"Placemaking" is a collaborative process involving communities and businesses in the planning, design and management of public places including main streets and town centres.

The Power of 10 idea by Project for Public Spaces (USA)

The idea behind this placemaking concept is that places are most successful and active when users have a wide range of reasons to be there.

Often 10+ activities is said to be ideal!

Reasons to be in Stanley's main street open space might be to play with children, admire the landscapes, read about local history, sit and eat lunch on a travel break etc.

Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly are often a good source of ideas for which uses will work best.

Combining our "Place Plan" approach with tools such as the "Power of 10" is a good way of structuring and communicating the main ideas of the master plan.



Source: Project for Public Spaces



Thriving local main streets (Goodwood, Adelaide, top, Lenah Valley Hobart, bottom) have many interesting activities and frequent events to bring people back and encourage longer stays



2.7 Conceptual framework (cont.) _ Balancing access and movement, with placemaking + exchange

“The right combination of architecture, urban design, movement and land use can make great places, and people love them. They will go out of their way to get to good places and will stay as long as they can. They will also spend, recommend, return and invest. Making great places (Placemaking) is an enticing economic prospect.”

Movement versus Exchange

Main Streets sustain two major activities, movement and exchange. **Movement** is about people accessing the street, and moving through the street, and associated infrastructure such as road and parking spaces.

Exchange is not just exchanging money for goods, but human contact and social exchange. Meeting and gathering spaces - both formal and informal - are hugely important to thriving main streets.

Exchange is the core purpose of main streets, and in fact all village, town and city centres, and it is how they generate financial activity and economic benefit.

George Hazel, Winnipeg Nov 2010 (wordpress.com), David Enwicht Reclaiming Our Cities and Towns: Better Living with Less Traffic - David Engwicht - Google Books, and the international Transport think-tank NACTO Streets for People | National Association of City Transportation Officials (nacto.org) are some of the local and international experts that highlight the need for maximising exchange space in urban places, including main streets.



Placemaking

The Complete Streets edict around making main streets into great places is **stick, stop, stay, spend**.

Main streets have to have a level of stickiness, which mostly involves encouraging people to walk rather than drive, slow down the movement and bring the human scale elements such as shopfronts, landscaping and visual aesthetics into play.

Main Streets, Millennials and Money

Regional towns are in a very competitive environment. To maximise the future opportunities for Stanley there needs to be a focus on attracting the right form of growth and investment.

Part of this will involve attracting more people in the 20-30 age group as well as the 50-60 age group. These groups will be attracted to visit, live - and hopefully start businesses and invest - in compact, walkable, green town centres.



Town centre design encouraging economic and social exchange _ places to meet and sit, parking integrated into landscaped street design, walkable streets + pedestrian crossings. Glenelg, Adelaide , Port Pirie CBD, Launceston

2.7 Conceptual framework (cont.) _ Placemaking through temporary activations (tactical urbanism) _ case studies



Elizabeth Street, Hobart

Part of a State Government Program designed by Complete Streets to provide hospitality venues with additional floor space during COVID restrictions, but also trial street design changes for proposed permanent street upgrades.

Elizabeth Street in mid-town Hobart had been earmarked for change for some time, but the City of Hobart was having difficulty getting agreement from some traders based on two issues:

_ outdoor dining directed towards the younger generation and did nothing for Hobart's older demographic

_ removing parking would be detrimental to the street performance.

The trial enabled Council to implement changes temporarily and measure the impact using the liveability index place experience methodology.

_ The results indicated that the place experience was vastly improved by the changes and that people did not perceive any loss of parking availability, and that the demographic who enjoyed the changes the most were the over 65 age group.

This has now provided Council the impetus to move ahead with permanent changes with the sound knowledge of the improvements that the Hobart community can look forward to.

Hobart Local Retail Precinct Plan

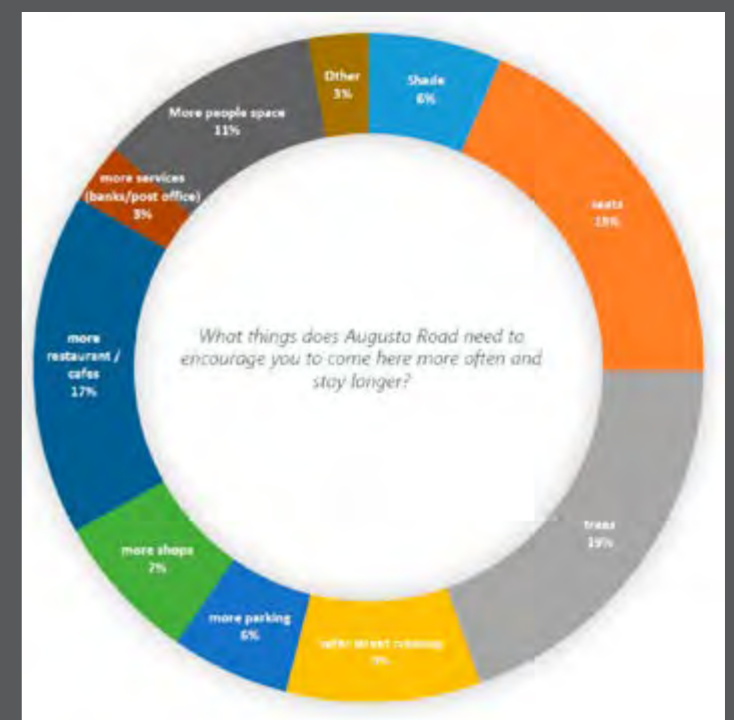
Complete Streets was commissioned to prepare a plan to revitalise six main street retail precincts in the City of Hobart for this award-winning

project. The plan involved a community engagement process which undertook five design workshops, 10 special stakeholder meetings and the door knocking of 200 local retailers across all six locations.

Following this process, a plan was conceived to hold five tactical urbanism events at each precinct to invite local traders to demonstrate how their main streets would most benefit from Council investment. Each Main Street got to put their design on display and Complete Streets compiled an assessment for Council as to what Main Streets would respond the best to what interventions.

On-site surveys were conducted to establish what characteristics were valued by the community and what changes they would like to retain on a permanent basis.

Council is now proceeding to fund and deliver the recommended interventions which has started in Lenah Valley.



2.8 Benchmarking _ Comparisons have been sought with other historic villages, and urban design projects, to identify precedents of well-designed places

Strathalbyn town centre + Sandergrove Road (2017-22)

Connecting Strath's historic main streets + designing a vibrant southern entry and gateway to town



Before _ wide roads, narrow footpaths, no landscape

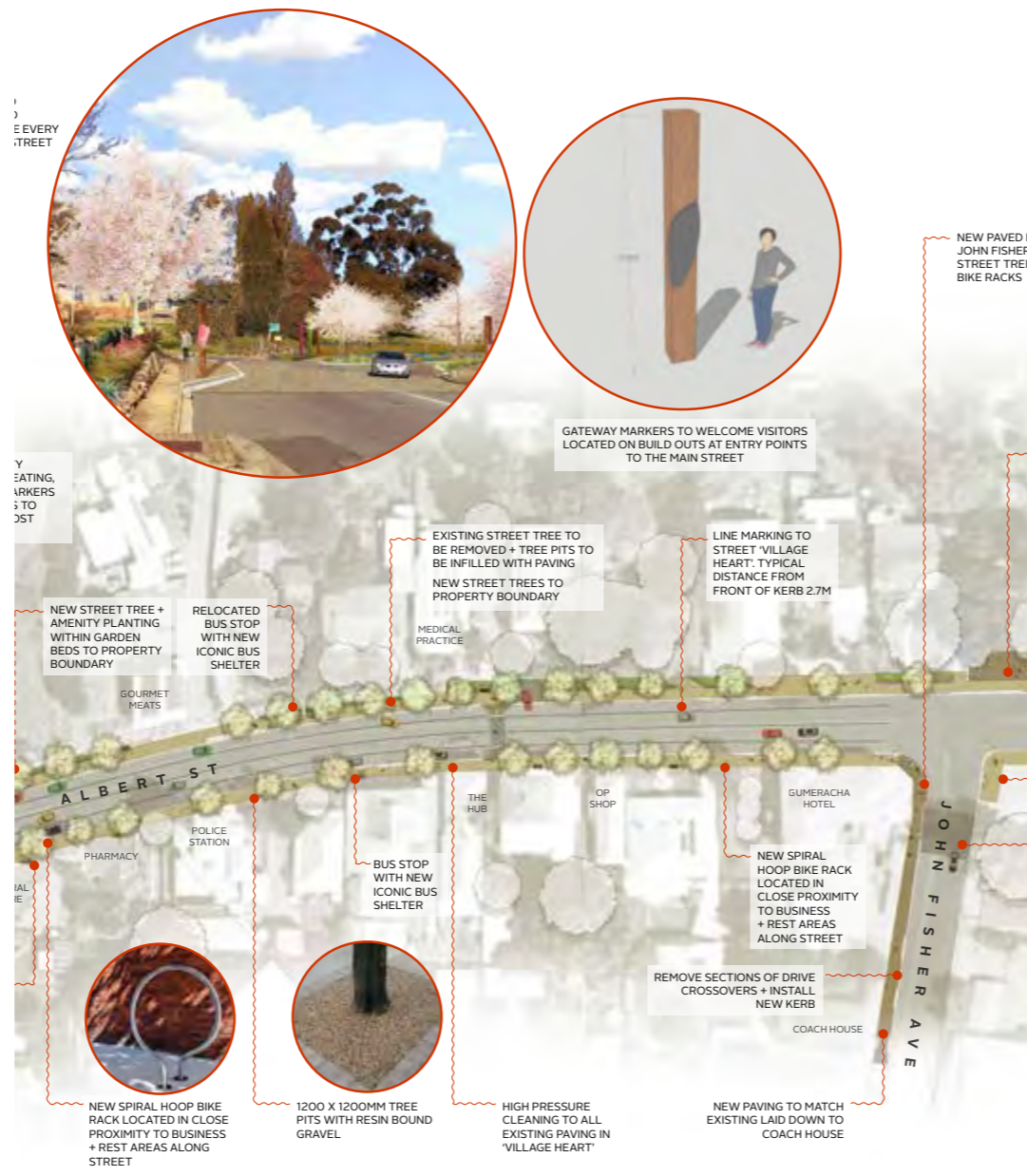
After _ green space, seating, wayfinding + information

Albert Street, Gumeracha (2017-21)

Revitalising the main street with the local community of Gumeracha, a village in the Adelaide Hills



Before _ power poles, old footpaths, no trees



Albert Street Gumeracha



After _ smart public realm, trees, art

Our project experience in multiple village, town and city centres suggests several urban design opportunities that are commonly identified and may provide precedents for Church Street.

Regional Town Centres Elements for Success

There are many elements that need to come together for successful Main street and town centre projects in regional towns.



Streetscape Refresh to key streets + spaces

eg. Florence Street, Port Pirie by Jensen PLUS

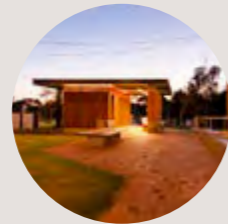
- Quality streetscape - landscaping, art, paving, seating, lighting, signage etc.
- Locations that support connections
- Support walkability for centres
- Add to destination appeal
- Public Art and sculpture



Enhancing Gateways

eg. Goodwood Rd, Adelaide by Jensen PLUS

- Landscape thresholds
- Avenue tree planting
- Wayfinding markers
- Public art
- Heart arrival points
- Key entries to different precincts



Open space + environment

eg. Two Wells Village Green, by Jensen PLUS

- Park upgrades
- Paths and trails that connect precincts and features (such as waterfront)
- Reinforce landscape character of place



Building facade upgrades

eg. Balaklava + Hamley Bridge by Jensen PLUS

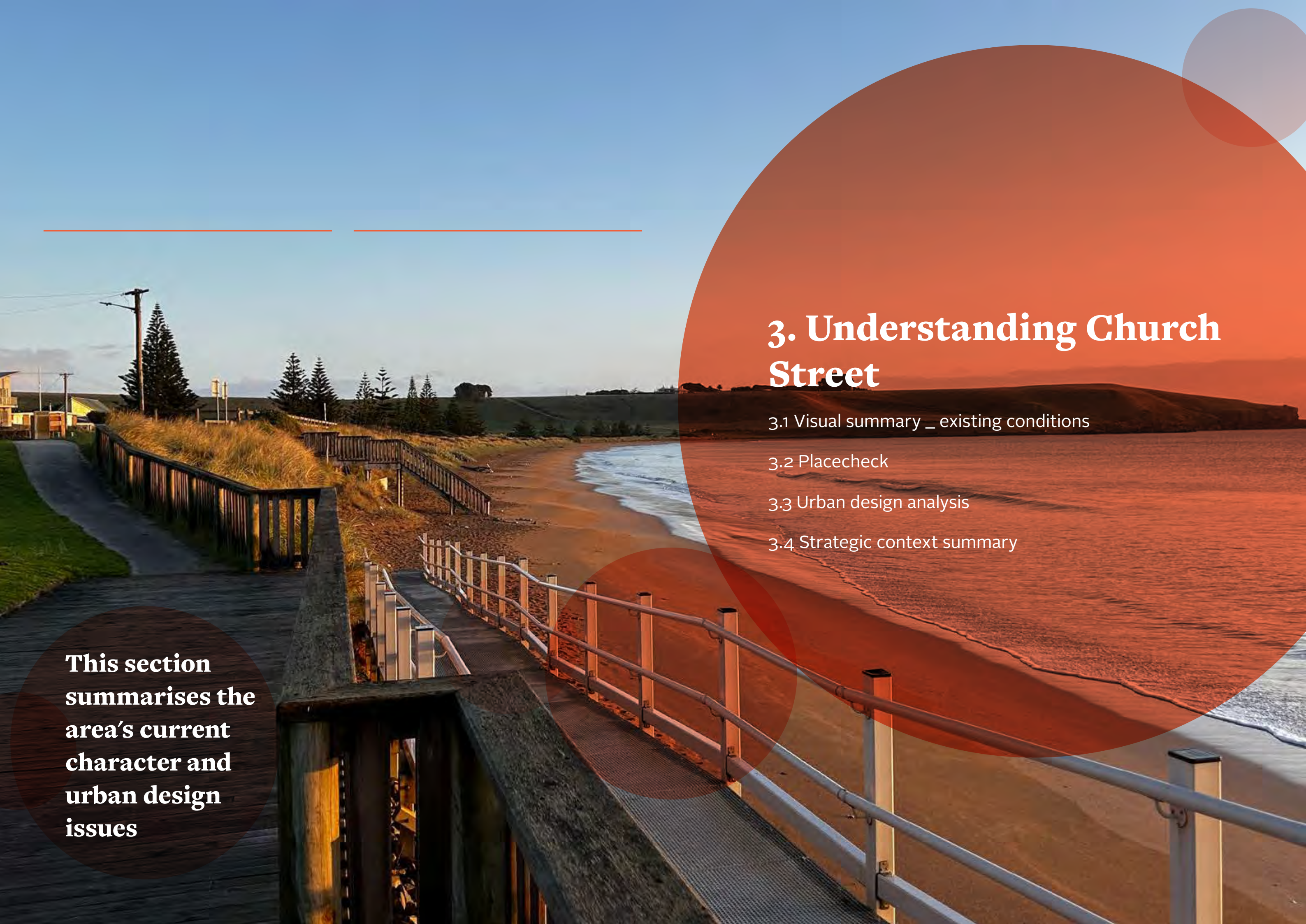
- Well maintained buildings
- Attractive frontages / shop displays
- Enhance local character values
- Increase attraction and sense of pride



Wayfinding + interpretive signage

eg. Strathalbyn Wayfinding Strategy by Jensen PLUS

- Aid visitor access and understanding of townships
- Cohesive and fresh design elements
- Public art and sculpture elements
- Value-add to experience through QR Codes / VR



**This section
summarises the
area's current
character and
urban design
issues**

3. Understanding Church Street

3.1 Visual summary _ existing conditions

3.2 Placecheck

3.3 Urban design analysis

3.4 Strategic context summary

3.1 Visual summary _ existing conditions

Church Street near Victoria Street

At the heart of Church Street (near Victoria Street) is a splendid cluster of civic, retail and hospitality buildings of varied, historic styles. The buildings appear in good condition and create a strong setting and character to the public realm. The Nut (143m above sea level) looms above the town and adds drama to the streetscape.





3.1 continued

Church Street public realm



Church Street's public realm is not of the same historic or design quality as the built façades which line the street. The roadway is wide and basic in its design. Footpaths are wide but uneven and steeply sloped in places, with few seats and no trees. Where bench seating does exist it is often associated with a business. Infrastructure including lighting, and stormwater drainage, is limited.

3.1 continued

Church Street (north) including Kings Park _ becoming more residential in nature



Church Street (south), Alexander Terrace to Marine Park _ local shops and post office at steep, narrow section of street with poor public realm amenity. Charming period houses above on Alexander Terrace.



Church Street Precinct Master Plan PLACECHECK

Tuesday 16th, Wednesday 17th May, 2023

10.5

Church St near Vic St.

A framework for understanding, discussing and recording the attributes of the Town Square and identifying key opportunities.

Success Factors	Indicators	Look - minor / no improvements required	OK opportunity for improvement	Good - significant improvement opportunity	Very good - for this area	High priority?	
LOOK, FEEL + USE							
1.1	Quality of the public realm <i>General level of 'wear and tear', maintenance level of built infrastructure and furniture. Is it interesting/appealing?</i>	Well maintained (recent road resurfacing) but very basic.					
1.2	Opportunities for sitting, congregating <i>Comfortable and plentiful furniture, shade / shelter, drinking fountains, is there a cafe/kiosk nearby, public toilets, anything to encourage people to sit?</i>	Some seats on street + at businesses but not enough for heritage value - scenic site					
1.3	Street trees + landscaping <i>Quality, location, quantity, health, species, biodiversity</i>	None!					
1.4	Opportunities for play/recreation <i>Formal and informal play and recreation opportunities</i>	None. Nothing - street for < 18s.					
1.5	Safety + CPTED <i>Is the area welcoming, does it appear well lit, paths clear of vegetation, is the area passively surveyed / visible, is there a traffic / pedestrian conflict, feeling of personal safety, clear lines of sight</i>	Quiet + peaceful. Feels safe due to					

3.2 Placecheck

Since 2015 Jensen PLUS have utilised the Placecheck method for analysing places such as streets, parks and other public spaces.

More than a simple checklist, Placecheck allows us to rate placemaking and urban design elements - everything from street tree quality to retail signage to footpath condition - helping us to understand what's working well and what's not.

For this project our Placecheck evaluation has focussed on:

- Look, feel + use of the space
- Access + Movement

3.2 Placecheck (cont.) _ 17-18th May 2023 _ early opportunities identified

Church Street Precinct Master Plan PLACECHECK
Tuesday 17th Wednesday 18th May 2023
Church St near Vic St.

A framework for understanding, discussing and recording the attributes of the Town Square and identifying key opportunities.

Success Factors	Indicators	Identified	Recorded	Opportunity	Notes
11	Identity of the public realm	Quality of street of 'wide and low' - recent road re-seal but very basic	✓	✓	with main paved (recent road re-seal) but very basic
12	Opportunities for active engagement	Same seats on street + at bus-stops but not enough for heritage value scenic site	✓	✓	same seats on street + at bus-stops but not enough for heritage value scenic site
13	Opportunities for play	none!	✓	✓	none!
14	Opportunities for observation	none - not visible - street far < 10m	✓	✓	none - not visible - street far < 10m
15	SAFETY - CYCLES	Quiet + peaceful. Feels safe due to nature of place - not design	✓	✓	Quiet + peaceful. Feels safe due to nature of place - not design
16	Public Art	NO art / some historic info. Film set story dominates - replace? - curate.	✓	✓	NO art / some historic info. Film set story dominates - replace? - curate.
17	Building Facade	Very attractive setting + build. non attractive street	✓	✓	Very attractive setting + build. non attractive street
18	Lighting	Seeds facade (lighting) with simple feature lights	✓	✓	Seeds facade (lighting) with simple feature lights
19	Landscaping	NO flat areas with paving (other venues as well).	✓	✓	NO flat areas with paving (other venues as well).
20	Public Realm	Some vegetation. Some closed with. Save open T days. Light outdoor displays. Could be a better more vibrant lap of the street	✓	✓	Some vegetation. Some closed with. Save open T days. Light outdoor displays. Could be a better more vibrant lap of the street

Church Street (near Victoria Street)

- _ **Street public realm quality poor** - recent road re-seal but very basic
- _ **Regular diverse seating** to linger and enjoy the heritage architecture + views
- _ **No street trees or landscaping!**
- _ **No public art + limited historic information.** Add more layers (replace film set story)
- _ Better building facade lighting + streetscape feature lighting (including **lighting strategy** in master plan)
- _ Easy, safe **pedestrian crossing points**
- _ **Wayfinding** signs + markers
- _ Better management **on-street parking**
- _ **Age-friendly streetscape design** including levels, ramps, rest stops etc

Other opportunities

- _ Informal play opportunities in streetscape
- _ power and flat areas for events
- _ Outdoor retail displays and year-round opening
- _ bike access + parking
- _ loading areas

Church Street Precinct Master Plan PLACECHECK
Tuesday 17th Wednesday 18th May 2023
Marine Park.

A framework for understanding, discussing and recording the attributes of the Town Square and identifying key opportunities.

Success Factors	Indicators	Identified	Recorded	Opportunity	Notes
11	Identity of the public realm	Quality of street of 'wide and low' - recent road re-seal but very basic	✓	✓	
12	Opportunities for active engagement	needs more seats.	✓	✓	needs more seats.
13	Opportunities for play	one tree!	✓	✓	one tree!
14	Opportunities for observation	none!	✓	✓	none!
15	SAFETY - CYCLES	can add more area time	✓	✓	can add more area time
16	Public Art	Seeds facade (lighting) with simple feature lights	✓	✓	Seeds facade (lighting) with simple feature lights
17	Building Facade	not a major theme?	✓	✓	not a major theme?
18	Lighting	shade windbreaks.	✓	✓	shade windbreaks.
19	Landscaping	heavy restaurant could open out more?	✓	✓	heavy restaurant could open out more?

