

# A local centre, connected to the region



# MARGATE MAIN STREET MASTERPLAN

KINGBOROUGH COUNCIL

April 2024

PREPARED FOR



CONSULTANT TEAM



**Hobart**

L2, 89 Macquarie Street  
Hobart TAS 7000  
+61 4 31 454 492

## ACKNOWLEDGMENT

Kingborough Council pays respect to all First Peoples, including the Muwinina (mu wee nee nah) and Nununi (nu nu nee) people who cared for and nourished this Country for thousands of years. We recognise the Tasmanian Aboriginal peoples as the continuing Custodians of their land, skies and waterways on this island of Lutruwita (lu-tru-wee-tah) Tasmania. We pay respect to Elders past and present, and we acknowledge the survival and deep spiritual connection of the Tasmanian Aboriginal peoples to their Country, which spans for generations.

Margate is situated on the western banks of timtumili minanya (River Derwent). With views to kunanyi / Mount Wellington, its position provides a great opportunity for contemplation and reflection within, and on, Country.

The Masterplan establishes a commitment to collaborating with Tasmanian Aboriginal peoples as we imagine and realise new places that hold space for truth-telling, interpretation and connection with this ancient landscape.

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A	Draft Report	17/05/24	FD & OH	AH
B	Final Report	23/08/24	FD & OH	AH



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# 01 THE PROJECT STORY

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# 01.1 INTRODUCTION

## THE PROCESS SO FAR

Anticipated Project Time Line



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 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 document is divided into four sections, with each section containing descriptive text and visualisations to explain and visualise the proposed redevelopment of the Main Street. The following outlines the content of each section.

**Chapter 1: The Project Story** provides an overview of the site and contextualises the significant opportunity at hand. It also details the historical significance of Margate and situates the Main Street within the current regional and local context. This section also describes the engagement processes and feedback that informed the Plan to date. It summarises a community vision and guiding principles.

**Chapter 2: The Masterplan** outlines the objectives and strategies for the Main Street’s connections, environment, activation, and livability. This also considers the broader township strategies that will contribute towards reinforcing the centre and supporting the community.

**Chapter 3: The Toolkits** step into the detail and outline the components that will be required to see the successful transition of the Main Street.

**Chapter 4: Realising the Plan** outlines a high-level conceptual phasing strategy and identifies the order of physical and public infrastructure elements to achieve the full construction of the Main Street vision, if future investment is secured.



## 01.2 THE SITE

### REGIONAL TO LOCAL POSITIONING

#### THE CHANNEL GATEWAY

Margate, nestled in Tasmania's Kingborough local government area along the shores of North West Bay, offers a charming blend of coastal beauty, rural tranquility and industrious minds.

Margate is located on a low spur of the Snug Tier, above the coastal flats and salt marshes at the outlet of the Margate Rivulet.

Margate is the first of the Channel towns lying 19 kilometres south of Hobart. Surrounded by rolling hills, vineyards, and orchards, Margate is renowned for its picturesque vistas and rich agricultural heritage.

The Channel Highway currently supports a commercial strip development that services the Channel communities and the growing number of local residents who regularly commute to the urban centres of Kingston and Hobart. The movement functions of the highway are prioritised above any other uses for the street as a public space. It is currently the dominant element of the movement system and the public domain.



north





**THE MAIN STREET STUDY AREA**

Margate has a well developed residential area to the east of the Main Street along Beach Road and a growing community to the west predominately accessed from Van Morey Road.

The majority of Margate’s facilities and commercial offerings occur as a strip development along the Channel Highway.

**Major public infrastructure:**

- 1. Margate Primary School
- 2. Channel Museum
- 3. War Memorial
- 4. Recreation Grounds
- 5. Margate Hall
- 6. Pharmacy
- 7. Childcare
- 8. Post Office

**Key commercial offerings:**

- 9. Plant nursery
- 10. Op Shop
- 11. Bottle Shop and Tavern
- 12. New development
- 13. Salon
- 14. Dentist
- 15. Service Station
- 16. Supermarket
- 17. Salon and Gifts
- 18. Bakery and Restaurant
- 19. Op Shop
- 20. Physio
- 21. Pizza





# 01.2 THE SITE

## A STORY THROUGH TIME

Margate lies on the unceded lands of the South East Nation. Before colonisation, there were at least seven known clans as part of the South East Nation. The land now known as Margate provided rich hunting and harvesting grounds across the seasons between inland, coastal and island sites.



Figure 1: John Glover, 1834

**60,000 YEARS +**

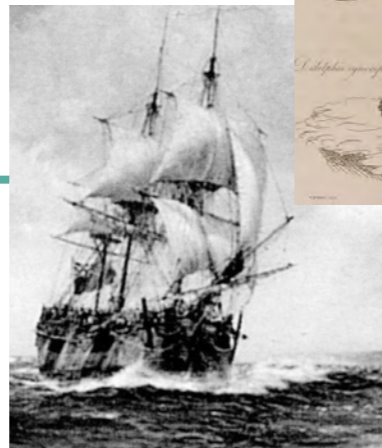


Figure 2: Brunel D'Entrecasteaux Ship



Figure 3: Early records by Nicolas Baudin

**1803**

In the early 1800's European explorers like Robert Brown and George Prideaux Harris ventured into the North West Bay area, encountering its rich natural resources. The French explorer Brunel D'Entrecasteaux and later Nicolas Baudin anchored in the bay, establishing temporary bases for scientific exploration.

*BEFORE EUROPEAN SETTLEMENT AT NORTH WEST BAY, THE AREA WAS EXPLOITED BY HUNTING PARTIES FROM HOBART TOWN.*

The British government allocated land grants to retired marines in the North West Bay area, laying the foundation for permanent European settlement. These early settlers established farms and sawmills, contributing to the development of the region's agricultural and timber industries.



Figure 4: Early farm settlements in Margate

**1814**

Figure 5: Convict worker



**1818-1866**

During the convict era Margate emerged as a hub for timber production, with a sawing station operating in the area. The establishment of coal mining operations and a tramway further boosted economic activity in Margate, leading to its growth as a port town.



Margate continued to thrive as a center for agriculture, shipbuilding, and maritime trade after the decline of the transportation of convicts to Tasmania. The opening of the Margate Post Office and primary school signaled the town's growing importance as a local administrative and educational center.

## 1866-1922



Figure 6: 1906-1922, the Sandfly Colliery Tramway ran from Margate Wharf to the coal mine at Kaoota. The jetty was about 80 metres long, and could service ships drawing 7 metres.



Figure 7: Margate Primary School

In recent years, there has been development occurring in and around the centre of Margate with new residential and commercial buildings being constructed. With limited public investment in the past 20 years Margate may have lost some of the community essence that once defined the Main Street, and is now in need of enhancement to meet contemporary standards, community needs and sustainable longevity.

## 2024



Figure 8: Margate Tavern

## 1922-2020



Figure 9: Margate Today

Over the years and in more recent times Margate evolved into a residential and recreational community, known for its picturesque location along the D'Entrecasteaux Channel. Celebrations and festivals commemorate Margate's rich history and heritage, highlighting its transition from a colonial outpost to a small town servicing the needs of people south of Kingston and broader catchment area.

## 2024+

This Plan will be founded on Margate's rich histories, its current context, and its future aspiration. It will find connections to Country, to histories, to its industrious community, rich culture, and unique natural environment.



# 01.3 OPPORTUNITIES + CHALLENGES

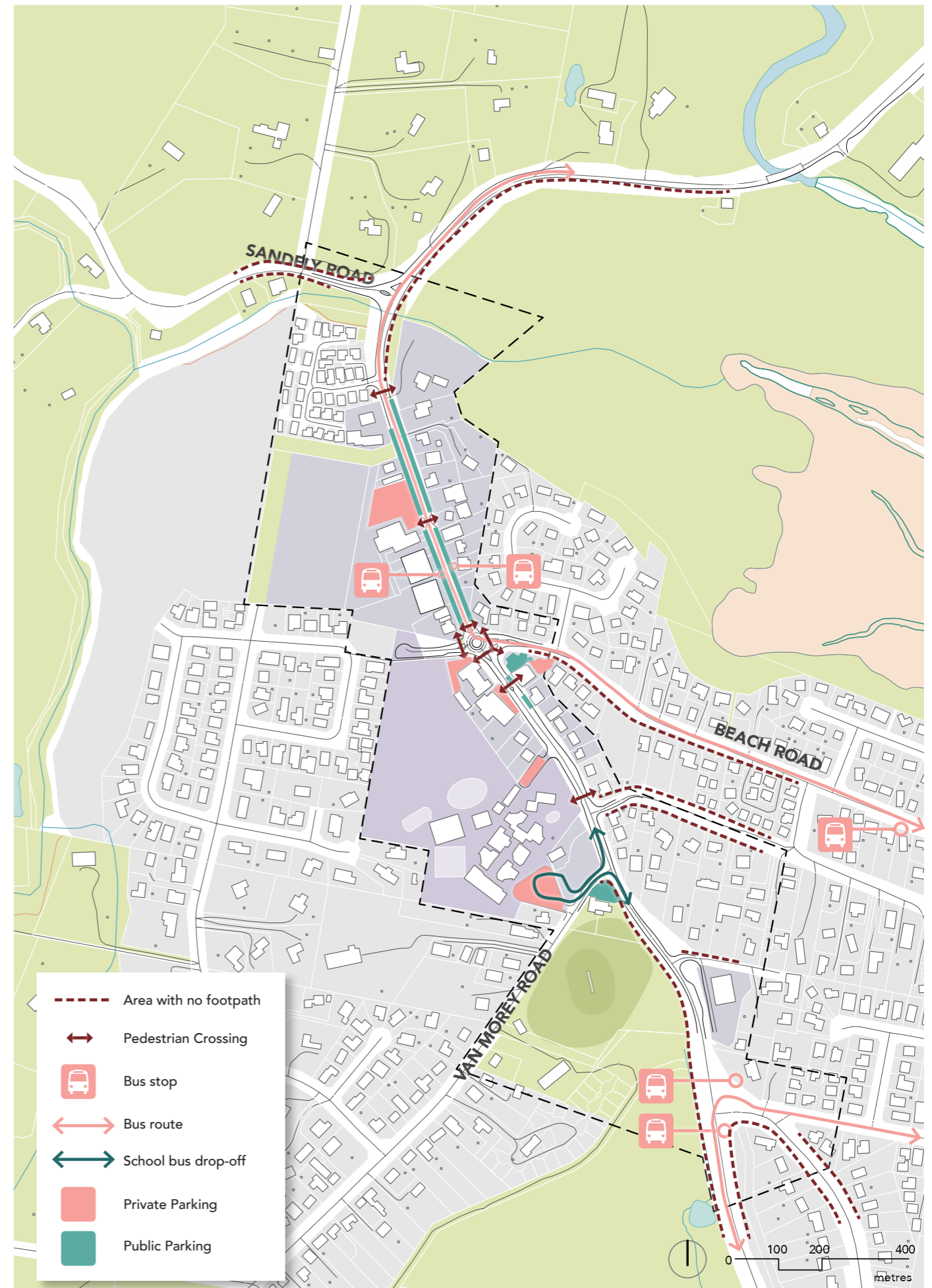
## MOVEMENT & ACCESS

### Opportunities

- Improve safety at unsignalised intersections with slower turning speeds.
- For people riding bikes there is an opportunity to provide a safe, off-road facility.
- Road space available to provide mid-block crossings.
- Reduce traffic speeds through physical design and regulatory interventions, including but not limited to speed limit changes, tree planting, pedestrian priority areas, etc.
- Opportunities for wider or new paths on both sides of the street for people walking and riding
- Street lighting design could be improved with more focus on people walking and riding
- More seating, drinking fountains, bike hoops, signage and wayfinding will make the street more attractive to walk and cycle.
- Opportunity to encourage more people to catch the bus by providing shelter, shade and crossing opportunities.

### Constraints

- Through traffic volumes are unlikely to reduce for the foreseeable future and as such these movements need to be safely accommodated.
- The Highway is a heavy vehicle route. These vehicles support a range of economic needs to the south of Margate. This means these vehicles will need to be considered and safely accommodated in the plan.
- The traffic volume means that providing mid-block crossings will necessitate changes to the rhythm of traffic flow.
- The roundabout hinders people walking and the desire for visitors to stop and shop. Although the roundabout will remain tactics can be explored to soften the impact of the roundabout and to improve safety for people walking north-south.
- The available road reserve width is constrained in some locations, attributing cost and geometric constraints to provide landscaped separation between people and vehicles
- Providing adequate space for successful tree planting may be challenging in some locations.





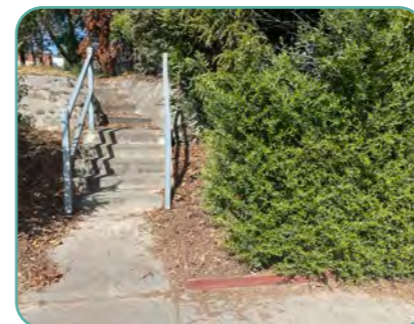
# OPEN SPACE & GREENING

## Opportunities

- Increasing tree canopy will make the street more attractive, pleasant and enjoyable for visitors.
- There is an opportunity to improve connections between key destinations along the Main Street and across Margate.
- Build on the existing native planting scheme through community and business partnerships.
- Take inspiration from the surrounding landscape character to establish a unique identity for Margate.
- New planting can soften the impact of hard infrastructure and road noise.
- Harness the value of stormwater for passive irrigation of planting and trees.
- Council owned car parking area could provide opportunities for enhanced public spaces along the Main Street.

## Constraints

- Providing adequate space for successful tree planting may be challenging in some locations.
- There are many landowners making developing linear green space and connections across private and public owned land challenging and will require community partnership and/or potential land acquisition in some areas.
- Finding space for increased street greening whilst balancing vehicle parking and movement.
- Balancing passive surveillance and clear key views along the street whilst introducing planting.
- In some areas open space is tucked away from the Main Street limiting their visibility and access through trails and wayfinding.
- Create connections with the rivulet and salt marsh to improve the biodiversity and quality of the urban ecosystem.





## PLACE & EXPERIENCE

### Opportunities

- Utilise plants to filter stormwater run-off before outletting into the bay.
- Improve the efficiency and quality of lighting.
- The character of Margate is somewhat degraded along the Main Street there is an opportunity to re-establish a new character moving forward.
- Take inspiration from the local character architecture in public realm material choices.
- Design places for cultural expression, social interaction, and public demonstration.
- Integrate green infrastructure strategies to improve air and water quality, can reduce stress levels, and improve mental health.
- Design and locate furniture to meet desirable street activity patterns and needs.
- Signage, way finding, cultural interpretations and art.

### Constraints

- Traffic volumes and noise can be softened with slower speeds and more greening, but will always be apparent along the Main Street.
- Removing the roundabout would vastly improve the street environment and make Margate a much nicer place. Unfortunately this is currently considered prohibitively expensive
- Meeting highway lighting standards whilst improving night time place making can have competing agendas. Ensure safe and quality lighting to support a sense of place.
- Working with existing service both underground and overhead will limit the integration of tree planting.





# BUILT FORM & DEVELOPMENT

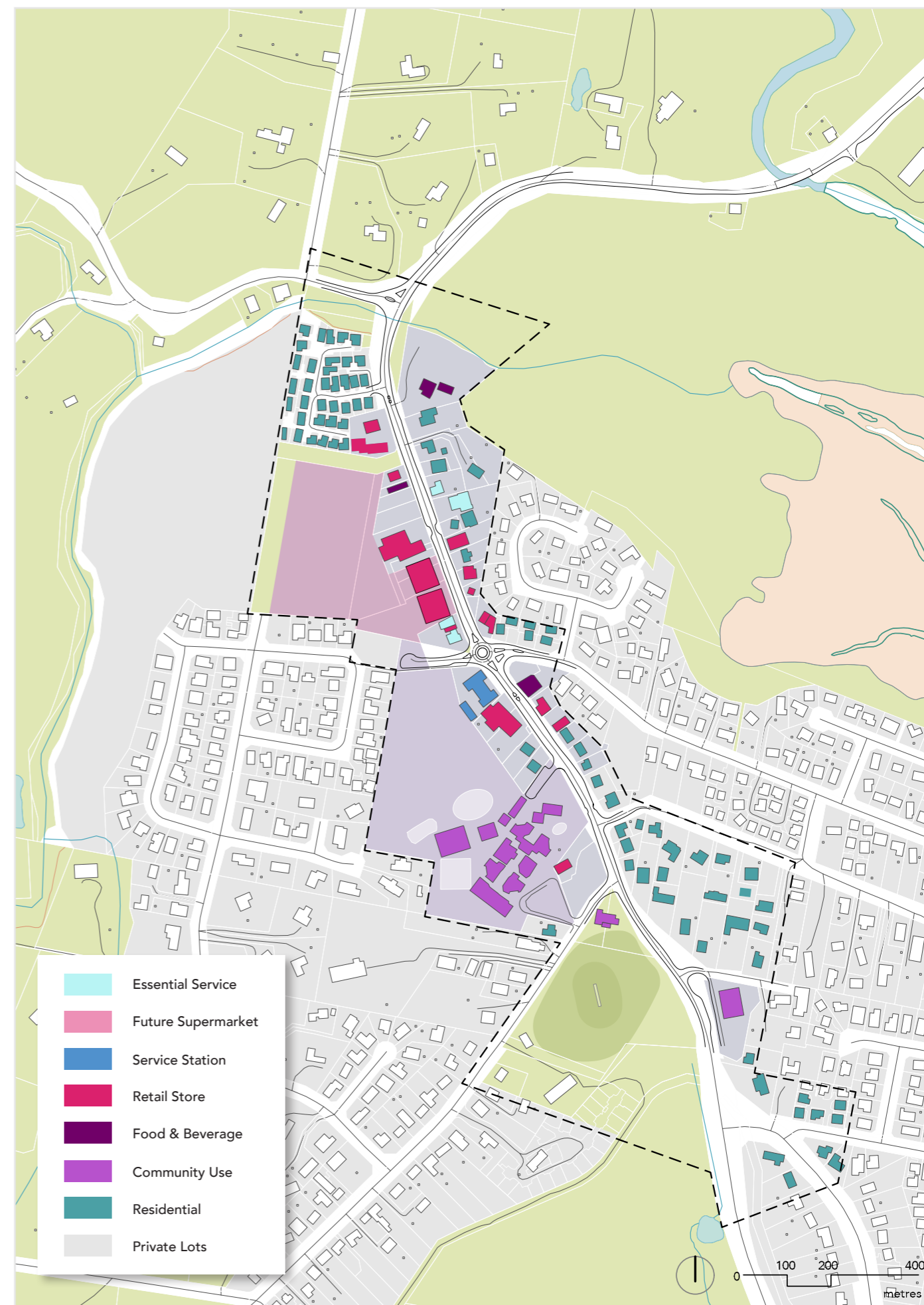
## Opportunities

- Encouraging land use changes to provide active frontages, density and investment through a Specific Area Plan in the Planning Scheme with unique controls for development along the Main Street.
- Investigate future development areas that can support a growing community around a vibrant center.
- Opportunity to promote new building typologies within the center and to improve building and broader urban design outcomes through a design guideline that is embedded in the planning scheme..
- Opportunity to design and utilise existing public spaces to entice people to stay and spend more time in Margate, generating higher revenues for businesses and higher value for homeowners.
- Provide sustainable connections between communities and important destinations and services.
- Locate dedicated space and facilities within the street to entice a variety of economic activities while keeping the space safe, healthy, vibrant, and accessible.

