ABERDEEN
TOWN CENTRE MASTERPLAN

Prepared for
Upper Hunter Shire Council
by Studio GL

5 July 2016

Document Information

Job title	Aberdeen Town Centre Masterplan
Client	Upper Hunter Shire Council
Job number	1526
Report title	Aberdeen Draft Town Centre Masterplan Report
File name	Aberdeen_MP-Report.indd

Revision	Date	Prepared by	Approved by
Draft	22 Jan 2016	DG, BB, BC, GT, FL	DG, FL
Draft	18 Mar 2016	BB, BC	DG, FL
Final draft	10 June 2016	DG, GT	DG, FL
Final	5 July 2016	DG, GT, BB	DG, FL

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Introduction

01

1-1 Foreword

The Aberdeen Town Centre lies at the 'heart' of the local community. It is a shared place that not only provides for the day to day needs of the community but is also a place for people to come together for events and social activities. Ensuring that the town centre is attractive and flourishing provides for benefits not only for businesses in the centre but also to the wider community throughout the region.

This document, the Aberdeen Town Centre Masterplan, outlines a strategic framework to revitalise the town centre and establish the key direction for the town over the next 15+ years, with the aim of creating a safe, attractive and thriving town centre well into the future.

The purpose of this Masterplan is to provide Council and the community with a roadmap for positive change. It identifies the key components and implementation steps needed to realise the vision.

1-2 Aberdeen Town Centre

The small town of Aberdeen is located in the lower region of the Upper Hunter LGA, and is 13km south of Scone, 11km north of Muswellbrook and 260km north of Sydney (approx. driving time of 3hrs). The town is located 186m above sea-level.

In 2011, Aberdeen had a population of 1,750 people. The urban structure is 200m square blocks, with the New England Highway forming the central spine that cuts through the town going north-south.

The study area of the Aberdeen Town Centre focuses on the commercial, civic and residential facilities on either side of the New England Highway, which is named Macqueen Street in the main town centre. The study area stretches from the intersection of McAdams Street and the highway at the northern edge of the town to the Gordon Street intersection with the highway at the southern end. It includes the Aberdeen Railway Station, Jockey Park, Taylor Park, the local library and Post Office area, but excludes the Aberdeen Golf Course and Jefferson Park to the north.

Aerial photo source: nearmap.com.au 2015

Figure 1   Aerial map of Aberdeen Town Centre

The study area is divided into three distinct zones: the main northern town centre node which includes civic uses and other services like a pharmacy and the Segenhoe Inn; the central area with the railway station, Jockey Park, Taylor Park, Aberdeen Hotel and cafes which function as a popular truck shop; and lastly the Aberdeen Valley Fair retail centre at the southern edge of town.

1-3 Background

History

Upper Hunter Shire Council resolved to prepare 'Town Centre Revitalisation' plans for the centres of Scone, Aberdeen, Merriwa and Murrurundi in mid 2015. Each Masterplan seeks to provide a framework that encourages investment and supports the revitalisation of the relevant centre. Council was keen for each local community to be involved in creating 'their' plan in order for it to reflect a unified vision for each town.

Methodology

The first stage of community consultation and engagement occurred at the end of October 2015 and included workshops, drop in sessions and online feedback through an online engagement tool. The community was asked to share what they think about their town centre and their ideas for any improvements. Many people were actively involved in the first stage of the consultation, both in person and online, and their ideas, comments and aspirations were gathered and formed the basis of the materials for Stage 2.

The second stage of community consultation and engagement occurred at the end of November 2015. During this time the community was asked to provide feedback on draft design options and strategies that were starting to emerge for each centre. Once again the process included workshops, drop in sessions and online feedback through the online engagement tool.

The feedback collected from the engagement process has been used to assist the further refinement of design ideas and influenced this draft Masterplan which is currently on public exhibition for comment. It is anticipated that following further refinement the final Masterplans will be adopted by Council towards the middle of 2016.

The community engagement process and design refinement was supported by a technical review of the issues and constraints impacting on each town centre undertaken through mapping, analysis and a review of key planning policy documents. To access the detailed documentation of this work, please refer to the *Aberdeen Town Centre Revitalisation Masterplan Background Report.*

Objectives

The objectives of all four Upper Hunter Town Centre Masterplans are:

- To undertake a community engagement process that ensures all stakeholders are provided with an opportunity to actively participate; resulting in Masterplans that are truly representative of the interests and goals of the whole community.
- To provide high quality, inclusive and realistic Masterplans for the revitalisation of each town centre.
- To ensure the plans encourage economic activity and investment that support the sustainability and viability of each town centre.
- To provide a clear strategy to implement the Masterplans.

Purpose

The purpose of the Masterplans is not to define in detail the exact solution for a road intersection or the design of a park. Instead, a Masterplan identifies the key challenges for a place and provides a vision that illustrates how the overlapping components that form the town centre can be strengthened so these work well together.

A town centre is composed of its physical design (hard infrastructure), how the place is managed and governed (soft infrastructure) and the experiences of the people who use the centre.

The revitalisation of a town centre occurs through changes to the physical structure of the town, its buildings, road and parking alignments - and the location of key cultural and community infrastructure. It also requires changes to the way the centre is planned and managed, and through the encouragement of social networks and community engagement into the future.

Consultation & Analysis

02

2-1 Community Engagement Strategy

Effective community engagement allows residents and stakeholders to become involved in the decision-making regarding the future of their towns and neighbourhoods. It shows good governance and informed decision-making on behalf of the local government and shares stewardship of place with the local community.

Upper Hunter Council was keen to undertake a community engagement process that provided all stakeholders with an opportunity to actively participate throughout the masterplanning process. The engagement strategy was designed to maximise the opportunities for involving the community in determining the future of the town centres, and to integrate unique insider perspective input from local experts on each town centre: its assets, strengths and weaknesses. It also generated interest in the community about the Upper Hunter Town Centre Masterplans.

The Stakeholders

A critical step early in any community engagement process is stakeholder identification. Studio GL worked with Council to identify individuals, groups and organisations to include in the conversation as the project progressed. The stakeholder groups for the Upper Hunter town centres included decision makers like Councillors and Council officers; NSW Road and Maritime Services (RMS); people with financial interests like property owners, tenants, business owners; people of different age groups, including school students; as well as regular and occasional users; visitors; and groups that are active in all or one of the four towns.