Marine Park

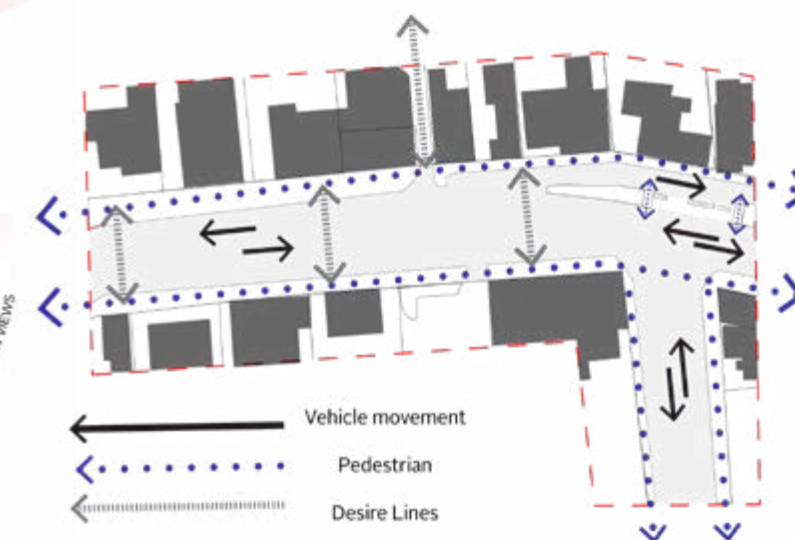
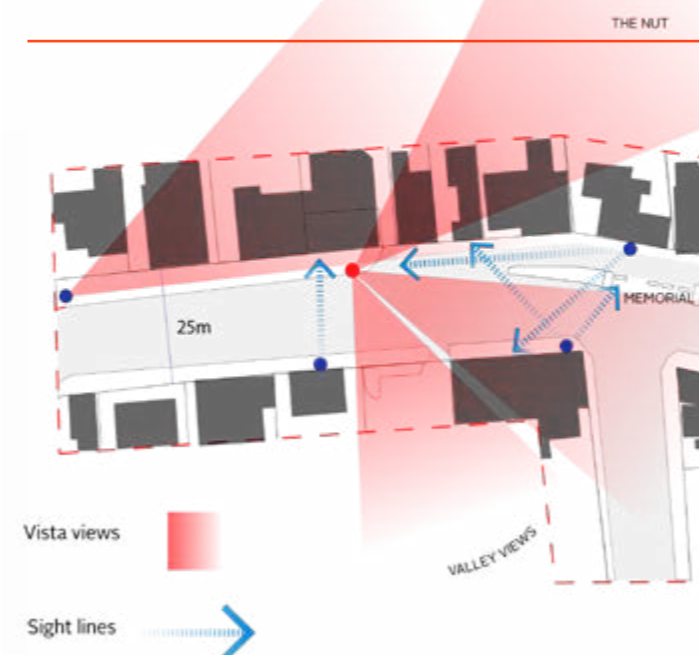
- _ **More seats for picnics** / eating fish + chips
- _ More **trees**
- _ **Play space with marine theme**
- _ Formalise **footpath access with DDA** access - including link to shared path + Alexander Tce footpath
- _ **Car park redesign** for efficiency + convenience
- _ **Wayfinding** signs + markers

Other opportunities

- _ More history and cultural stories
- _ Uprturned boat shelter seating idea
- _ More shade
- _ Nearby restaurant (Hursey Seafood) could open out more to street
- _ Bike parking
- _ Address boat trailer parking - sign to nearby location?



3.3 Urban design analysis _ further exploring street design opportunities



Street space metrics

- _ There is an evident dominance of hard and impermeable surfaces, with little space being allocated for people to spend time.
- _ There is no tree canopy or any significant areas of landscape or biodiversity within central Church Street.

Edges

- _ Most shop fronts have a mixture of active and passive edges, many with large street facing windows.
- _ However there are few opportunities within the street for shop fronts to interact and permeate into the public realm.
- _ Access lanes and undeveloped lots challenge the consistency of activity within Church street.

Views

- _ The Nut is an evocative landmark and is highly visible along the entire stretch of Church street.
- _ Ocean and valley views are best experienced on the higher, eastern side of Church Street.
- _ Strong sight lines to the memorial and key locations such as the Stanley Hotel and the Town Hall pronounces the diversity of architecture along Church Street.

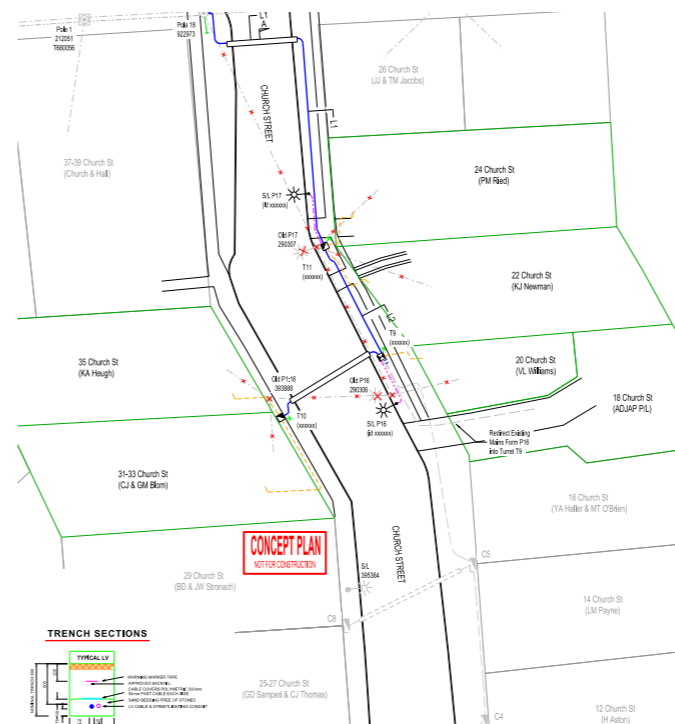
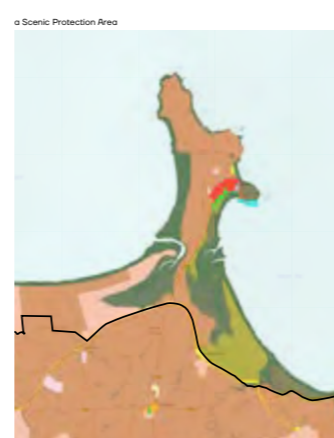
Connectivity

- _ Pedestrian movement is regulated the boundaries of built form.
- _ Vehicular movement has been prioritised
- _ There are no formal or safe opportunities for pedestrians to cross the street.
- _ Desire lines indicate opportunities to unite the east and western sides of Church Street and pedestrian access to Browns Rd and The Nut.

3.4 Strategic context summary

The master plan for Church Street, Stanley is also informed by a series of regional and local plans and policies, as well as recent projects and previous streetscape investigations.

These are described in more detail in Appendix A.



How can Regional and local plans and other projects influence the Church Street Master Plan?

- _ Support plans for **increased tourist visitation and quality of experience** especially at the streetscape level.
- _ Wellbeing and ageing plans prioritising **accessible public spaces and walkable** town centres.
- _ High **scenic values at Stanley, and conservation values** at Church Street, must be respected in any new developments.
- _ Seating locations can facilitate **access to views**.
- _ Improved and **contextual lighting** designs.

Snapshot of regional plans, local plans and previous projects. Refer to Appendix A.

WHERE ARE YOU FROM?

This section summarises the project's community engagement approach + outcomes

IM NOT FROM HERE

4. Including Community in the master plan

- 4.1 Engagement Approach
- 4.2 Online survey May 2023
- 4.3 Co-Design workshop 16th + 17th May 2023
- 4.4 Draft Church Street Master Plan community feedback, August 2023

4.1 Engagement Approach

Genuine engagement with Stanley's community, Church Street residents, local businesses and other Church Street stakeholders is essential to developing a robust, well-supported master plan.

Overview

An engagement plan was prepared, following the International Association for Public Participation (IAP2) public participation spectrum as a reference, as this is considered to be industry 'best practice'.

A range of engagement activities were planned and undertaken to inform the draft master plan. These included an online survey in May 2023, a Co-Design workshop on 16th - 17th May 2023, and exhibition of the draft Church Street Master Plan in August 2023.

Task	Engagement method	IAP2 Level	Target Audience	Timing
Project Launch Communication	Council website page	Inform	Business owners, residents	Apr 2023
Community survey (online)	Online survey	Consult	Residents, Businesses, Other stakeholders	Apr 2023
Early Stakeholder engagement	Digital meetings, emails, telephone conversations	Consult	Utilities, business / community groups	Apr 2023
Co-design workshop	Co-design workshop over two days in Stanley	Involve	Residents, utilities, business / community groups, council staff	16 th -17 th May 2023
Presentation to Elected Members (online)	Presentation of Draft Master Plan	Consult	Elected Members	July 2023
Stakeholder + Community engagement	Draft plan available on Council website, online survey, receive written submissions	Consult	All stakeholders	Aug 2023 (future)
Pop-up Information Session	Pop-up community information session and presentation	Consult	Residents, utilities, business / community groups, council staff	Aug 2023 (future)
Engagement Summary Report	Engagement Summary Report	Inform	Council staff, Elected Members	Sep 2023 (future)

Church Street, Stanley engagement activities (above) and Co-Design workshop concept (below)



4.2 Online survey May 2023

An online survey was held in May 2023 to gather preliminary information from residents (and visitors) of Stanley.

The survey asked **what people valued** most about Stanley and Church Street and what **urban design opportunities** were most important to consider at Church Street.

There were 45 responses to the survey.

The survey is described in more detail in Appendix B.

45 responses!

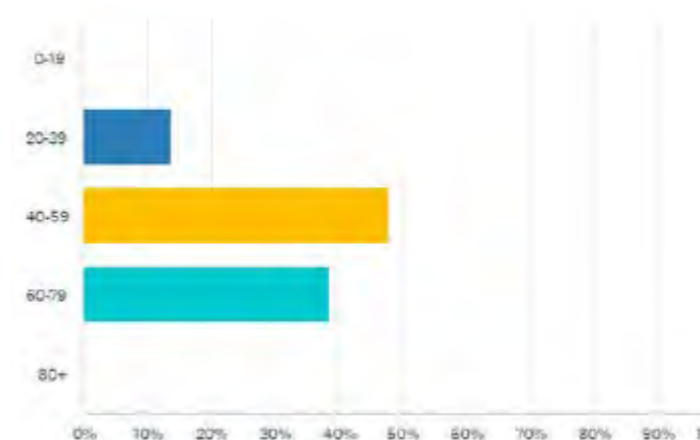
27 Stanley residents responded to the survey. This is 4.5% of Stanley's 595 population.

15 other respondents live in the Circular Head Council and three respondents live elsewhere.

16 respondents have lived in Stanley for 10 years or more.

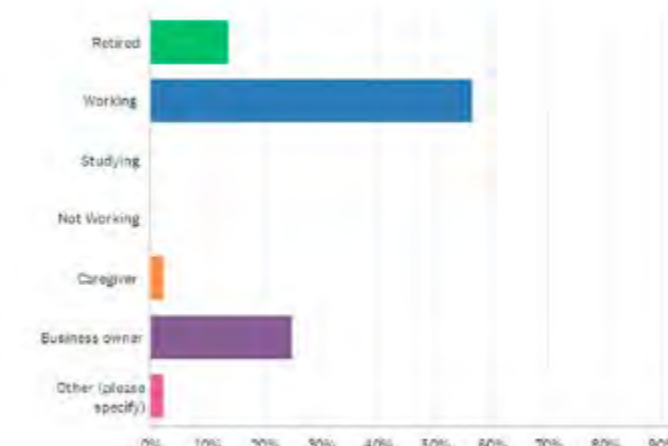
45% of respondents had children in their household.

What is your age?



- 38 respondents were aged between 40 and 79 years.
- Six respondents were aged between 20 and 39 years.

Which best describes your lifestyle status?



- 13.5% of the respondents were retired
- Other respondents are in the workforce. One respondent is a remote worker.



Online survey May 2023 (cont.)

Survey responses show a desire to improve the town of Stanley in a way that is sustainable, accessible, and appealing to tourists and residents.

Values

Residents of Stanley are very positive about their town and are eager to see it thrive.

The most **valued aspects of Stanley** are its **safety, community, lifestyle, history and natural setting.**

The most **valued aspects of Church Street** are its **heritage, views, buildings, atmosphere, shops and services.**

There is **mixed feedback** on the importance of holiday homes and growing the township, affordability, remaining “small”, space for cars, seating and lighting.

Top 5 Urban design opportunities for Church Street (ranked)

1. A focus on **heritage design elements** (25 votes)
2. More **landscaping and trees** (25 votes)
3. Integration of **culture and history** (22 votes)
4. Opportunities for **new businesses and employment** (17 votes)
5. **Seating opportunities** (16 votes)



Additional comments included:

- _Making Church Street wheelchair accessible
- _The need for appropriate lighting
- _Providing for tourism with more choice available, signage and amenities
- _Support for remote workers
- _Supporting social connections and community.



4.3 Co-Design workshop 16th + 17th May 2023

A highlight of master planning and engagement for the Church Street, Stanley Master Plan was the Co-Design workshop held on 16th and 17th May 2023 at Stanley Town Hall.



Jensen PLUS and Complete Streets undertook a two-day Co-Design Workshop on Tuesday 16th and Wednesday 17th May 2023 at Stanley Town Hall, in the heart of Church Street.

The purpose of the Co-Design Workshop was to collaboratively inform a master plan for Church Street Precinct.

Our approach to doing this was to engage business owners, community members, stakeholders and council staff in conversation, and facilitate direct participation in the development and testing of emerging master plan ideas, visions and concepts for Church Street and surrounds.

30+ people attended each of the sessions, providing huge insight on local values, knowledge, big ideas, and feedback on the team's analysis.

The workshop concepts have directly informed this draft master plan.

A detailed summary of the workshop and outputs is provided at Appendix C.

Workshop aim + objectives

To collaboratively inform a master plan for Church Street Precinct

1. Develop + test a **Vision and Guiding Principles** for Church Street
2. **Develop Master Plan + streetscape concepts** ...including **consideration of access + movement improvements, infrastructure, materials and urban design elements**, as well as site constraints
3. Community + stakeholder **engagement** throughout

Church Street Precinct Master Plan

Co-Design Workshop

The community is invited to attend the Co-Design Workshop to help shape the future of Church Street. Workshop sessions will be held across the 16th and 17th of May 2023. Church Street business owners, residents and community members are invited!

Tues 16th May	11am-2pm: Introduction + Workshop	2pm-5pm: Open Studio
	<ul style="list-style-type: none"> Identify values, issues + opportunities. Develop Vision + Principles. Develop initial design ideas. 	<ul style="list-style-type: none"> Drop in anytime between 2pm-5pm to meet and talk to the design team about the project. View display of workshop outputs and provide feedback.
Wed 17th May	9am-11am: Open Studio	5.30pm-7.30pm: Final Presentation
	11am-12.30pm: Street Walk	<ul style="list-style-type: none"> Come along and view a presentation of workshop outcomes by the design team. All welcome!

Project Timeline

May: Community Survey, Co-Design Workshop
 Jun: Draft Master Plan
 Jul: Pop-up information session
 Aug: Stakeholder + Community Engagement
 Sep: Final Master Plan
 Oct: Final Master Plan

Complete our online survey before the workshop and tell us what you love about Church Street, Stanley. Scan the QR code or visit the website:
<https://www.circularhead.tas.gov.au/our-council/current-projects/church-street-precinct-master-plan>

JENSEN PLUS logo and other branding.



4.4 Draft Church Street Master Plan community feedback, August 2023

An online survey was placed on the Circular Head Council's website to seek community feedback regarding the Draft Church Street Master Plan.

The survey ran from 8th of August to the 4th of September 2023.

The survey sought feedback regarding the Master Plan's vision and placemaking approach, the concept designs for Church St Village Heart, Church St North, Church St South and Marine Park, as well as materials and landscaping approach. The survey questions allowed respondents to provide additional comments.

A community information session was also held at the Stanley Town Hall on 8th of August 2023 from 5-7:30pm. The session included a presentation to inform the community of the Master Plan.

The survey received 52 submissions. A summary of results can be found at Appendix D.



Community information session participants observing the designs



Community information session participants

4.4 Draft Church Street Master Plan community feedback, August 2023 (cont.)

Overall the community **displayed good support for the master plan’s vision, placemaking principles, concept designs, and materials and landscaping approach.** Each survey question scored above **73% when combining the strongly supportive and slightly supportive responses together.**

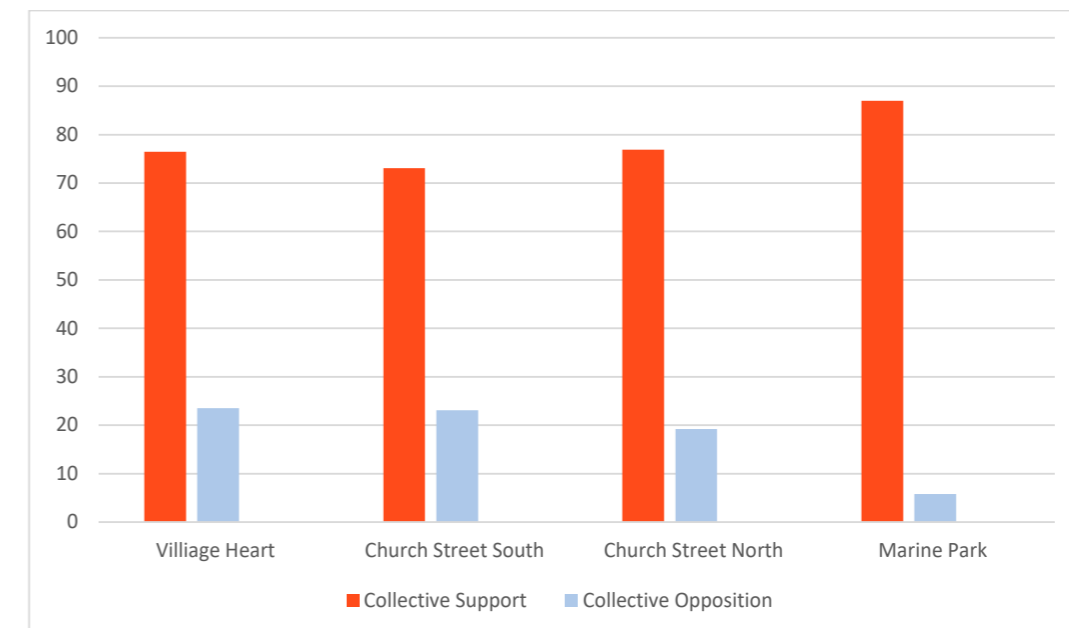
The **Marine Park Concept was the most supported**, amassing 87% supportive responses, with the **Church Street South concept scoring the lowest collective supportive** score of 73%.

While there was strong support for the Master Plan and its concepts, some detailed comments and concerns are noted.

Several commented on a preference for **low lying vegetation to preserve the views of the town’s historic structures**

and outward areas. Some were also concerned that the **design would overshadow and impact on the town’s historic charm.** And although the community is supportive of more outdoor dining opportunities, Stanley’s weather may not be as supportive.

The community had conflicting views of proposed traffic measures. **Many support the one-way street idea to improve pedestrian safety, however some felt the idea would impact on resident’s daily movements.** These opposing views extended to the narrowing of the street, where some felt it would encourage walking and others felt it would impact the streets openness.



Collective summary (incl strongly supportive/slightly supportive and strongly opposed/slightly opposed)



Marine Park is the most supported and least opposed



5. Church Street _ The Heart of the Village

5.1 Church Street _ The Heart of the Village

5.2 Placemaking _ 10 things to do in the revitalised Church Street

This section summarises the project's vision



5.1 Church Street _ The Heart of the Village

Our vision is for Church Street as the Heart of the Village of Stanley - a thriving main street where the spectacular setting of The Nut, the historic colonial architecture, and a new and high quality streetscape combine to make a great place for locals to meet, and for visitors to enjoy.





Church Street _ The Heart of the Village

5.2 Placemaking _ 10 things to do in the revitalised Church Street



1. Walk the “Village Heart” on generous footpaths, via convenient crossing points to enjoy Church Street’s historic streetscape.

2. Enjoy a coffee or fish and chips at comfortable outdoor dining spaces supporting local businesses.

3. Attend events at the “town hall square”, seated amongst a green landscape of trees and flowers.

4. Stroll downhill from the “Village Heart” along Alexander Terrace or Church Street, stopping for a seat and to admire the beach views.

5. Park at Victoria Street and walk to the shops and cafes of the “Village Heart”,

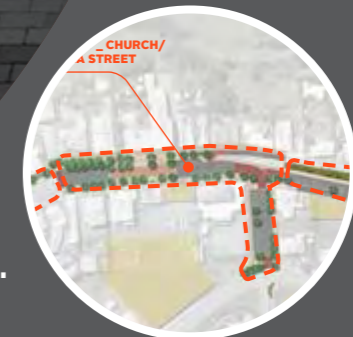
6. Walk back from a visit to Kings Park or The Nut and enjoy lunch at a café.


7. Inspect Stanley’s WW1 memorial from the new plaza space below the statue.

8. Access the post office and shops at Church Street (south) from new footpaths and convenient parking.

9. Picnic out of the wind at Marine Park, while kids play on the lawn and upturned boats.

10. Visit the Stanley Museum and tourist shops on a day visit.





**This section
contains the
concepts for
Church Street**

6. Master Plan for Church Street

- 6.1 Overall master plan for Church Street
- 6.2 Church Street Village Heart
- 6.3 Church Street Village Heart _ alternative urban design treatment
- 6.4 Church Street Village Heart _ temporary activation
- 6.5 Church Street South
- 6.6 Church Street North
- 6.7 Marine Park

6.1 Overall master plan for Church Street

A master plan concept has been developed for the 1km length of Church Street - from Marine Park to Kings Park. A focus for streetscape and placemaking improvements is the "Village Heart" in the centre of the street, near Victoria Street.