- Design the street to respond to the human scale, building edges, street lighting, wayfinding, and signage.
- Provide clear paths, space for street furniture, and together with landowners develop a strategy to designate areas for ground floor uses to extend into the street at strategic locations.

## Constraints

- Unknown impact of the proposed retail development on the Main Street. The future supermarket may draw activity and economic vitality away from the Main Street.
- Encouraging private development that enhances the experience and envisaged character of the center.
- Ensuring private public realm interfaces including, paving, signage and entries contribute to a coherent streetscape identity.
- The planning scheme provides limited guidance to improve urban outcomes. Investigate options for a Specific Area Plan in the Planning Scheme to ensure that future development aligns with the Plans vision.



# 01.4 HEALTHY STREETS ASSESSMENT

## WHAT IS HEALTHY STREETS?

The Healthy Streets Approach aims to help achieve healthier, more inclusive places where people choose to walk, cycle and use public transport. First developed in the United Kingdom, the approach has been applied to streets across Australia. This approach prioritises people and their health in decision making for streetscapes aiming to provide more opportunity for physical activity in our everyday lives.

## HEALTHY STREETS ASSESSMENT

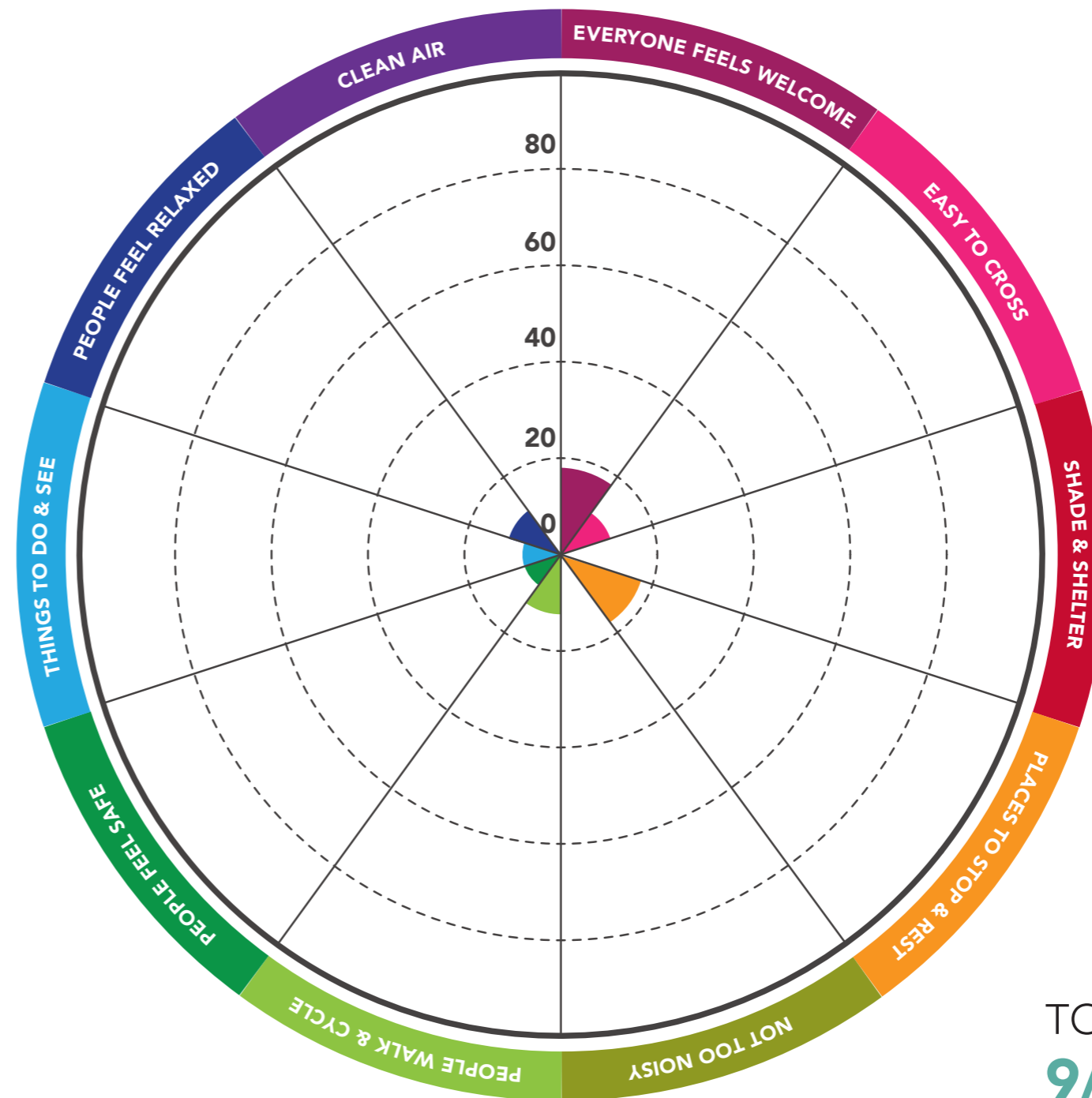
The Healthy Streets Approach draws on a set of ten evidence-based indicators which together contribute to a healthy street:

- Everyone feels welcome
- Easy to cross
- Shade and shelter
- Places to stop and rest
- Not too noisy
- People walk and cycle
- Things to do and see
- People feel relaxed
- Clean air

Through thorough on-site analysis across different times of the week and weekends, and using desktop research, such as traffic data analysis, each indicator is quantitatively tested against a series of metrics and allocated a score between 0 (poor performance) and 100 (high performance).

## FINDINGS SUMMARY

The graph shows the current performance of Margate Main Street with each Healthy Streets indicator. Overall, the street does not rate well against the indicators of a Healthy Street with an overall score of 9 out of 100.



TOTAL:  
**9/100**



# 01.5 COMMUNITY BRIEF

## WHAT WE HEARD



### PARTICIPANTS

The development of the Plan has been informed by local community members, Councillors, Kingborough’s community committee groups, and immediate stakeholders including businesses, the local school, and residents.

### PROCESS

The engagement process occurred across two main phases;

1. Pre-design consultation: Early engagement to identify community and stakeholder issues, needs, and aspirations to inform the Plans vision, principle and strategies. The early engagement stage was undertaken via a stakeholder workshops inviting stakeholders to be creative and think of big ideas that could improve Margate’s Main Street. In addition an online survey was undertaken through Council’s engagement website to help understand the broader community hopes and dreams.
2. Draft Master Plan consultation: Consultation was undertaken, providing an opportunity for community and stakeholders to review and refine the draft Plan and concept proposals.

### PHASE 1 - PRE-DESIGN ENGAGEMENT

Early engagement has been crucial to understanding what makes Margate special, and which areas most need to be upgraded or improved.

A healthy street puts people at the centre of decision making and streetscape design. When asking the community how they would score the existing Main Street on health, they scored it below 2.5 stars across all 10 indicators, confirming that the community believe the Main Street is not a healthy street.

### Indicator Scoring Outcomes

Everyone feels welcome:



Easy to Cross:



Shade and Shelter:



Place to Rest and Wait:



Opportunities to walk or cycle:



Things to see and do:



People feel relaxed:



Prioritising parking access:



Vehicle access:



Street safety:



**31%** believe the Main Street needs updated public transport and cycling facilities.

**44%** believe the Main Street is not traffic safe.

**23%** believe the Main Street needs sufficient parking.

**50%** believe the Main Street needs more tree planting and vegetation.

**11%** believe the Main Street is unattractive.

**37%** believe the Main Street needs shelter and seating areas.

### Big Ideas for the Future

At the stakeholder workshop, locals came together to identify 10 big ideas for the future of Margate, as follows:

1. Develop a gateway to the town that reveals the towns relationship to water.
2. Explore alternative uses for the Council owned car park such as a pocket park, a place for art, Country - first nations stories, and the village flavour.
3. In consultation with State Growth, develop a holistic ‘Mobility Strategy’ for the Council area to assist traffic flow and accommodate growth. Explore reduced traffic speeds and paved road surfaces.
4. In consultation with State Growth, provide safe pedestrian crossings along the highway at regular intervals.
5. Explore ways to create a pedestrian connections, places and spaces away from the highway; laneways, plazas etc.
6. In consultation with State Growth, investigate improved bus facilities in Margate.
7. Improve Van Morey Road making it safe and functional.
8. Create pedestrian links that support safe routes for children to commute to school.
9. Deliver tree planting along the Main Street providing shade and character to the street.
10. Implement separated bike lanes that connect from Dru Point to the Main Street, continuing to Snug and beyond through connected trails.

"It would be useful for any wayfinding signage to also keep bike riders in mind and the locations they may be wanting to go to."

## OUTCOMES OF PHASE 2 - DRAFT PLAN ENGAGEMENT

The second round of public consultation, provided an opportunity for the community and stakeholders to review the Draft Margate Master Plan that was endorsed by Council on 1 July 2024. In total 21 written responses were received.

Overall the community and stakeholders were supportive of the Draft Master Plan, and provided feedback for its improvement. The feedback highlights the importance of safety, accessibility, and the need for a balance between traffic management and quality public spaces.

### SUMMARY

Feedback was received regarding enhancements to cycling, pedestrian infrastructure, and traffic management, with a strong emphasis on safety and accessibility. There was a call for careful planning to balance traffic flow with the creation of community spaces and long-term development needs.

### KEY THEMES

Below are the key themes that emerged through the consultation process:

1. Cycling and pedestrian infrastructure
2. Public space and community use
3. Traffic management and signage
4. Parking and access
5. Scope and Vision

### Cycling and Pedestrian Infrastructure

Feedback was supportive of the proposed infrastructure, with a focus on ensuring shared paths are accessible for all users and avoiding conflict points. Members of the community suggested improved wayfinding and signage to assist people riding bicycles.

### Public Space and Community Use

There was some doubt about the viability of transforming the main street into a community centre due to traffic noise, with suggestions to create public spaces away from busy roads.

### Traffic Management and Signage

There was support for measures such as raised crossings and lower speed limits to improve safety. There were mixed views on roundabouts with some participants suggesting they negatively impacted local traffic and others in support of creating a safer pedestrian environment.

Some participants were concerned that the plan may contribute to congestion, with some advocating for a bypass to redirect heavy traffic away from the town centre. There are currently no plans for a Margate bypass. A bypass is unlikely in the foreseeable future as it would likely have a significant cost and have a significant impact on the surrounding community, and the environment.

Several comments were received with concern about the possible extension of Dayspring Drive. Extension of Dayspring Drive is committed in the Kingborough Interim Planning Scheme 2015 as a Particular Purpose Zone (Future Road) and this will be considered by the Planning Authority when a development application for the land is lodged.

### Parking and Access

There was a preference for ground-mounted hoops for secure short-term bicycle parking near shops and other local amenities and recommendations to develop off-street parking to reduce congestion on the main road and enhance the area's overall character.

### Scope and Vision

Suggestions to consider connections into areas that are beyond the scope of the plan, to improve access and connections along key pedestrian routes.

Recommendations for a long-term vision that includes future development considerations, such as limiting property access from the Channel Highway and planning for future infrastructure needs.

"I appreciate that this is just outside the boundaries of the Plan, but I'd like you to note that number of people walk from Margate to the church along Sandfly Road."

"Flow-through traffic needs to be the priority for people coming and going from their homes, just trying to make it to work on time and get home to our families."

"The roundabout is the major factor in facilitating safe pedestrian, and motor, traffic, by slowing motor traffic and enabling pedestrian crossing, one lane at a time with central safe spaces."







## 01.6 VISION + PRINCIPLES

A WAY FORWARD

***Margate Main Street will be a vibrant, safe, and friendly community centre, revealing Margate's unique character, bringing the community together and providing a popular stop for visitors. As Margate grows overtime it will reinforce its role as a service centre for the channel communities.***

***The Street (Channel Highway) will go beyond basic traffic functions to become a destination supporting the community and businesses. Road safety improvements, improved accessibility, and enhanced street amenity will preserve Margate's small-town charms, foster a strong local identity and a resilient future for all.***

### PRINCIPLES

The principles guide the delivery of the vision across four key areas, connection, environment, activation and livability. Each principle is supported by a series of strategies that put the principles into action. The strategies are outlined in Part 2 (The Masterplan) of this Plan across two scales - Broader Neighbourhood (refer to Page 19) and the Main Street (refer to page 20-29).

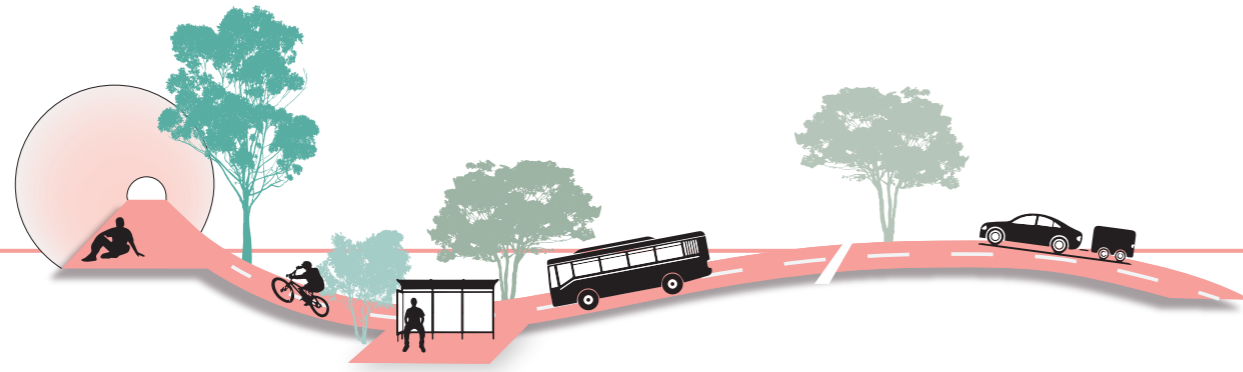
Connection

Environment

Activation

Livability





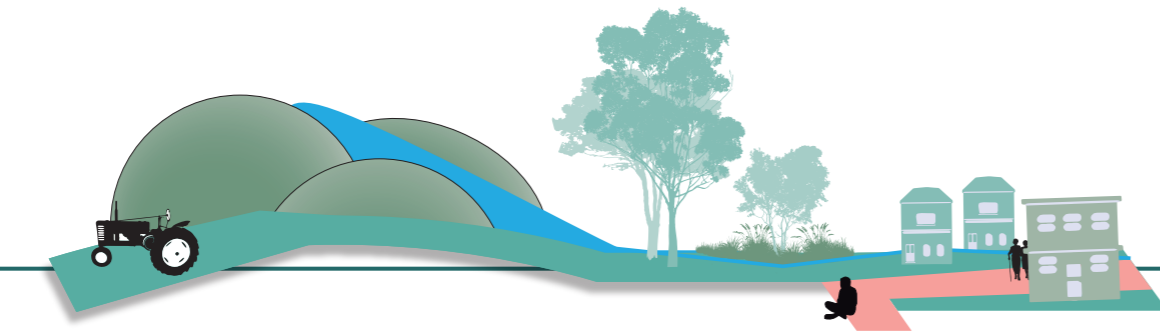
### Balance local and regional access

Boost social interaction and community well-being by enabling more walking trips, providing equitable transport choices, and making cycling an attractive option. Parking will be managed to prioritise accessibility and support local needs. Highway traffic and freight movements will be safely accommodated. Improved and convenient access to public transport will reduce dependence on driving for some trips.



### Enhance the local environment

The Main Street will reinforce local character to strengthen a sense of pride. Revitalised public spaces will tell local stories and help people to slow down and linger. Street greening, smart stormwater management and local durable materials will improve climate change resilience, address carbon positive agendas and improve the visual appeal of the street.



### Capture the industrious community spirit

By cultivating local participation in the design, delivery and activation of the Main Street, new spaces will reflect the diverse values and needs of residents, businesses and stakeholders, promoting more interaction, spaces for kids and new local jobs. A collaborative approach will support creative ideas, new business, shared ownership, and a sense of belonging among all members of the Margate community.



### Support a growing centre

Margate will embrace its rural, peri-urban, and industrious identity as a foundation for future change. By providing a development framework that integrates with the existing streetscape, celebrates mountain and channel vistas, and strengthens connections to the landscape. Margate can accommodate growth with contextual sensitivity, while preserving its natural coastal values, and cultural and agricultural heritage, ensuring a livable and resilient future for generations to come.



# 02 THE MASTERPLAN

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## 02.1 BROADER STRATEGIES

### MARGATE TO MAIN STREET

**THESE FOUR STRATEGIES APPLY EACH GUIDING PRINCIPLE AT A NEIGHBOURHOOD SCALE TO REBALANCE THE FUNCTIONS OF THE MAIN STREET.**

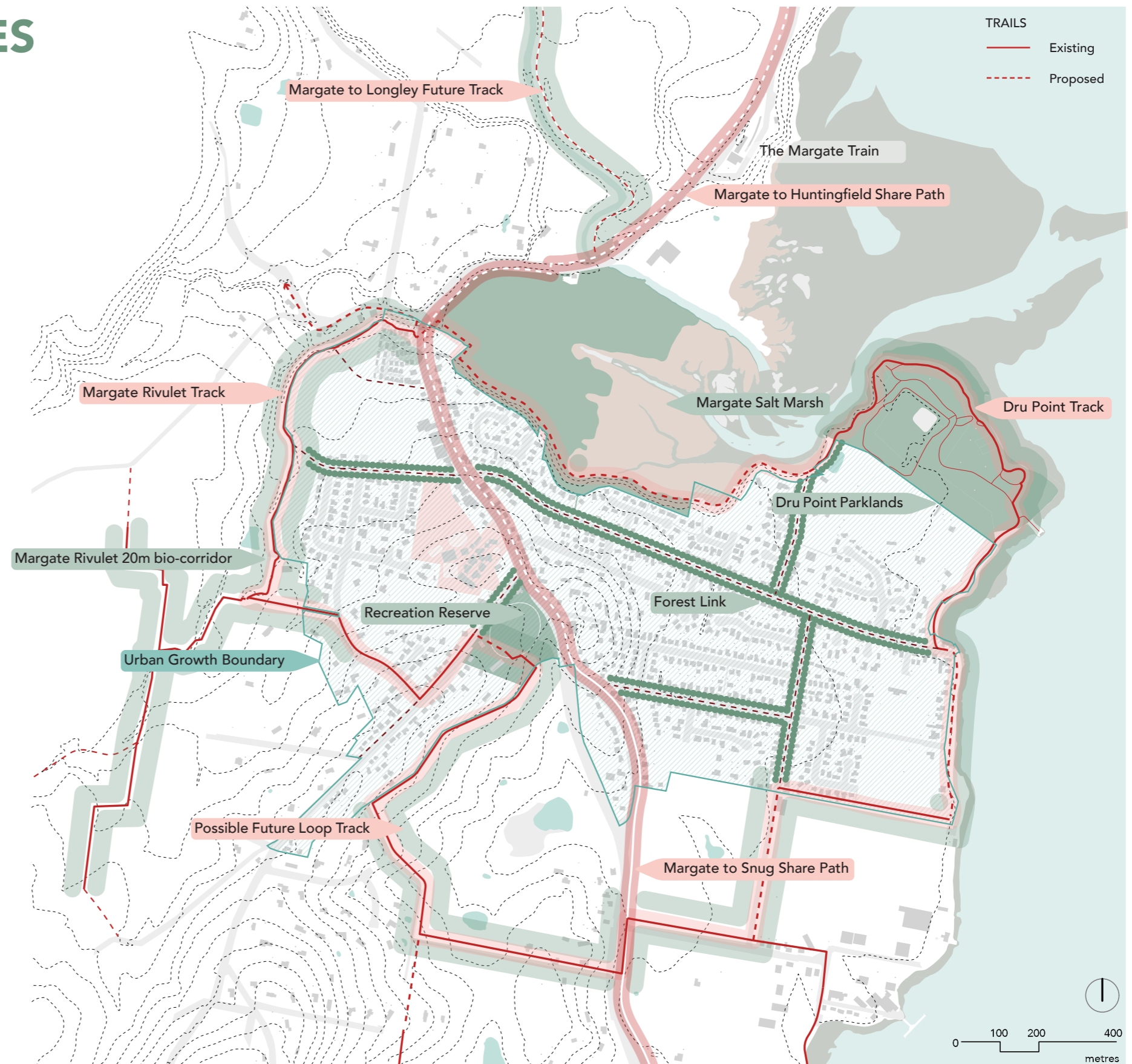
**Connection:** convenient public access to coastal and riparian reserves will be enhanced with an integrated network of tracks and trails. Associated public facilities will be provided both within and surrounding Margate to reduce the reliance on private vehicles to travel to Kingston, Snug and Hobart, alleviate congestion, and provide community health benefits.

