

MARGATE MAIN STREET MASTER PLAN OVERVIEW

The Margate Main Street Masterplan (the Plan) charts a collective vision for the future of Margate's Main Street and its environs. It offers a comprehensive framework to steer the evolution of this pivotal community hub. By leveraging existing assets and addressing various constraints, the Plan aims to ensure a vibrant and sustainable future for the local area. Developed in collaboration with the community, stakeholders, and the Department of State Growth, the Plan aims to:

- Cultivate a more vibrant and connected street for residents, businesses, and visitors.
- Strike a balance between the needs of the Main Street (place) and the Channel Highway (movement).
- Support the requirements of existing users and the evolving community of Margate.
- Enhance accessibility and inclusivity for all users and abilities.
- Establish high-quality public spaces and amenities.
- Identify and plan investments to realise the vision for Margate as set out in this document.

The Plan represents one of Margate's most significant town-shaping opportunities. It addresses the pressing need to improve amenity of the town, presenting a chance to reimagine this vital service centre strategically situated in a growing residential community and region. Kingborough Council has worked to develop a comprehensive plan for the Main Street that is flexible over time to address specific needs of community, broader strategic initiatives and market drivers.

To ensure the Plan serves the current and future needs of Margate, Council has engaged community and stakeholders to develop and refine this initial, proposed Plan. This Plan is a product of many needs and aspirations. It is driven by the priorities of the local community and stakeholders. The Plan is a high-level visionary document that reimagines the Main Street as a place where services can thrive together. The Main Street will be an inviting and accessible place that reflects community spirit.

To realise this vision, the Masterplan is guided by four over-arching principles:

1. Balance local and regional access
2. Enhance the local amenity and natural environment
3. Capture the industrious community spirit
4. Support a growing centre

These principles set the stage for a series of movement and place strategies where connections and access to community services, jobs, education, arts and culture, green space, recreation, play and other key community amenities are all available within one place. This change will occur in many phases.

The Plan identifies multiple spaces and places that will assist in reinforcing Margate's Centre. For all of these initiatives more detailed planning and design will be required at later stages.

The concepts outlined in this Plan require significant investment commitments and buy in from all levels of Government. The Plan is a starting point and will inform the investigation and feasibility analysis of appropriate delivery models, including potential grant funding opportunities, State investment, Council's annual capital works budgeting, and possible public-private partnerships. This will be an essential step in ensuring the shared vision for the precinct can continue to evolve. Council will work to develop and refine these plans over many years to come, in collaboration with the Department of State Growth, community and street stakeholders.

This Plan signals the beginning of the journey and lays a foundation for the future by providing a shared vision with the community and stakeholders.

The Plan's execution will unfold gradually, with further feasibility analysis and planning aligned with available resources and funding opportunities as they arise. Implementation will progress in stages, reflecting the varying time lines and complexity of each action. An Implementation Plan will outline proposed actions categorised by their alignment with Quick Wins, Stepping Stones, and Big Moves. Each category represents a different timeframe and strategic focus, ensuring a balanced approach to achieving the collective vision.

QUICK WINS SHORT-TERM PRIORITIES

Quick wins, achievable in the short term, will enhance immediate improvements while laying the groundwork for broader initiatives. These initiatives aim to address pressing needs and provide visible outcomes that benefit the community swiftly.

STEPPING STONES MEDIUM-TERM PRIORITIES

In the medium term, focus will be given on initiatives that bridge the gap between quick wins and the long-term vision. These "Stepping Stones" initiatives will propel the project forward, ensuring steady progress toward the overarching goals while addressing intermediate challenges.

BIG MOVES LONG-TERM VISION

The long-term vision encompasses "Big Moves," transformative initiatives that will shape the future of the Main Street. These initiatives require careful planning and large investment but promise significant, lasting impact on the vitality and sustainability of the community.

CONNECTION STRATEGIES

Balance local and regional access

QUICK WINS

- 1 Work with State Growth to deliver safer Channel Highway crossings.
- 2 Deliver side road crossings with pedestrian priority and consider wayfinding and strategic locations.
- 3 Deliver missing footpaths from Van Morey Rd to Crescent Drive.
- 4 Work with State Growth to investigate an illuminated shopping zone speed limit.

STEPPING STONES

- 5 Investigate the upgrade of Van Morey Road intersection to improve pedestrian safety and vehicular flow.
- 6 Work with developers to deliver the missing vehicle connection between Dayspring Drive and the Highway.
- 7 Work with State Growth to deliver improved bus infrastructure.

BIG MOVES

- 8 Provide defined parking spaces along the Highway for easy short term visits.
- 9 Deliver the Margate Main Street shared path (Snug to Huntingfield).
- 10 Work with State Growth to deliver traffic signal at the Sandfly Road intersection.

ENVIRONMENT STRATEGIES

Enhance the local environment

QUICK WINS

- 1 Upgrade the Community Hall and Recreation Reserve entry for pedestrian safety, community access and visual appeal.
- 2 Work with State Growth to upgrade and maintain roundabout landscape treatments.

STEPPING STONES

- 3 Deliver footpath upgrades, including paving, seating, planting, signage and lighting.
- 4 Define and protect the Margate Rivulet as a connected parklands experience and investigate the potential for a town loop track (Rivulet, Dru-Point and Esplanade).

BIG MOVES

- 5 Deliver street tree planting along the Channel Highway and key side streets, including a Forest Link along Beach Road.
- 6 Deliver gateway landscapes at the northern and southern stretches of the Main Street.
- 7 Define a series of linked and easily accessible green refuges made up of existing and new green space.
- 8 Undertake stormwater analysis to understand possible water management improvements, including rain gardens and passive irrigation systems.

ACTIVATION STRATEGIES

Capture the industrious community spirit

QUICK WINS

- 1 Design and deliver a township wide wayfinding signage strategy

STEPPING STONES

- 2 Investigate options for a pop-up structure in the form of a "community toolbox" for community driven activation.
- 4 Develop an interpretation strategy to link the museum, heritage sites, natural values and local stories into a connected trail.
- 5 Investigate a potential pocket park - a central community space capable of civic purpose, gatherings, lighting and play.

BIG MOVES

- 6 Work with businesses to activate the street by supporting outdoor dining, seating or stalls on their street frontage.
- 7 Work with landowners and businesses to link building uses through appropriately located public realm elements, such as seating, planters, bollards, etc.
- 8 Engage with landowner to investigate potential to adapt the cemetery for public use as a memorial park.
- 9 Engage with the school to understand possible public use of the school grounds outside of school hours.

LIVABILITY STRATEGIES

Support a growing centre

STEPPING STONES

- 1 Investigate options to encourage more mixed use development including the a Specific Area Plan in the Planning Scheme with unique planning provisions for Margate. This may consider:
 - Implement building interface & setback requirements, including level changes, signage, street greening, activation and porosity.
 - Develop building articulation, materials & detailing guidelines that support a comfortable Main Street that reinforces the Margate character.
 - Manage orderly consolidation of built fabric focused on density in the centre and vertical mixed use.
 - Respond to the encompassing landscape by orienting views from within the street.
 - Consider the transition in form and use, to the adjacent residential neighbourhood.

BIG MOVES

- 2 Consider the landform to determine accessible public space and responsive built form.
- 3 Ensure a permeable built edge with clear links between buildings, creating a highly accessible development on the rear lot.
- 4 Work with land owners and development industry to deliver future residential development that supports the vision of the centre and Main Street.