6.2 Church Street Village Heart

Two-level plaza at Town Hall with gardens and seating

Clustered tree planting frames views of historic buildings, and can support strong tree and shrub growth

Road threshold treatment slows down vehicles and establishes a safe crossing point

Wide footpath at shops / cafes with outdoor dining and paving that highlights the historic streetscape

Shared street at footpath level for events and strong connection to town hall plaza, and events

Flexible parking spaces can be used for events and outdoor dining

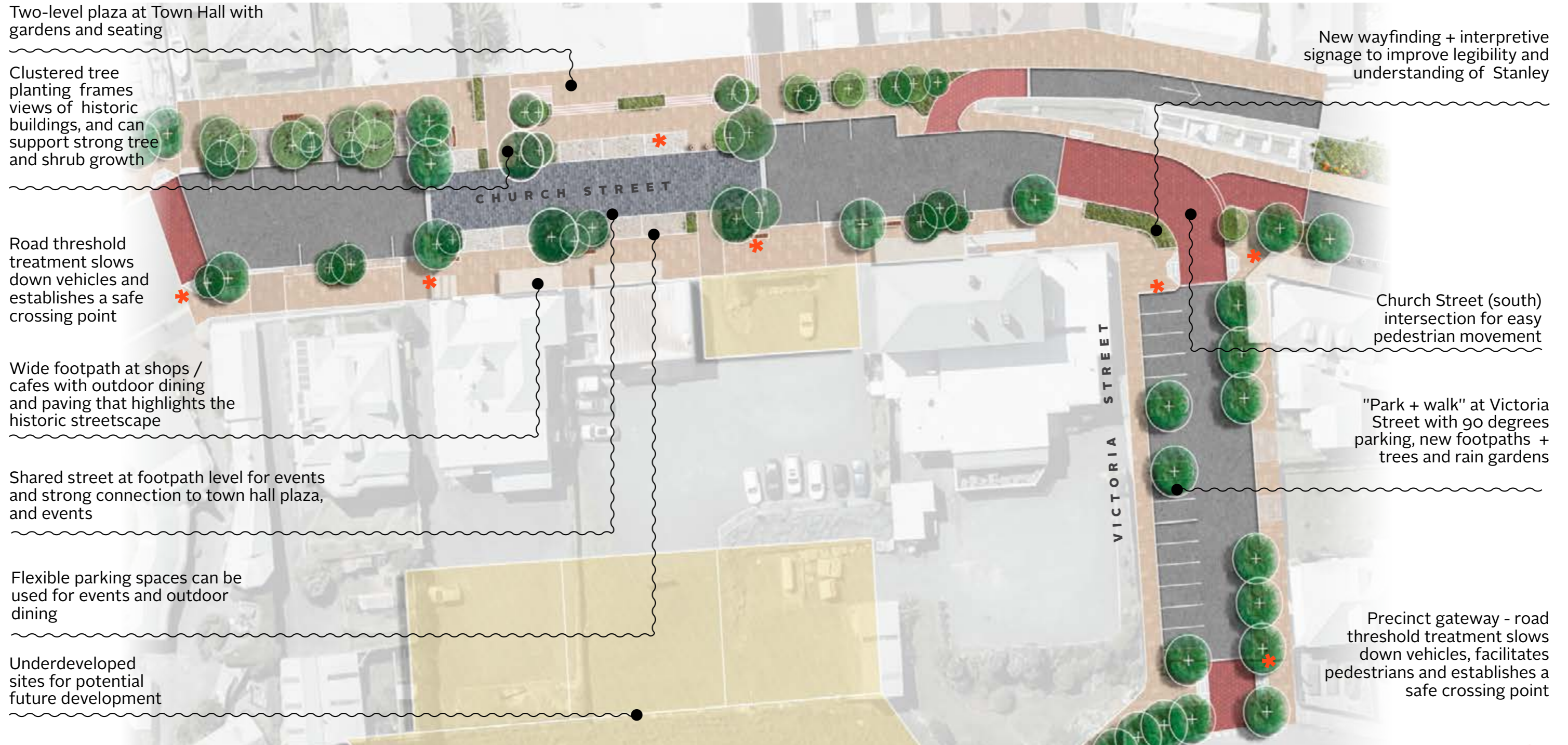
Underdeveloped sites for potential future development

New wayfinding + interpretive signage to improve legibility and understanding of Stanley

Church Street (south) intersection for easy pedestrian movement

"Park + walk" at Victoria Street with 90 degrees parking, new footpaths + trees and rain gardens

Precinct gateway - road threshold treatment slows down vehicles, facilitates pedestrians and establishes a safe crossing point





Artists impression _
Church Street Village
Heart (looking south)



6.2 Church Street Village Heart (cont.)

3D cross section of Church Street at Stanley Town Hall (right), showing two-level paved plaza to address slope, shared street for walkability and events, and wide shaded footpaths and gardens for local and visitors to linger longer in the Village Heart

Clustering tree planting in garden beds with shrubs plays a role in framing historic buildings and scenic views. Clustering trees and shrubs is also conducive to supporting plant growth in windy climates.



2.5m Flexible Space	6.2m Road carriageway	2.5m Flexible Space
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Existing conditions





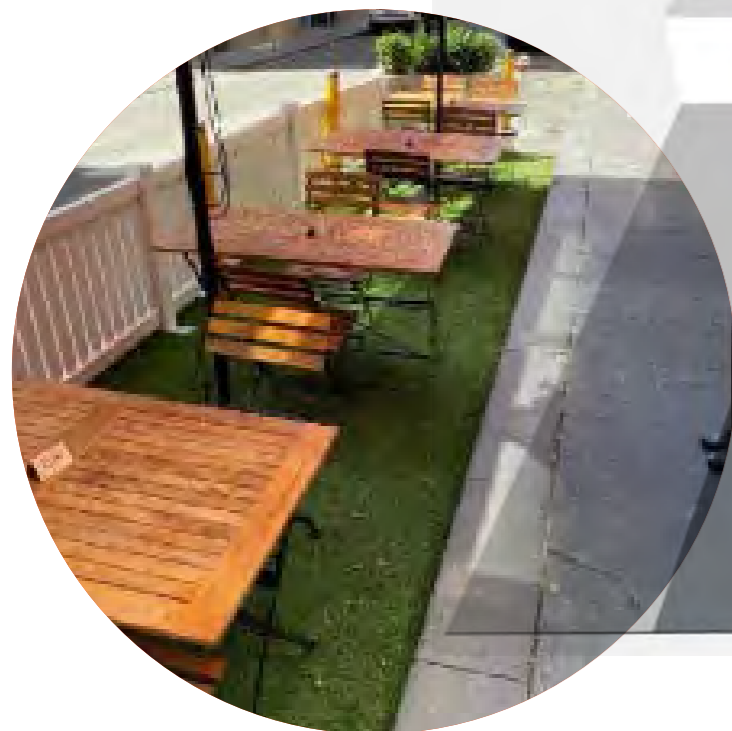
6.3 Church Street Village Heart _ alternative urban design treatment

An alternative urban design concept may be considered, where the same (or similar) functional layout of footpaths, plaza and roadway is included, but with less complex material selections like street furniture and paving.



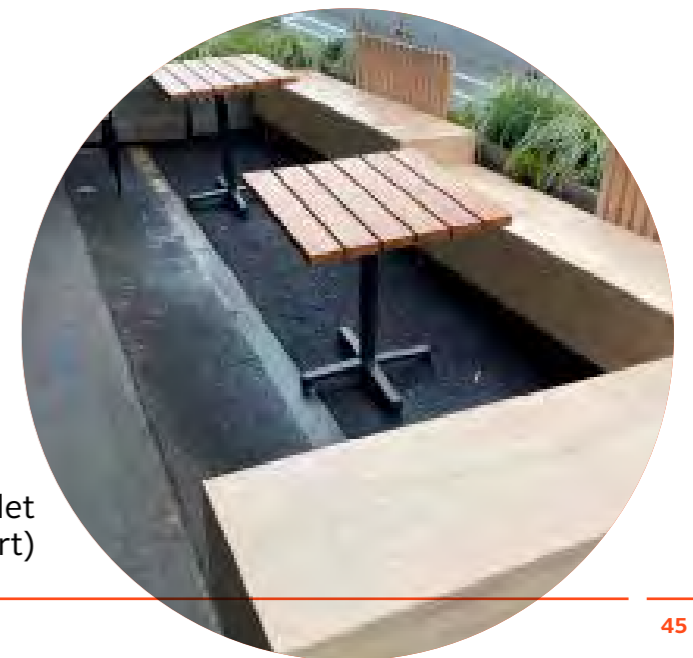
6.4 Church Street Village Heart _ temporary activation

Low cost, temporary seating and planting structures at key locations to test master plan concepts, provide seasonal economic benefits quickly, and create momentum behind the master plan for Church Street



Melbourne Temporary Outdoor Dining Space (Photo @streetmaker)

Elizabeth St Hobart Parklet Installation (photo @midtownhobart)





6.4 Church Street Village Heart Precincts

The Church Street Master plan proposes a shared and flexible street within Stanley's village Heart.

Shared streets prioritise pedestrian movement, improve safety, walkability and access to key locations for all users.

Materiality plays an important role in defining more **flexible uses of space, allows for increased greening, showcasing local businesses and is a distinct and unique addition to the public realm.**



Raised pedestrian street with flexible spaces and effective use of cobblestone pattern pavers



Village township with an active pedestrianised street, interesting



Active shop frontages interacting with pedestrianised streets

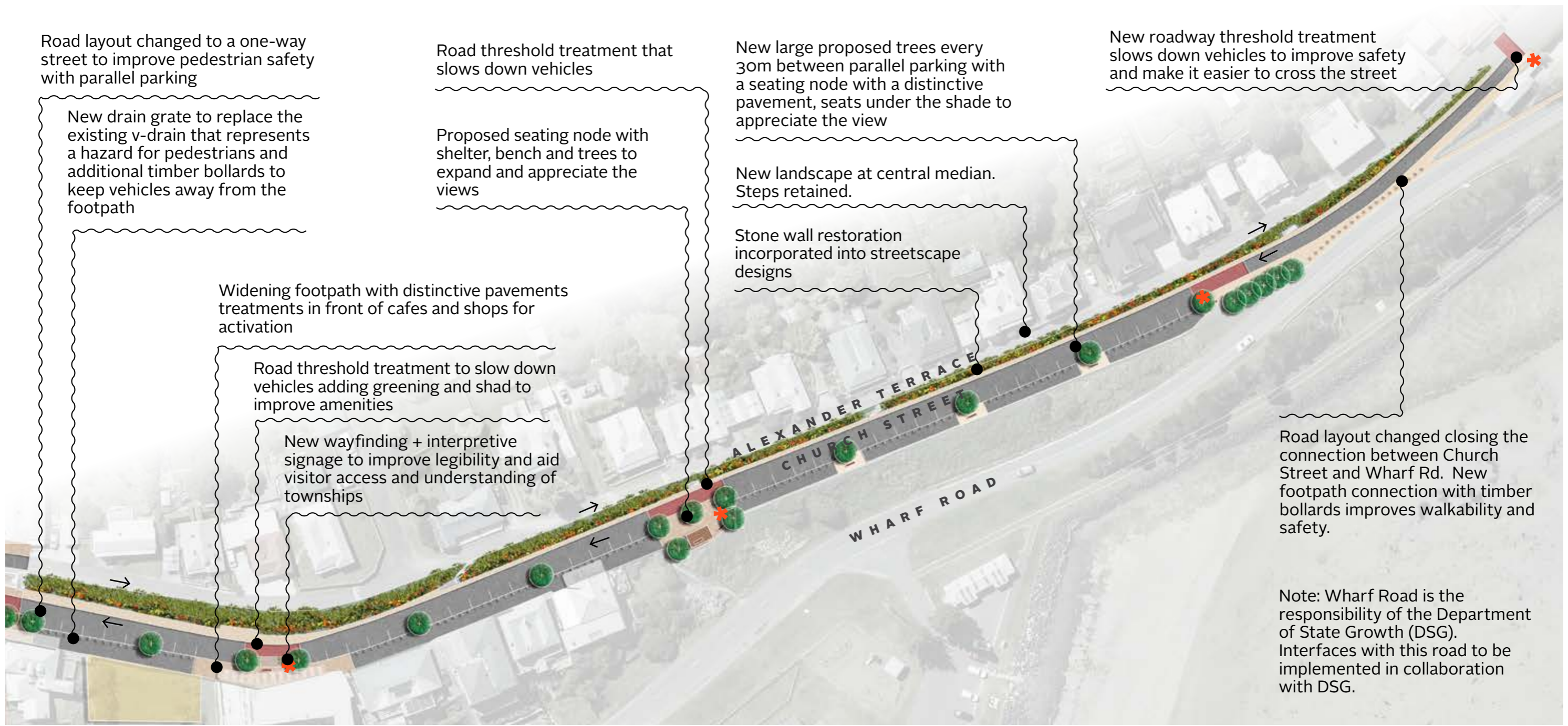


Feature paving (large and small pavers) creating distinct public space with opportunities for outdoor dining and seating



Raised pedestrian threshold with greening gateway

6.5 Church Street South



Note: Wharf Road is the responsibility of the Department of State Growth (DSG). Interfaces with this road to be implemented in collaboration with DSG.

6.5 Church Street South (cont.)

3D cross section of Church Street south, showing replacement of existing drainage with a grate grain, timber bollards defining the pedestrian path, large proposed trees between parking and a seating node in front with a distinctive pavement and seats under the shade to appreciate the view.



Defined footpath with regular seating nodes and street tree, safe grated gutter and bollards

New landscape in median above retaining walls

New kerb and gravel verge at base of wall, provides safe pedestrian crossing space and creates narrower, slower roadway



Existing conditions

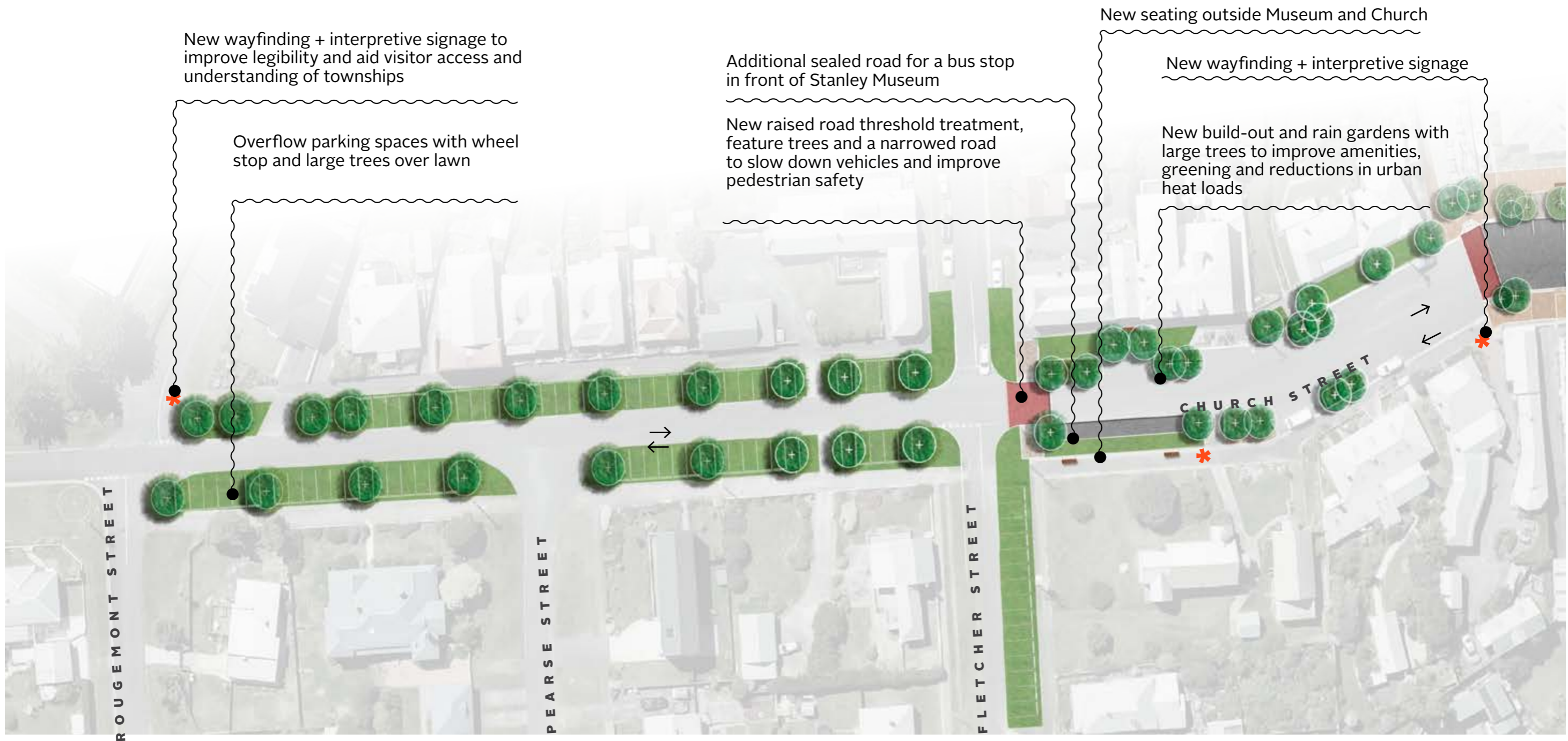


Artists impression _
Church Street (south)
near post office



Artists impression _
Church Street (south)
above Wharf Road

6.6 Church Street North



6.7 Marine Park



New landscape to soften the edge of the park with Alexander Terrace

New seating nodes using upturned boats as windbreaks and shelter

Existing shelter

New playspace with a marine theme for kids to explore and have fun

New landscape buffer

Existing tree to be retained with additional trees to create a cluster of trees and adds interest

Safer pedestrian crossing with additional build-out, rain garden and trees that narrow the crossing point

Raised road threshold treatments supporting pedestrian movement in front of restaurant and encouraging visitor traffic into car park

Memorial to be retained

Space for long vehicle parking

New wayfinding + interpretive signage to improve legibility and aid visitor access and understanding of townships

Car parking reconfiguration formalising bays with additional shade and greening edge

New footpath between existing car parking reconfigured

Landscape low hedging to fence the new edge of the park

Note: Wharf Road is the responsibility of the Department of State Growth (DSG). Interfaces with this road to be implemented in collaboration with DSG.



7. Urban design guidelines

7.1 Overview

7.2 Movement (transport) and place (exchange) infrastructure for a thriving and liveable main street

7.3 Wayfinding for a popular tourist town with many historic features

7.4 Lighting Strategy

7.5 Design elements _ street furniture + paving

7.6 Design elements _ Soft landscaping including large, canopy street trees bringing shade, colour + enclosure to Church Street

7.7 Vacant + underused sites with development potential

This section summarises the design themes proposed for the streetscape of Church Street



7.1 Overview

To achieve the desired urban design and placemaking outcomes, several landscape design details and themes must be identified and carried through the concept design, detailed design, construction and place management process.



Our recommended vision and strategy is for Church Street to be a thriving main street, with a high quality new streetscape and public realm to match the character and quality of the historic buildings and natural landscape around it.

Our placemaking approach emphasises more things to do at Church Street. Things supporting local economic development through dining, shops and tourism, but also more community and social activities.

Master plan concepts (chapter 6) have been developed to illustrate how the streetscape can be enhanced.

Delivering the detail

To achieve the desired urban design and placemaking outcomes, many design details and themes must be identified and carried through the concept design, detailed design, construction and place management process. This may take place over a period of years.

Urban design objectives to address (from study area analysis)

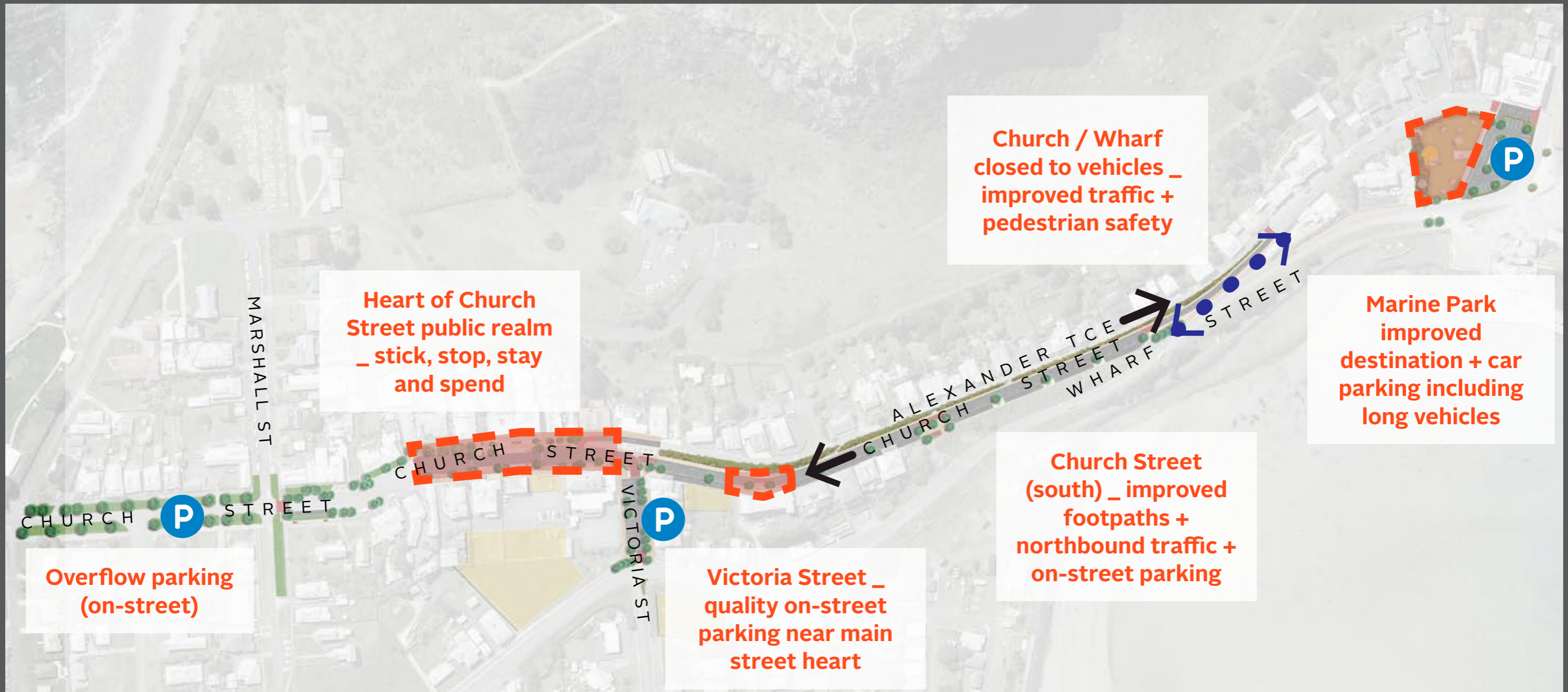
- _ overallocation of space to roadways and parking, with minimal space for people and landscape
- _ wide and open streetscape, with exposure to weather but also attractive views to historic buildings and landscapes beyond
- _ active building frontages (e.g. shop windows and openings) in limited locations only, often with good solar orientation and views
- _ inconsistent wayfinding and signage information
- _ historic architecture and mix of natural materials
- _ spectacular coastal landscapes nearby
- _ narrow footpaths, limited outdoor seating and dining space, basic materials and public realm quality
- _ lack of comfortable pedestrian crossing points.

Guidelines

The following guidelines are proposed to address these objectives, and are outlined in this chapter.

- 1. Movement (transport) and place (exchange) infrastructure** supporting walkable, people-focussed streetscape.
- 2. Signage + Wayfinding** hierarchy and characteristic styles featuring timber and steel.
- 3. Lighting strategy** with feature lighting to key historic buildings, uplighting of new street trees, and featuring lighting in front of the town hall.
- 4. Street furniture + paving design themes** of locally distinctive timber combined with modern materials.
- 5. Soft landscaping** including large, canopy street trees bringing shade, colour + enclosure to Church Street.
6. Identifying vacant + underused **sites with development potential.**

7.2 Movement (transport) and place (exchange) infrastructure for a thriving and liveable main street



7.2 (cont.)

Exchange infrastructure

The key to maximising exchange is a stick, stop, stay and spend environment.

We know that from an economic and streetmaking perspective that Church Street would benefit from the following infrastructure to promote exchange:

- _ narrower traffic lanes to slow car speed and reduce street crossing distance for people walking
- _ more generous footpaths for people walking side by side and to make room to include other people infrastructure
- _ better seating
- _ more street trees and other green elements
- _ space for outdoor dining
- _ all abilities access including “pram ramps” allowing disabled and level crossing points of roads, and standard crossfall footpaths reduce impact of steep grades on some existing footpaths.
- _ cycle parking close to shops and cafes.

Movement infrastructure

Regional towns and villages need movement infrastructure. It doesn't have to all be for cars, but it does have to be there. Public transport options range from limited to none, and there is often detached housing that is not in convenient walking distance to the main street, so people are forced to drive. This is not conducive to stick, stop, stay spend behaviour, so we must induce it through the appropriate allocation of movement infrastructure.

Parking

The movement infrastructure that impedes main street spending most, is car parking. The situation we have to avoid is people parking right out the front of their destination, completing one task and then leaving again.

The behaviour that needs to be encouraged is to park once and walk to a primary destination with ample opportunities to interact with the main street environment.

Recreational Vehicles RV's and caravans are a necessary part of the tourism market, as are coaches. They contribute varying degrees to the local economy, but they should not park in the very heart of the village.