Engagement Activities

The engagement for the Upper Hunter Town Centre Masterplans was conducted in three phases: two community engagement sessions and a formal public exhibition of the draft Masterplans. During the consultation a variety of engagement activities were carried out to encourage input from a broad range of stakeholders and the wider community.

To introduce the project and to ensure maximum awareness about the community consultation process, a detailed media release was distributed to the local newspaper. This release was also published on the Upper Hunter website, Upper Hunter Facebook page and issued to other local social media outlets.

A number of printed brochures were posted in local shopfronts and community areas. A representative from the local newspaper, The Scone Advocate, attended a drop-in session during Stage 1 consultation and a workshop during Stage 2 consultation, which were both subsequently written up in the newspaper. Diana Griffiths from Studio GL also did a radio interview with ABC Newcastle.

Stage	Engagement Activity
Consultation Preparation	Media releases, advertising, posters, social media
Consultation Stage 1	Stakeholder workshop Community drop-in session Targeted focus meeting Placecheck mapping Idea Post-it Boards Visioning Exercise Online Feedback
Consultation Stage 2	Stakeholder workshop Community drop-in session Ideas & Options Boards Online Feedback
Consultation Stage 3	Public Exhibition of draft Masterplans

2-2 Engagement Process

Community Engagement Stage 1

For the first stage of community engagement, community members in Aberdeen were invited to participate and share their thoughts about Aberdeen Town Centre. Community members were actively involved in the consultation, both in person and online, and their ideas, comments and aspirations were collected by the project team.

Community workshop & Drop-in session

A two-hour long drop-in session held at Aberdeen Valley Fair allowed people passing by to provide their input and ideas. A number of people provided detailed input during this event and many more were given brochures for the Social Pinpoint website to submit their comments. A stakeholder workshop at the Aberdeen Community Hall provided an opportunity to discuss specific issues and develop a vision for Aberdeen through a variety of exercises and activities including placecheck mapping, ideas post-it boards and a visioning exercise.

Online feedback

In addition to the in-person consultation an interactive online mapping tool was used as an alternate method for gathering community comments. On this website people could identify places and features they like or dislike, as well as share their ideas for improving the town centre.

Scone High School students survey

A survey was issued to Scone High School students seeking their input regarding specific issues relating to how students interact with their town centres. In total 138 responses were received of which thirty five were from students who live in Aberdeen and attend school in Scone.

Community Engagement Stage 2

Following on from the first stage of Community engagement, the second stage had a similar process. The ideas and comments collected at the first engagement were taken into consideration in the development of draft design options and strategies for the towns and the community was asked to provide feedback on those ideas.

The ideas and options were presented as eight detailed design interventions along with additional ideas referenced on the town centre map. Community members were given the opportunity to express their opinion using green dots (●) for 'like' and red dots (●) for 'dislike'. Not all community members chose to use the dots and some members of the community used more dots than others. While the dots are not a comprehensive measure, they give an understanding of the 'pulse' of the community. The community members were also asked to share any additional ideas they might have or any variations to the suggested design options they felt would be more effective.

Community workshop & Drop-in session

The drop-in session held at Aberdeen Valley Fair allowed a number of people passing by to give their input and their ideas. Some people stopped to give detailed input during this event and many others were given brochures for the Social Pinpoint website. The stakeholder workshop at Aberdeen Community Hall provided a more focussed platform for the community to give specific feedback on the ideas and options, and discuss alternatives or variations.

Online feedback

For Stage 2 of the community consultation, the interactive online mapping tool was used again, this time to gather community feedback and responses to the proposed design ideas & options for Aberdeen Town Centre. The community responded to the ideas with 'likes' and 'dislikes' or specific comments. There was also an opportunity to provide additional ideas.

For more detailed documentation of the comments from the consultation, please refer to the *Aberdeen Town Centre Revitalisation Masterplan Background Report.*

Community Engagement Stage 3
Public Exhibition

The third and final stage of community engagement was a public exhibition of the draft Aberdeen Masterplan and a community presentation on the masterplan ideas.

The draft Aberdeen Masterplan was available for viewing at Council Chambers, Council offices & libraries and on Council's website www.upperhunter.nsw.gov.au for an extended period of time. This gave the community an opportunity to review the draft masterplan document in detail and provide their feedback via online surveys and written submissions. In Aberdeen, the presentation by Council took place at the Aberdeen Community Hall.

Council received 9 survey responses, out of which 6 strongly supported and 3 supported the masterplan. In addition, there were written comments from RMS. The projects the community identified that they would like to see implemented in the next three years are: traffic calming, slower speeds, streetscape improvements, kerb improvements in pedestrian areas, improvement to Segenhoe St intersection, toilets at Jockey Club park and Aberdeen Art Trail.

Suggestions and comments from these responses have resulted in minor amendments and additions being made to the final Aberdeen Masterplan Report.

2-3 Key Comments and Feedback

Community Engagement Stage 1

During the community engagement, comments and ideas gathered through the online map, targeted meetings, workshops and discussions at the drop-in sessions were mainly concerned with the character, safety and aesthetics of the New England Highway, particularly as it impacts the northern node which is viewed as the 'town centre' by many locals.

The key themes that emerged during the first stage of the community engagement for Aberdeen Town Centre are summarised below.

Key themes and outcomes from Stage 1
Identifying the brand for Aberdeen centred around its proximity to the Hunter River and the recreational options available in town
Making the New England Highway safer for pedestrians with proposals for additional pedestrian refuges, street trees, right hand turn lanes, traffic calming and landscaping
Upgrading of the streetscape along the main street in the northern precinct with trees, lighting, seating and other amenities
Upgrading existing parks like Jockey Park, Jefferson Park, Dangar Park (the rose garden) and Taylor Park with amenities like toilets, picnic shelters, better seating and lighting
Preserving and restoring heritage buildings, including heritage building details and awnings
Installing gateways into Aberdeen, especially when travelling from Newcastle/Sydney
Installing public art in key locations highlighting the local history, location and the annual Highland Games
Providing attractive options for visitors passing through with cafés and amenities for a quick stop
Providing targeted activities & opportunities for youth

Community Engagement Stage 2

Of the ideas and options presented to the community through the workshop, drop-in session and the online map, most were favourably received. The community responded enthusiastically to the proposal for the improvement of the intersection of the New England Highway & Segenhoe Street. A number of community members endorsed the need for making the intersection safer for pedestrians & motorists and installing right turn lanes. Existing 45º parking was seen as an issue as it makes crossing the highway difficult. Traffic calming ideas for realigning the highway and using flags to improve visibility for motorists received some support from the community.

