Campbell Parade Streetscape Upgrade
# Campbell Parade Streetscape Upgrade

## Contents

### Introduction
- Purpose of Report 2
- Key Issues 2
- Background 3
- Project Area 4
- Policy Context 5
- Implementation 6

### Vision & Principles
- Vision 8
- Principles 8
- Priorities 9
- Visualisations 11

### Concept Design
- Overall Concept Plan 16
- Concept Plans 17

### Streetscape Elements
- Intersection Design 26
- Footpath Paving 28
- Footpath Shade Structures 30
- Public Seating 32
- Landscape 24
- Lighting 36
- Waste Management 38

### Staging
- Indicative Staging Plan 40
- Cost Estimates 41

### Streetscape Analysis
- Scope 44
- Heritage 45
- Character Zones 46
- Pedestrian Survey 47
- Footpath Condition 49
- Footpath Width 51
- Footpath Paving 53
- Pedestrian Crossings 55
- Accident History 60
- Public Seating 61
- Restaurant Seating 62
- Seating Survey 64
- Cycling 69
- Street Trees 71
- Rubbish Bins 73
- Other Elements 75
The street should be designed not as a vehicle carriageway, but as a usable, people-oriented place.


Purpose of report

Campbell Parade is the gateway and urban edge to the world famous Bondi Beach, attracts some of the highest pedestrian volumes in the LGA, and is a crucial part of the beach experience for both residents and visitors.

In the absence of a coordinated design strategy and quality control process, the footpath, street furniture and overall streetscape quality has deteriorated over the years and is in need of renewal.

The Campbell Parade Streetscape Upgrade provides the vision, principles, conceptual plan and design guidance for future streetscape works within the area denoted on this plan.

The overall goal is to create a high quality world-class street. This report is the first step in the renewal process, and the next steps for detailed design and construction are set out in the implementation section.

Key issues

A number of key issues for Campbell Parade were identified in the design review and the various consultation processes which this report seeks to address. These include:

- Footpaths too narrow at some locations.
- Poor quality footpath paving in many locations.
- Lack of pedestrian crossings at key desire lines eg. near bus stops.
- Unnecessarily wide pedestrian crossings, especially at diagonal intersections.
- Average quality restaurant footpath seating and shade structures.
- Average quality public seating.
- Insufficient seating and shelter at bus stops.
- Lack of street trees and greenery.
- High vehicle speeds in high pedestrian environments.
- Footpath cluttered with poles, bins, signs, parking metres.
- Lack of gateway entry definition eg. landscape, public art, banners etc.
- More vehicle-orientated than people-focussed in many locations.
- Commercial rubbish bins left on street.
- Discontinuous bike lane.

A more detailed explanation of these issues is provided in the Streetscape Analysis section.
The Campbell Parade Streetscape Upgrade originated with a request from Council in September 2014 to review the footpath restaurant seating arrangements on Campbell Parade (MM15/14).

In November 2014 a Councillor workshop was held to discuss key issues with Campbell Parade and to develop the scope of the review. It was also agreed that Council would work collaboratively with the developers of Pacific Bondi to trial a new design of footpath seating which, if successful, could potentially be implemented along the length of Campbell Parade.

Footpath seating is influenced by a range of matters such as pedestrian movement, footpath width, public transport access, street furniture and amenity. Therefore in order to inform decisions on footpath seating a broader streetscape design review was undertaken. A pedestrian survey and footpath seating survey were also undertaken to obtain data on the use of the footpath and seating at different times.

In May 2015 Council approved a 3 year Pilot Project for new footpath seating and shade structures in front of Pacific Bondi. The approval was subject to a number of conditions including consultation with immediate businesses, an economic assessment and for detailed matters of the application to be determined under delegation.

In June 2015 consultation was undertaken with businesses on Campbell Parade eligible for footpath seating (ie. food-based businesses), as well as the Bondi Beach and North Bondi Precinct Committees. At these meetings the streetscape analysis and proposed footpath seating Pilot Project were presented, with a high level of support received.

In August 2015 the economic considerations of the Pilot Project, including a discounted lease rate, were approved by Council.

The draft design review with recommendations was presented to Council in April 2016 and was authorised for public exhibition.

The consultation was undertaken in October 2016 and comprised mail-outs to residents, businesses and various agencies, newspaper notifications, on-site information boards, webpage and online survey, two public information sessions and meetings with precinct committees and businesses.

Following a review of the submissions received, the report was refined and adopted by Council in December 2016.