Church Street will rely on providing ample car parking opportunities on the fringe of the village, so that firstly some of the mainstreet parking spaces can be converted into more suitable exchange infrastructure, but also to acknowledge that car parking is still required and available within convenient walking distance of the village centre.

Alexander Terrace/Church Street/Wharf Road Intersection

To improve traffic and pedestrian safety, and pedestrian connectivity, the proposal is to close off the diagonal movement such that movement from Church Street cannot cross over onto Wharf Road at this location. This will no longer be an intersection and Church Street and Wharf Road will operate separately.

Church Street – direction of one-way flow

The team have recommended one way flow in Church Street (south of Victoria Street), in the northbound direction. The reason for this is that this provides for a better intersection design at the intersection of Victoria Street and Church Street.

(If the one way section was to be southbound, cars will be making a right turn into Church Street from Victoria Street, propping on the hill and interacting with more pedestrians, impacting on the overall safety of the intersection.)

The vehicle access to Alexander Terrace has been modified to discourage casual through traffic.

Loading/unloading

Exclusive loading bays are not as beneficial in villages as they might be in larger cities. Large developments such as the Hotel can make their own arrangements and other stores can casually use kerb side space.

7.3 Wayfinding for a popular tourist town with many historic features

Signage + Wayfinding hierarchy

Wayfinding and informative signage should be included to enable users to easily access and navigate Church Street through improved visibility and legibility.

Signage will also allow Stanley's history and culture to be proudly displayed.

The signage suite includes a hierarchy of.

A. Gateway markers:

- _ Large signs
- _ Located at key points + areas of significance/ activity
- _ Legible to motorists

B. Wayfinding signs:

- _ At key locations where visitors are walking
- _ Located at key nodes for those seeking information on what to see and do
- _ Indicate direction to surrounding features or precinct, including available facilities or amenities

- _ Can include temporary directional signs

C. Informative / Heritage Signage:

- _ Medium scale signs
- _ Indicating heritage or of interest locations providing information and imagery.
- _ Convey information or story of place (could include images + drawings)



Gateway entry signage in corten steel



Simple timber and lasercut corten steel directional signage



Etched paver wayfinding signage



Surface wayfinding Signage in galvanised / powdercoated steel applied on the concrete path



Two types of signage in corten steel with the same look and material - Informative sign and Wayfindings sign



Existing signage from Stanley Heritage walk trail in corten steel that could be wider used

7.3 Wayfinding (cont.)



Wayfinding signage used on Strathalbyn town centre design by Jensen PLUS in timber and steel



Indent wayfinding signage in Concrete/ stone



Heritage information sign from Strathalbyn



Wayfinding signage in timber and steel



Finger post sign in timber with map added



Gateway entry signage in steel and hardwood

7.3 Proposed wayfinding + signage locations



7.4 Lighting Strategy

Improving public lighting at Church Street will provide functional and aesthetic benefits. Lighting assists in making public spaces more useable, versatile, safe and enjoyable for all. Adding feature lighting to key historical buildings helps emphasises their significance, uplighting new street trees will provide ambience, and featuring lighting in front of the town hall will create more intimate spaces and add interest.



New feature lighting on historical buildings could elevate them and make them distinctive landmarks



Tree uplighting to new street trees will provide ambience and character to Church Street.



Integration of feature LED lighting to furniture elements, such as seats, could provide ambience and interest to Church Street



Solar LED bollards will increase ambient lighting at the footpath level to help improve visibility and accessibility



Bespoke catenary lighting on the new section of raised shared street can transform the space into a place and improve the sense of identity



Pedestrian lighting poles to light paths can provide ambience and night time activation

7.4 Lighting Strategy (cont.) _ Church Street north + Victoria Street



7.4 Lighting Strategy (cont.) _ Church Street south & Marine Park



LEGEND

- 📍 ARCHITECTURAL FEATURE LIGHTING TO SIGNIFICANT BUILDINGS
- ☀️ PEDESTRIAN LIGHTING NEW 5.5M COLUMN LIGHT
- ⦿ EXISTING STREET LIGHT
- 🟡 SOLAR LED BOLLARDS
- ⚡ CATENARY LIGHTING
- INTEGRATED LIGHTING TO SEATING
- 🌳 TREE UPLIGHTING TO PROPOSED STREET TREES

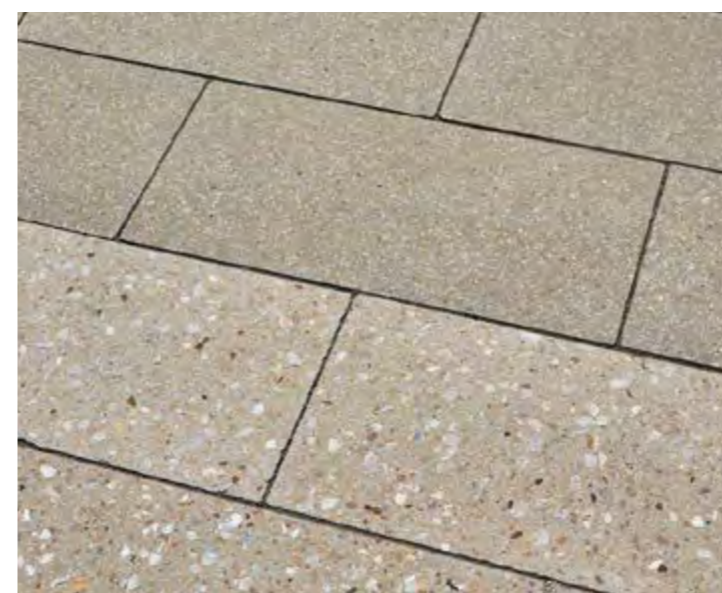


7.5 Design elements _ street furniture + paving

Using locally distinctive **Tasmanian timber** combined with modern materials such as steel, stone, and concrete is recommended to create sleek and high-quality street furniture, providing convenience for pedestrians. In addition, there is the opportunity for **bespoke furniture** as currently seen within the Stanley town centre.



In the selection of hard materials, it is advisable to follow the unique natural environment of Stanley and choose materials such as **stone**, **cobbles**, and **exposed aggregate concrete**. This will be in line with the overall character of the historic town.



7.6 Design elements _ Soft landscaping including diverse, canopy street trees bringing shade, colour + enclosure to Church Street

Creating a coastal town landscape with local characteristics by incorporating a rich variety of **native plants**, and other species, known to be successful in Stanley. This will not only enhance the **local flavour** but also **reduce maintenance** requirements and create a distinct **seasonal plant display** throughout the year.



Clustered tree and shrub planting to support micro-climate and protected growing conditions



Norfolk Pine, Stanley



Native banksia street or park tree _ Banksia Serrata (Penguin, Tas)



7.7 Vacant + underused sites with development potential

This plan suggests development opportunities for vacant lands to create a more vibrant, attractive and integrated town centre around Church Street.

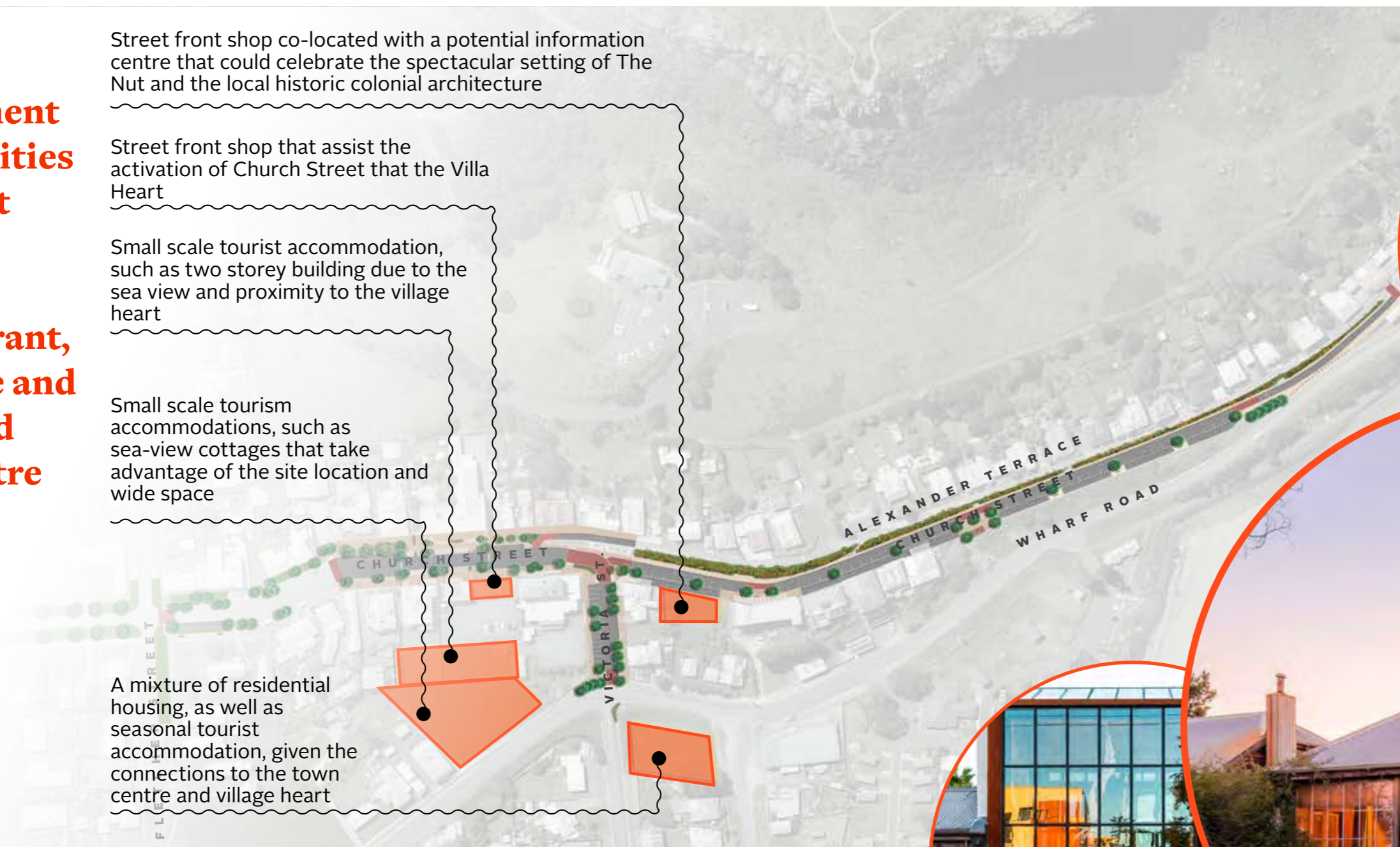
Street front shop co-located with a potential information centre that could celebrate the spectacular setting of The Nut and the local historic colonial architecture

Street front shop that assist the activation of Church Street that the Villa Heart

Small scale tourist accommodation, such as two storey building due to the sea view and proximity to the village heart

Small scale tourism accommodations, such as sea-view cottages that take advantage of the site location and wide space

A mixture of residential housing, as well as seasonal tourist accommodation, given the connections to the town centre and village heart





8. What comes next? Our implementation strategy, action plan and priorities

8.1 Principles to guide implementation

8.2 Stages

8.3 Sequencing

8.4 Sub stages

This section sets principles to guide project priorities and implementation.



8.1 Principles to guide implementation

The targeted, place-focussed improvement opportunities recommended in this master plan are primarily public realm improvements in the form of footpaths, seating, greening, drainage, lighting and wayfinding. Circular Head Council is the appropriate lead for master plan implementation.



1.

Quick wins

Demonstrate commitment and test master plan concepts with quick win projects



2.

Partnerships

Build ongoing partnerships between council, community, businesses and other stakeholders



3.

Funding-ready

Tailor projects and staging to grant funding opportunities from Federal and State agencies



4.

Achievable

Scale stages of the master plan to match the funding and delivery capabilities of council and community.

Target strategic projects implementation to mark 200 years since settlement by Van Diemen's Land Company employees in 2026



5.

Flexible

Allow flexibility in design approach (e.g. materials selection) to respond to available funding, while still delivering on the overall vision

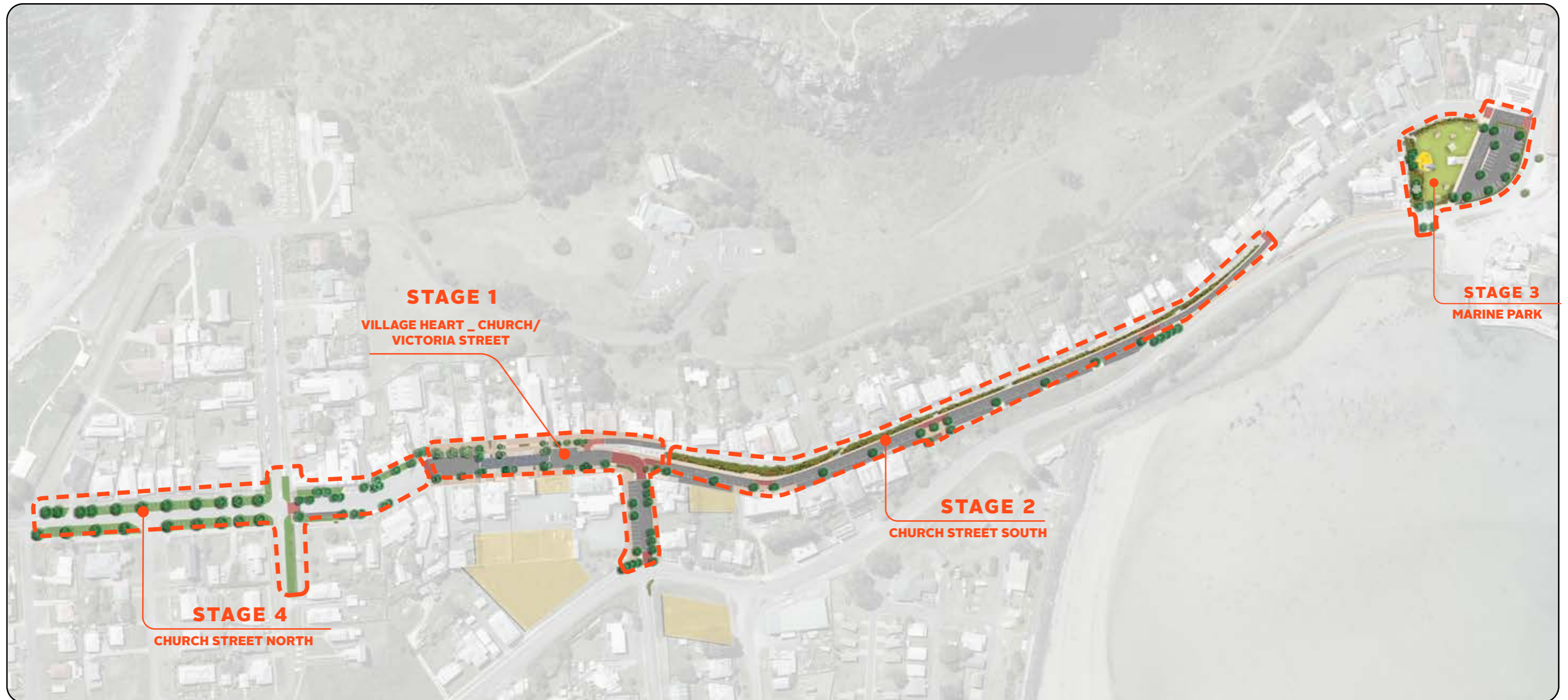


6.

Sustainable

Projects can be effectively maintained and managed

8.2 Stages



*In addition to the above projects, an ongoing community, stakeholder and business partnership through a steering group or similar is recommended to be established in the short term.

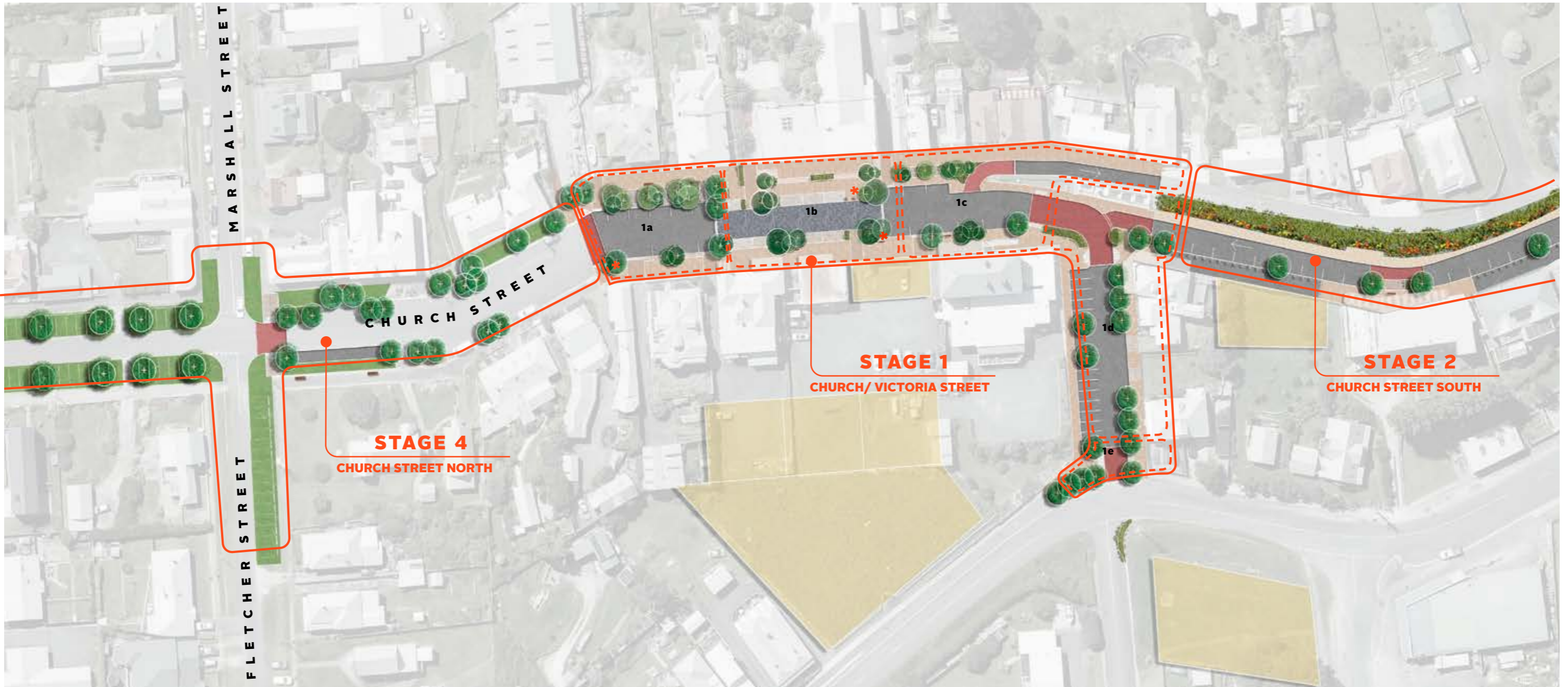


8.3 Sequencing

Implementation period	Quick wins to demonstrate action + commitment (year 1)	Strategic projects to transform the public realm (years 2 – 4)	Longer term projects to complete the master plan (5 - 7 years)
Stages	<ul style="list-style-type: none"> – Temporary activation _ Heart of Church Street temporary activation (parklet style seating and planting) – Church / Wharf Street road closure + footpath _ Stage 2e – Steering Group _ Establish ongoing community, stakeholder and business partnership through a steering group or similar 	<ul style="list-style-type: none"> – Heart of Church Street public realm (Church / Victoria) _ Stage 1 – Marine Park + car parking _ Stage 3 	<ul style="list-style-type: none"> – Church Street South _ Stage 2 – Church Street North _ Stage 4
Intent	<ul style="list-style-type: none"> – Lighter, quicker, cheaper – But with high impact and visibility – “Create the space you want to test” 	<ul style="list-style-type: none"> – Build on evidence from temporary works – Locations with highest visual impact and greatest benefit _ economically and socially 	<ul style="list-style-type: none"> – Continue success of earlier stages – Complete the master plan for long-term success



8.4 Sub stages _ Stage 1



June 2023
Rev: A
P1023
1:1000 @A3



Stage 2 _ sub stages





Stage 3



June 2023
Rev: A
P1023
1:1000 @A3





Stage 4





This section summarises the strategies, policies and drivers for change

Appendix A Strategic context

- Regional Plans
- Local plans + policies
- Recent developments
- Previous concepts for Church Street

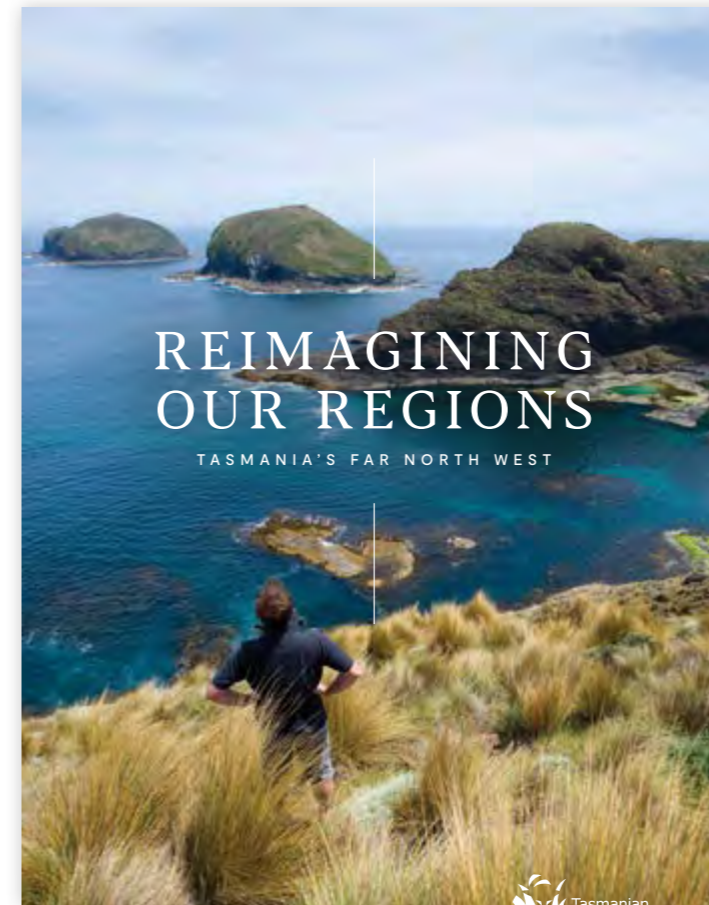
Regional Plans



Sustainable Murchison 2040 Community Plan Regional Framework Plan

Vision:

1. **Rugged natural beauty and productive landscapes**
 2. **Thriving, vibrant communities**
 3. **Connected to each other and engaging with the world**
 4. **Adventures, producers and makers**
- A key action to achieve this vision is to **retain and enhance the distinctive elements of each settlement** .
 - This includes their **urban morphology, urban design, natural features and building vernacular**. Settlements should also be accessible and compact.