**Environment:** measures should be implemented to enhance biodiversity connectivity and protect critical habitats. Establishing bio-corridors with buffer zones along the Margate Rivulet and planting forest link streets will facilitate the movement and protection of native wildlife. Collaboration with landowners will be crucial to identify priority areas for habitat protection and restoration, ensuring the long-term health and resilience of Margate's natural ecosystems.

**Activation:** Promotion of attractions and recreational facilities within the broader Margate township will elevate local and visitor experience. Providing clear signage to key destinations, including parks, historic landmarks, walking trails, and community facilities is a priority.

**Livability:** Margate is the first of the Channel towns within the municipality and its separate identity to the more suburban areas to the north needs to be protected. The historical and rural connections and settlement patterns surrounding the town should be protected so that Margate retains its essential coastal and agricultural character.

In the centre, main street improvements are required and development should be encouraged that supports a vibrant walkable community heart. The centre should combine residential, commercial, social and recreational experiences, with public amenities within easy reach, promoting a sense of community, safety and convenience.





## 02.3 CONNECTION STRATEGIES

Balance local and regional access

### QUICK WINS

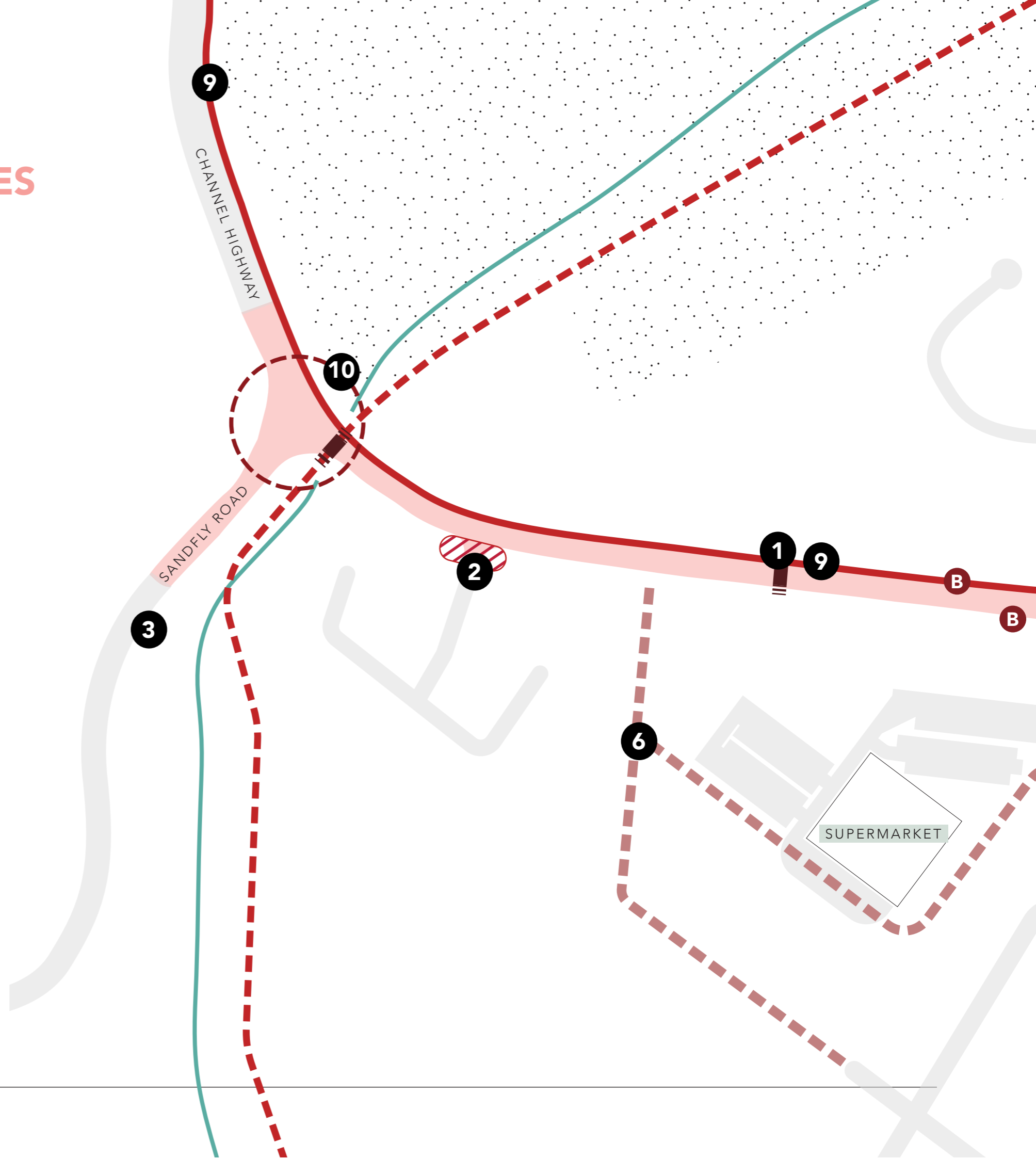
- 1 Work with State Growth to deliver safer Channel Highway crossings.
- 2 Deliver side road crossings with pedestrian priority and consider wayfinding and strategic locations.
- 3 Deliver missing footpaths from Van Morey Road to Crescent Drive and along Sandfly Road.
- 4 Work with State Growth to investigate a shopping zone speed limit to improve the safety and amenity of the street.

### STEPPING STONES

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

### BIG MOVES

- 8 Manage on-street parking along the Highway to support easy short term visits.
- 9 Deliver the Margate Main Street shared path (Snug to Huntingfield).
- 10 Work with State Growth to deliver traffic signals at the Sandfly Road intersection.
- 11 Advocate to State Growth for additional crossing points along Channel Highway.







A shared path integrated into street along the eastern side.

9



Risen table pedestrian crossings at side street intersections.

2



Planting integrated into on-street parking.

8



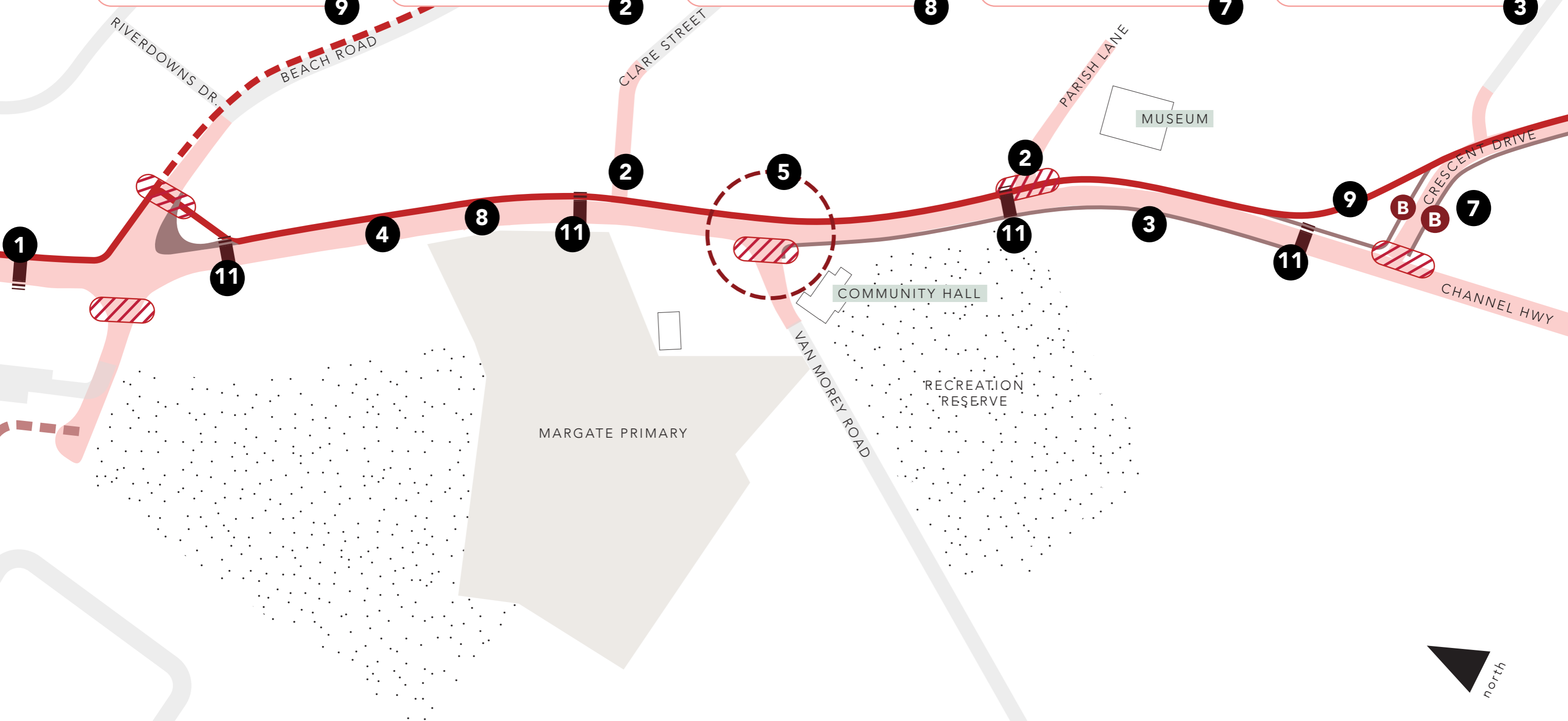
New bus stops with shade and seating.

7



Pedestrian crossings at regular intervals along the Main Street.

3





## 02.4 ENVIRONMENT STRATEGIES

Enhance the local environment

### QUICK WINS

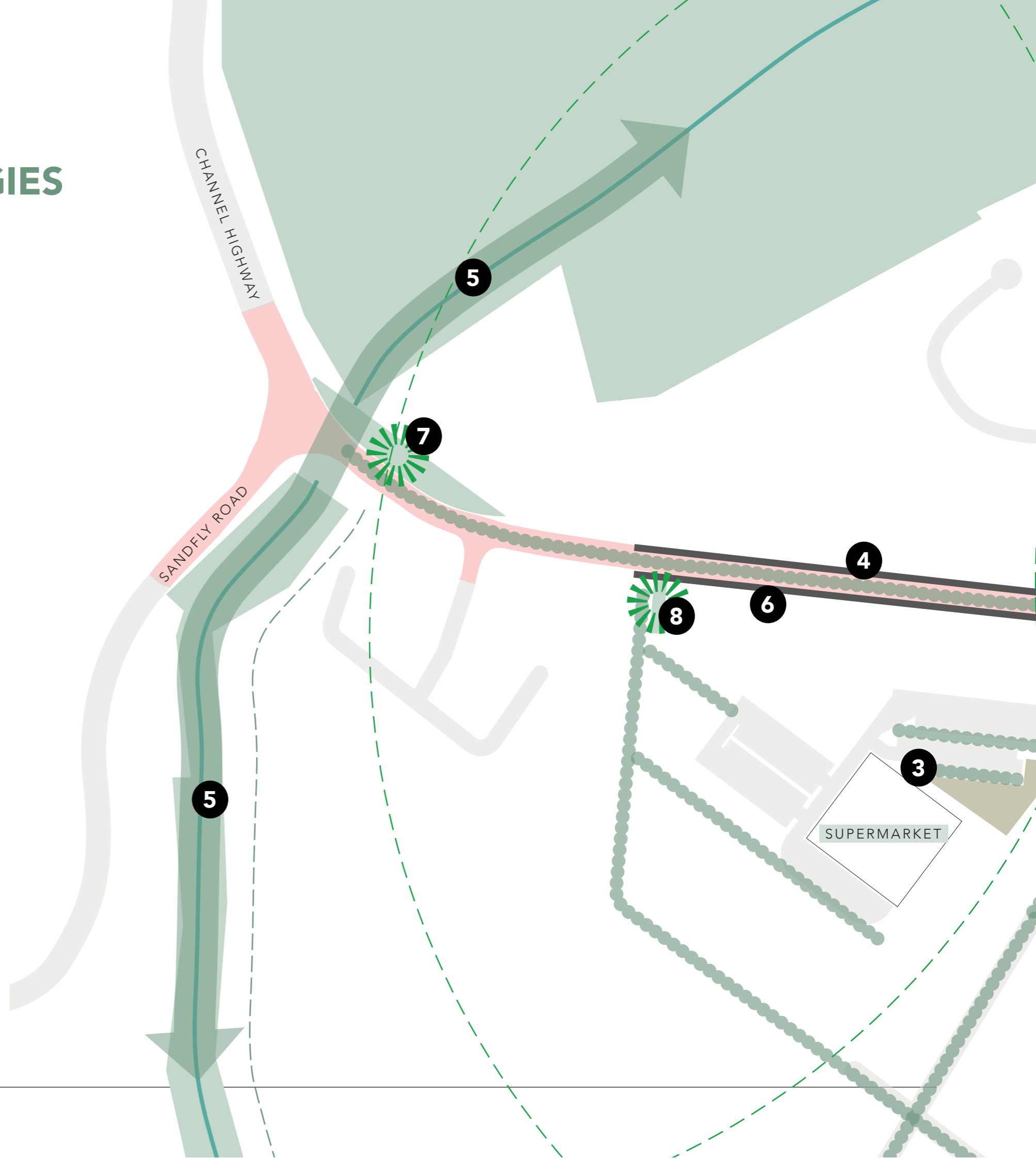
- 1 Upgrade the Community Hall and Recreation Reserve entry for pedestrian safety, community access and visual appeal.
- 2 Work with State Growth to upgrade and maintain landscaping within the roundabout.
- 3 Introduce EV charging station to enable charging of electric vehicles away from the main street.

### STEPPING STONES

- 4 Deliver footpath upgrades, including paving, seating, planting, signage and lighting.
- 5 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

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







Pocket park for community activation at the centre.

8



Material details within the surface referencing local architecture.

4



Planting integrated intermittently with on-street parking.

4



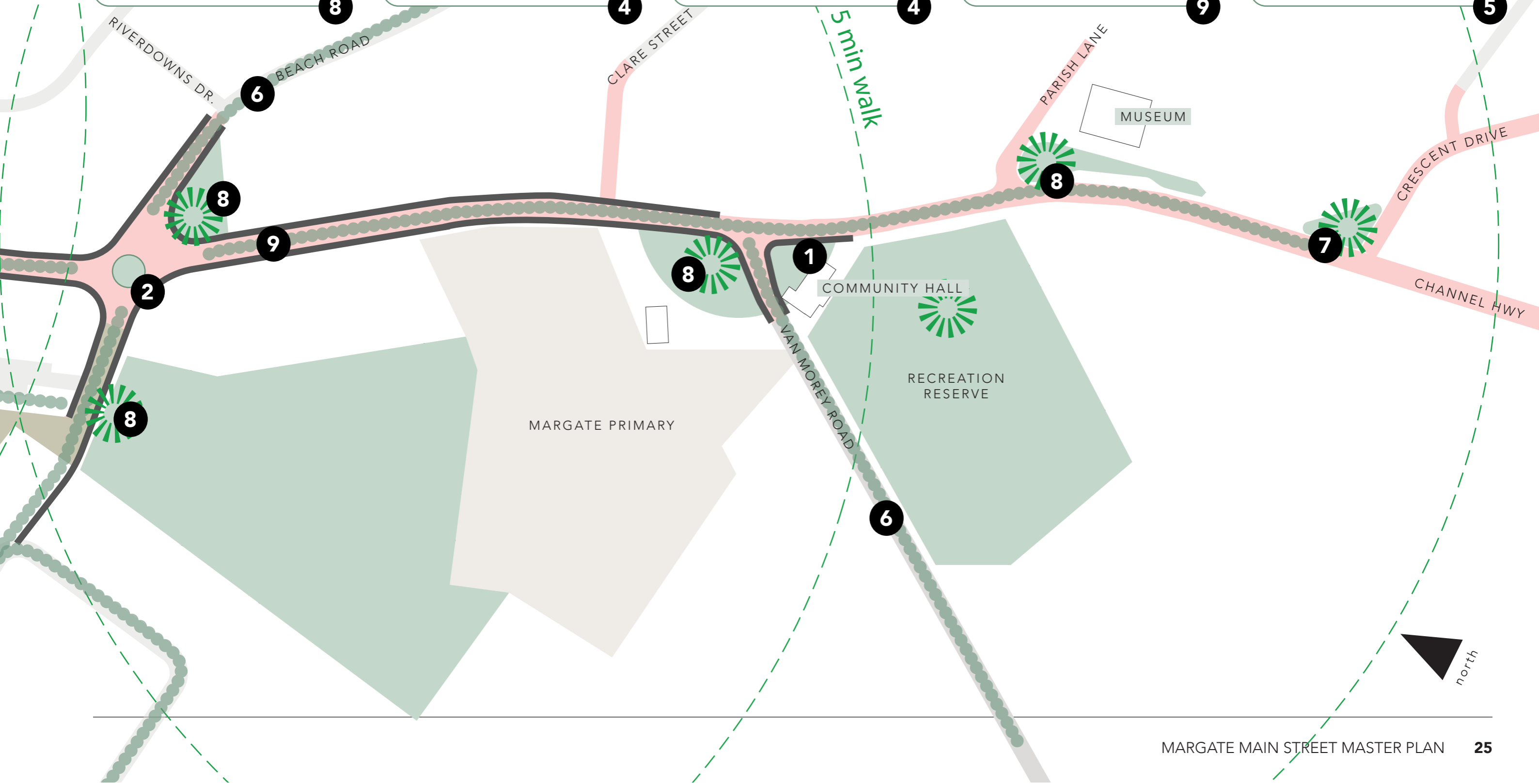
Areas for stormwater cleansing within on-street rain gardens.