Due to delays resolving detailed aspects in the approvals and legal agreements, the Footpath Seating Pilot Project did not coincide with the community consultation process. The Pilot Project is expected to be constructed in early 2017 and further consultation and evaluation will be undertaken after at least 6 months in operation.
Policy context

Strategic Planning

Creating Places for People (National Urban Design Protocol)

A Plan for Sydney (Metropolitan Strategic Plan)

Better Placed (Draft NSW Urban Design Guide)

Waverley Together 3 Community Strategic Plan

Strategies & Plans

Economic Development Strategy

Creative Lighting Strategy

Public Art Policy

Activities in Public Places Policy

Concept Designs

Campbell Parade Streetscape Upgrade

Bondi Park, Beach and Pavilion Plan of Management

Bondi Junction Complete Streets

Public Art Masterplan

Specifications & Regulations

Public Domain Technical Manual

Development Control Plan 2012

Delivery

Operational Plan (annual)

Strategic Asset Management Plan

Pedestrian and Mobility Plan

Long Term Financial Plan
Implementation

Campbell Parade Streetscape Upgrade

- Council adopts vision, principles, concept plans and design guidance for streetscape works.

Specifications/ regulations

- Finalise Campbell Pde paving specification (includes competitive procurement process) and update PDTM.
- Review/ update DCP to include streetscape upgrade as developer contribution/ condition of consent for projects over $2 million.
- Evaluate and finalise footpath seating shade structure design and update PDTM.
- Evaluate and finalise public seating design and update PDTM.
- Review/ update DCP controls/ approvals process for footpath seating including broader uses, licensing and management plans.
- Review/ update commercial terms and leasing arrangements for footpath seating including allocation process.
- Undertake studies, detailed design and budget approval for related projects such as signalised intersections, multi-function poles and new waste management technologies.

Detailed Design (staged)

- Undertake detailed site survey and transport study as required.
- Road diet - set minimum travel and parking lane widths and check whether surplus space could be used for pedestrian/ cyclists.
- Investigate opportunity to change existing bicycle shoulder to a 1.5m single direction lane between kerb and car bays with 0.4m door opening zone. Ideally both sides of road, but in hilly areas if space does not permit a separated lane could be used on uphill side with mixed cyclist/ traffic lane on downhill side.
- Assess mosaic seating condition and refer to Public Art Committee if recommended for removal.
- Water sensitive urban design feasibility analysis including underground screening and permeable pipe systems.
- Consult with STA regarding any changes to bus stops, and issues with North Bondi Terminus.
- Prepare detailed concept design including kerb lines, footpath paving, public seating, shade structures, tree pits, rain gardens, plant species, solar compacting bins, hydraulic bins, multi-function poles, creative lighting, bike racks and any relocation of poles/ parking metres, signs etc.
- Undertake stakeholder consultation (eg. North Bondi businesses).
- Undertake road safety audit and universal access review of detailed concept (if required).
- Detailed concept approved by Director Waverley Futures/ Executive Manager Shaping Waverley to ensure consistency with vision.
- Concept referred to Waverley Traffic Committee and approved by Council (or RMS where necessary).

Construction (staged)

- Tender for documentation and construction.
- Project management by Creating Waverley.
- Timing for construction to be scheduled outside peak summer periods and major events.
- Quality control by project manager post construction to ensure design excellence has been delivered.
- Ensure a rigorous maintenance schedule (watering landscape and cleaning furniture) to retain premium quality public realm.
Vision & Principles
Vision for Campbell Parade

Welcoming.
As the gateway to the world famous Bondi Beach, Campbell Parade should welcome people with a high quality public realm, generous footpaths and seating, a high level of landscape amenity and safe and convenient access for all modes and users;

Connected.
Campbell Parade should connect the urban area with beach seamlessly with a distinctly coastal character (materials, built form, art and landscape), strong visual connection to the beach, convenient and safe crossing points across the street, and a range of amenities to complement the beach experience;

Memorable.
Campbell Parade should be considered a world-class street and a memorable part of the Bondi experience. Unique qualities such as the inter-war architecture, landscape, views and art should be enhanced to strengthen the ‘Bondi’ identity.

Design Principles

The following principles have informed the concept plans and are to be upheld throughout detailed design:

Place-specific.
Furniture, paving, plant species and colours complement and enhance the coastal Bondi character.

Pedestrian focussed.
Level paving, raised crossings, adequate spaces and traffic calming provides safe and convenient access for the high pedestrian volumes.