Reimagining Our Regions - Tasmania's Far North West

Background:

- An initiative of the T21 2015-2020 Tasmania Visitor Economy Strategy.
- Generates ideas for tourism development opportunities, with the **goal of increased visitation**, especially overnight stays.
- One such idea is marine based touring products from Stanley which are being explored.
- Stanley has well known populations of seals and penguins which present opportunities for more immersive encounters that would attract visitors.
- To support this growth in visitation, **the town will need to have strong tourism foundations**. Church Street has the potential to provide some of this, including retail and dining outlets and clear wayfinding. The Town Hall presently accomodates the visitor centre.

Regional Plans (cont.)

Cradle Coast Regional Futures Plan 2019-2022

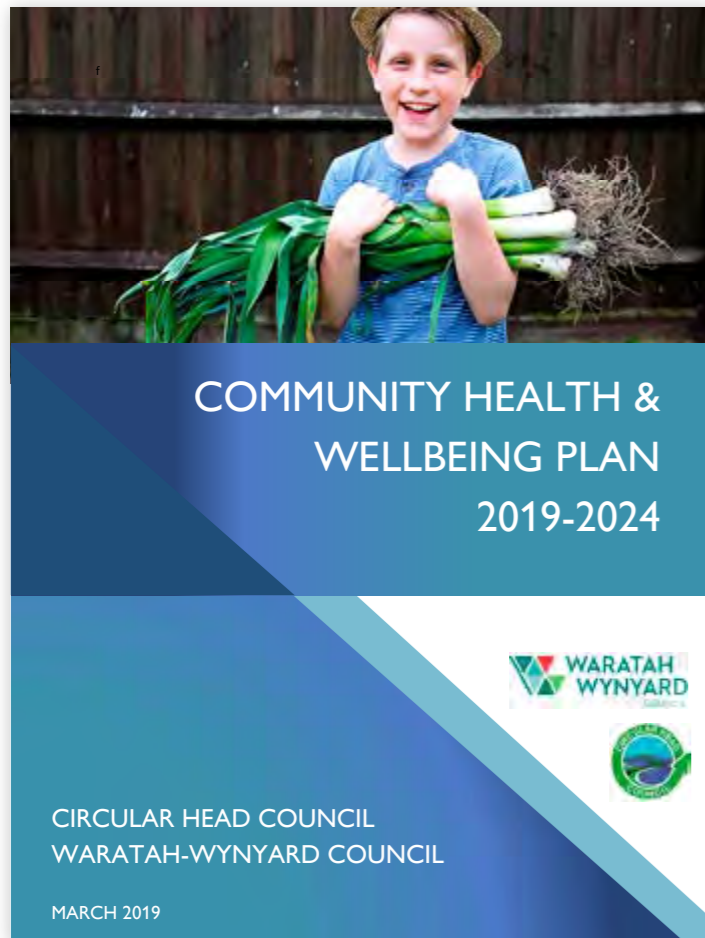
- _ The Cradle Coast is made up of nine council areas in Tasmania's north west which are linked by social and economic relationships.
- _ Burnie and Devonport form the Central Economic Zone which are job and services hubs.
- _ Circular Head's community and economy is relatively self contained, but it still benefits from relationships with the wider region.
- _ The Futures Plan is aimed at improving living standards by boosting economic growth and increasing its resilience, with an **emphasis on creating more jobs and better jobs.**
- _ Emerging job opportunities have been identified in the following sectors: Advanced manufacturing, Agribusiness including aquaculture, Forestry, Renewable Energy, Health Care and Social Assistance and Tourism.

Regional Plans + Church Street Master Plan

- _ Stanley is a regionally important tourism destination, with Church Street a major attractor and location for tourist services.
- _ The master plan can support increased tourist visitation and quality of experience especially at the streetscape level.
- _ At the same time Church Street must be a thriving community destination to support liveable communities (which further contributes to visitor appeal).



Local plans + policies



- Goals include reducing isolation and supporting mental wellness. Some planning actions include:
- Facilitating **pedestrian-friendly settlements where services, shops and community facilities are co-located.**
- Prioritising the **creation of accessible public spaces and green spaces where people can meet and gather** informally and at no cost.

Community Health & Wellbeing Plan 2019-2024



Background:

- By 2037, the population of older adults in Circular Head is projected to reach 2,017, or more than one-quarter (27%) of the total population
- It is important to ensure that the built environment is age-friendly so that older residents can enjoy safe, welcoming and accessible communities
- Key planning actions include the **prioritisation of walkable town centres** and **maintaining accessible pathways through townships**

Age-Friendly Communities Plan 2019-2024

5.2 Local plans + policies (cont.) _ Planning Scheme Zones

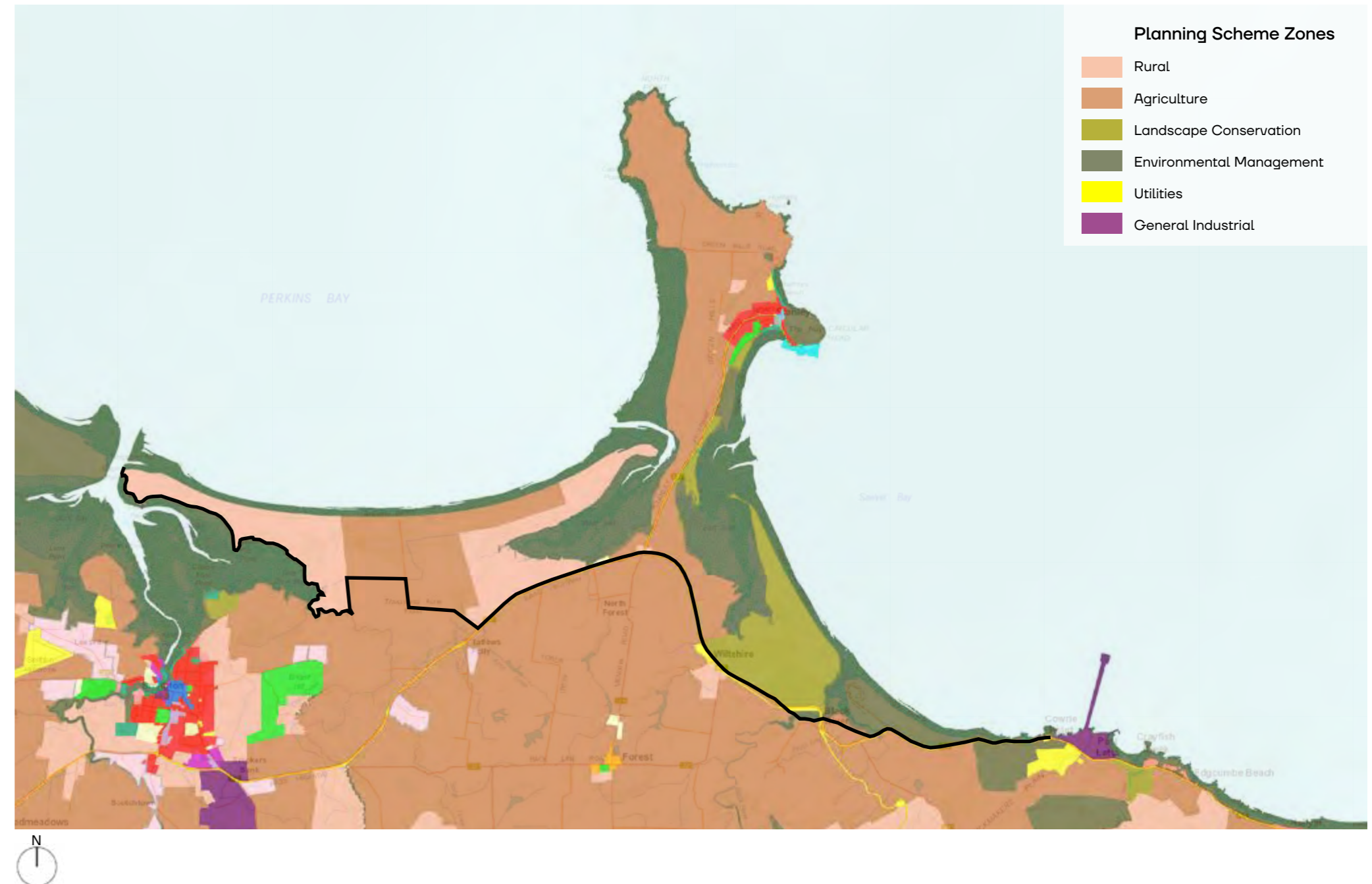


Local plans + policies (cont.)

Scenic Values Assessment and Management 2022

- _ The proposed Scenic Protection Area (SPA) in Stanley includes the whole Peninsula to North Point and extends to include the coastline between Eagle Point and Cowrie Point.
- _ The village of Stanley is excluded from the SPA as the Local Historical Heritage Code sufficiently protects its heritage aesthetic.
- _ Although it is excluded, the village of Stanley adds to the perceived scenic value of the area. Therefore, any new development should minimise potential visual impact on the existing landscape character.

Map 4.1: Boundary of Stanley Peninsula Scenic Protection Area



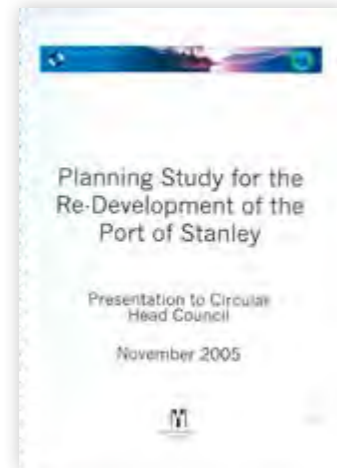


Local plans + policies (cont.)



Stanley Guided Development Plan (2005)

- _ The Plan provides a framework to guide the future development of the town.
- _ With regard to place-making, the plan encourages future plans and projects which enhance pedestrian movement, their ability to sit, rest and opportunities to encounter points of interest in Stanley.



Port of Stanley Re-Development Planning Study (2005)

- _ The Plan guides the development of the Port, to maintain it a small scale operational port while making it more attractive for residents and visitors to visit
- _ Community and visitor facilities, along with a priority pedestrian zone are encouraged around the Marine Park site.



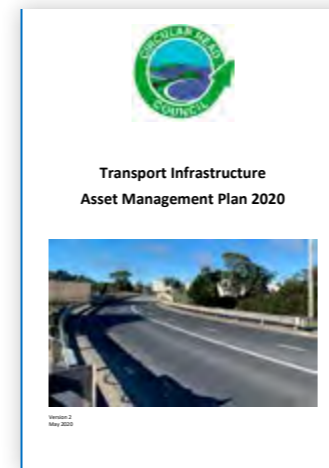
Cradle Coast Region Pathfinder Regional Growth Strategy

- _ **An evidence base for the Regional Futures Plan**, the report identified key economic sectors to develop.
- _ Circular head showed a strong specialisation in agribusiness processing.
- _ States that tourism industry can be further developed to draw people to stay longer.



Strategic Asset Management Plan 2022

- _ Council's plan to manage their physical assets including parks, drainage systems etc.
- _ Takes into account the **Buildings Infrastructure Asset Management Plan 2021**.
- _ There are planned renewal works for the Stanley town hall on Church St, including painting of its public toilets.



Transport Infrastructure Asset Management Plan 2020

- _ Council's plan to deliver road upgrades and other transport infrastructure in a financially sustainable manner
- _ A significant deliverable is the reconstruction of segments of Church Street which is projected for 2024, at the estimated cost of \$750,000.



Stanley Conservation Study (1974)

- _ A detailed study of Stanley's history, historic settlement patterns and buildings, with recommendations for the conservation of important elements of the Township.

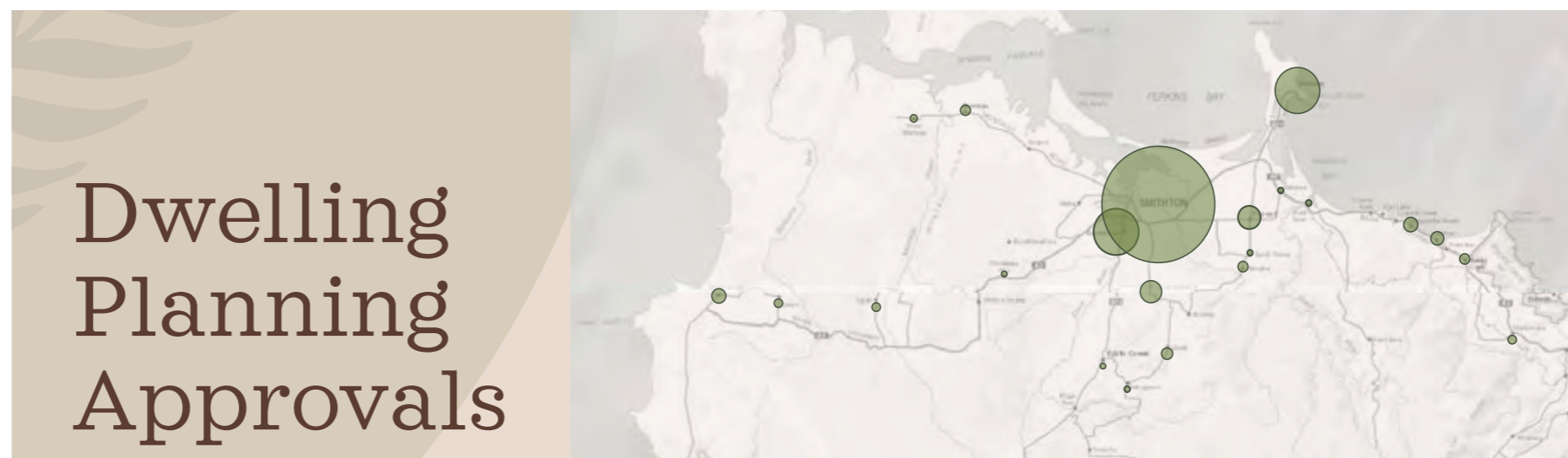
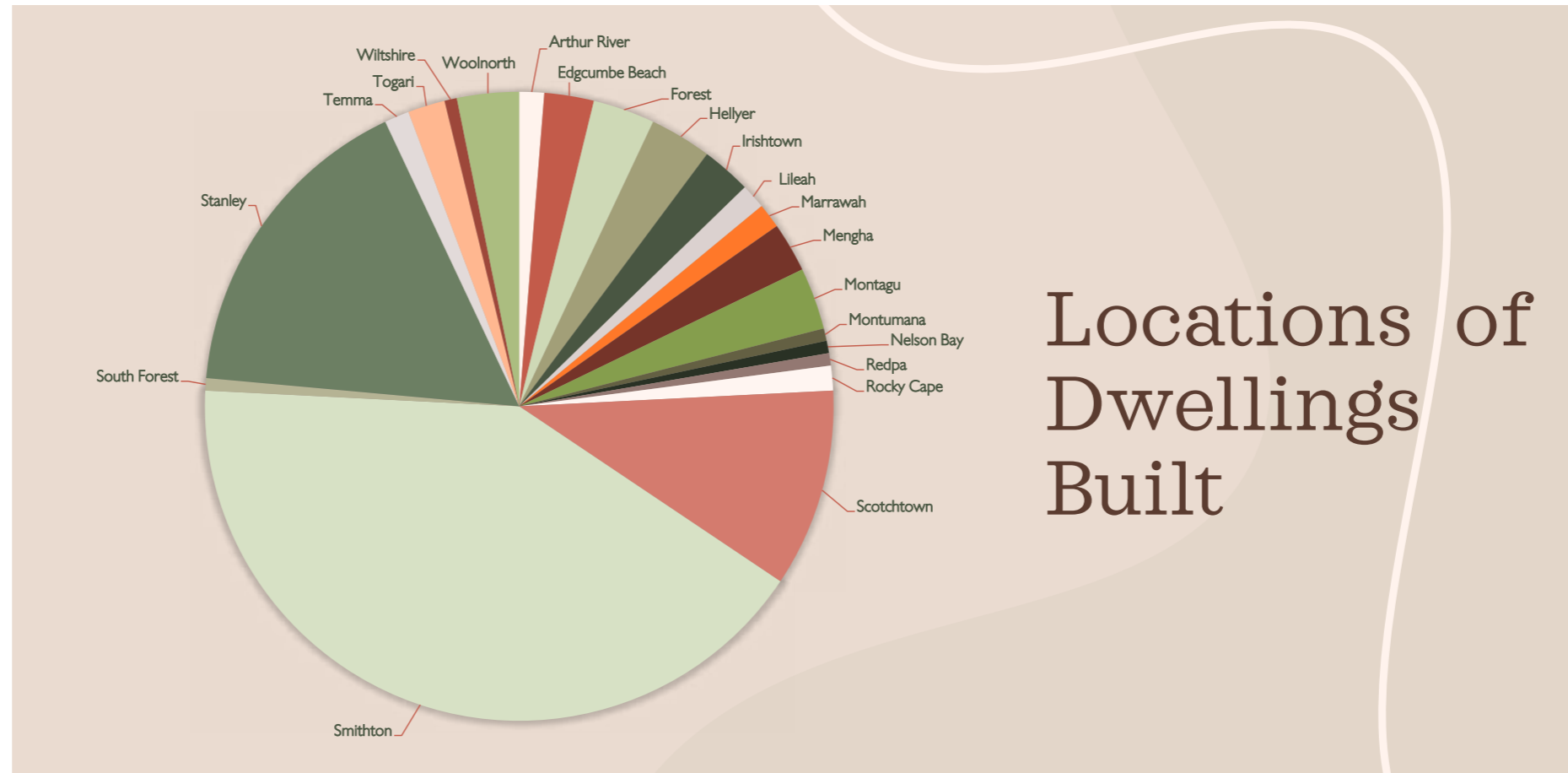
Local plans, projects + Church Street Master Plan

- _ Wellbeing and ageing plans prioritising accessible public spaces and walkable town centres
- _ High scenic values at Stanley, and conservation values at Church Street, must be respected in any new developments
- _ previous Church Street concepts proposed cobblestone paving which matches local heritage character. Other proposals included widened footpaths and moveable planters.
- _ Previous strategies prioritised open vistas to the ocean and hence mainly low plantings were recommended.
- _ Seating locations can facilitate access to views.
- _ The design of recently installed power line under-grounding and lighting at Church Street has been poorly received.

Recent developments

Dwellings and development applications

- _ **There were 26 dwellings built in Stanley between 2012-2022.** In Circular Head, this figure was only surpassed in Smithton, which had 65 dwellings built.
- _ A similar pattern was observed for dwelling planning approvals in Stanley and Smithton within the same period.
- _ In terms of development applications for uses other than dwellings, there were 8 commercial and **22 tourism related DAs** in Stanley between 2012 and 2022.



Previous concepts for Church Street

Central Areas Development Strategies (CADS) Project 2019

The project identified initiatives and interventions to impact the future economic development and employment growth in the towns of Somerset, Wynyard, Stanley and Smithon.

Four interventions were proposed in Stanley. These include a Church Street Streetscape upgrade, a precinct plan for the port site, vehicle access and parking improvements, and pedestrian + open space enhancements around the Marine Park site.

The Church Street streetscape concept features cobblestone paving which matches local heritage character, while defining a clear on street parking zone. Other proposed improvement include widened footpaths and moveable planters.

Installation of underground power lines was proposed

Proposed changes to vehicle movement include the changing of Church St to a one-way street southbound to provide more space for angled parking.



PRECEDENT IMAGES



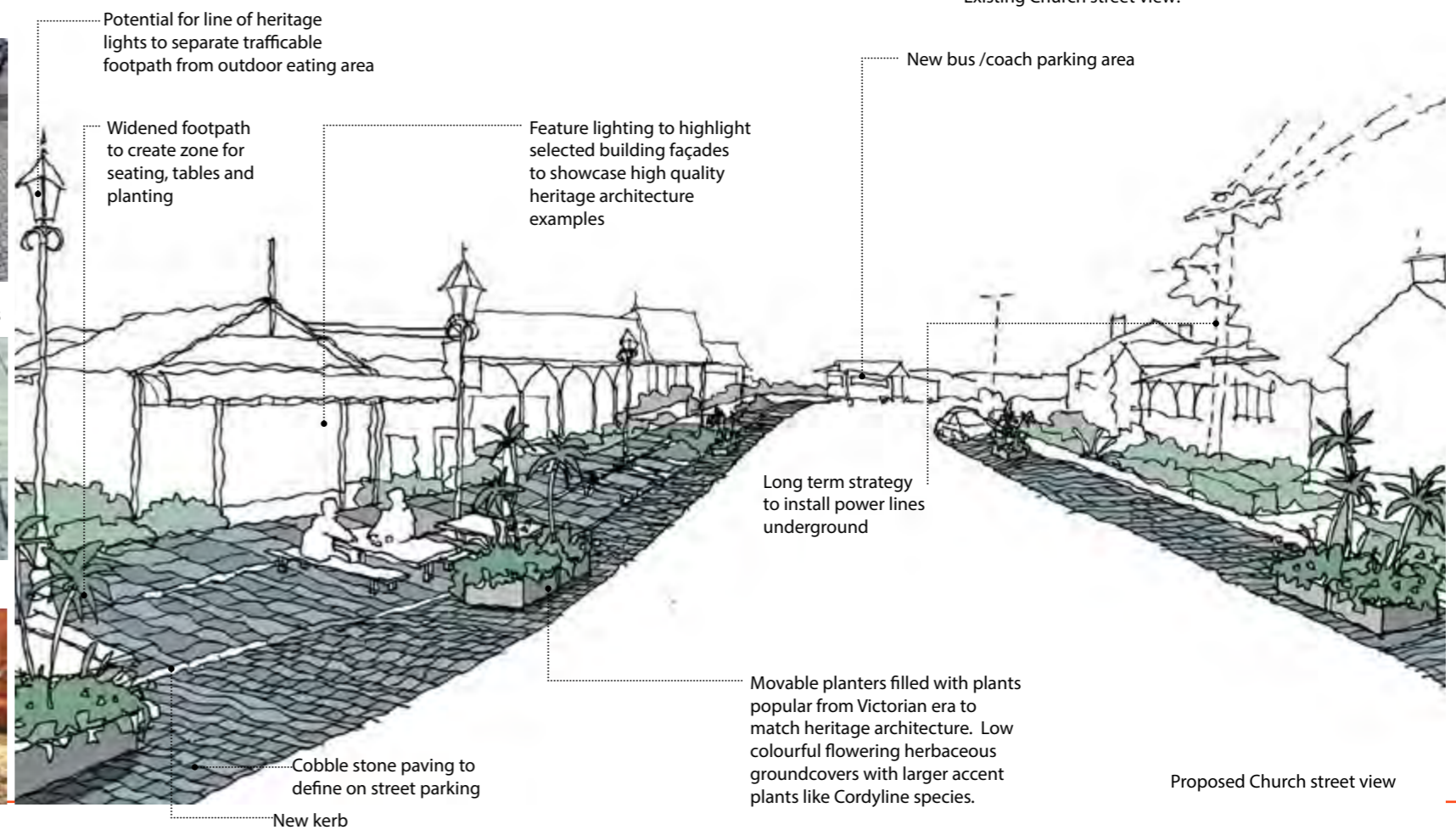
Heritage street furniture
Parking defined by heritage style pavers