Good overall support from the community for the establishment of a public art route along Abercainey Terrace. Some community members suggested extending the art walk to link to Jefferson Park and installing cairns at the historic bridge and gateways into town. It was also identified that a proposed scenic trail along Abercairney Terrace would need to consider potential flooding at the Graham Street intersection when designing the route.

The idea of upgrading key intersections to improve pedestrian and vehicular safety was very well received with particular support for planting trees however proposals for roundabouts at key intersections were identified as unworkable. One participant identified the proposed pedestrian refuge adjacent to Valley Fair as unnecessary, as pedestrian numbers are not high at this location. There was general support for the idea of a consistent historic colour scheme throughout the town centre as a way of unifying the various parts.

Additional ideas raised by the community included a number of upgrades to Jefferson Park, namely, changing its name to Jefferson Public Park (as the premises have the appearance of a private park); making the park entrance visible from the highway with flags, landscaping, information and signage; and providing additional amenities for high volume events like the Highland Games. Other issues related to the lack of safety at the Graeme Street intersection and concerns about a proposed development application for a petrol station in the north, mainly due to safety concerns and whether it is an appropriate use in the historic part of town.

2-4 Vision for Aberdeen

Visioning exercise at the workshop

As an integral part of the Stage 1 consultation, the community were asked to share their vision for Aberdeen. For this visioning exercise the participants were asked to express their vision for the town using words and images.

The following word cloud is a snapshot of the community's vision. The residents take great pride in their proximity to the Hunter River as well as in Jefferson Park, which offers high-level recreational options for the whole family. The vision for Aberdeen also celebrates its spectacular views and the local horse farms. The residents envision Aberdeen developing into a quiet, family-friendly town offering great schools, bicycle connectivity to neighbouring towns like Scone & Muswellbrook and a large variety of recreational opportunities, including the annual celebration of the Highland Games.

2-5 Technical Analysis Summary

The New England Highway through the centre of Aberdeen carries high volumes of vehicles and numerous large trucks.

Aberdeen is built on undulating ground that falls towards the Hunter River. This restricts immediate views and contributes to the overall fragmentation of the centre.

The rich history of Aberdeen is reflected in the remaining heritage buildings which provide a link to the past and contribute to the unique character of the town.

Aberdeen has little public art but the few examples that exist help to build a positive character for the town

The character of the New England Highway as it passes though the town is generally very wide with few trees, even in the areas that offer retail and services.

A key advantage of the elevation of the town is that certain locations offer extensive views out over the Hunter River and the valley beyond.

The recommendations in this masterplan are also based on a technical analysis of the physical constraints that impact on the town, including analysis of access and movement, built form and heritage, vegetation and topography, and activity and land use - culminating in a summary of the key issues, constraints and opportunities impacting on the town.

More detail on this analysis can be found in the *Aberdeen Town Centre Background Report* which also considered the existing planning policy context and identified key impacts of these documents.

One of the key challenges (and at the same time one of the opportunities) for Aberdeen is the New England Highway which passes through the centre of the town. While the highway brings activity and passing tourists into the town, it also generates high volumes of traffic and large trucks.

The highway creates a major barrier to safe pedestrian movement and crossing, makes it difficult and often unsafe for cars to turn in and out of local streets and discourages outdoor dining and other footpath activities. The undulating topography and open views also encourages traffic along the highway to speed.

Other issues identified in the analysis included the lack of clustering in the centre with three separate areas in the town with a retailing offer. This dispersion of the centre makes it difficult to 'find' the actual town centre. In addition, a number of retail properties are empty and poorly maintained.

The purpose of the masterplan is to build upon the town's strengths and manage and respond to spatial weaknesses and constraints. The adjacent diagram highlights key factors that impact on the Aberdeen Town Centre and identifies opportunities for improvement.

The northern arrival near the intersection requires signage and a gateway treatment/ gesture.

The New England Highway is a barrier to safe and accessible pedestrian movement.

Key uses in the town core (i.e. post office, chemist, newsagent) are fragmented. This part of the town also lacks footpaths.

Vacant buildings and shopfronts have a negative impact on the centre's image and perception.

The Segenhoe/ New England Highway intersection is considered dangerous for both vehicles and pedestrians.

Landscaping, especially the presence of tall trees along either side of the highway is limited and patchy.

The centre is disconnected with long stretches between retail and service facilities.

A gateway treatment at the southern arrival point would create a more welcoming experience

This intersection of Graeme Street is the main place that pedestrians and vehicles from the west of Aberdeen cross the highway.

Jockey Park is opposite a well known pie shop making it a popular spot for travellers to stop.

The railway line is a barrier to pedestrian and vehicle movement in the town.

Perth Street is the only street in the town that directly connects the area east of the railway with the western side of the highway.

Valley Fair is on a prominent corner site and would benefit from streetscape improvements such as low fencing and trees

Legend:

- Primary arrival point to town centre
- Barrier - major road
- Barrier - railway
- Terminating view
- On-grade vehicular rail crossing
- Pedestrian crossing/ refuge
- Weak pedestrian link
- Linkage opportunity
- Disconnected centres
- Key frontage/ interface
- Opportunity site
- Unsafe intersection
- Heritage item
- T Train station
- Town core
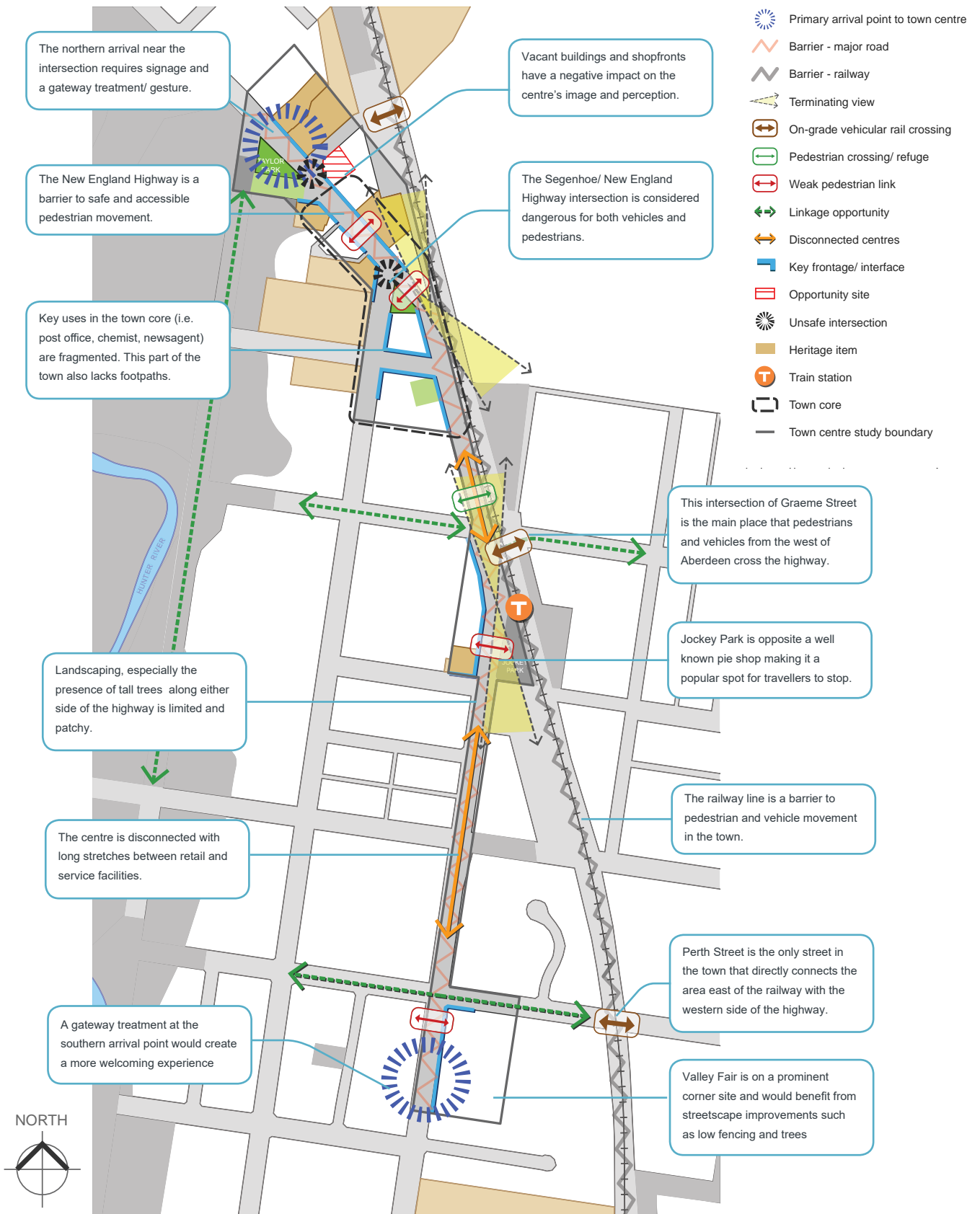- Town centre study boundary

NORTH

Figure 2   Opportunities and constraints map

Strategic Direction

03

3-1 Principles

Town centres play an important role in regional life from meeting day to day needs to providing a place for the local community to gather. Centres are also places that are 'contested' with many competing needs that they are required to serve. Successful town centres are driven by a plan for the future that balances public benefit, local character, heritage considerations, commercial return and opportunities for future adaptation. This plan for the future of the Aberdeen Town Centre, the 'Strategic Direction', is based on the following principles:

Welcoming: A successful town centre attracts people by creating a welcoming experience for locals and visitors during the day and into the evening. It is important that the town presents itself and 'greets' those arriving in a polite, courteous and friendly manner.

Memorable: Locals and visitors have a choice about engaging and supporting any one town centre. Memorable places have a clear identity, promote their specialist functions and are easily remembered. They provide compelling reasons to visit the town centre and reasons to return.

Vibrant: Vibrant places are places that display life and activity. One key to vibrancy is attracting people at different stages of life and another is ensuring the vibrancy inside buildings 'spills out' to the street to create visible activity.

Diverse: Diverse centres mix retail and commercial uses with entertainment (i.e. a theatre) and civic and cultural facilities (i.e. community facilities or art galleries). Clustering allows smaller shops to benefit from activity generated by a retail anchor (i.e. a supermarket) or a civic anchor (i.e. a library).

Comfortable: The experience of a centre is generally formed by walking around it. Human scaled streets, well maintained buildings, attractive shop fronts, wide footpaths, awnings, trees and protection from the weather make a centre comfortable to use and visit.

Attractive: An attractive centre is durable and distinctive, expressing the aspirations of the local community. It is also adaptable to changing needs over time. High-quality design including street furniture, landscaping, public art, paving and open spaces all contribute to an attractive place.

Safe: A good centre provides a safe environment for everyone including the elderly, children and teenagers. Low vehicle speeds, frequent places to cross and few barriers to pedestrian movement are key to success. Good lighting and evening activities add to the safety for all not just during the day but also well into the night.
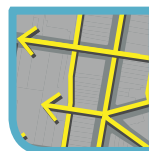
Accessible: Centres are destinations. An accessible centre is well connected to surrounding areas and within the centre itself. It needs to provide an efficient road layout that allows people and goods to easily access the centre, and sufficient parking without compromising the quality of the pedestrian environment.