9



A linear parklands experience.

5





## 02.5 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.

3 Develop an interpretation strategy to link the museum, heritage sites, natural values and local stories into a connected trail.

4 Investigate a potential pocket park - a central community space capable of civic purpose, gatherings, lighting and play.

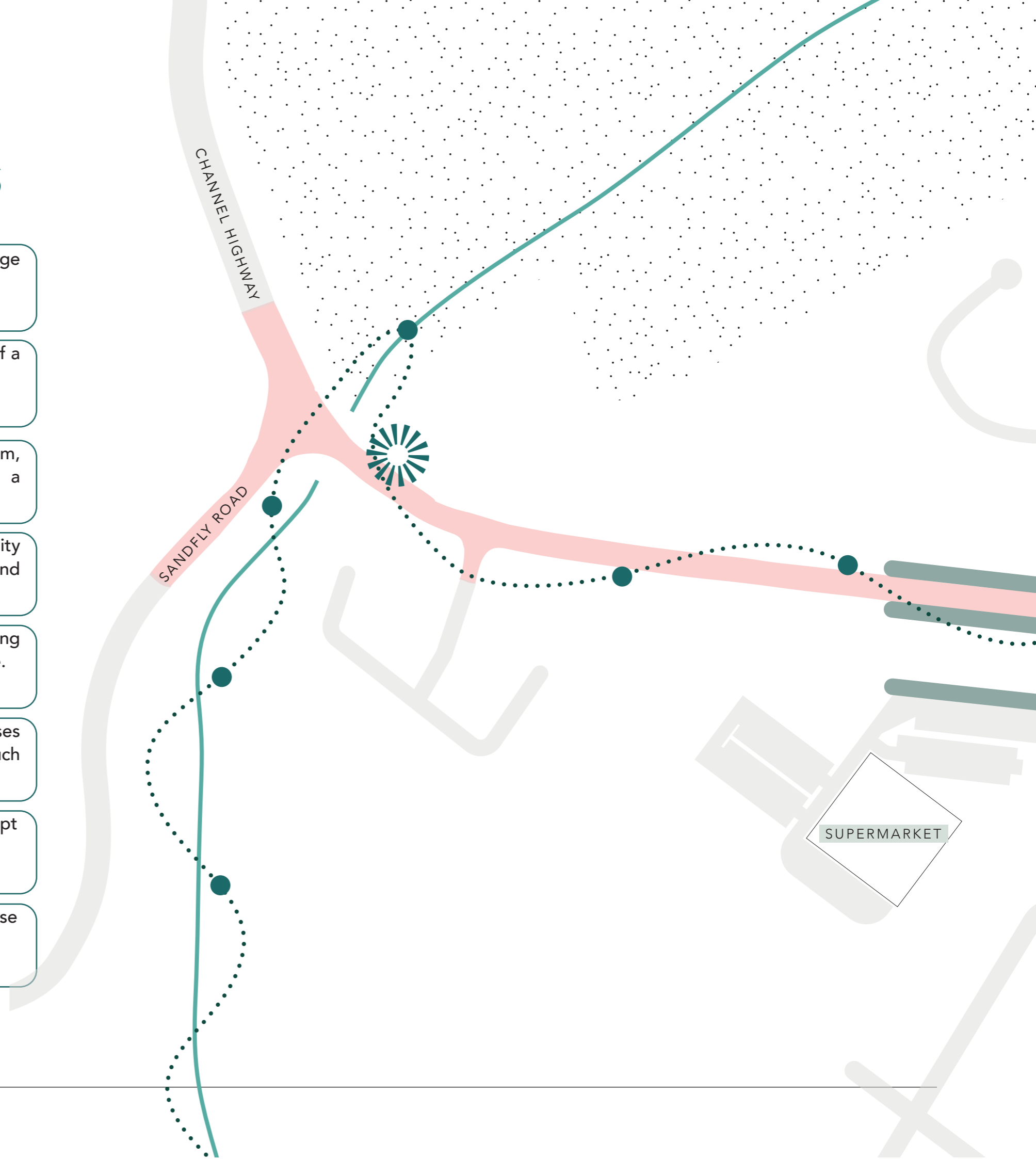
### BIG MOVES

5 Work with businesses to activate the street by supporting outdoor dining, seating or stalls on their street frontage.

6 Work with landowners and businesses to link building uses through appropriately located public realm elements, such as seating, planters, bollards, etc.

7 Engage with landowner to investigate potential to adapt the cemetery for public use.

8 Engage with the school to understand possible public use of the school grounds outside of school hours.







Simple and clear wayfinding subtly integrated.

1



Lighting to enhance place in addition to regulatory lighting.

4



Flexible pop-up space for community programming.

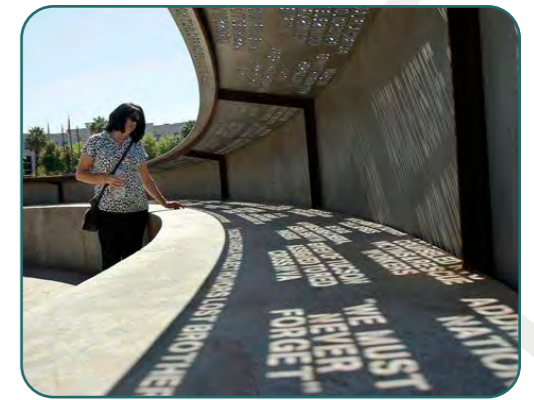
2



Business street activation through enhanced public space.

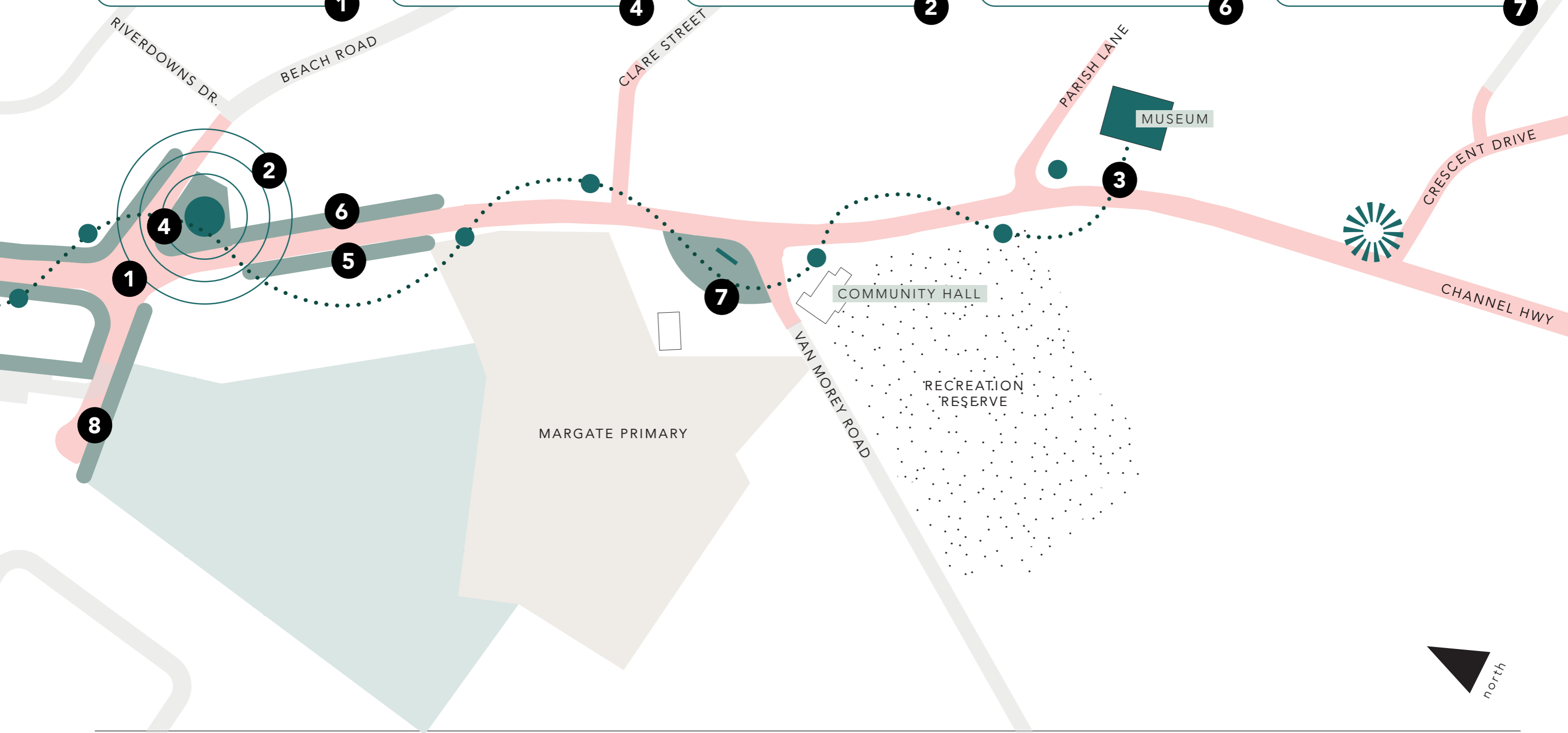
5

6



A memorial space within a respectful setting.

7





## 02.6 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:

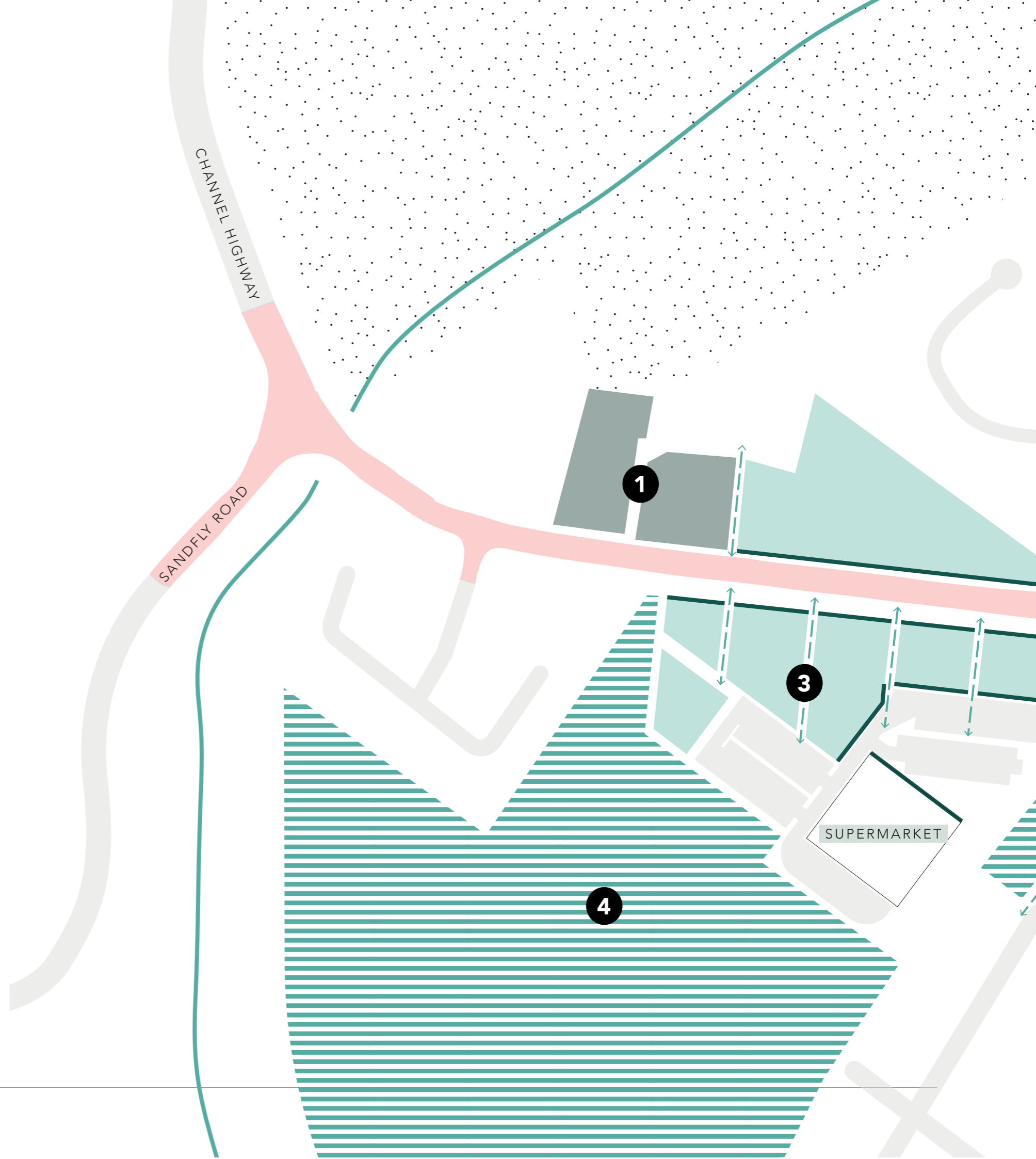
- Implement building interface & setback requirements, including level changes, signage, street greening, activation and porosity.
- Develop building articulation, materials & detailing guidelines that support a comfortable Main Street that reinforces the Margate character.
- Manage orderly consolidation 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.







Ground floor façades with depth allowing people to dwell.

1



Ground floor commercial with residential uses above.

1



Continuous canopy above with coherent business signage.

1



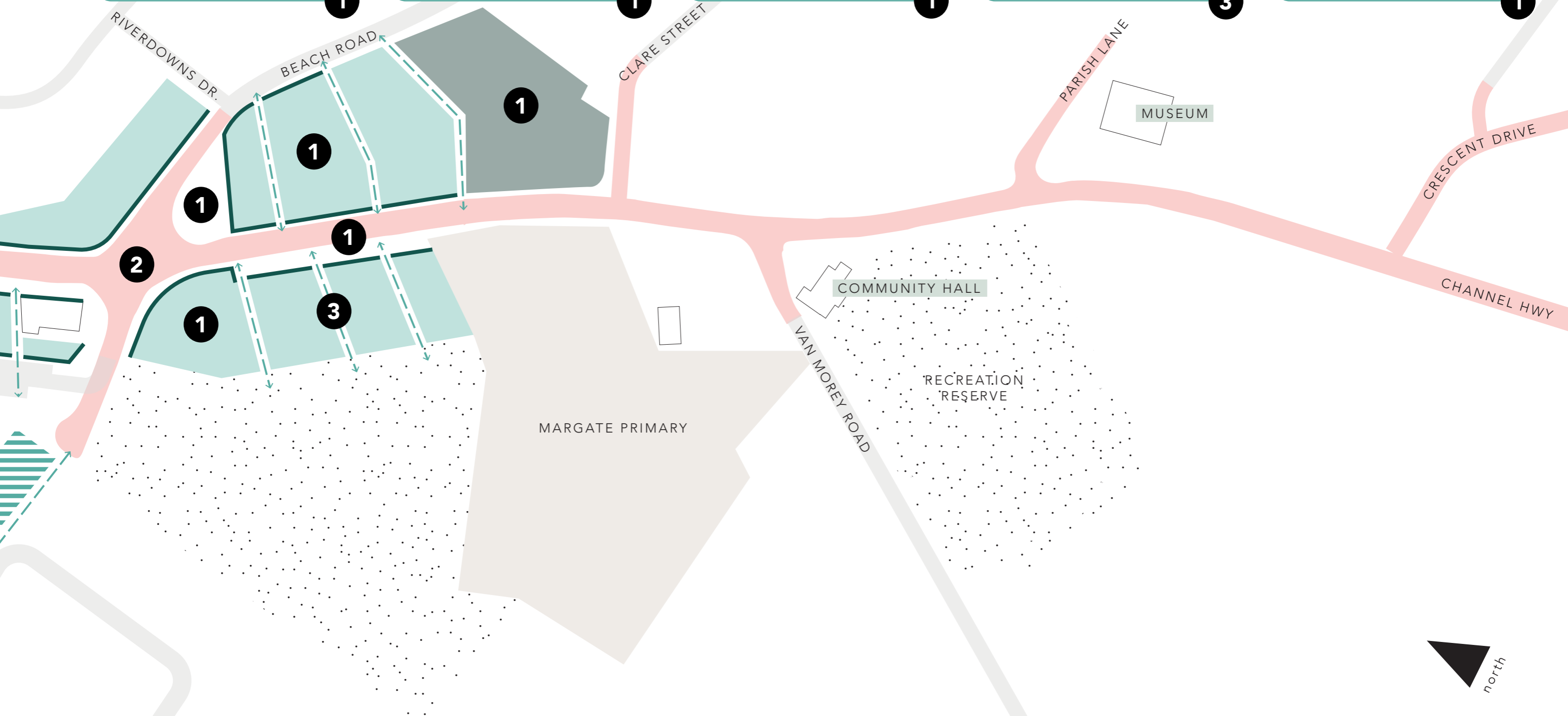
6m access laneways for people and vehicles.

3



Residential town house density transitioning into existing areas.