Paving to match local heritage character



Outdoor dining in courtyards & on street

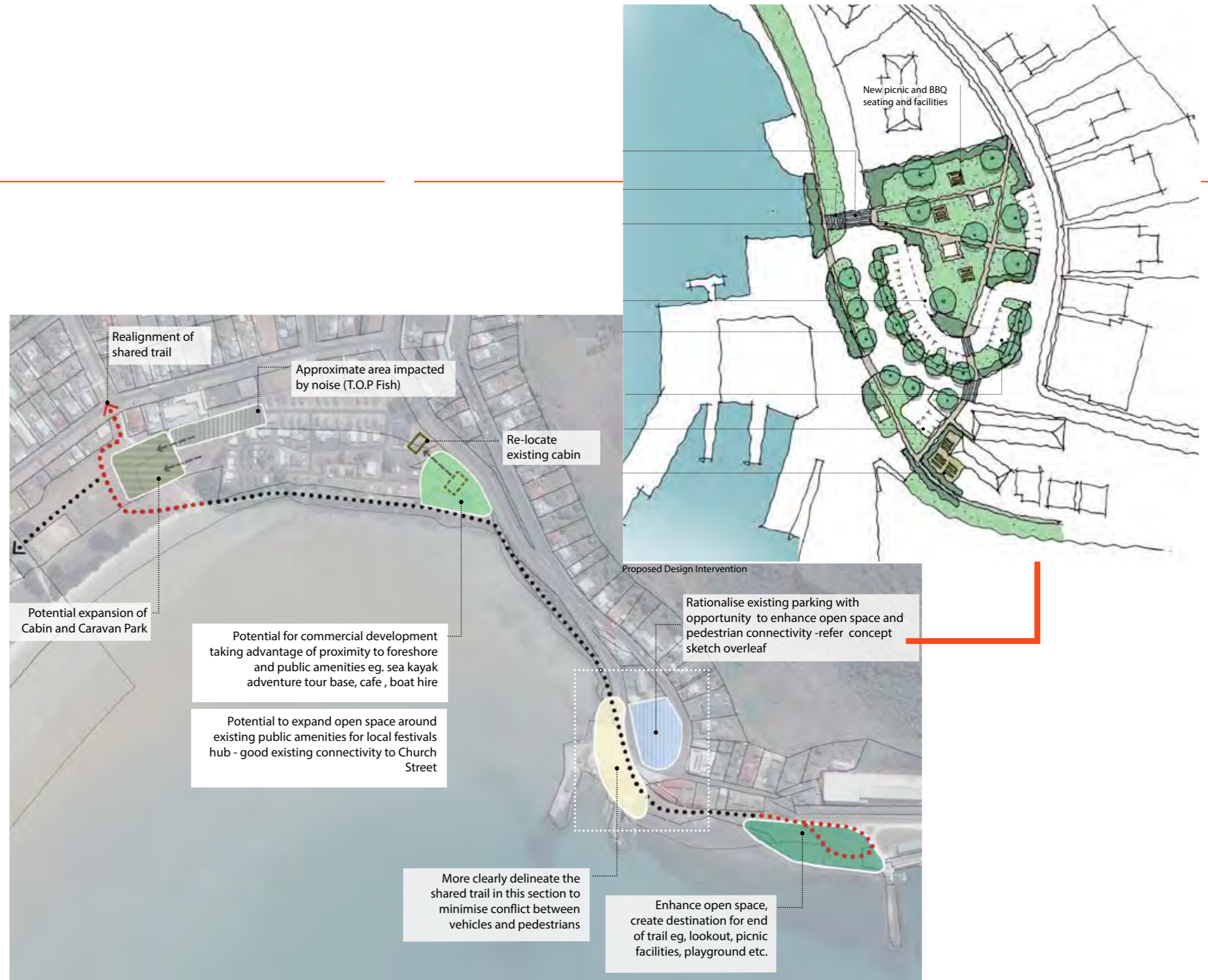


Existing Church street view:

Proposed Church street view

Pedestrian + open space enhancements

- _ Beyond Church Street, the plan also identified multiple pedestrian and open space enhancements along the foreshore.
- _ A Marine Park concept plan proposed improved pedestrian connectivity while adding more car parking spaces.



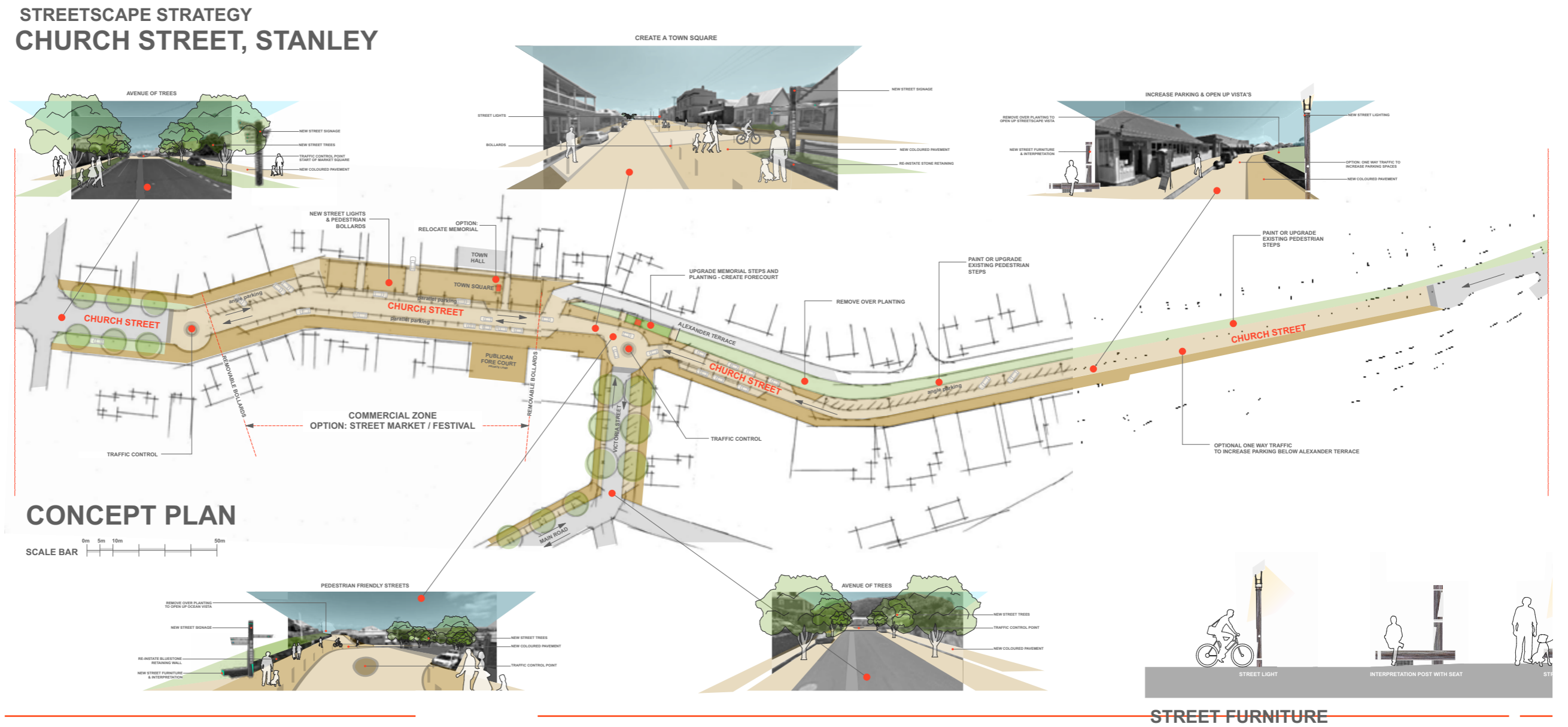
Previous concepts for Church Street (cont.) _ Stanley Streetscape Strategy Report 2016

_Similar to the CADs project, this earlier strategy proposed one way traffic on Church St.
_A town square at the intersection of Church St and Victoria St is proposed

_Paving: Coloured asphalt was recommended to distinguish pedestrian and vehicles zones through the use of subtle tones.

_Painting: An agreed and consistent colour scheme would improve the appearance of the streetscape.

_Planting: The strategy was to open up vistas to the ocean and hence mainly turf and understorey plantings were recommended. Tree plantings are incorporated into the street entrances.



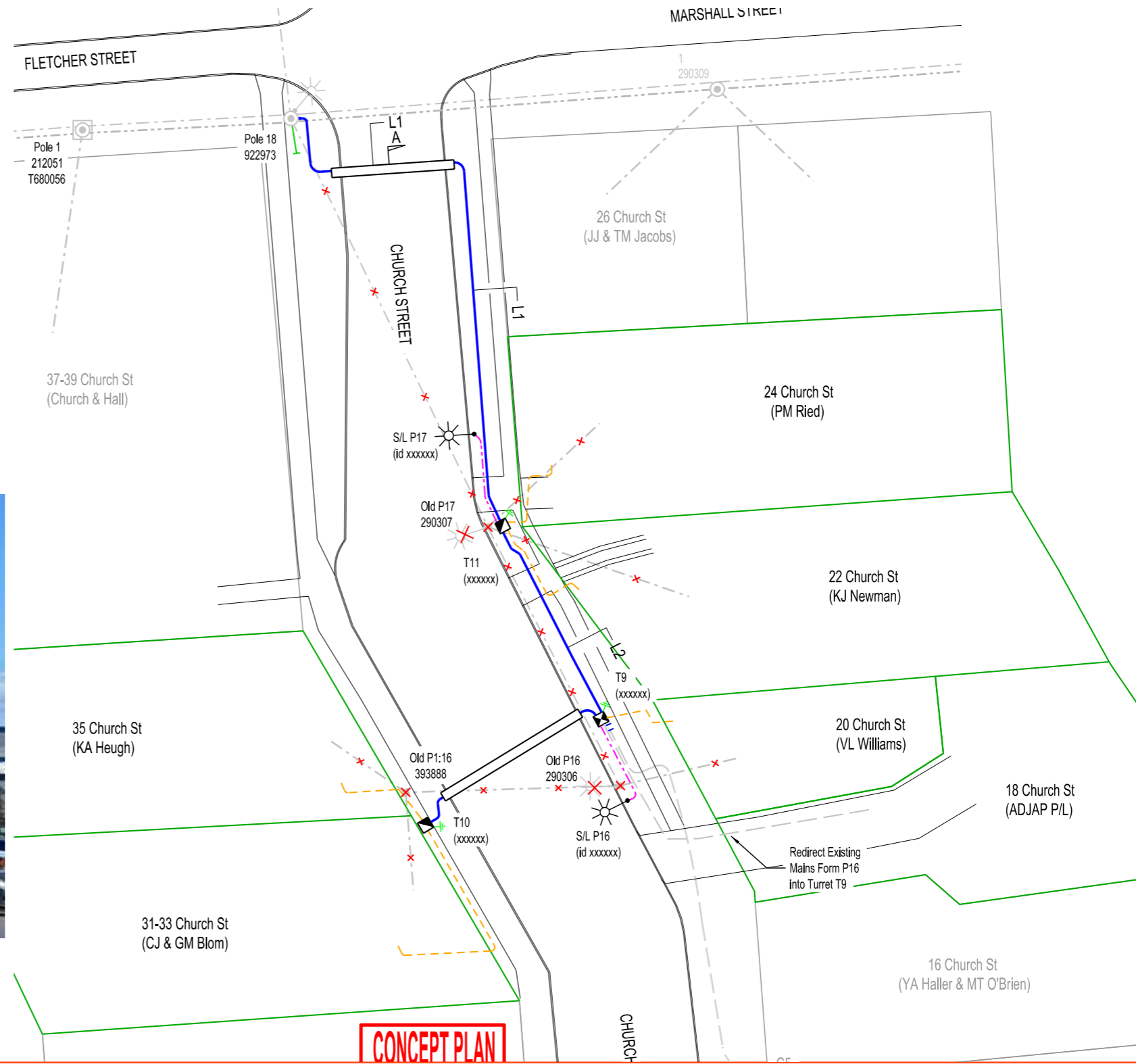
Previous concepts for Church Street (cont.) _ Underground Power Street Conversion Project (Tas Networks 2022)

Concept design for the removal of overhead poles, cables and streelights, and replacement with underground power and new street lights.

- _ Section A (Alexander Terrace - South)
- _ Section B _ Alexander Terrace - North)
- _ Section C (Church Street - North to Marshall Street)
- _ Section D (Victoria Street - Transformer Relocation)



Recently installed power line under-grounding and lighting at Church Street



Observations

Local plans, projects + Church Street Master Plan

- _ Wellbeing and ageing plans prioritising accessible public spaces and walkable town centres
- _ High scenic values at Stanley, and conservation values at Church Street, must be respected in any new developments
- _ previous Church Street concepts proposed cobblestone paving which matches local heritage character. Other proposals included widened footpaths and moveable planters.
- _ Previous strategies prioritised open vistas to the ocean and hence mainly low plantings were recommended.
- _ Seating locations can facilitate access to views.
- _ The design of recently installed power line under-grounding and lighting at Church Street has been poorly received.

Appendix B

Online survey results _ May 2023

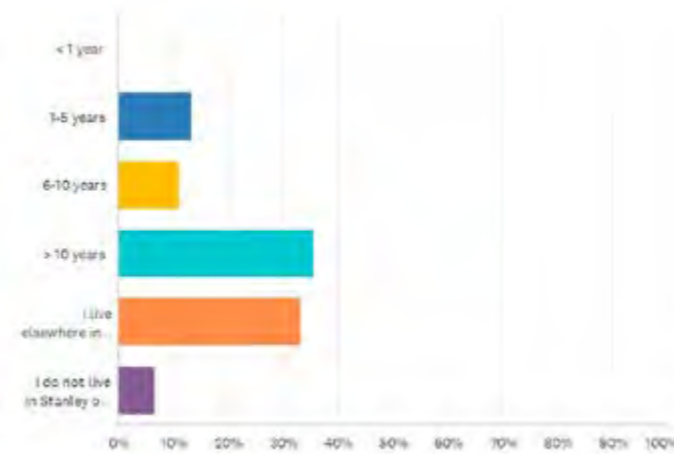
Early engagement survey _ May 2023

45 responses!

27 Stanley residents responded to the survey. This is 4.5% of Stanley's 595 population.

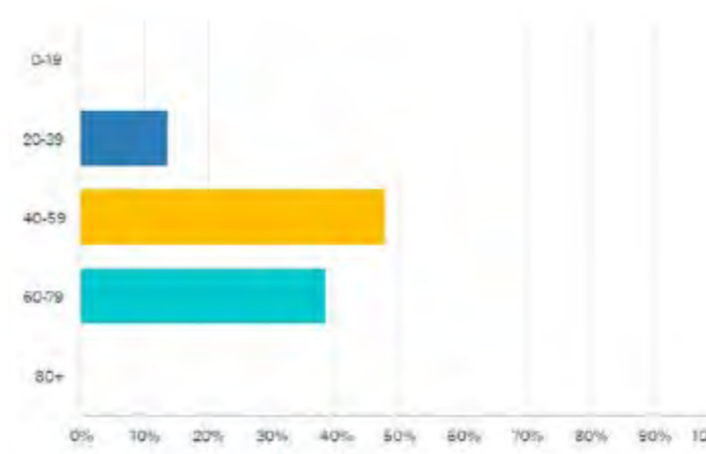
45% of respondents had children in their household.

How long have you lived in Stanley?



- 60% (27) of the survey respondents live in Stanley. 15 other respondents live elsewhere in Circular Head Council and three respondents live elsewhere.
- 16 respondents have lived in Stanley for 10 years or more.

What is your age?



- 38 respondents were aged between 40 and 79 years.
- Six respondents were aged between 20 and 39 years.

Which best describes your lifestyle status?

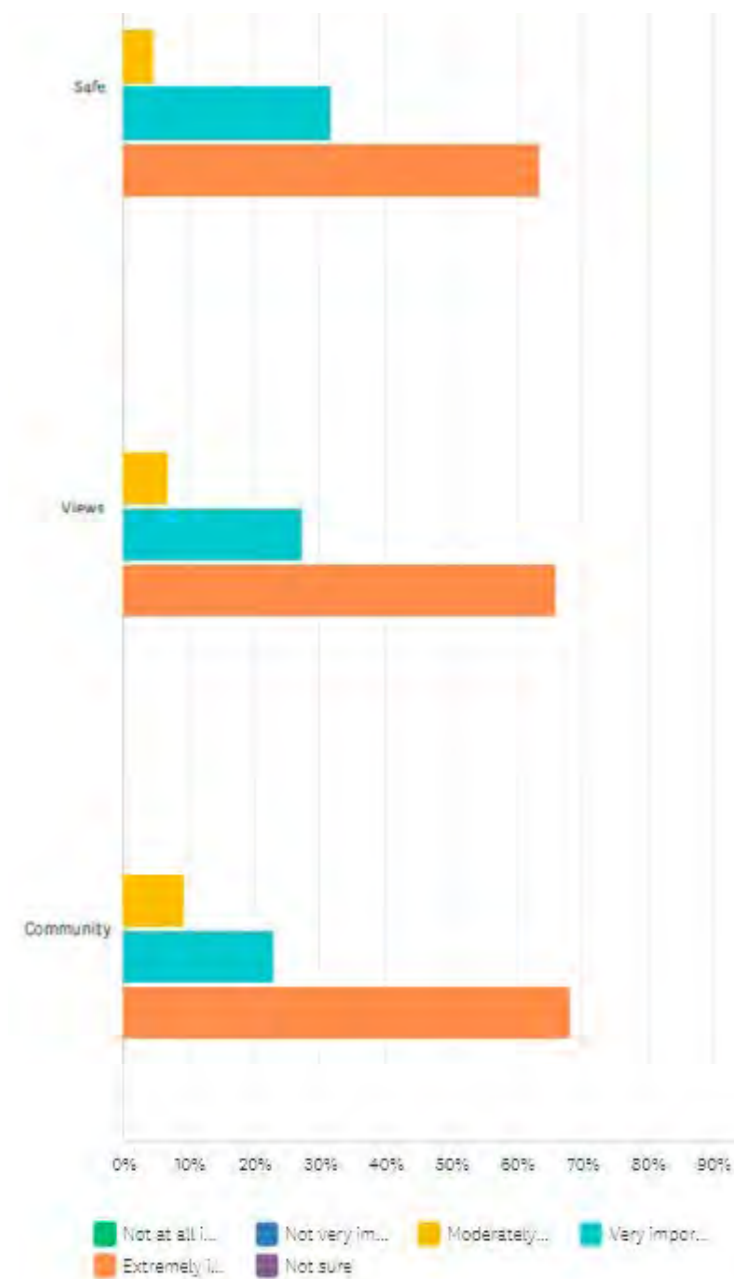


- 13.5% of the respondents were retired
- Other respondents are in the workforce. One respondent is a remote worker.

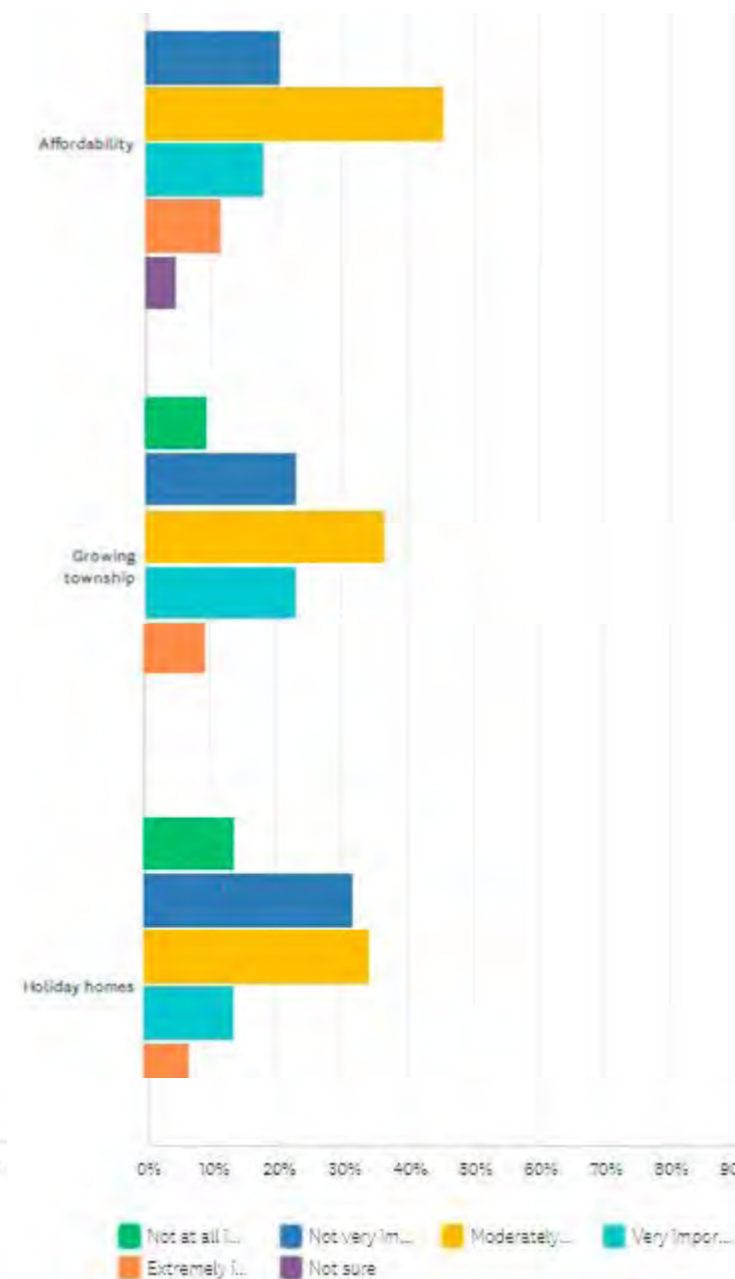


Early engagement survey _ May 2023

Examples of highly important values



Examples of values with mixed results



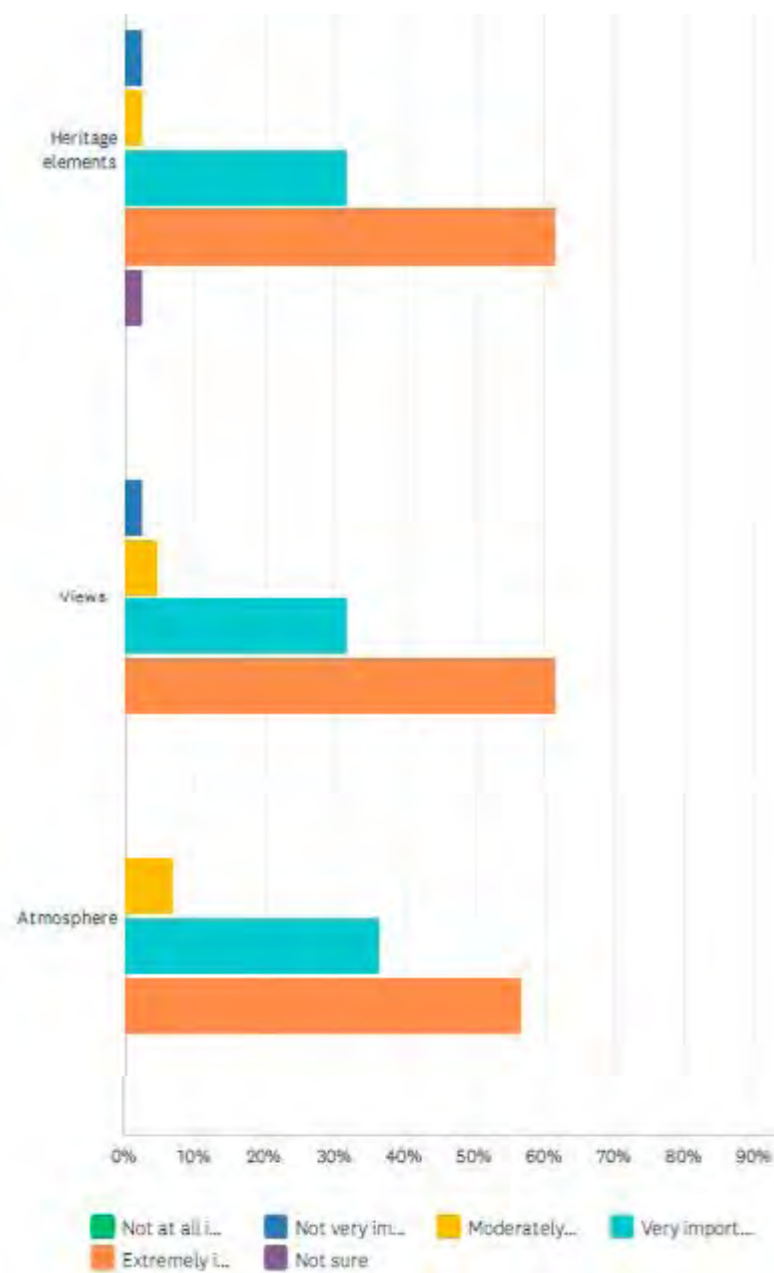
Which aspects of the town of Stanley are most valued?