3-3 Illustrative Masterplan
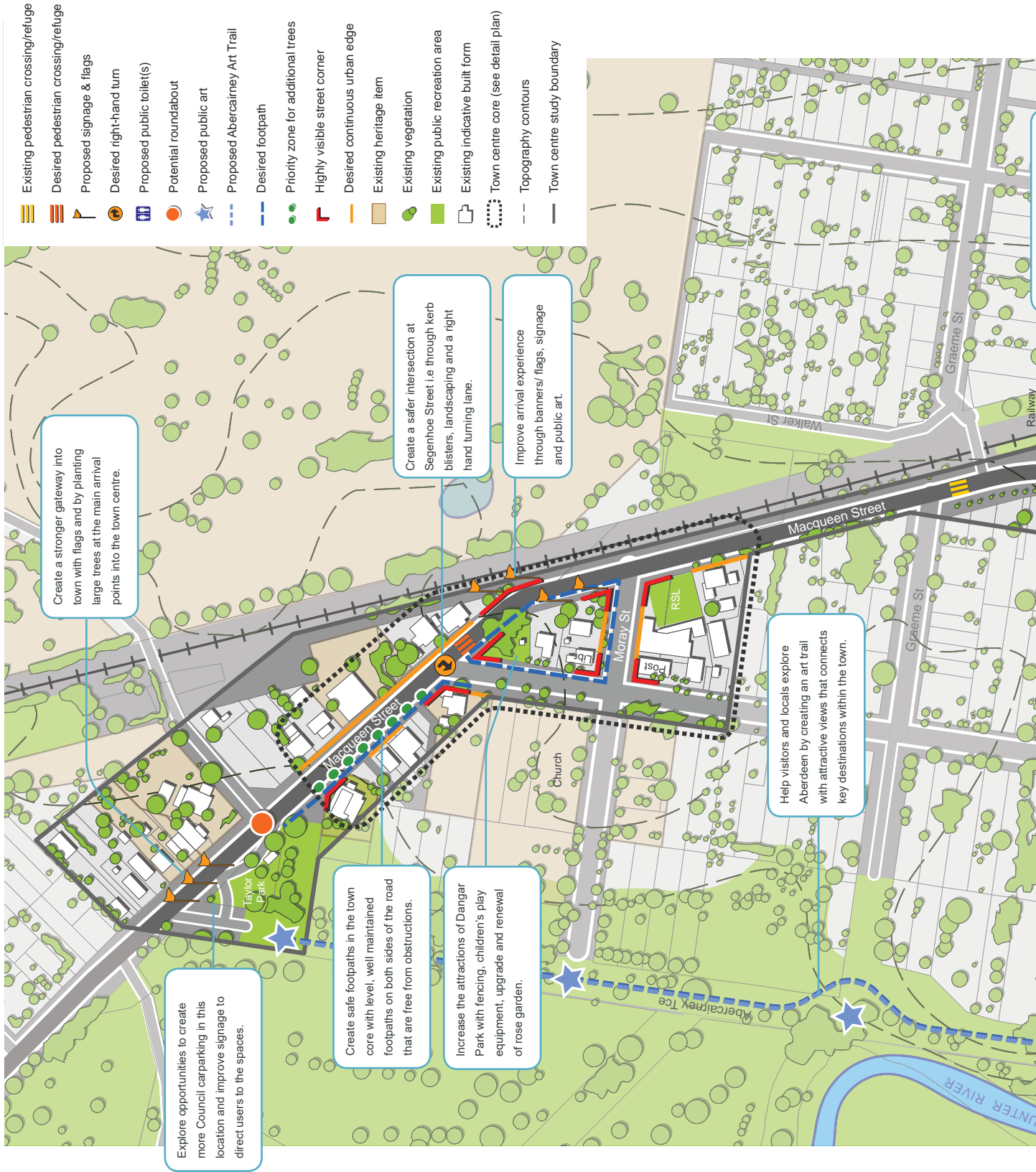
Existing pedestrian crossing/refuge

Desired pedestrian crossing/refuge

Proposed signage & flags

Desired right-hand turn

Proposed public toilet(s)

Potential roundabout

Proposed public art

Proposed Abercairney Art Trail

Desired footpath

Priority zone for additional trees

Highly visible street corner

Desired continuous urban edge

Existing heritage item

Existing vegetation

Existing public recreation area

Existing indicative built form

Town centre core (see detail plan)

Topography contours

Town centre study boundary

Create a stronger gateway into town with flags and by planting large trees at the main arrival points into the town centre.

Create a safer intersection at Segenhoe Street i.e through kerb blisters, landscaping and a right hand turning lane.

Improve arrival experience through banners/ flags, signage and public art.

Help visitors and locals explore Aberdeen by creating an art trail with attractive views that connects key destinations within the town.

Explore opportunities to create more Council carparking in this location and improve signage to direct users to the spaces.

Create safe footpaths in the town core with level, well maintained footpaths on both sides of the road that are free from obstructions.

Increase the attractions of Dangar Park with fencing, children's play equipment, upgrade and renewal of rose garden.

Create level, well maintained footpaths on both sides of the road that are free from obstructions and plant trees to define street edge.

Provide a public toilet, open 24 hours, adjacent to Jockey Park for travellers, and bus and rail users.

Improve the experience and identity of the town through banners/ flags, signage and public art.

Explore the long term opportunity for a roundabout to improve access east of the railway line where the growth of the town is most likely to occur.

Provision of additional street trees and flags is recommended to improve the overall appearance and help slow traffic

Provision of additional street trees is recommended to improve the overall appearance and as a measure to slow traffic.

Improve the arrival experience into Aberdeen through banners/ flags, signage and public art.

NORTH

Figure 3   Illustrative masterplan drawing

3-3 Components of the Plan

This section contains the components 'catalogue' for the successful revitalisation of the Aberdeen Town Centre.

Each component is described and supported by carefully selected imagery, including photos, sketches and/ or plans. When and how to deliver the proposed improvements is outlined in the Implementation Action Plan (Chapter 4).

The components are organised in five categories and an overview is provided adjacent.

"Key Interventions"

C-01	Reinforcing the Core	
C-02	'Town Heart'	
C-03	Abercairney Art Trail	

"Welcoming & Memorable"

C-04	Town Centre Branding	C-09	Amenities & Facilities
C-05	Upper Hunter Branding	C-10	Public Art
C-06	Colours & Materials	C-11	Gateways & Entries
C-07	Heritage & Landmarks		
C-08	Signage & Town Map		

"Vibrant & Diverse"

C-12	Attractions for everyone	C-15	Activation
C-13	Clustering of uses		
C-14	Events & Pop Ups		

Comfortable & Attractive

C-16	Green streetscapes	C-20	Awning & corner elements
C-17	Street trees	C-21	Street furniture
C-18	Footpath upgrades	C-22	Facades & shopfronts
C-19	Public toilets		

Safe & Accessible

C-23	Safety & Security	C-26	Pedestrian priority
C-24	Low-speed environment	C-27	Intersections
C-25	Car parking		

C-01   Reinforcing the Core

The 'town core' is the heart or focus of community life in a town. A major challenge in Aberdeen is that the uses typically seen in a town core like a supermarket, library, post office, chemist, newsagent, bakery and a public park are located in three distinctly separate places with each place weakened by the lack of the other key uses.

Community feedback was that the 'true core' is located at the northern end of Aberdeen which is also the oldest part of the town centre. This area is located either side of the highway (also known as MacQueen Street) between Moray and McAdam Streets. This is therefore the area that is the focus of this proposed change.

View down New England Highway showing the Segenhoe Street intersection to the left .

Key facilities such as the post office are located in the town core.