1





# 03 THE TOOLKITS

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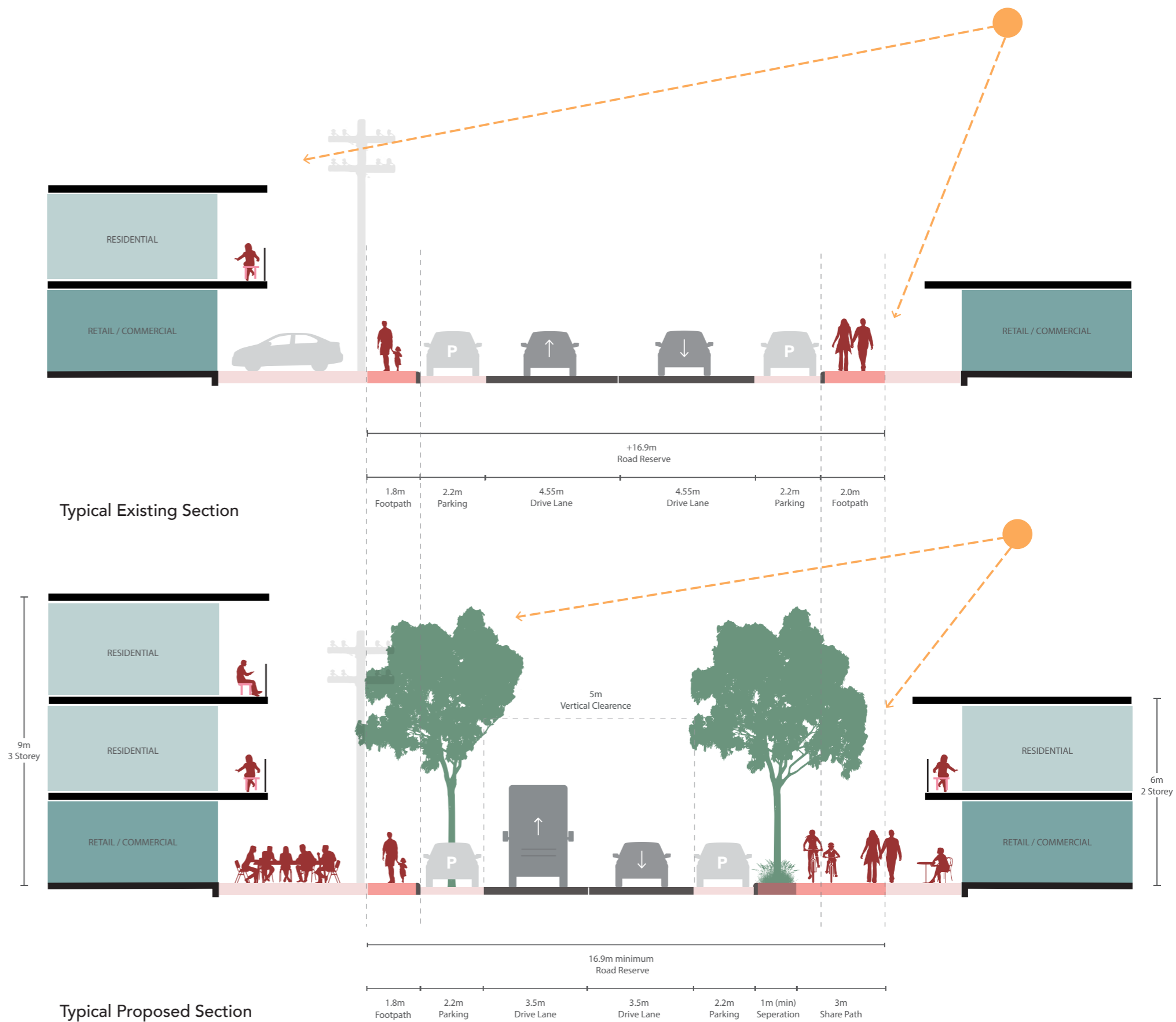
# 03.1 STREET TOOLKIT

## RETROFITTING EXISTING STREETS

Along the length of the Main Street, there are several locations where the road reserve is constrained. In these locations, trade-offs are required in the allocation of street space, to create safe and comfortable environments for the different road and street users. While there is recognition that the Channel Highway serves as an important movement corridor for vehicles, currently the design of the street does not adequately consider other road uses, and the function of the Street as a place. In order to re-balance these street functions over time, this sequence of priority functions for the street space has been developed:

Component	Function	Min width req (m)	Minimum threshold
1. 2x general traffic lanes	Freight/ General Traffic	7.5 (includes kerb & channel)	10.5m+
2. a continuous 3m shared path	Tier 1 walking/ cycling route	3	
3. a minimum 1m landscaped buffer on the east side, with subsoil for trees	Place & environment	1	11.5m+
4. the footpath on the west side	Local pedestrians & place	1.5	13m+
5. a parking lane	Loading & accessibility	2.2	15m+
6a. a second parking lane	Short stay parking	2.2	17m+
6b. Median or turn lane, where required	General traffic or pedestrians	2.5	17.5m+

Where the road reserve provides more than 17.3m of width, the proposed cross section is shown opposite.





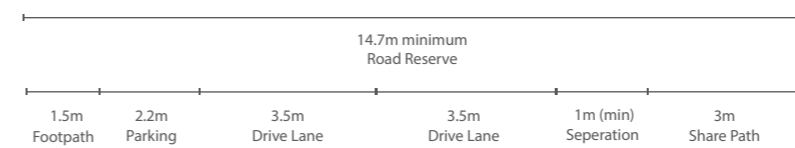
### Constrained Arrangements

Where the road reserve width is constrained, these cross sections illustrate proposed allocation of road space in line with priority functions identified.

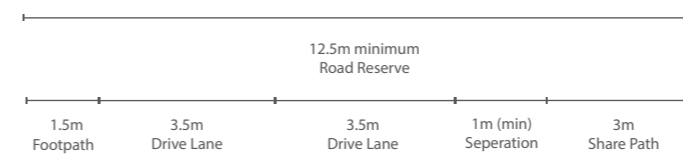
Providing a continuous, safe and comfortable shared path will require works to adjust the kerb alignment. This pedestrian and cycle route has been identified by Council and the Tasmanian Government for many years. Established supporting policy includes the Kingborough Cycling Strategy 2021, Greater Hobart Cycling Plan 2022, Draft Keeping Hobart Moving 2023. Joint investment is warranted to make walking and cycling viable options for transport, tourism and recreation.



Typical Constrained Section 1



Typical Constrained Section 2





### Unique Arrangements

To provide space for priority road space functions, in several constrained locations on-street parking will need to be reduced. The remaining on-street parking will be prioritised towards providing access for people with limited mobility, space for public transport, and supporting deliveries and servicing for local businesses.

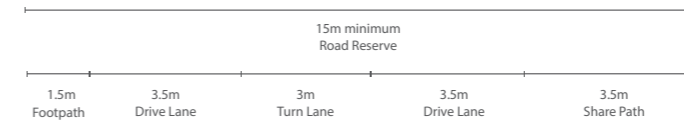
To accommodate bus shelters in proximity to key destinations it will be necessary for the stop locations to be offset with the travel lanes to gently shift laterally. The constrained road reserve will not allow the stops to be on directly opposite with the shared use path and two traffic lanes.



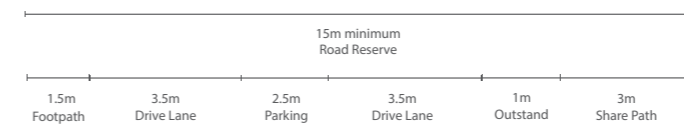
Typical Bus Stop Section



Typical Turning Lane Section



Typical Crossing Section





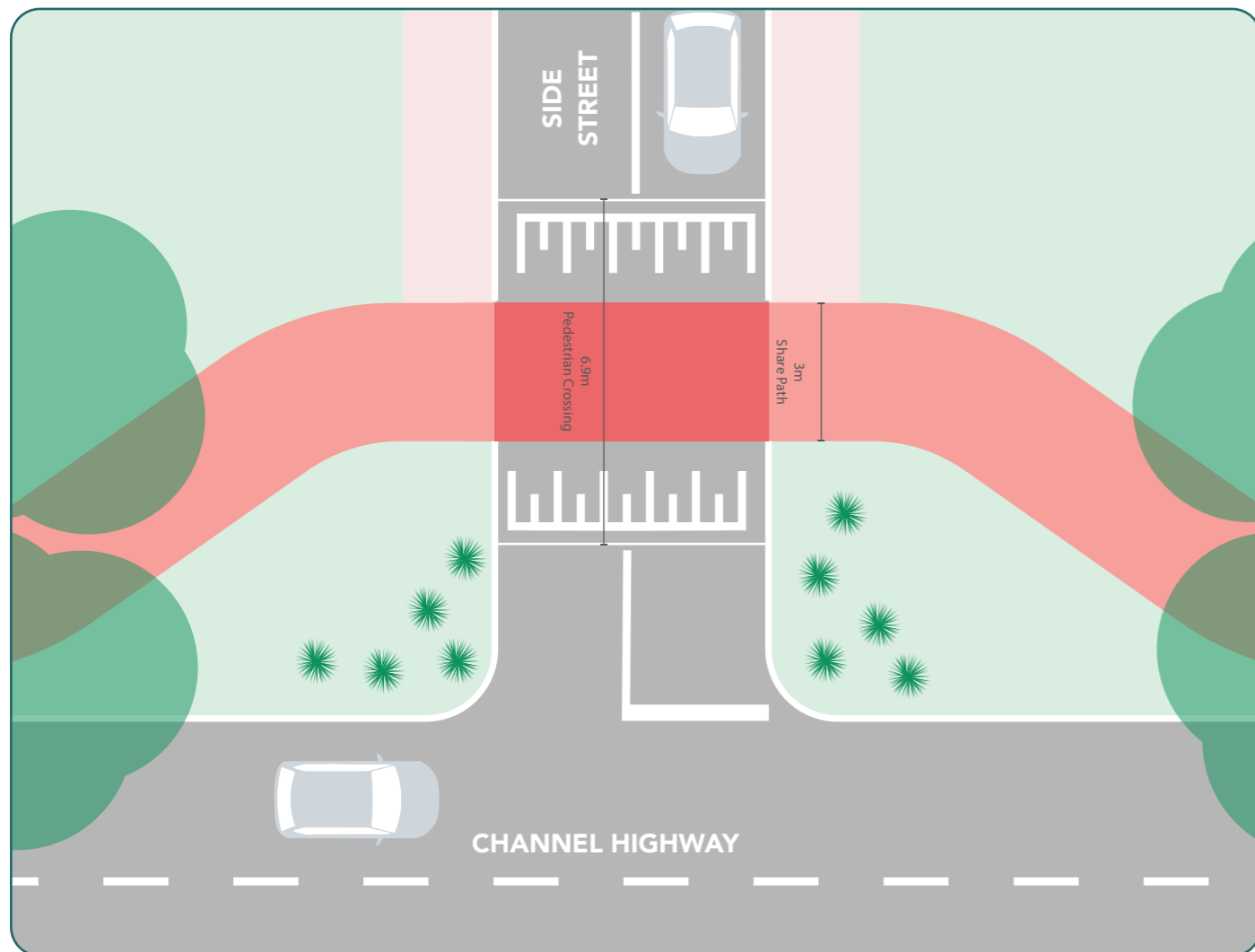
## 03.2 FOOTPATH IMPROVEMENTS

### A SAFE WALK TO SCHOOL

#### Shared Path Priority Crossing

Raised, pedestrian priority crossings, or Wombat crossings, improve road safety for all road users. These treatments support reduced motor vehicle speeds, shortened crossing distances, and enable continuous pedestrian movements along desire lines. These treatments make walking and cycling more comfortable and enjoyable.

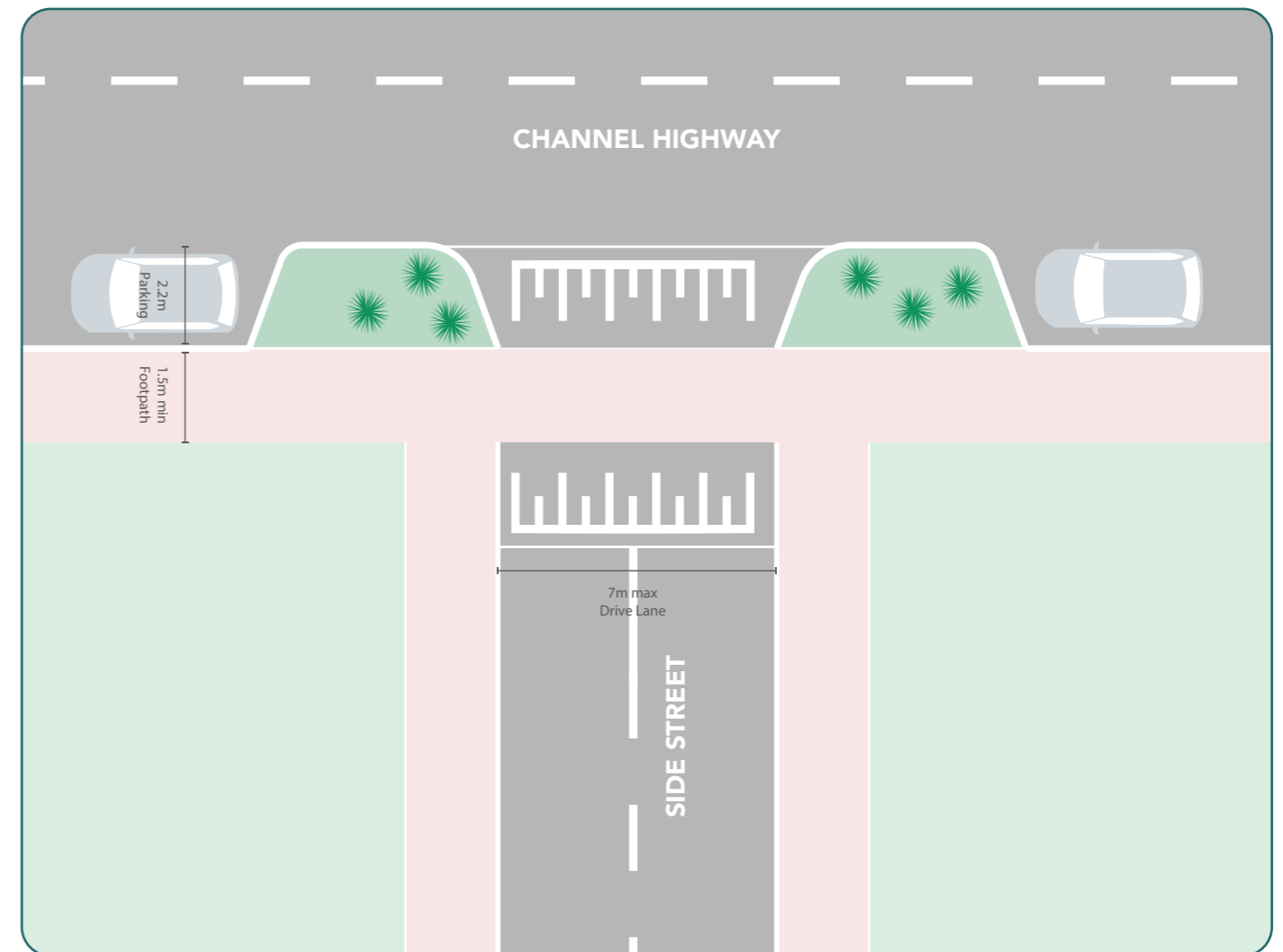
The crossing design should take into account safety and comfort for all road users including vehicle drivers and passengers, including heavy vehicles, motorcycles, emergency vehicles and buses. Further guidance is provided in Vicroads Design Note 03-07.



#### Continuous Footpath at Side Street

Continuous, raised footpath crossings of side roads should be provided, in conjunction with tightening of turning radii for vehicles. This improves safety and perceived safety for people walking and riding, and reinforces driver obligations under Road Rule 72. The design provides a visual cue to drivers that they are crossing the pedestrians space and need to proceed with caution.

This design also makes the street more attractive. Providing continuous footpaths will require consideration of drainage and overland flows.

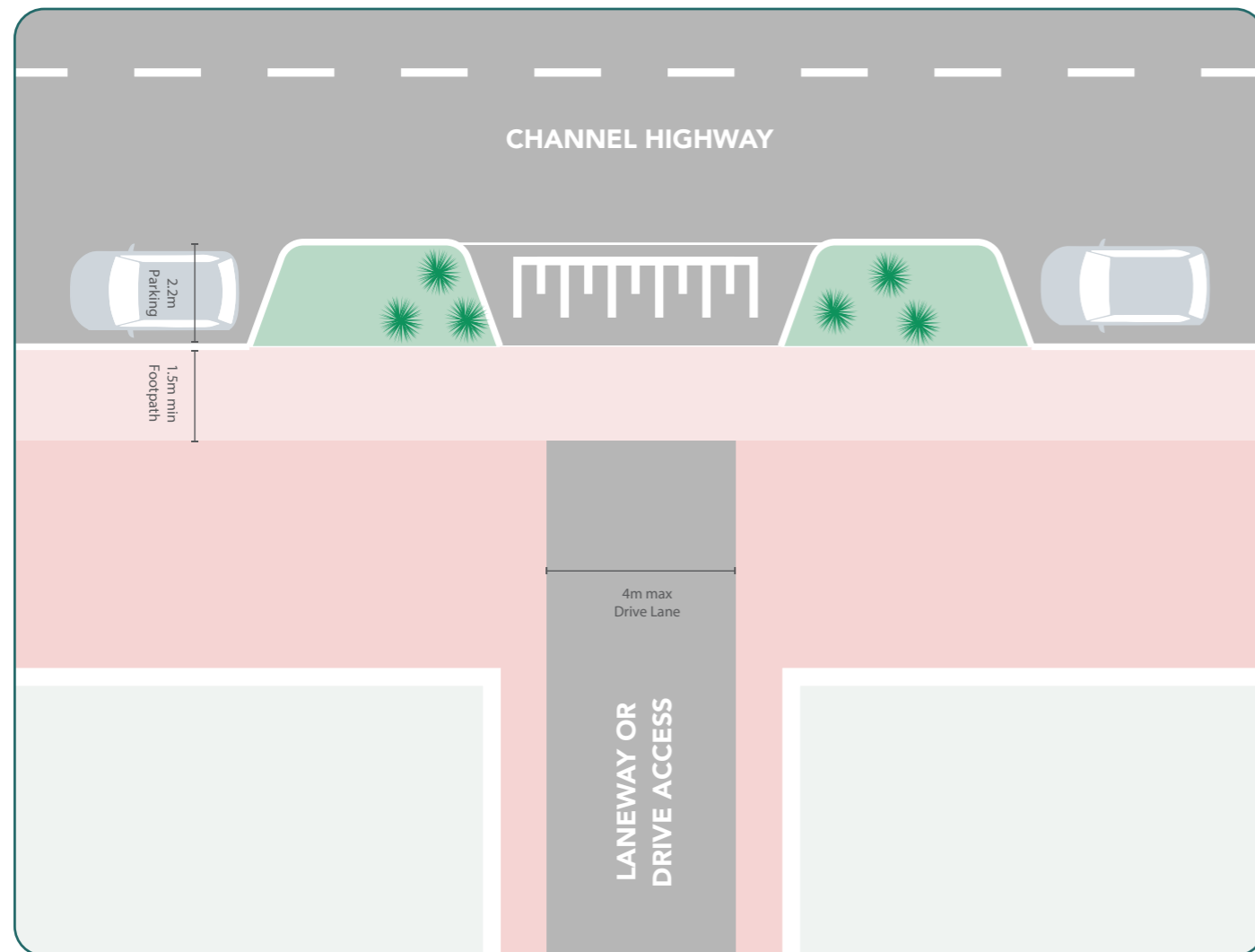




**Continuous Footpath at Private Access Crossover**

At crossovers and driveways, a continuous footpath treatment should be provided. Cars are a guest when crossing the pedestrian space, and the design should make this relationship clear.