Premium quality.
The materials used for paving, furniture, landscape and lighting should embody the highest quality appearance possible, with exceptional attention to detail in construction and maintenance.

Open.
The layout of the footpath creates an open feel with views to the beach and avoids enclosure, clutter or obstructions.

Protection.
The footpath and seating areas offer reasonable protection from the wind, rain and sun while also recognising they are outdoor spaces.

Seating.
The street should provide a mix of public and private seating in appropriate locations for people to enjoy, generally with shelter provided by awnings, shade structures or trees where possible.

Greenery.
Trees, shrub layers and rain gardens are used wherever possible to improve amenity, provide a cooling effect and offer ecological and drainage values.
Priorities for the street
The following order of priorities for the overall streetscape have informed the concept plans and to be upheld throughout detailed design.

1. Walking
Campbell Parade attracts some of the highest pedestrian volumes in the Waverley LGA, so the first priority is to create the maximum space for pedestrians with high quality footpaths and safe pedestrian crossings.

2. Staying
Campbell Parade is a commercial street and the key gateway to Bondi Beach, and should support vibrant street life. Public seating, restaurant seating, landscaping and ambient lighting creates an invitation for people to stay and enjoy the public space.

3. Cycling
Cycling is good for our environment, good for our health and helps to reduce congestion and parking issues. To encourage more cycling the street should be safe for cyclists with traffic calming, separated paths or bike lanes, and sufficient bike racks in convenient locations.

4. Public Transport
Buses are more efficient than cars at moving the large number of people that come into and out of Bondi Beach each day and help to reduce congestion and parking issues. To facilitate bus use there should be ample sheltered seating and adequate circulation space at bus stops and safe pedestrians routes between bus stops and key destinations.

5. Taxi and loading zones
Taxi, disabled and car share bays are important to ensure convenient transport for visitors and loading zones are important for businesses to function efficiently.

6. Private vehicles
Roadways and parking bays for private vehicles are important to the entire community (residents, visitors and businesses), however there is a limit to the capacity that can be provided for this mode. It is important to first create a people-focussed place, with high amenity and vibrant life, supported by sustainable transport.
Priorities for footpath space

The following order of priorities for footpath spaces have informed the concept plans and are to be upheld throughout detailed design.

1. Pedestrian Flow
   Sufficient space is required for the high volumes of pedestrians that use Campbell Parade. A 4m clear thoroughfare adjacent to the building edge is required in the commercial core (Lamrock Avenue to Beach Road).

2. Beach Access
   Safe and direct pedestrian crossings across Campbell Parade with sufficient space for waiting at corners to allow for seamless transition between the beach and town.

3. Bus stops
   To encourage sustainable transport use, it is important that bus stops provide adequate space for circulation, adequate amounts of sheltered seating and clear wayfinding for visitors.

4. Public Seating and Greenery
   Public seating, trees and landscaping are needed to create an inviting space for pedestrians to stay and improve the overall streetscape experience.

5. Restaurant Seating
   Sheltered footpath dining areas with views to the beach are desired by residents and visitors, valuable to businesses and help to create a memorable destination with vibrant street life.

6. Furniture and utilities
   A range of practical elements such as lighting, bins, signs, bike racks, parking metres, phone boxes and utility pits should be integrated subtly around the previous elements rather than clutter and obstruct the footpath.
Visualisations

Indicative images to illustrate the vision, subject to change through detailed design.
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Concept Design
Footpath extended to reduce crossing distance. End sections of Warners Ave either converted to one-way or closed. Investigate opportunity for rain garden. Develop concept for more active use of the triangular park eg. markets, bike hub, landscapes, pop-ups etc.

Corner built out with paving to kerb to slow turning vehicles and improve safety.

Central median with continuous palm tree planting reinforces the change to a commercial boulevard and high pedestrian activity area, and helps to slow traffic.

Corners normalised and raised crossing/ threshold improved safety and increases space for seating and landscaping.

Central median with continuous palm tree planting reinforces the change to a commercial boulevard and high pedestrian activity area, and helps to slow traffic.

Public art and landscape should be designed as an entry feature into Bondi Beach.

Tree planting in central median and kerbside tree pits. Second row of reverse angle parking added to enable parking reductions on beachfront.

Intersection signalised and raised crossing/ threshold added. Additional bike racks.

Existing crossing raised to slow traffic and improve safety.

Overall Concept Plan

Relocate start of 40km/hr zone from Warners Ave to Hastings Pde and demark with paved threshold.