The central rose garden (Douglas Park), library and community hall.
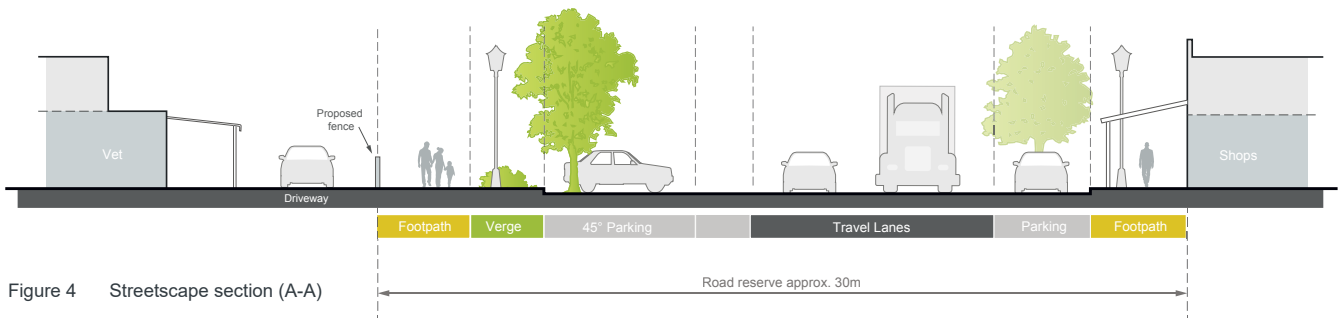

Figure 4   Streetscape section (A-A)

Successful town centres provide a safe, low speed pedestrian environment where it is easy to get around. The current design has wide streets, limited footpaths, few trees, no line marking for parking all of which encourage high speeds and make it difficult to cross the road safely.

It is recommended that area is upgraded with line marking for the 45º parking and new street trees between parking bays on the southern side of the street. A footpath should be provided from Taylor Park to the chemist on the corner of Segenhoe Street and the block containing the library, rose garden and community hall.

C-01 Reinforcing the Core

Street flags are an effective way to visually reinforce the centre core

The area around the intersection of Segenhoe Street is particularly poor. It is an awkward and dangerous intersection for pedestrians seeking to cross the road and for cars wishing to turn right, due to its acute angled alignment and its location close to a bend in the highway which reduces visibility. It is also on a 'down hill' stretch of the highway.

This area is in critical need of a redesign in order to create a safer town core and increase the chance for this part of the town to function successfully.

It is recommended that the intersection with Segenhoe Street be upgraded through the construction of landscape blister treatments on the corners, to improve the amenity of the area and to encourage slower traffic speeds. This would have the additional benefit of creating a space in the core for public art and street furniture such as a town map, flags, lights and public seating.

Signage indicating the historic town centre. Canowindra, NSW.

Side view of a coffee shop in Nowra, NSW.

Kerb blisters can create space for seating in a centre. Orange, NSW.

Fencing a driveway next to the footpath helps to separate cars and pedestrian. Murrurundi, NSW.

Planting street trees between parking spaces visually narrows the road (and shades the cars). Cowra, NSW.
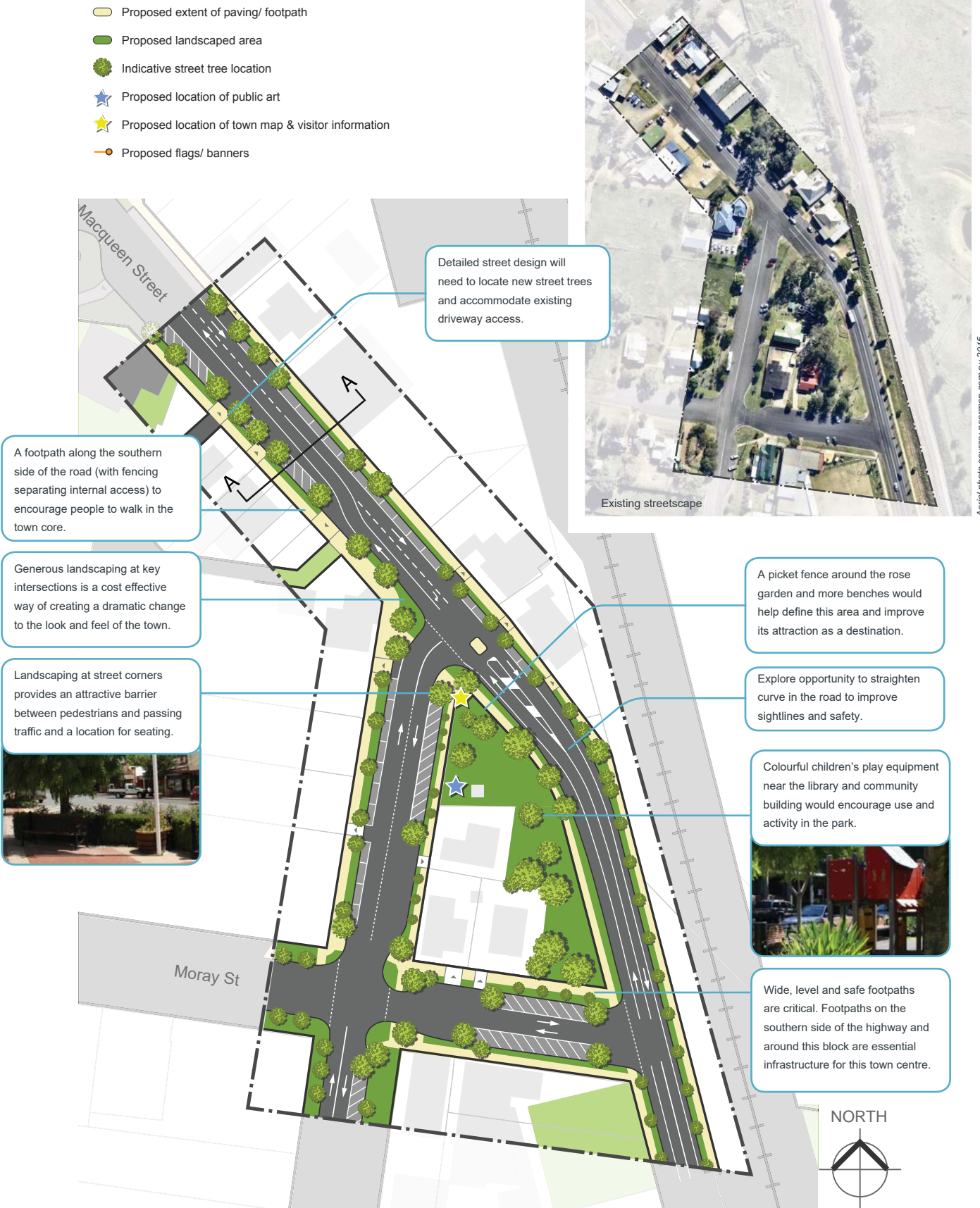
Proposed extent of paving/ footpath

Proposed landscaped area

Indicative street tree location

Proposed location of public art

Proposed location of town map & visitor information

Proposed flags/ banners

Existing streetscape

Aerial photo source: nearmap.com.au 2015

Detailed street design will need to locate new street trees and accommodate existing driveway access.