- **Contentment:** Stanley's sense of **safety** was the highest rating value, along with the town's **community**.
- **The offering:** Stanley is a very picturesque place. People value its **views**, its **lifestyle**, that it is a **welcoming place** and respondents value its **history** and its **natural setting** and **sustainable development**.
- **Quality of life:** **Tranquillity**, the ease of **walking and biking** around, **food and drink** options, **shops and community services** and **recreation activities** are highly valued.
- Values which had **mixed feedback** related to the importance of having **holiday homes**, **growing** the township, **affordability**, the "**smallness**", and the ease of **getting around by car**.
- Comments identified the need for balance in Stanley. Permanent residents and visitor accommodation, preservation of the unique history, culture and landscape and new opportunities for local business and catering to people with reduced mobility and for children.

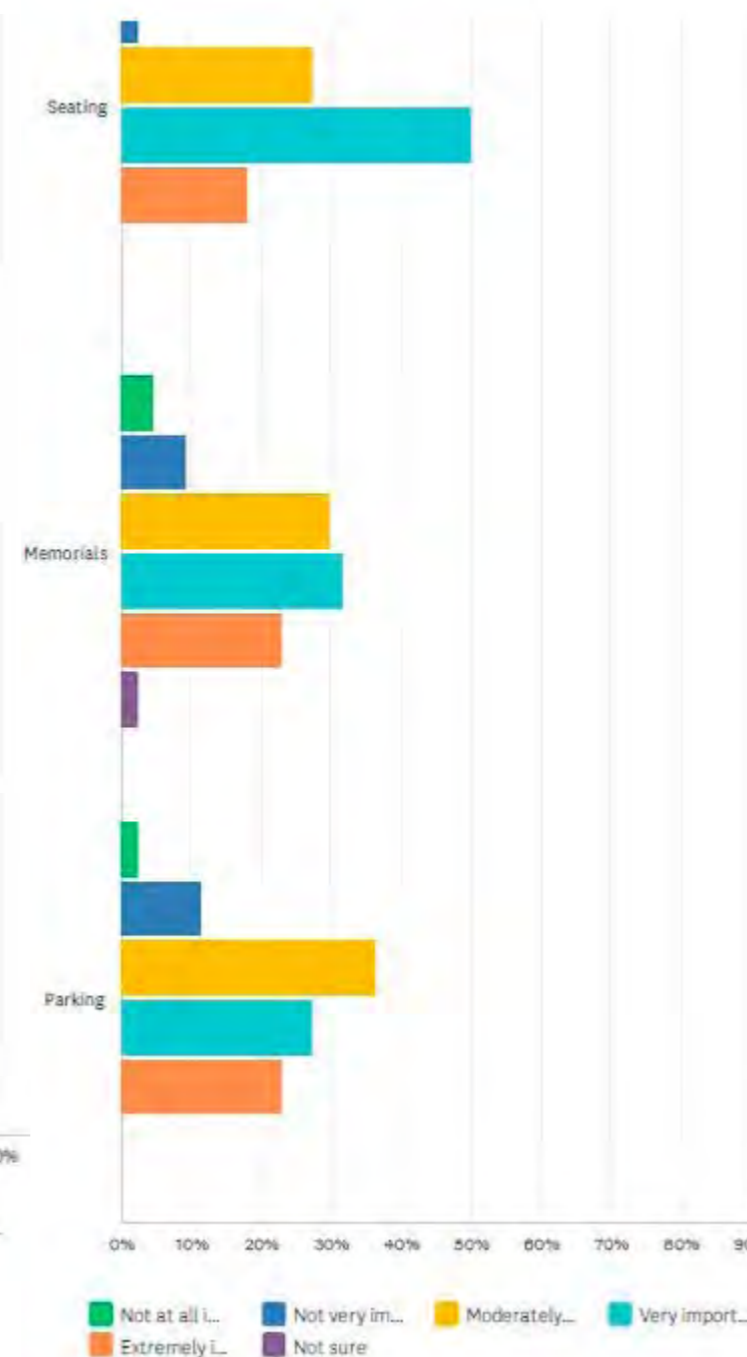


Early engagement survey _ May 2023

Examples of highly important values



Examples of values with mixed results

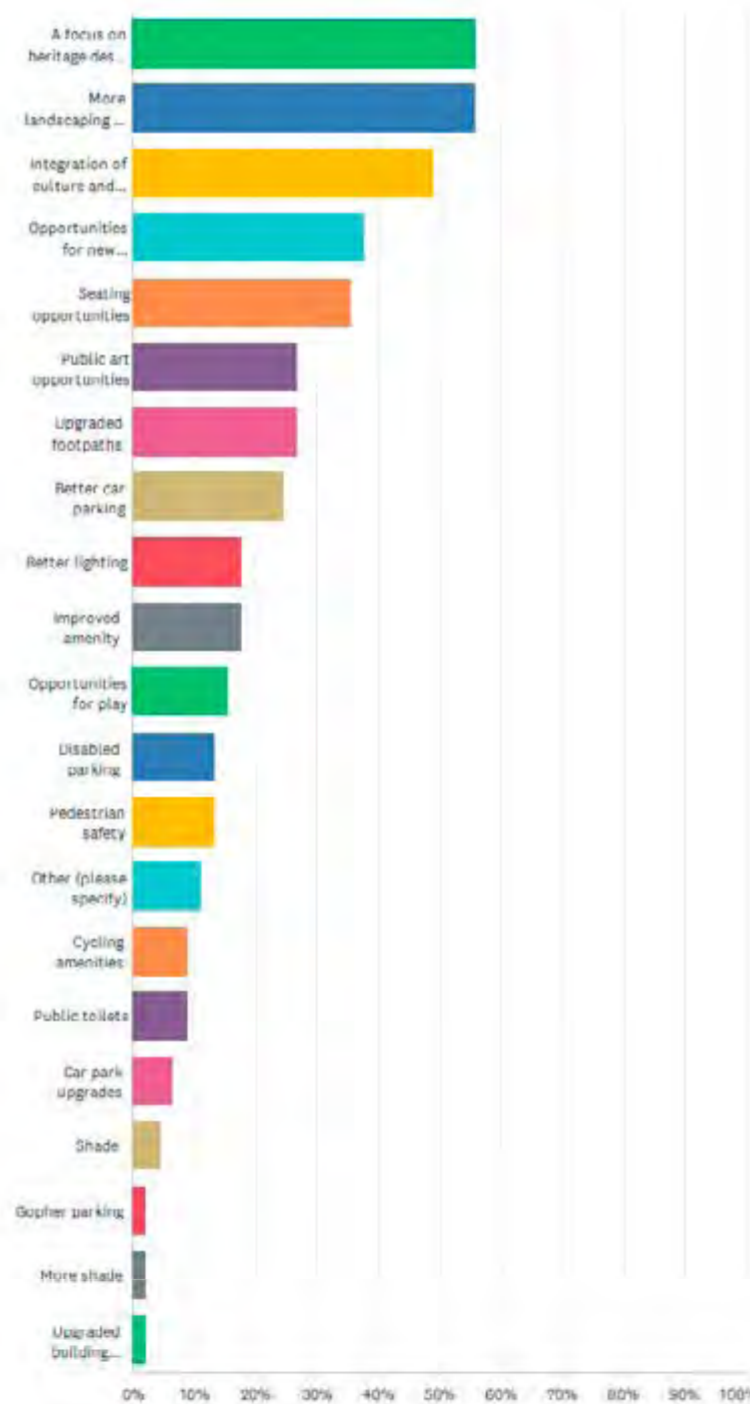


Which aspects of the Church Street precinct are most valued?

- **The character:** The **heritage**, the **views**, the **buildings** and the **atmosphere**.
- **The offering:** The **shops and services** and the **trees and landscaping**, the **footpaths** and amenities.
- Values which had **mixed feedback** related to the importance of having **parking, memorials, seating** and **lighting**.
- Comments identified a desire for trees, for the maintenance of the heritage buildings and historic ambience, for better play areas for children of all ages and adult exercise equipment, and for public realm and infrastructure improvements to improve accessibility and amenity.

Early engagement survey _ May 2023

Urban design opportunities for Church Street



What are the top five urban design opportunities community would like to see in Church Street?

1. A focus on **heritage design elements** (25 votes)
2. More **landscaping and trees** (25 votes)
3. Integration of **culture and history** (22 votes)
4. Opportunities for **new businesses and employment** (17 votes)
5. **Seating** opportunities (16 votes)

Comments identified the value appropriate lighting can add to the street, the need to support remote workers, social connections and the need to make Church Street wheelchair accessible.

Early engagement survey _ May 2023

What other issues and opportunities are important to you?



Feedback reflects a desire to improve the town of Stanley in a way that is both sustainable, accessible, and appealing to tourists and residents alike.

Other important issues and opportunities for Church Street:

- **Accessibility:** feedback focuses on improving accessibility for people with disabilities, such as wider footpaths, more accessible parking, and better disabled access to businesses.
- **Character:** There is a clear desire to maintain the look and feel of the town, as evidenced by the suggestions to use heritage-style materials and design, and to enhance the use of public art.
- **Sustainability:** Feedback mentions the importance of incorporating biodiversity and sustainability into the design of the town by planting native trees and providing more opportunities for people to connect with nature.
- **Tourism:** Feedback is aimed at improving the town’s appeal to tourists, such as by creating more dining and shopping opportunities, providing more public toilets, and improving signage.
- **Community:** Feedback also mentions the importance of creating a more vibrant and welcoming community, such as by providing more opportunities for social connection, supporting local businesses, and keeping the town clean and tidy.

Early engagement survey _ May 2023

Overall, residents of Stanley are very positive about their town and are eager to see it continue to thrive. They believe that the town's unique character and history are its greatest assets, and they are committed to preserving them while also creating a vibrant and welcoming community for all.

The quality of life on offer in Stanley and Church Street are their most valued features.

Stanley is a safe, welcoming town with a valued lifestyle. Residents appreciate sustainable development, the town's history, and the natural setting. Stanley is seen as a tranquil, walkable place, with good food and drink options, shops and community services. Recreation activities are also highly valued.

The built character of Stanley and Church Street are important with the buildings, footpaths landscaping adding to an atmosphere which people appreciate.

For Stanley, there is mixed feedback on the importance of holiday homes, growing the township, affordability, smallness, and car access. In Church Street, feedback is mixed regarding seating and lighting and the importance of having car parking.

Residents want a balance between permanent residents and visitor accommodation, preservation of the unique history, culture, and

landscape, new opportunities for local business, and to cater to people with reduced mobility and children.

The most popular urban design suggestions for improving Church Street include:

- Complementing the character of the town with heritage-style design elements
- More landscaping and trees
- Integration of culture and history
- Opportunities for new businesses and employment
- Seating opportunities

Additional feedback includes:

- Making Church Street wheelchair accessible
- The need for appropriate lighting
- Providing for tourism with more choice available, signage and amenities
- Support for remote workers
- Supporting social connections and community



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Appendix C

Co-Design Workshop Summary

Co-Design Workshop Summary

A highlight of master planning and engagement for the Church Street, Stanley Master Plan was the Co-Design workshop held on 16th and 17th May 2023 at Stanley Town Hall.

Jensen PLUS and Complete Streets undertook a two-day Co-Design Workshop on Tuesday 16th and Wednesday 17th May 2023 at Stanley Town Hall, in the heart of Church Street.

The purpose of the Co-Design Workshop was to collaboratively inform a master plan for Church Street Precinct.

Our approach to doing this was to engage business owners, community members, stakeholders and council staff in conversation, and facilitate direct participation in the development and testing of emerging master plan ideas, visions and concepts for Church Street and surrounds.

30+ people attended each of the sessions, providing huge insight on local values, knowledge, big ideas, and feedback on the team's analysis.

An overview of the workshop agenda is provided on the next page.



Workshop aim + Agenda at a glance

To collaboratively inform a master plan for Church Street Precinct

1. Develop + test a **Vision and Guiding Principles** for Church Street
2. **Develop Master Plan + streetscape concepts** ...including consideration of access + movement improvements, infrastructure, materials and urban design elements, as well as site constraints
3. Community + stakeholder **engagement** throughout

Tues 16th May

11am-2pm
Introduction briefing + Workshop

2pm-5pm
Open Studio

Wed 17th May

9am-11am
Open Studio

11am-12.30pm
Street Walk

5.30pm-7.30pm
Final Presentation



Church Street Precinct Master Plan

Co-Design Workshop

The community is invited to attend the Co-Design Workshop to help shape the future of Church Street. Workshop sessions will be held across the 16th and 17th of May 2023. Church Street business owners, residents and community members are invited!

Tues 16th May

- 11am-2pm: Introduction + Workshop
 - Identify values, issues + opportunities.
 - Develop Vision + Principles.
 - Develop initial design ideas.
- 2pm-5pm: Open Studio
 - Drop in anytime between 2pm-5pm to meet and talk to the design team about the project.
 - View display of workshop outputs and provide feedback.

Wed 17th May

- 9am-11am: Open Studio
- 11am-12.30pm: Street Walk
 - Join the design team for a walk along Church Street to hear their thoughts and share your own ideas!
- 5.30pm-7.30pm: Final Presentation
 - Come along and view a presentation of workshop outcomes by the design team.
 - All welcome!

Project Timeline



Complete our online survey before the workshop and tell us what you love about Church Street, Stanley. Scan the QR code or visit the website:
<https://www.circularhead.tas.gov.au/our-council/current-projects/church-street-precinct-master-plan>

JENSEN PLUS 

Planning
Landscape Architecture
Urban Design
Social Planning

Day 1

Tues 16th May

11am-2pm
Introduction briefing +
Workshop

2pm-5pm
Open Studio

38 people including local residents, business, tourism and economic development representatives, and diverse council staff (some of whom live locally) attended the initiation workshop.

A briefing was given to explain the project background and aims, as well as a summary of relevant strategic plans and previous master plans for Stanley.

Three small group exercises followed:

- _ #1 _ Values + opportunities (30 mins)
- _ #2 _ Vision + strategy (45 mins)
- _ #3 _ Look + feel (30 mins)

#1 _ Values + opportunities (30 mins)

Individual exercise (5 mins).

What's the most important thing you value about the Church Street area of Stanley? Write it down on a card.

Describe your important value to the group. Arrange them on the table and agree on up to five priority values.

Then do the same for opportunities. What issues exist and what would you change? Each person write down one big opportunity.

Discuss in your group and agree on a top five opportunities for the master plan.

Each small group presents back.



#2 _ Vision + strategy (45 mins)

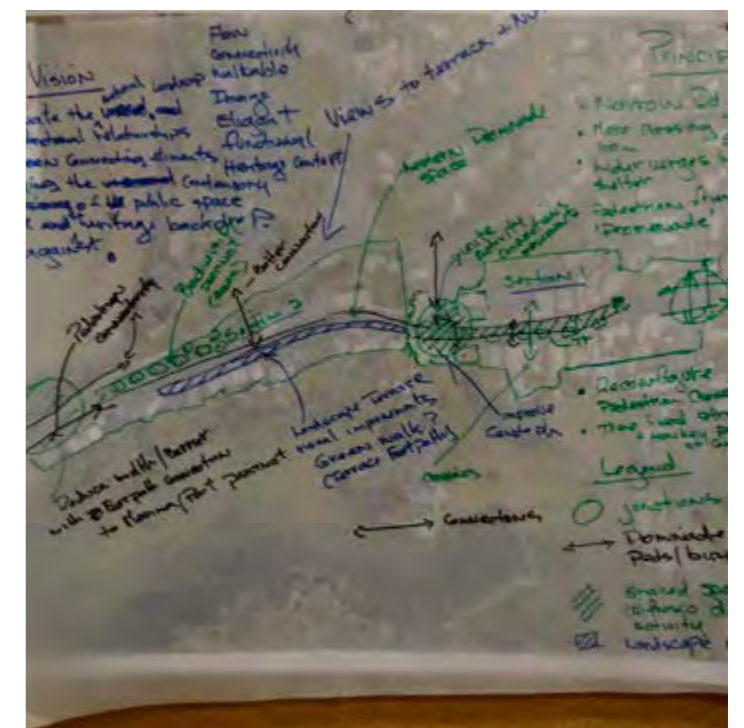
In your small group, discuss your vision for the future of the Church Street precinct.

Help your facilitator draw a diagram or sketch of the street.

Write down a vision statement, or a catchy title for your concept plan

List the outcomes you want to see and the strategies or design principles to get there.

Present back

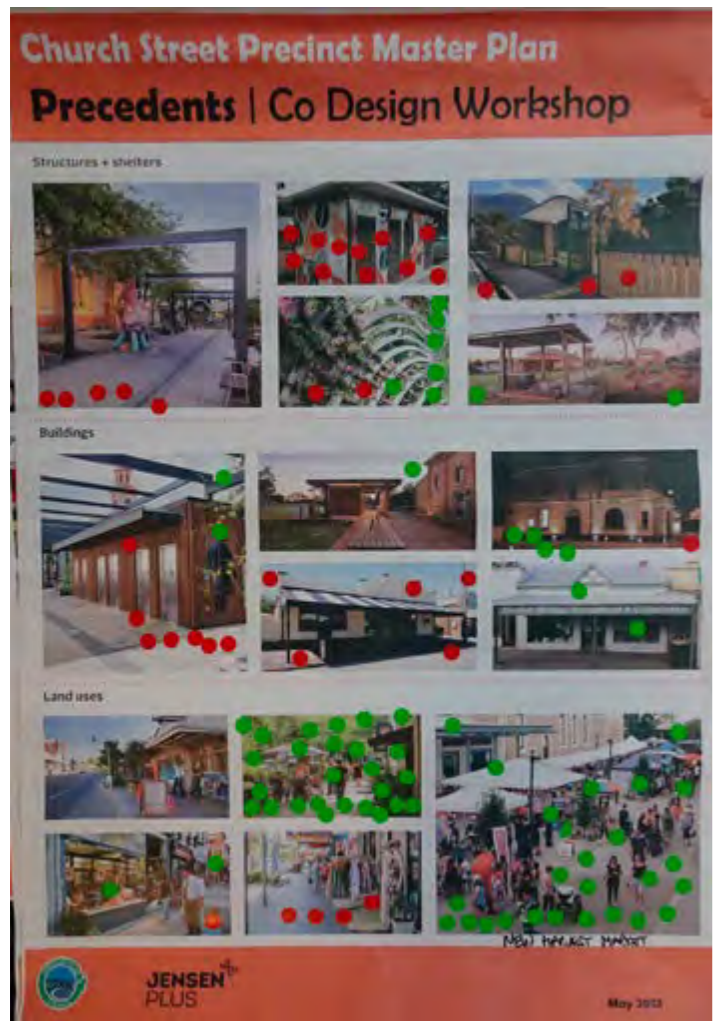


Look over the design ideas, styles and themes on the posters. Discuss.

Place a green dot on an element you consider a good precedent for Church Street, and a red dot for an element you would not like to see

(Each person gets 5 green and 2 red)

#3 _ Look + feel (30 mins)





Look + feel



Look + feel





Day 2

Wed 17th May

9am-11am
Open Studio

11am-12.30pm
Street Walk

5.30pm-7.30pm
Final Presentation

Street walk

Day 2 began with a successful street walk along the length of Church Street including Marine Park. The group stopped at nodal points along the street to talk about the quality of the public and private realm, and how ideas expressed in the workshop could be applied on the ground.

The walk was educational for locals, informative for the project team, and overall it helped refine and add to the emerging workshop ideas and strategies.

Open studio

An open studio drop in session continued during the day, with additional input to the "look + feel" exercise collected.



Day 2

Final presentation of workshop outcomes

The final presentation was well attended by 34 people, many of whom were returning to review how the workshop outputs were developed.

A copy of the presentation is included as an appendix.

The workshop presentation was well received and comments made about how the ideas might progress into a draft master plan.

Comments and questions at the presentation

- _ Will we recommend implementation strategies / stages?
- _ Steep bank in between Church Street and main road – needs a landscape plan - opportunity
- _ Who is actually going to go out there and get funding? Master plan supports grant funding and grant application – is this the ultimate “goal” of the master plan / document?
- _ Comment about need to test turning

movements for all intersections including Marine Park and Victoria Street intersections

- _ Formal landscape jarring?
- _ Maritime theme – upturned boats? Maritime heritage at Stanley is huge
- _ Events infrastructure – power, level sites, toilets? Handwashing spots, 3 phase power,
- _ Boats and boat trailers clogs up marine park in summer – 3 or 4 times a year?
- _ Parking near nut visitor centre – overflow parking during summer.
- _ Infill development possible next to Hotel - shop used to exist on this site.
- _ Can implementation be targeted to mark 200 years since settlement by Van Diemen's Land Company employees in 2026?

Next steps

- _ Design refinement and testing of workshop concepts
- _ Draft Church Street Master Plan
- _ Opinion of cost
- _ Presentation to councillors in July
- _ Stakeholder + community engagement (online and in Stanley) August TBC
- _ Final Master Plan September 2023





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Appendix D

Draft Master Plan survey results

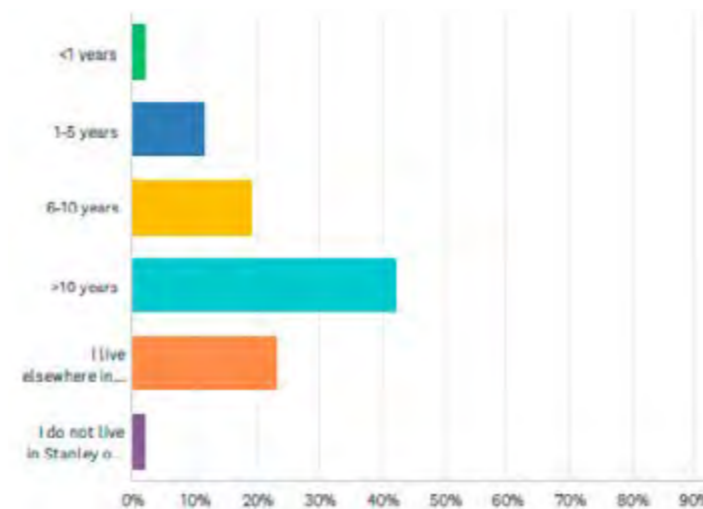
Draft Church Street Master Plan community feedback, August 2023

52 responses to the online survey were received (an increase from the community survey in May - 45 responses).