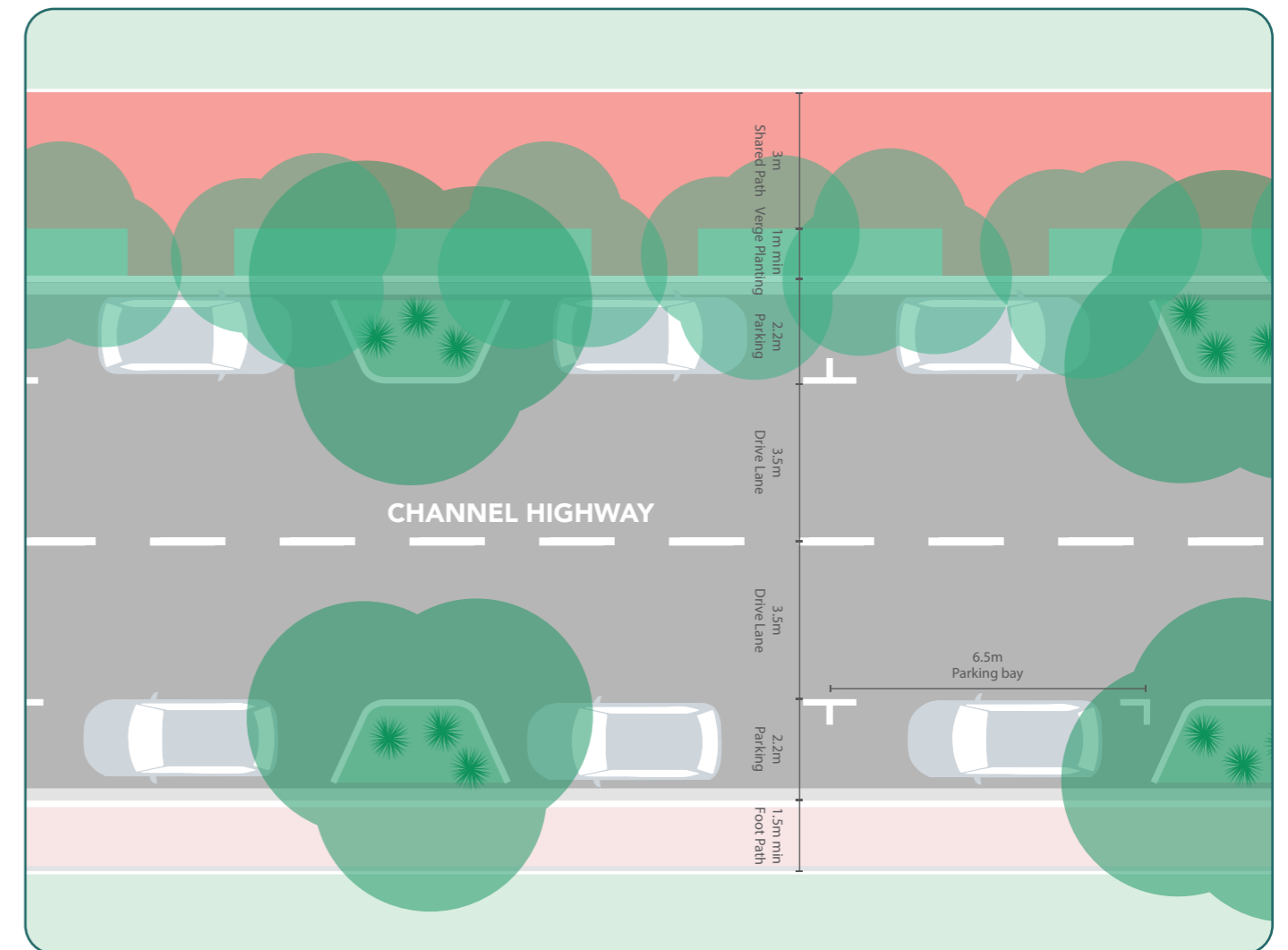
The material of the footpath should be consistent through the crossing, with a distinction in material or colour to the carriageway used to highlight pedestrian priority.



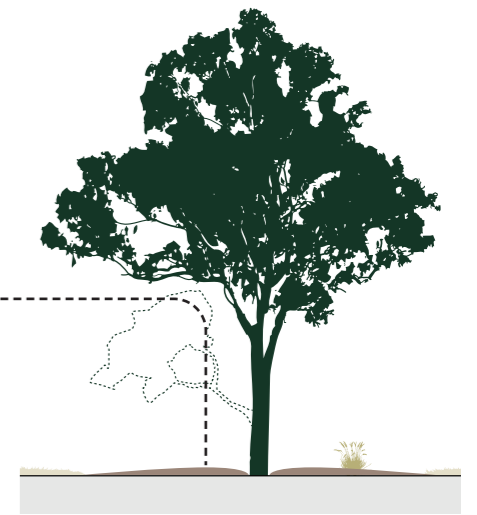
**Tree and Parking Arrangement**

Parking bays should be 6.5m in length where possible to allow cars to park easily without reversing minimising congestion.

Wherever possible, tree pits should be provided at regular intervals within parking lanes. Historically, trees have been removed near busy roads, being perceived as a risk in the event of a crash.



Prune trees to maintain a 5m vertical clearance



However, this makes the driving environment more conducive to higher speeds, putting all road users in danger. Trees signal to drivers to slow down and generally calm the street environment, as well as providing shade, and improving the attractiveness of the street as a place.

Suitable sightlines for drivers must be retained, consistent with the design speed. Trees must also be pruned and maintained to ensure a 5 meter vertical clearance for large vehicles.



## 03.3 PUBLIC SPACE PLACES FOR PEOPLE

The vitality of Margate's town centre relies on people spending money locally and keeping in touch with other locals. The street needs to provide an environment for this economic activity and interactions. However, the introduction of the Beach Road roundabout has severed the focus on the traditional heart of the town. The retail strip is in decline and cars and trucks are the focus in the centre of the town.

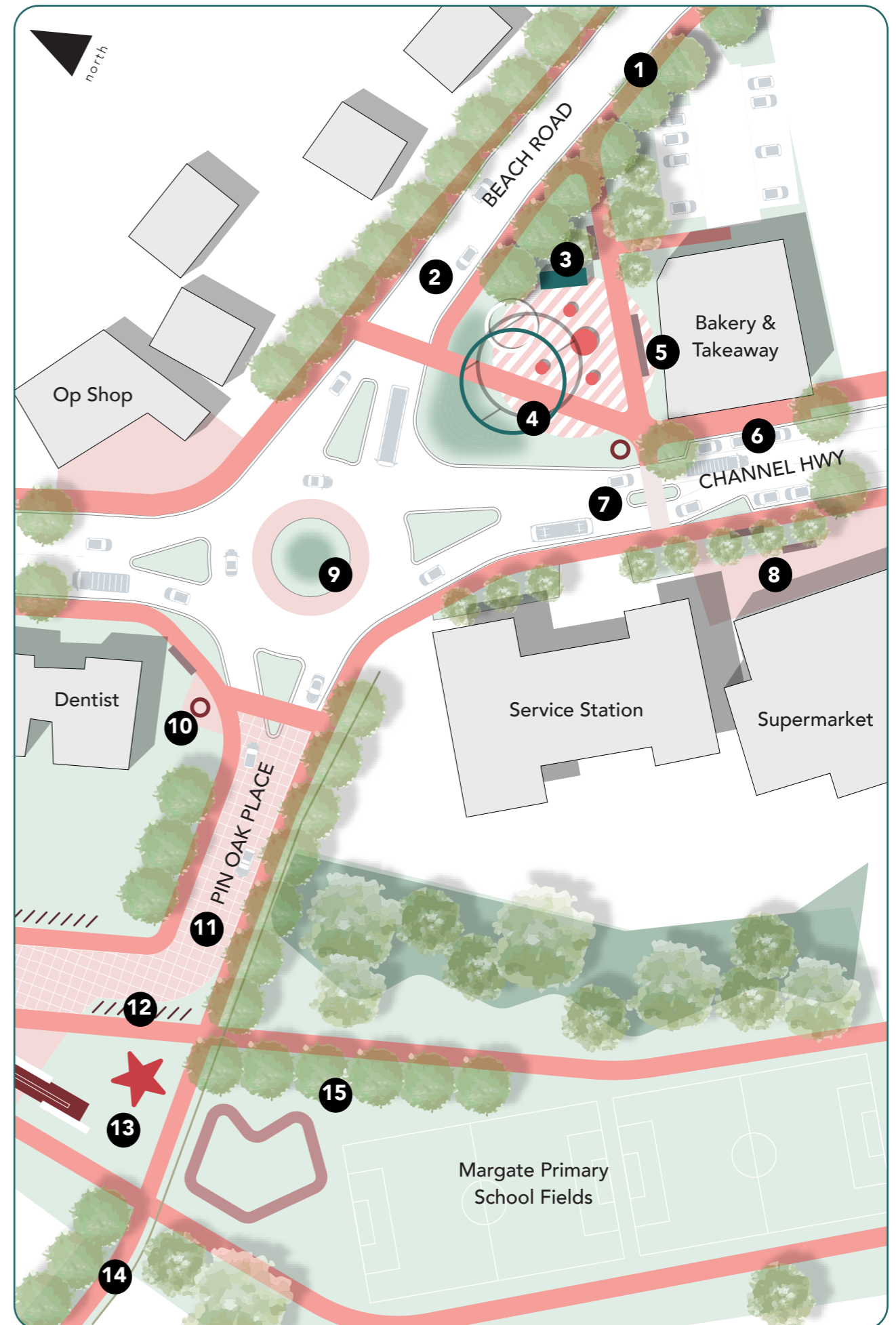
In addition, the proposed supermarket, while catering to the needs of the growing population, presents an additional threat to the existing businesses on Main Street. Most visits to the supermarket will be transactional car trips. To tackle this challenge, the Plan aims to refocus the town centre by creating a spaces for locals to spend a bit of time, have a chat and rebalance the street back towards the east.

By creating new people-oriented places, we aim to attract residents and visitors back to the town centre and get people to linger a bit longer. New green space will reduce the dominance of infrastructure like the roundabout. This approach will support new local spending and enhance the overall livability of Margate.

### LEGEND

1. Beach Road Forest Link - tree planting, shared path and signage linking the coast, Dru Point and the Main Street together.
2. Raised priority crossing
3. Community Toolbox - a pop-up community programmed space
4. Civic Plaza - pocket park with planting, seating, lighting, shelter, art/play element and flexible events space
5. Community wall mural

6. Formalise short-term parking through defined line markings and parking time limits
7. Relocate crossing for improved safety
8. Encourage businesses to transform their frontage into activated spaces for people instead of car parking. Formalised on-street parking will be provided to ensure easy access is maintained
9. Soften the impact of the roundabout by planting low maintenance native grasses with feature rocks. ensuring clear sight lines.
10. Interpretation at key nodes and adjacent to heritage and natural features
11. Paved shared street maintain access for vehicles operating at low speeds and pedestrian priority
12. Cycle parking facilities
13. School Link - work with the school to investigate a safe link for students between the school grounds, supermarket and main street, including planting, seating, lighting, shelter, play/recreation elements and lawn
14. Formalised shared path to western residential areas
15. Collaboration with the school to understand possible upgrades to the school grounds for students and broader community.





# 03.4 ACTIVATION COMMUNITY 'TOOLBOX'

A shipping container is used as a pop-up 'Community Toolbox', referencing the important role that the hardware store once played in the street before its closure. The Toolbox aims to redefine a space for community resource and conversation - a meeting point for all.

The shipping container will reference the coastal location, agricultural past and industrious community of Margate. As a versatile space the Toolbox will be programmed by the community, for the community.

It will be equipped with folding panels or awnings to create additional space and shelter for various activities to spill out into the proposed pocket park. Flexible seating arrangements, lighting and signage will be incorporated to enhance functionality and visibility.

Driven by community, it will host a variety of events, programs, and activities throughout the year, serving as a venue for small markets, art exhibitions, cultural exhibitions, and live performances, attracting residents and visitors alike. Workshops, classes, and educational programs can be organised to engage the community in topics such as sustainability, mending, gardening, arts and crafts.



Local businesses, artists, community groups, and the school can collaborate to curate and facilitate programming. Partnerships with cultural organisations or the museum can bring curated exhibits, installations, and performances to the street.

Feedback sessions, surveys, and comment boards can be included to gather input and ideas from the community for future programming and street improvements.

The Toolbox will serve as a versatile platform for community activation, fostering creativity, collaboration, and connection among residents while enlivening the streetscape of Margate.





## 03.5 ART & INTERPRETATION

### STORIES OF PLACE

An art and interpretation strategy for Margate will be centred around the theme of “Celebrating Margate: Past, Present, and Future.” This narrative would aim to showcase the rich history, industrious community, and promising future of the town through various artistic mediums and interpretive experiences.

“Celebrating Margate: Past, Present, and Future” narrative seeks to engage residents and visitors in a multifaceted exploration of the town’s identity, fostering a deeper appreciation for its heritage, culture, and potential for growth and transformation through the power of art and interpretation.

#### PAST

Work closely with the museum and the Tasmanian Aboriginal Centre to explore Margate’s heritage and history by revitalising the existing heritage trail, highlighting stories of Country, storytelling and significant moments or themes in the town’s development.



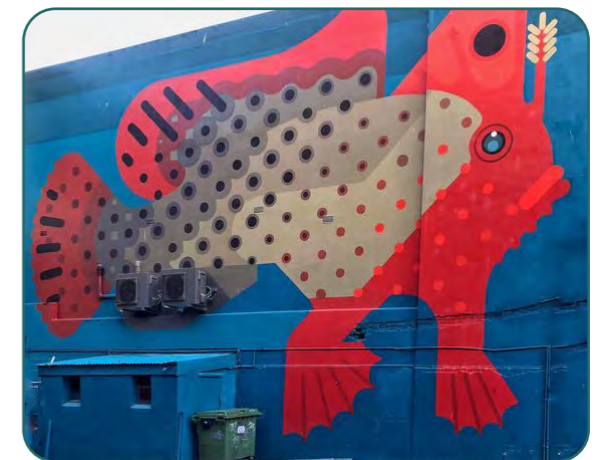
#### PRESENT

Showcase the diversity and creativity of Margate’s industrious community through public installations. Collaborate with local industries and local artists to integrate art into public realm features.



#### FUTURE

Inspire imagination and innovation through art initiatives that envision the future of Margate, exploring themes of sustainability, resilience, and community. Engage the school with emerging artists to envision and create murals that reflect their hopes, dreams, and aspirations for the town’s future.





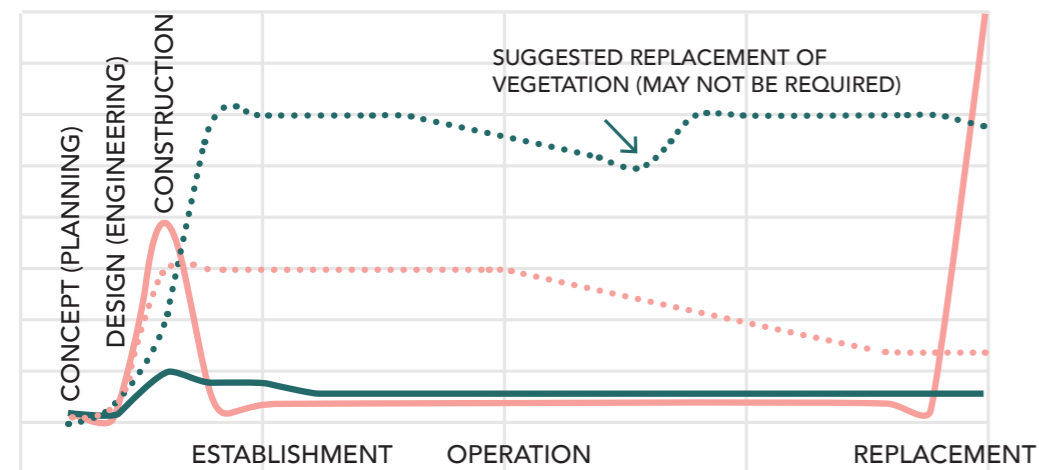
# 03.6 STORMWATER MANAGEMENT

## CLEANSING WATER LOCALLY & ENVIRONMENTALLY

### STORMWATER TREATMENT SOFTSCAPES

A 2020 study\* into CAPEX and OPEX comparing WSUD and conventional systems shows costs are comparable at a planning and design level. However, at a catchment level the construction costs of conventional systems are higher than vegetated systems due to the need for underground concrete pipes and pits. While at the individual level the cost of a swale/rain garden can be greater than a piped solution, using vegetated systems across the housing precinct can result in significant cost savings.

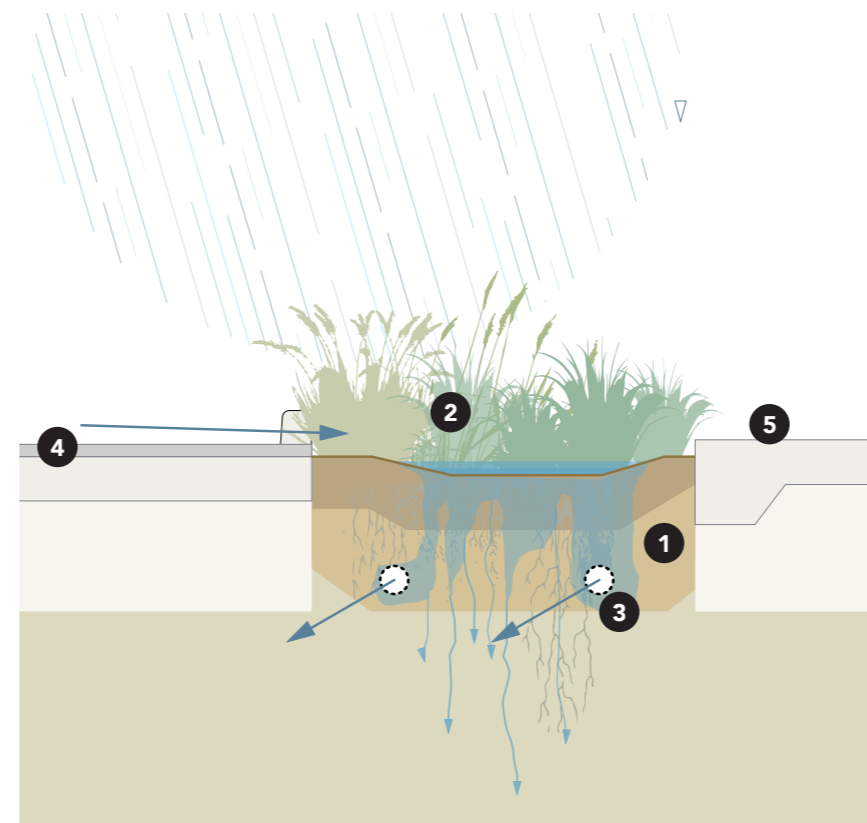
Operational costs for vegetated systems are often perceived to be higher than conventional systems, but a review reveals that these costs are actually more comparable in practice.