A footpath along the southern side of the road (with fencing separating internal access) to encourage people to walk in the town core.

Generous landscaping at key intersections is a cost effective way of creating a dramatic change to the look and feel of the town.

Landscaping at street corners provides an attractive barrier between pedestrians and passing traffic and a location for seating.

A picket fence around the rose garden and more benches would help define this area and improve its attraction as a destination.

Explore opportunity to straighten curve in the road to improve sightlines and safety.

Colourful children's play equipment near the library and community building would encourage use and activity in the park.

Wide, level and safe footpaths are critical. Footpaths on the southern side of the highway and around this block are essential infrastructure for this town centre.

Macqueen Street

Moray St

NORTH

Figure 5   Indicative streetscape concept

Existing situation

01 Kerb blisters increase the width of the footpath and make it safer for pedestrians to cross the road.

02 Realigned kerbs and a right hand turning lane makes it safer for cars to turn off the highway.

03 New street lighting, street furniture and bollards improve the 'look and feel' of the town centre.

04 Public seating invites people to rest, watch other people and take in the atmosphere of the surrounds.

05 Landscape treatments at street corners and threshold treatments further improve the new look & feel.
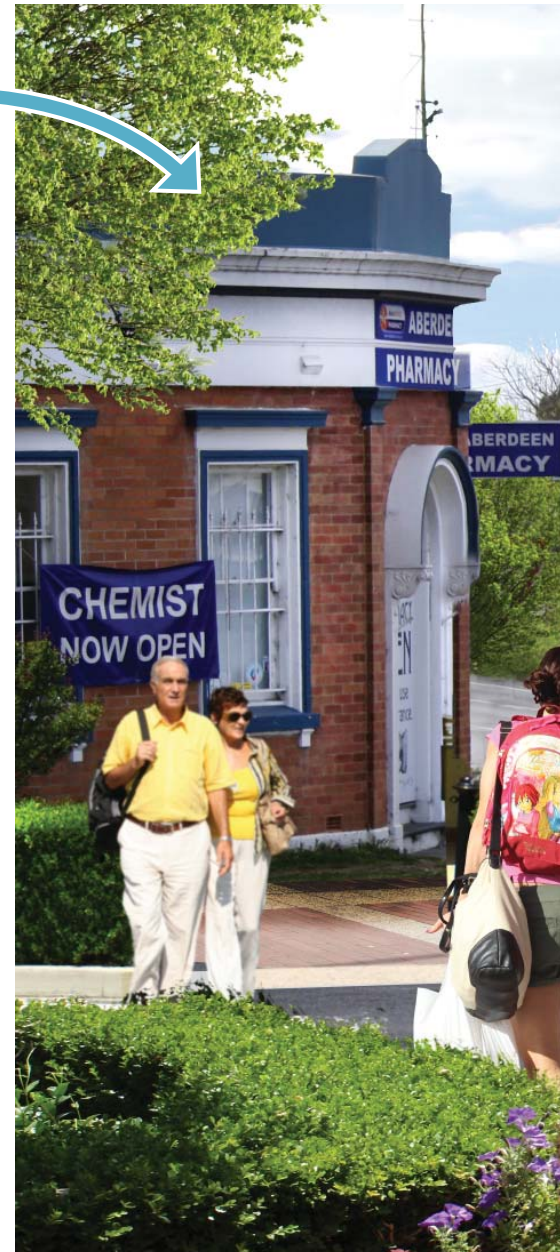
Figure 6   Artist's impression

C-02 Town 'Heart'

The rose garden in Dangar Park would benefit from a trellis, children's play equipment and an outdoor reading deck

Potential view over the rose garden from the library.

Children's play tree house.

White picket fence and rose covered entry.

The rose garden in Dangar Park, at the northern end of town, is located adjacent to the library, the community centre and other town services. However the garden is on a sloping site that is exposed to highway traffic.

It is recommended that this area could become more of a destination by building a picket fence around it and creating an entry pergola on the corner, possibly with climbing roses. This would also help to shield the garden and make it a more pleasant and relaxing spot in the heart of the town centre.

Adding some children's play equipment near the library would benefit locals and encourage visitors to stop. Also adding an outdoor reading deck to the library would provide views of the rose garden.

C-03 Abercairney Art Trail

A safe and attractive bicycle and pedestrian link with well designed public art 'cairns' would draw people along the route

The route of the trail, along Abercairney 'Street', is already in public ownership.

Popular Taylor Park at the northern end of Aberdeen.

St Andrews Park is located next to the Hunter River.

Attractive views from the proposed trail.

Abercairney Terrace is located along the western edge of Aberdeen, although much of the road reserve is generally unformed. It is recommended that a new pedestrian/cycle route connecting Jefferson Park and Taylor Park with St Josephs High School and Aberdeen Public Schools and extending all the way to St Andrews Park, is formed along this street. This would create a safe place for families to walk and ride.

The name of the street is a combination of 'Aber' a Celtic word for confluence and 'Cairn' a Gaelic word for a pile of stones, a common trail marker. To attract people along the trail a series of public art "cairns" should be located at strategic locations along the route. With stunning views over the Hunter River all along this trail, it could become a key attraction for the town.

3-3 Components of the Plan *"Welcoming & Memorable"*

Town Centre Branding

Branding differentiates places and identifies what makes a place memorable. Aberdeen is memorable for its proximity to the Hunter River and for its wealth of recreational open space.

Due to Aberdeen's ridge top location, there are numerous opportunities for attractive views of the surrounding countryside, including panoramic vistas of the Hunter River, from vantage points on the western edge of the town.

As a complement to a focus on its location, Aberdeen's recreational opportunities, and its well established Highland Games event could be used to strengthen the town identity.

C-05 **Upper Hunter Branding**

Regional branding helps to tie an area together. The 'Upper Hunter Country' branding used in Aberdeen, Denman, Merriwa, Murrurundi, Muswellbrook and Scone is a joint strategy between Upper Hunter and Muswellbrook Councils to increase the region's profile and help tap into the popularity of the nearby Hunter Valley.