40 Stanley residents responded to the survey. This is about 7% of Stanley's 595 population.

38% of respondents had children in their household.

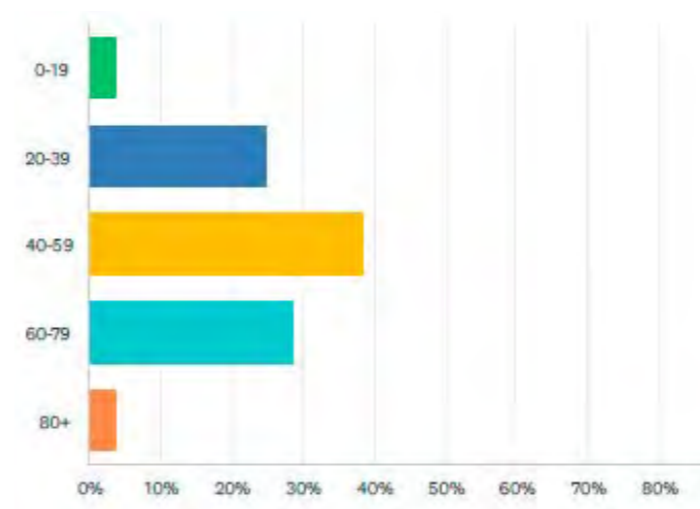
How long have you lived in Stanley?



_76% (40) of the survey respondents live in Stanley. 13 other respondents live elsewhere in Circular Head Council and three respondents live elsewhere.

_23 respondents have lived in Stanley for 10 years or more.

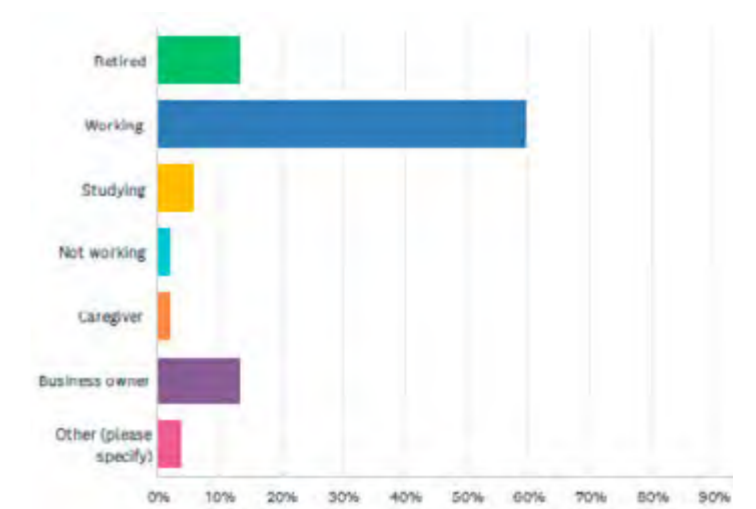
What is your age?



_38 respondents were aged between 40 and 79 years.

_13 respondents were aged between 20 and 39 years.

Which best describes your lifestyle status?

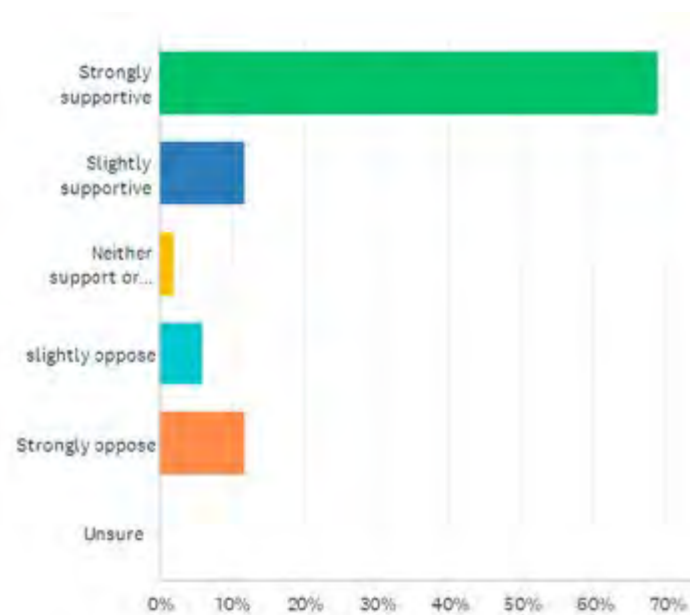


_59% of the respondents were working

_Other high proportion of respondents were retired or own businesses

Draft Church Street Master Plan community feedback, August 2023

Q1. To what extent do you support the vision for Church Street as “a thriving main street, with a new and high-quality streetscape and a great place for locals to meet and for visitors to enjoy”?



Additional comments

_Several comments did not relate to the vision, but rather the master plan’s design. These comments will be addressed in the “other comments and feedback” section (Q9).

_Replace “new streetscape”, with “enhanced/ improved/ augmented/ beautified streetscape”

_80% of the survey respondents either strongly supported (35) or slightly supported (6) the vision.

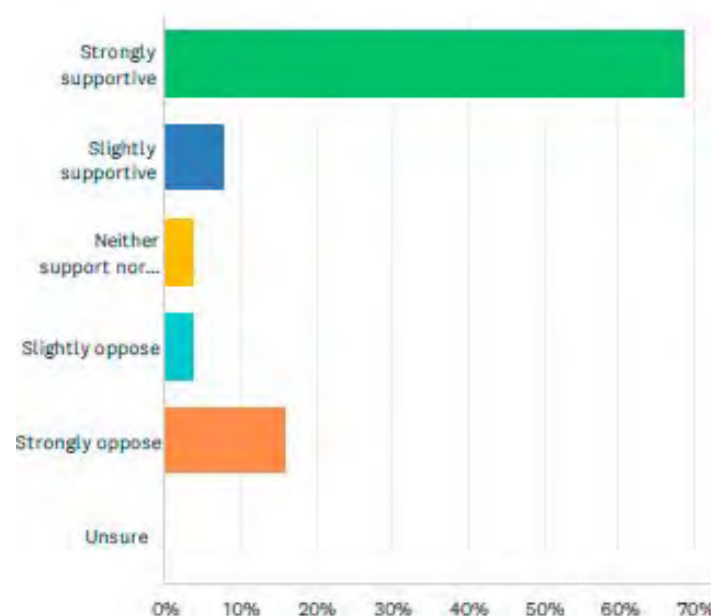
“Our vision is for Church Street as the Heart of the Village of Stanley - a thriving main street where the spectacular setting of The Nut, the historic colonial architecture, and a new and high quality streetscape combine to make a great place for locals to meet, and for visitors to enjoy.”

Church Street, Stanley DRAFT Master Plan, Aug 2023

Q2. To what extent do you support our use of a placemaking approach for the master plan so there are more things to do in Church Street and more space for people, business and community?

Additional comments

_Comments did not relate to the placemaking approach, but rather the master plan. These comments will be addressed in the “other comments and feedback” section (Q9)

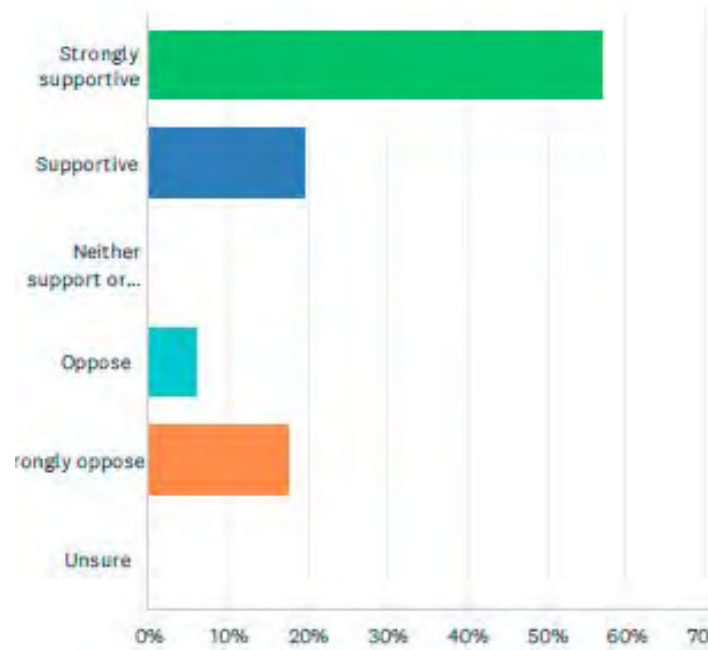


_77% of the survey respondents either strongly supported (35) or slightly supported (4) the placemaking approach.



Power of 10 placemaking approach

Q3. Overall, how do you feel about the concept design for Church Street Village Heart?



Additional comments

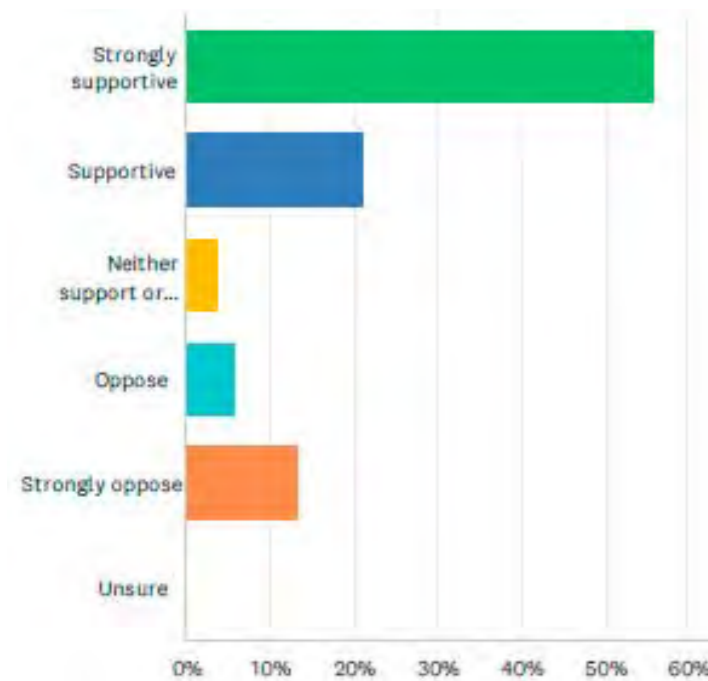
- _ Like the design, landscaping and places to meet.
- _ Elements (e.g., wind) may limit outdoor dining
- _ Tourism focus
- _ Do not narrow street = congestion and removes area's feel
- _ More/protect parking
- _ Limit vegetation to allow views to buildings
- _ Less is more
- _ Include pedestrian walking track

_76% of the survey respondents either strongly supported (29) or slightly supported (10) the 'Heart' design.



Church Street Village Heart

Q4. Overall, how do you feel about the concept design for Church Street North?



Additional comments

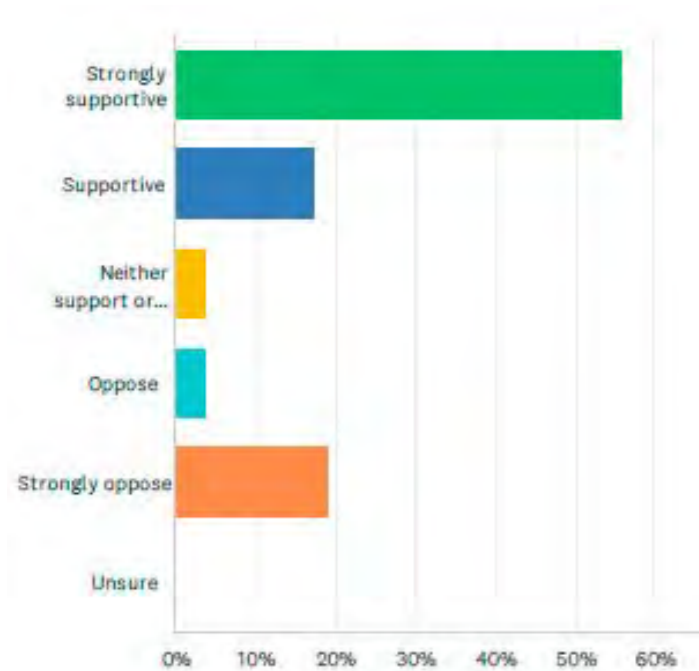
- _Limit vegetation to allow external views
- _Playground in Godfrey Park
- _Parking limits elderly population access
- _Move bus parking top protect views
- _Like seating places
- _“Ridiculous and impracticable”

_77% of the survey respondents either strongly supported (29) or slightly supported (11) the Church St North design.



Church Street North

Q5. Overall, how do you feel about the concept design for Church Street South?



Additional comments

- _Support one-way = safety.
- _Remove one-way
- _Like seating
- _Low vegetation and protect views. Includes from Alexander Terrace
- _Repair stonewall
- _Better location for outdoor dining
- _Parking limits elderly population access

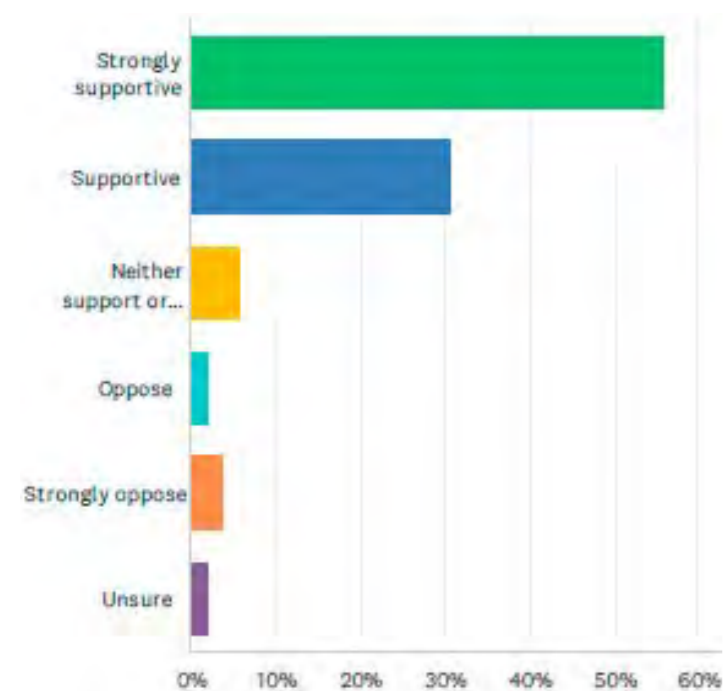
_73% of the survey respondents either strongly supported (29) or slightly supported (9) the Church St South design.



Church Street South



Q6. Overall, how do you feel about the concept design for Marine Park?



Additional comments

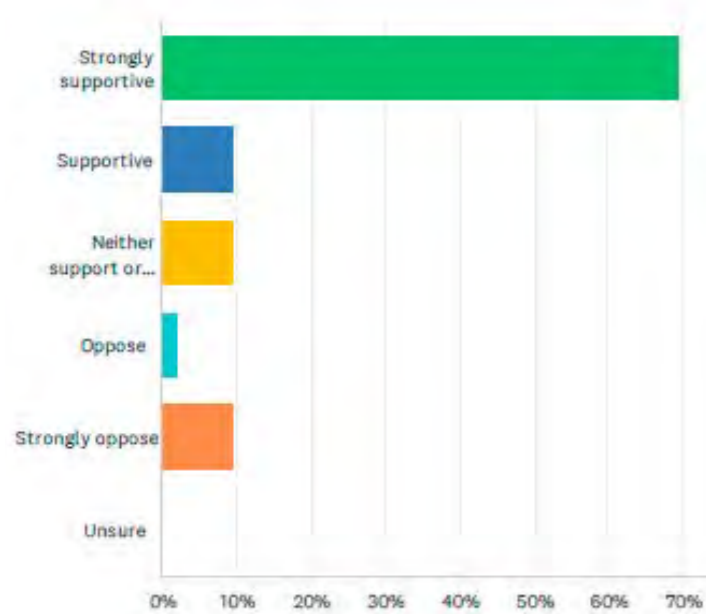
- _Vegetation does not limit views
- _More parking - not bitumen
- _Approve of seating
- _Relocate bus parking
- _Include boat ramp area + parking
- _Picnic + wind breaks good idea
- _Larger shelter sheds

_87% of the survey respondents either strongly supported (29) or slightly supported (16) the Marine Park design.



Marine Park

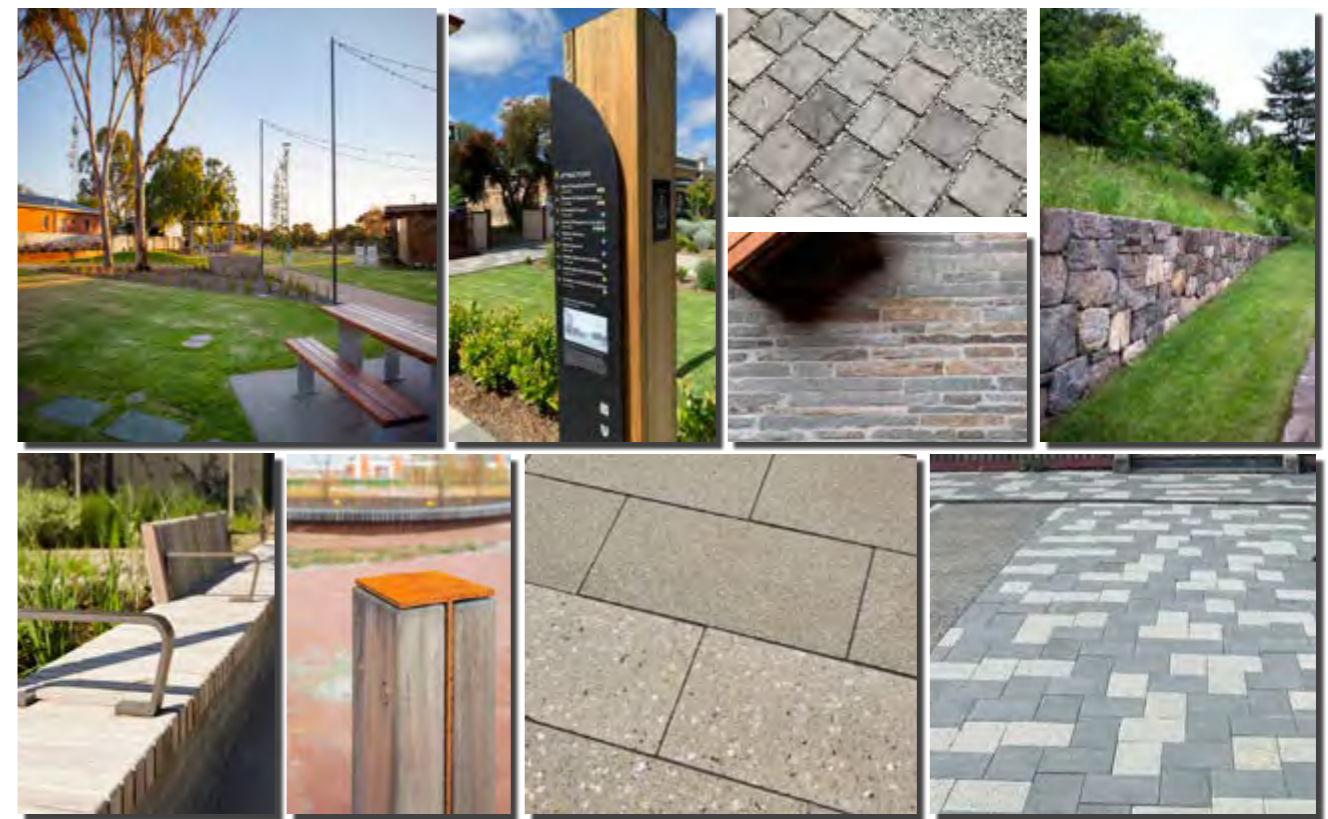
Q7. How do you feel about the use of traditional and contemporary materials for the street furniture and paving?



Additional comments

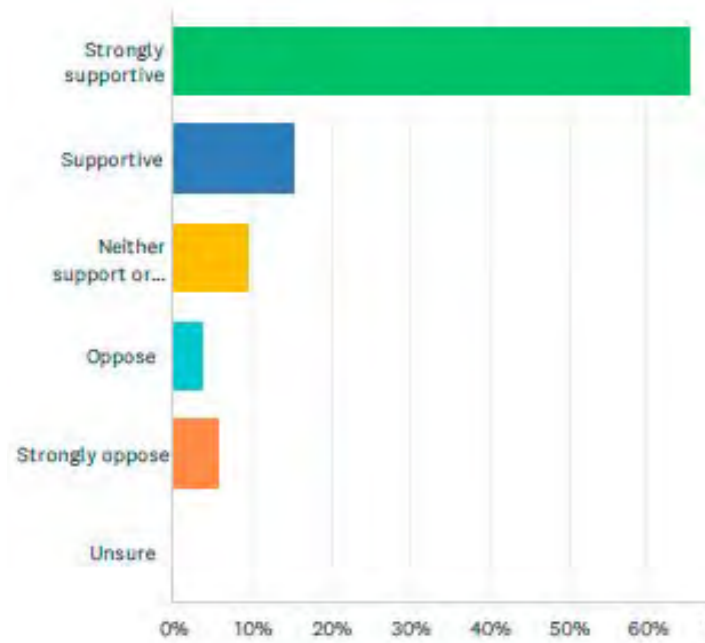
- _Support glass to maintain views.
- _No stainless steel bins
- _Focus on traditional
- _Complement post and timber rail fencing
- _Low maintenance design
- _All traditional style
- _Like the earthy tones

_79% of the survey respondents either strongly supported (36) or slightly supported (5) the material choices.



Materiality concept

Q8. How do you feel about the use of coastal, native species, canopy trees and seasonal colour for the soft landscaping?



Additional comments

- _No large trees, reflect existing garden beds
- _Vegetation to suit Stanley's climate/ environment
- _Low canopy + shrubs + flowers
- _Need to be maintained

_81% of the survey respondents either strongly supported (34) or slightly supported (8) the landscaping concept.



Landscape concept



Q9. Do you have any other comments or feedback regarding the Church Street master plan?

Below is a sample of additional comments received.

Public realm improvements feedback suggested that people were mostly supportive of the proposed Master Plan and uplifting Church Street. Felt the design is more pedestrian friendly and could encourage year long tourism. Additional considerations in under grounding cables and a playground at Godfrey's Beach. Concerns about ongoing maintenance and Stanley's weather limiting outdoor dining.

Impact on place There was some concern that the design will diminish the "fisherman vibe" and charm, with some wanting to preserve the existing feel.

Vegetation People prefer low lying vegetation planted to maintain views of historic places and outward areas. Additional concerns with the ability to grow vegetation due to Stanley's climate and environment.

Population Some concerns that the design favours tourism over the local community.

Movement Support for improving road safety, however, feel more parking is needed. Concerns about delivery vehicle and emergency vehicle access, and accessibility for the elderly. Mixed thoughts about one-way streets.



Consultation posters August 2023

Thank You