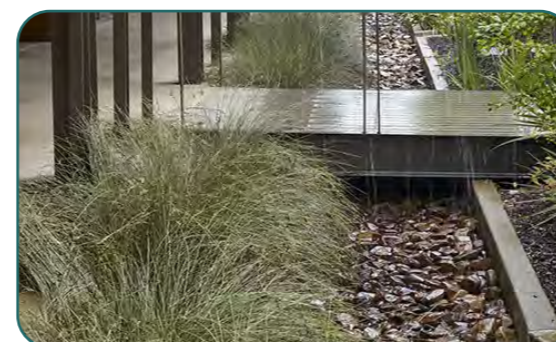
- Conventional drainage costs
- ..... Conventional drainage benefits
- WSUD drainage costs
- ..... WSUD drainage benefits

\*Urbaqua 2020

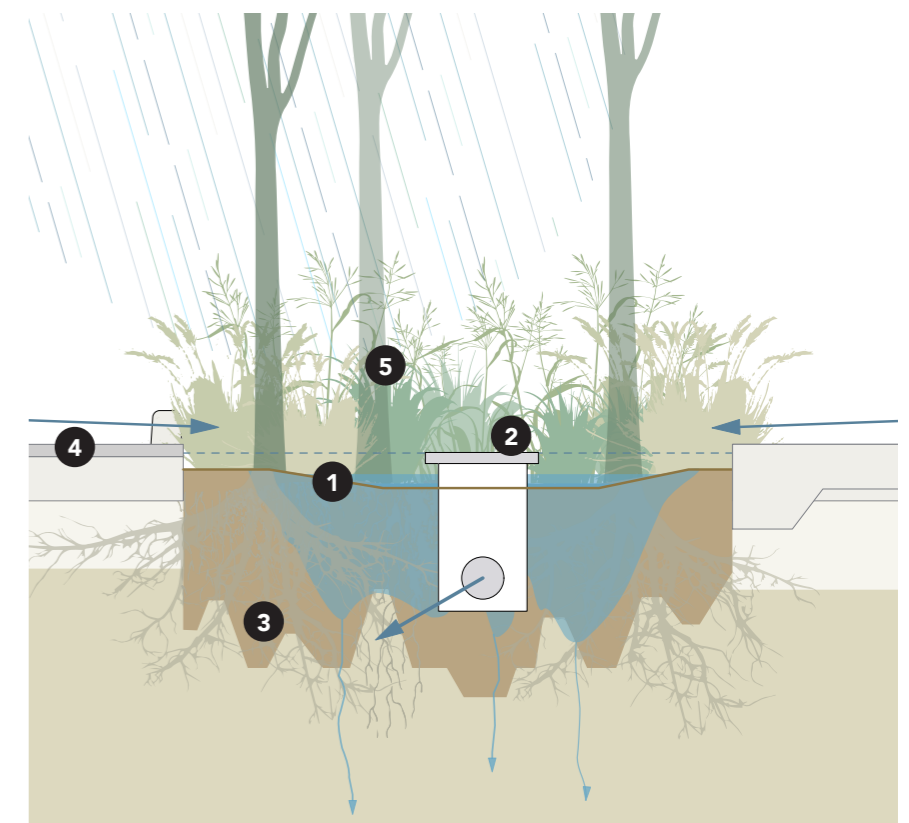
### VEGETATED SWALES (INCLUDING SAND FILTER)



1. Sand media to civil engineers specification
2. Native planting (sedges and grasses)
3. Sub soil drainage to convey water
4. Hard surfaces fall to garden beds
5. Roof water directed to garden beds



### BIO-RETENTION BASINS/RAIN GARDENS



1. Recessed garden bed
2. Pit inlet sitting above soil line (100-200mm)
3. Cultivated sub-grade to allow full soil soakage and infiltration
4. Hard surfaces fall to garden beds
5. Tree and ground cover planting passively irrigated





# 03.7 INDICATIVE MATERIAL PALETTE

## LOCAL EXPRESSION

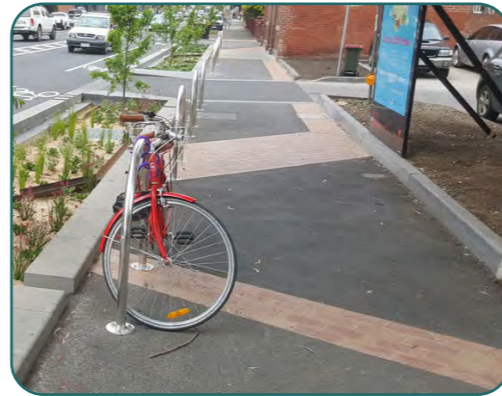
The distinctive character of the street is reinforced by the simplicity of the paving palette. A focus will be given to ease of maintenance to ensure the street looks good on day one and into the future.

Carefully integrated details will reference the heritage of Margate:

1. Recycled red brick used to reference the Community Hall and other heritage buildings
2. Locally used sandstone in multiple formats reference local geological and agricultural foundations
3. Margate's marine industries will be referenced through robust materials such as galvanised steel and concrete.



Recycled red brick



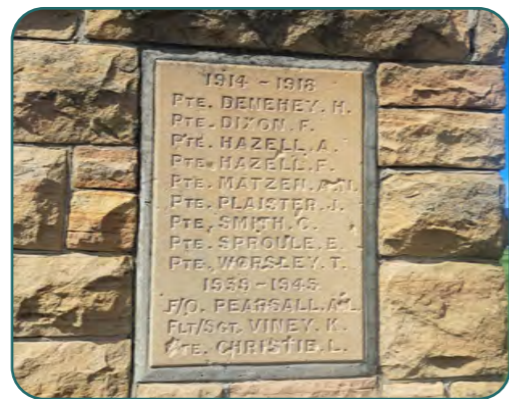
Feature banding



Upstand retaining walls



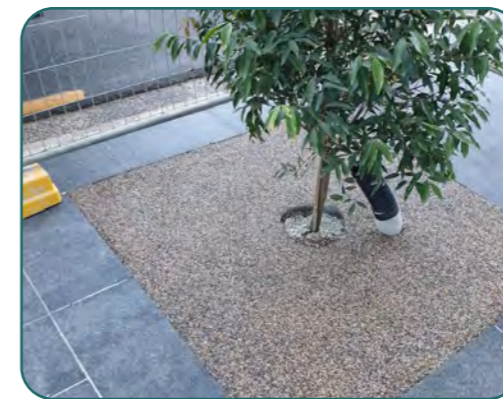
Interfaces and kerb adjacencies



Local sandstone



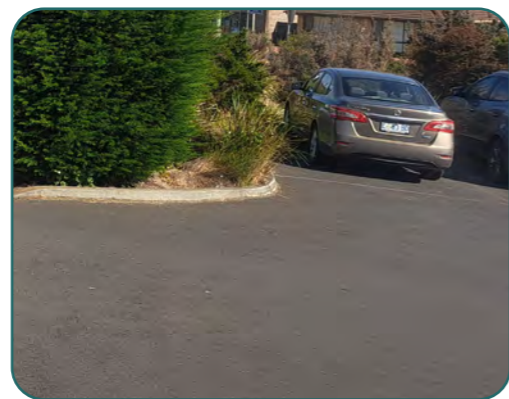
Informal seating, bollards, features



Tree pits: Bound gravel



Informal paths: Gold fines



Muted baseline materials



Road: Asphalt



Footpath: Dark grey concrete w. 40% recycled content



Structures: Steel



# 03.8 INDICATIVE FURNITURE PALETTE

## PUBLIC COMFORT

Provide improved public amenity, safety and universal access through the equitable and considered distribution of street furniture, urban elements and lighting.

Reduce clutter and provide a cohesive public domain which encourages walking and cycling by:

- Maintaining adequate pedestrian access
- Refurbishing and expanding on existing furniture provision
- Providing seating with backs and arms
- Aiming for at least one seat every 50m
- Aiming to increase bicycle parking positioned to be parallel to the street kerb
- Increasing the number of rubbish and recycling bins in the street
- Balancing highway lighting with energy efficient LED pedestrian scale luminaires
- Strict light output controls to minimise excess spill light and concentrate lighting to areas of amenity, circulation, and roadways.



Expand and refurbish existing seating



Bicycle Stand

Finish: Textura Monument frame



Bollard

Finish: Textura Monument frame with Aluminium Spotted Gum batten insert.



Bollard Lighting

Finish: Textura Monument Marine-grade die-cast aluminium alloy  
Light: warm 2200K colour temperature  
WE-EF KTY234 (600mm high)



Park DDA Seat

Size: 1800mm L

Finish: wood finish aluminium battens, Textura Monument frame.



Park Table

Size: 1800mm L

Finish: wood finish aluminium battens, Textura Monument frame.



Bin Enclosure

Finish: Aluminium frame, Aluminium Spotted Gum side, solid door in Textura Monument, Etched signage. Curved roof.



Street Lighting

Finish: Textura Monument Marine-grade die-cast aluminium alloy  
Light: warm 2700K colour temperature  
WE-EF VFL530 or AFL100 luminaires



# 03.9 INDICATIVE PLANTING PALETTE

## REFERENCING THE LOCAL ENVIRONMENT

To maximise opportunities for greenery along the Main Street, additional trees and understorey planting will be integrated to improve the streets identity and amenity whilst improving micro climate comfort and reducing Urban Heat Island Effect.

### Street Trees

- Infill trees at every opportunity possible i.e. where there are no awnings or conflict with overhead or underground services
- Aim for tree spacings of 4-5m
- Where possible develop shared continuous trenching for soil volume in tree pits
- Explore use of structural soil/ strata cells in new tree pits
- Aim for diversity in species of trees across the centre
- Ensure trees and greenery maintain adequate pedestrian and vehicle access
- Use robust semi permanent fabricated tree guards until street tree establishment is achieved.

### Understorey Planting

- Increase garden bed areas where available and provide regular maintenance and protective measures such as a 150mm high raised edge to prevent rubbish ingress and foot trekking through beds
- Encourage different types of greening in front of shops and buildings, including vertical planting in canopies and against blank façades
- Integrate planting into traffic islands and round-a-bout to soften the visual impact of the highway
- Use planting to create a physical buffer between vehicles and people walking and riding.
- Ensure planting beds are no small than 1 meter wide.

### STREET TREES



*Quercus palustris* 'Pin Oak'  
15m t x 8m w



*Corymbia citriodora*  
25m t x 10m w



*Tilia cordata* 'Greenspire'  
9m t x 6m w

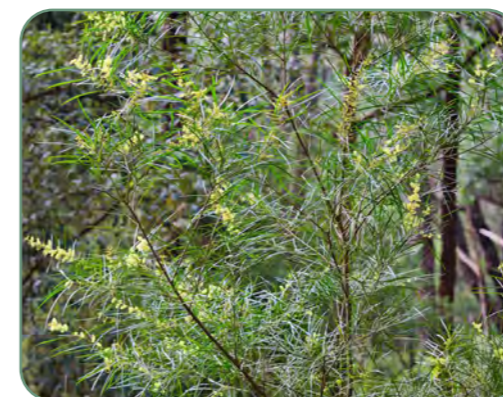
### PARK TREES



*Eucalyptus pauciflora*  
15m t x 6m w



*Brachychiton populneus*



*Acacia mucronata*



*Allocasuarina littoralis*



*Banksia marginata*



*Eucalyptus viminalis*



**UNDERSTOREY SHRUBS**



Epacris impressa



Correa reflexa

**GRASSES & FLAX**



Lomandra longifolia



Dianella revoluta

**RAIN GARDEN PLANTS**



Juncus amabilis



Nematolepis squamea



Chrysocephalum apiculatum



Patersonia occidentalis



Poa labillardierei



Ficinia nodosa



Pomaderris elliptica



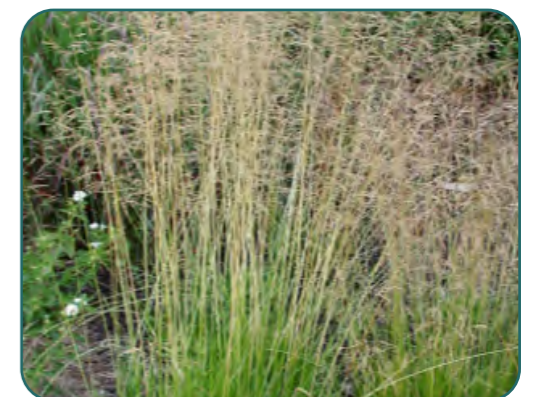
Olearia phlogopappa



Austrostipa stipoides



Diplarrena moraea



Deschampsia caespitosa



# 03.10 URBAN DESIGN FRAMEWORK

## GUIDELINES FOR FUTURE DEVELOPMENT

A framework has been developed to guide the physical transformation of private land interfacing the Main Street. The framework outlines key objectives to ensure sustainable, functional, and aesthetically pleasing development that reinforce the centre. The following principles will become a reference for policymakers, planners, and developers to coordinate efforts and make informed decisions about development. These principles will help inform a future Special Area Plan incorporated into the Planning Scheme as unique planning controls or guidelines.

### 1. MIXED-USE

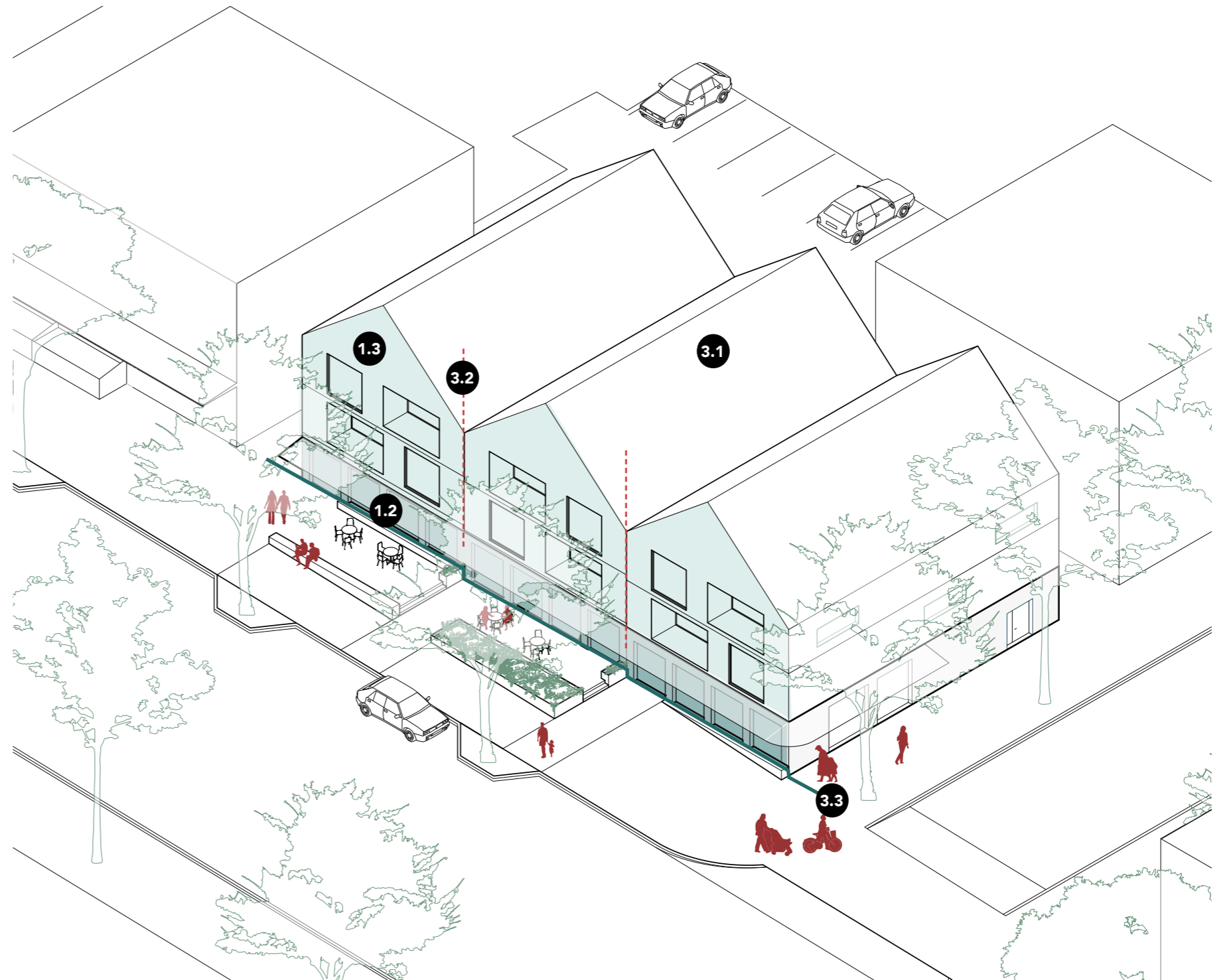
- 1.1 Encourage a mixed-use building that is well balanced, inviting, active and adaptable.
- 1.2 Delivering employment generating uses relevant to the commercial function of the street such as shops and restaurants at ground floor.
- 1.3 Residential uses at upper floors - provide a mixture of dwelling types and sizes that cater to a wide range of demographics, budgets, accessibility requirements and needs.

### 2. INTERFACES

- 2.1 Ensure an appropriate transition to sensitive residential areas and heritage buildings.

### 3. SITE CONSOLIDATION

- 3.1 Site consolidation is encouraged to deliver an efficient built form and to ensure the visual impact of larger developments can be managed within the site. Avoid tall, skinny built forms.
- 3.2 Building design on consolidated sites should continue to respond to the rhythm and pattern of development on the street.
- 3.3 Manage the slope of the street by avoiding large building footplates, retaining within the building footprint, and reducing external retaining structures, steps, and ramps where possible.





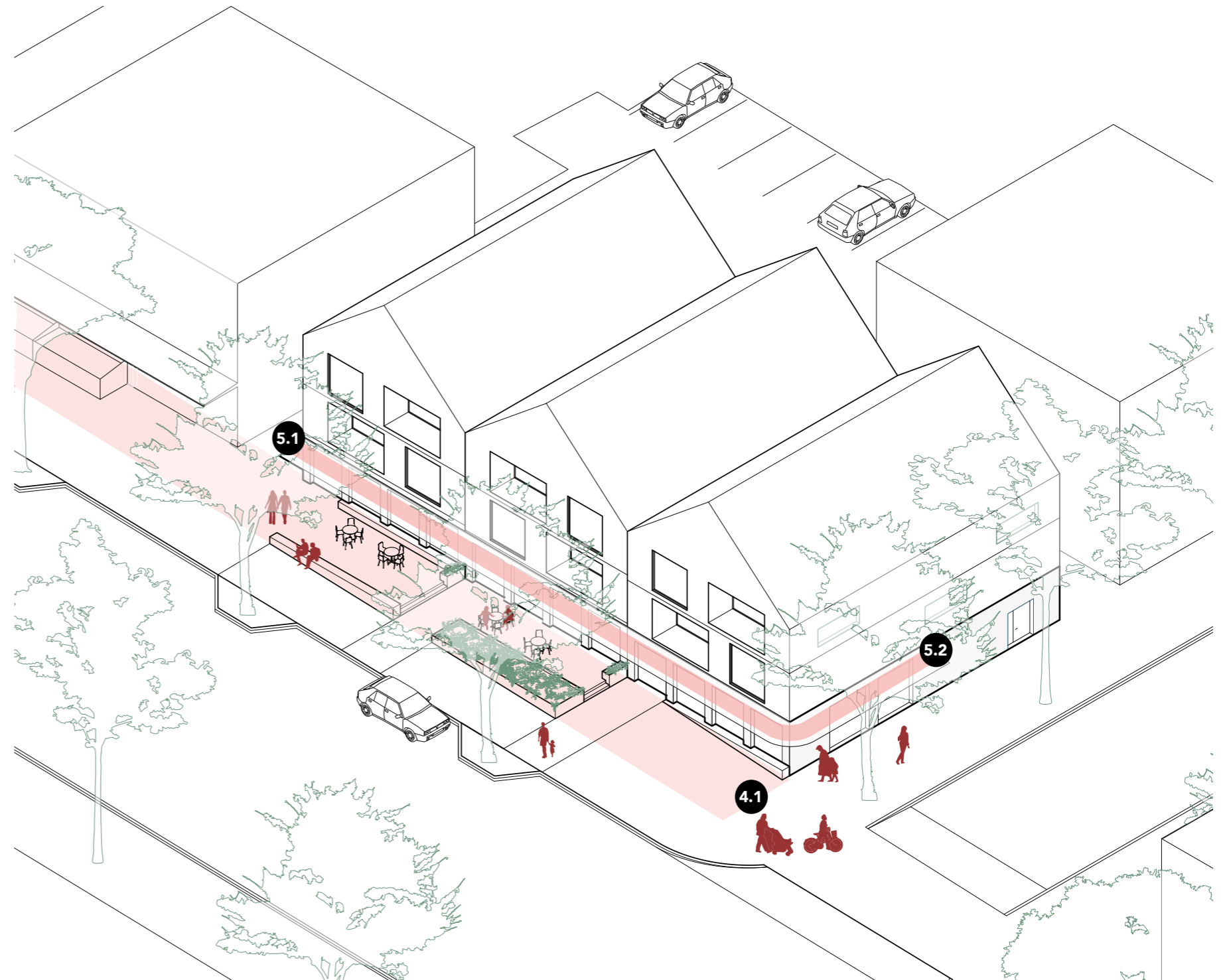
#### 4. SETBACKS

##### 4.1 Facilitate designated setback on the Main Street Frontage

- » West side setbacks: 5 meters allowing for commercial activity, outdoor dining, furniture, shelter, queuing space, level change management, and landscaping.
- » East side setbacks: 2 meters to create space for commercial activity to extend from shop fronts.

#### 5. AWNINGS

- 5.1 Main Street frontage: Provide fixed awnings/verandahs across 100% of the frontage. At least 80% of the building façade at street level to be maintained as an entry or window with clear glazing.
- 5.2 Secondary street frontage on corner sites: Provide fixed awnings/verandahs across at least 40% of the frontage. At least 40% of the building façade at street level to be maintained as an entry or window with clear glazing
- 5.3 On corner lots, ensure that awnings turn the corner with the building addressing both streets in a continuous, even form. Avoid mock and ineffective awnings that do not provide adequate weather protection (e.g. extend the awning's coverage far as permissible towards the road frontage and avoid positioning the awning too high).





## 6. BUILDING ENTRIES

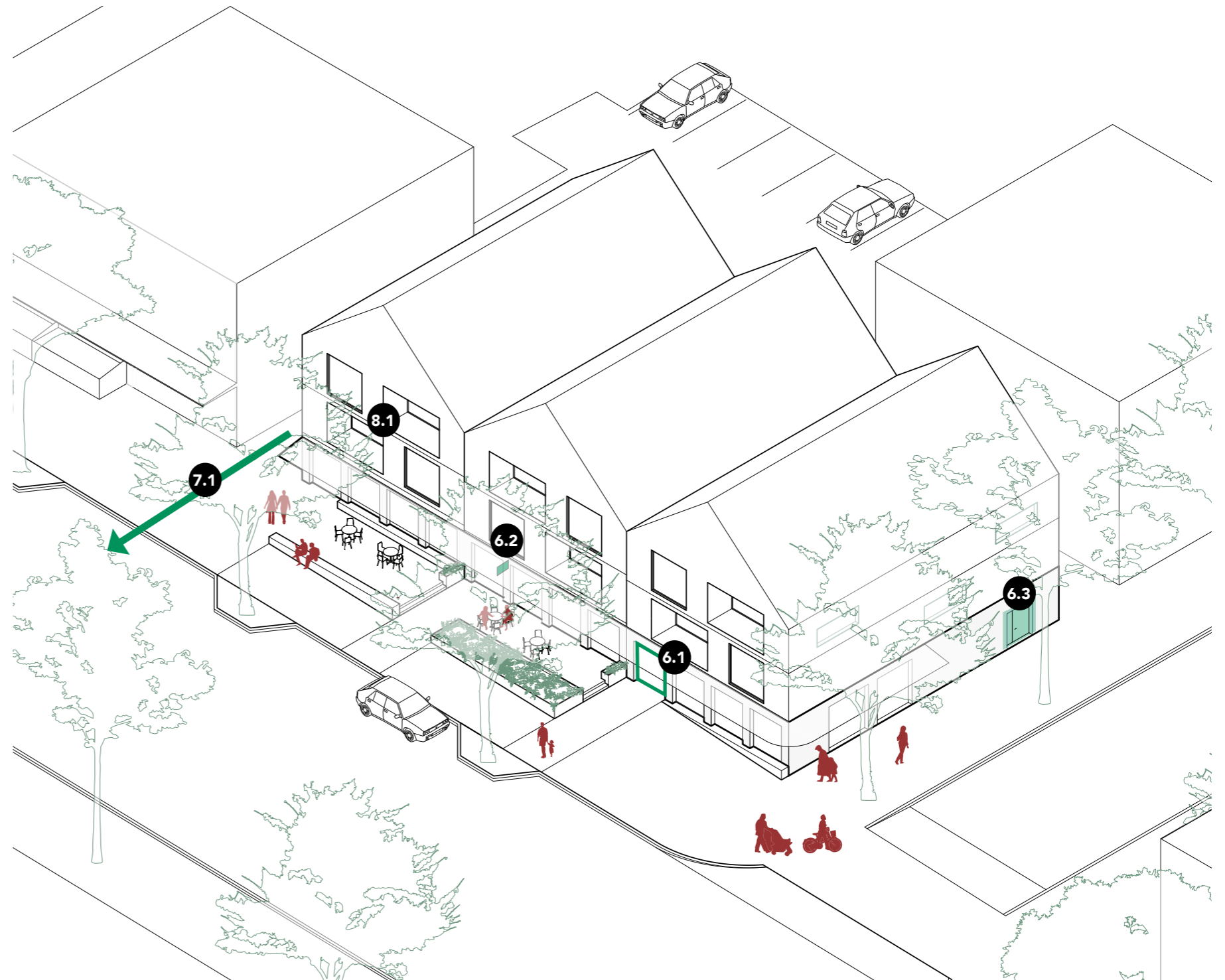
- 6.1 Provide building entries that are visible and welcoming.
- 6.2 Incorporate feature signage or landscape treatments to highlight entries.
- 6.3 Separate the resident and visitor entries from retail entries, service areas and loading zones.
- 6.4 Avoid recessed side entries with limited visibility.

## 7. REAR ACCESS

- 7.1 Facilitate designated active and service laneways:
  - » Active laneways: 6 metre active laneway width should be achieved for pedestrian connections.
  - » Service laneway: Ensure sufficient space is provided for relevant building services, waste management, deliveries (loading/unloading), customer parking and vehicle access.

## 8. PRIVATE OUTLOOK

- 8.1 Well designed living areas, balconies, terraces, and courtyards are an essential component of urban living. These areas should maximise views, outlook, natural daylight and ventilation.



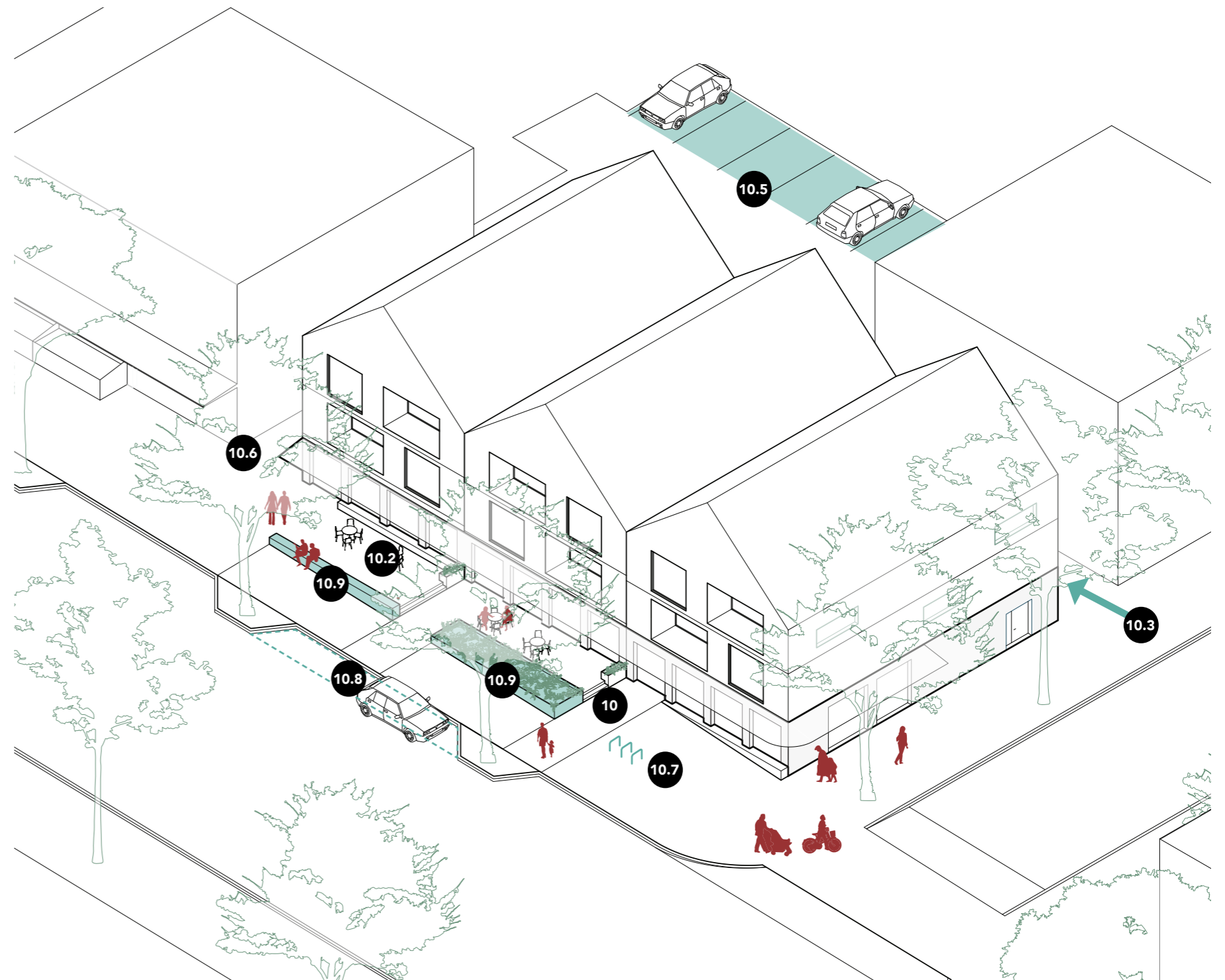


## 9. MATERIALS

- 9.1 Incorporate high quality materials, textures and colours that respond to local characteristics. For example, the use of brick within the streetwall to complement existing traditional streetscapes is strongly encouraged.
- 9.2 Materials should be durable, sustainable and attractive and meet all relevant building regulations

## 10. PARKING

- 10.1 Prioritise high quality streetscapes and pleasant people environments through considered parking and access design that minimises visual and physical impacts.
- 10.2 Focus on maintaining active land uses at street level.
- 10.3 Vehicle access is preferred from side streets or rear laneways if available.
- 10.4 Minimise access and crossover widths as much as practicable.
- 10.5 Locate parking towards the rear of the building
- 10.6 Provide separation between pedestrian and vehicle access ways.
- 10.7 Ensure that bicycle parking is secure, convenient and readily accessible.
- 10.8 Ensure that the arrangements of loading and servicing of commercial premises cause minimum disruption for people walking and riding.
- 10.9 Where retaining walls are required integrated seating or planting to avoid inactive or unattractive barriers to movement and views.
- 10.10 Use ramps instead of stairs wherever possible to provide easy access for all abilities.





# 04 REALISING THE PLAN

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## 04.1 IMPLEMENTATION DELIVERING THE VISION

This Plan signals the beginning of the journey, and lays a foundation for future development by providing a shared vision with the community and stakeholders for both quick wins and big moves. Success hinges on prioritising short-term actions, thoughtful implementation and long term commitment.

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.

Council is dedicated to a careful and phased approach to Main Street redevelopment, ensuring decisions remain aligned with community and stakeholder priorities. Given the scale of this endeavour, implementation will span over many years, prioritising safety and accessibility throughout each phase.



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.

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.

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.



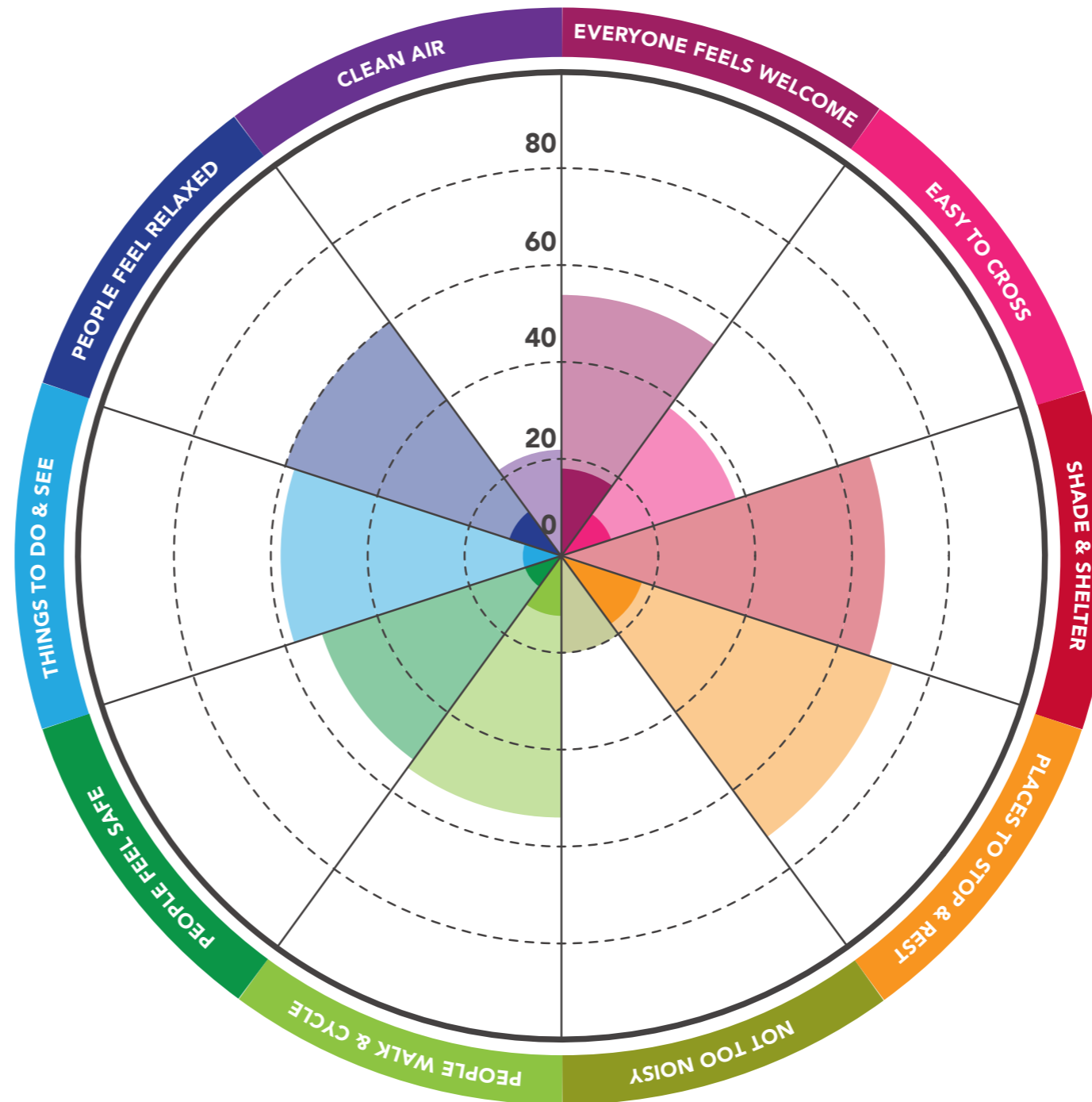
## 04.2 EVALUATING THE CONCEPT

### HEALTHY STREETS

#### HEALTHY STREETS RE-ASSESSMENT

The proposed design for Margate's Main Street will significantly improve the Healthy Streets score from 9 to 51. Key areas of improvement include safer crossings at both side roads and along the street, much improved cycle facilities, and a planted buffer adjacent footpath improving the street environment. Other amenity improvements also increase the score with elements such as drinking fountains, bus stops and new trees. Combined, the proposed improvements would make people feel significantly safer with more things to see and do, and calm spaces to linger and relax.

The main reason the score is not higher is that the volume of traffic and proportion of through-traffic and heavy vehicles are unchanged as these conditions are generally beyond the scope of the project to influence in a significant way.



CURRENT  
TOTAL:  
**9/100**

NEW  
TOTAL:  
**51/100**



## 04.3 NEXT STEPS JUST THE BEGINNING

### ACTIVATION OF THE PLAN

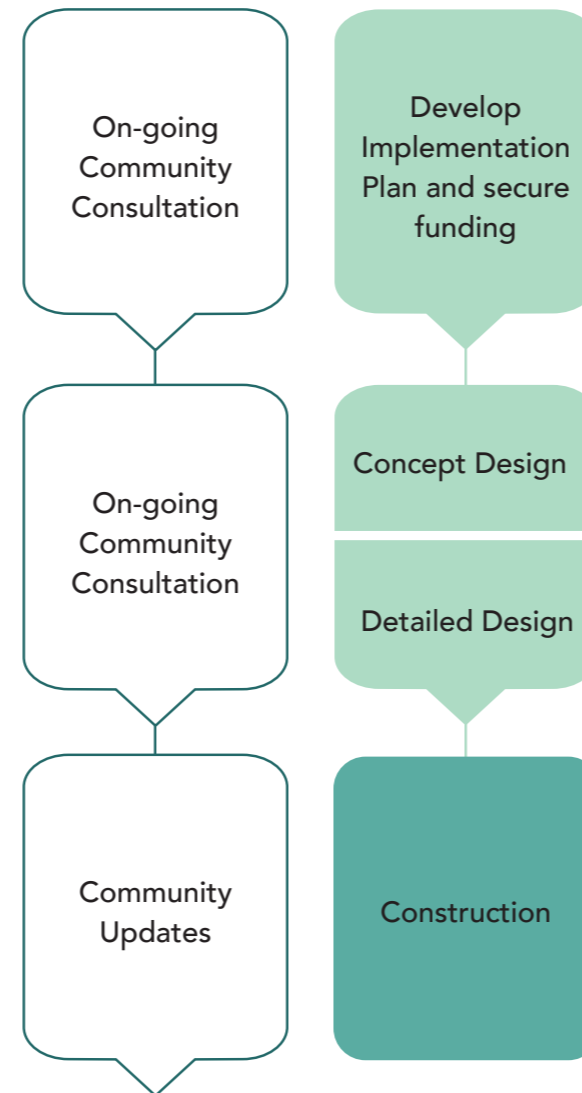
On-going community consultation will continue to inform the implementation of the Plan. Investigation and feasibility analysis will occur for individual project proposals and funding strategies will be explored, such as pursuing external funding and support.

### DETAILED PROJECT DESIGN

On-going community consultation will continue to inform the development of the detailed concepts. Designers and engineers will develop detailed planning of each part of the Plan.

### IMPLEMENTATION PHASES

The community will be consulted during the implementation phase of the Plan through regular updates.





# REALM studios

**city making + liveability**

REALMstudios Pty Ltd  
ABN 39165483330

[enquiries@realmstudios.com](mailto:enquiries@realmstudios.com)

[www.REALMstudios.com](http://www.REALMstudios.com)

**Postal**

PO Box 2385  
Richmond  
Melbourne, VIC 3121

**Hobart**

89 Macquarie Street  
Hobart  
Tasmania 7000  
[alaric.hellawell@  
realmstudios.com](mailto:alaric.hellawell@realmstudios.com)  
M +61 (0)431 454 492