A range of 'Upper Hunter Country' branded temporary street furniture such as outdoor umbrellas and 'A-frames' would be a quick way to reinforce this strategy and increase the visual presence of the regional brand.
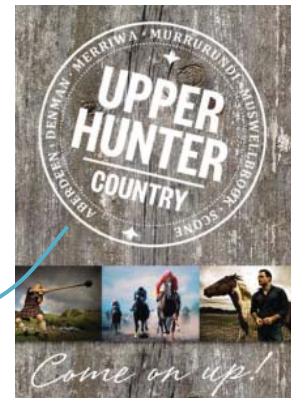
C-06 — Colours & Materials

Painted facade, Canowindra NSW

Highlighted heritage facade, Canowindra NSW

Re-painting facades, especially when it highlights the attractive features of the building, can dramatically improve the overall appearance of a town centre. The use of a consistent colour palette across the town strengthens the sense of place and identity.

The proposed palette is based on neutral colours with strong contrasting accent colours which could be used to highlight heritage features and details. A cohesive scheme will also tie the centre together, creating a welcoming 'look and feel'.

C-07 — Heritage & Landmarks

The character of Aberdeen is defined by three main types of buildings: heritage, landmark and local character buildings.

The key heritage buildings, such as the M. Campbell & Co Store and the Aberdeen Hotel, are on prominent locations and are generally of substantial size. In a town where there are only a few heritage building it is important they are as well maintained and presented as possible.

Local character buildings are of smaller scale and often clustered together. Clever paint and signage can help these buildings play a more prominent role in the 'look and feel' of the town.

Buildings that are 'landmarks' provide orientation within the town. The Valley Fair Centre is one such example and while improvement to the look and feel is desirable, improvement to the adjacent public domain by planting trees etc, can also have a big impact where the building is prominently located.

Attractive awning treatment in Willow Tree, NSW

The historic Aberdeen Hotel is a local landmark

Former M. Campbell & Co Store
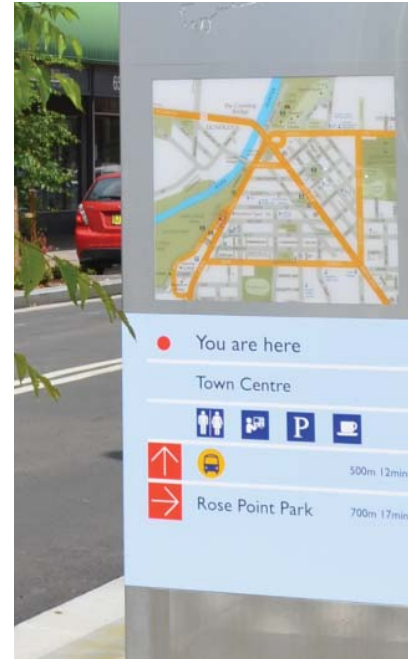
C-08 Signage & Town Map

Modern technology allows people to easily access information about a town, including maps and tourist information, however it is not always easy for people to know where they are currently located.

A new town centre map, similar in style to that shown in Singleton, is recommended for the upgraded Segenhoe St intersection, the area adjacent to jockey Park and at Aberdeen Valley Fair. This map would highlight the town's various precincts and the Abercairney Arts Trail.

Signage indicating parking, particularly for larger vehicles like horse floats and RV's, is also desirable to encourage visitors to stay longer in the town.

Truck and car with horse float parked at Jockey Park

Town map in Singleton, NSW

C-09 Amenities & Facilities

Generally visitors to the town are seeking toilets, picnic shelters, BBQ facilities, tourist information, drinking water, signage to town highlights, a children's playground and food and beverage options. These facilities need to be attractive, clustered together and easy to see from the main route through town.

In Aberdeen key facilities, including toilets are clustered around Taylor Park which is popular and easily to find. Some facilities are also located in the area around Jockey Park but the park would benefit from toilet facilities.

The attractive entrance gates to Jefferson Park make the park appear to be a private facility

Jefferson Park is the major recreational area for the town but the current gateway discourages visitors as it appears to be a private facility. A new 'Jefferson Public Park' sign is recommended. Play equipment for under 5's near the Library is also recommended. Water fountains would be beneficial at all these parks.

Water fountain example

C-10   Public Art

Public art on the silos could be used to generate awareness of the Highland Games from the highway and the railway.

Public art plays an important role in establishing a town's local character. It tells a story about the local history, contributes to a sense of local pride and becomes an attraction for visitors. Aberdeen has a few examples of public art, including the lions in Jockey Park.

A cohesive public art strategy that builds on the town branding could highlight the Hunter River and the town's attractive views to the surrounding countryside, as well as showcase key attractions, such as the Highland Games.

Possible locations for additional public art in the town centre include the gateways, the silos near the railway station and a few highly visible blank walls on the side of shops across the town including the prominent blank walls at Valley Fair.

The creation of the Abercairney Art Trail (see C-03) would also feature art pieces at prominent locations.

Public art to encourage children's play.

An example of street wall art at The Rocks, Sydney

Public art framing the landscape, New Zealand.

C-11 | **Gateways & Entries**

Possible gateway treatment along the New England Highway opposite Jockey Park

BEFORE

Existing streetscape

Landscaped blister treatment. Dulwich Hill, NSW.

Gateways create a sense of welcome and arrival into a town. They also indicate the location of the town centre, providing a visual sign that you are moving from a 'path' (such as a highway) into a 'place', where there is more likely to be activity and people moving about, which can encourages vehicles to slow down.

Aberdeen Town Centre is strung along the highway as a series of 'nodes'. Providing a sense of the extent of the centre is important as a means of informing drivers that they are still within the centre and need to be aware of the presence of pedestrians. This awareness also works to slow traffic.

The three primary nodes or gateways in Aberdeen which are to be highlighted, are the northern town core (Taylor Park and near the library), at the central node, comprising the area around Jockey Park and next to Valley Fair at the southern entry into town. Gateway treatments need to be considered in conjunction with speed zone signage locations.

3-3 Components of the Plan *"Vibrant & Diverse"*

C-12   Attractions for everyone

Picnic tables in Taylor Park

Different people have different needs

Colourful shading of children's play equipment

To attract a diversity of people in to the town centre it is necessary to provide attractions and facilities for a variety of needs. Streets and squares need to provide safe environments, interactive and informative public art and seating for individuals, families and the elderly.

The town centre of Aberdeen would benefit from an increase in comfortable public seating (well located, shaded and with arm rests and backs), especially around the rose garden and in Jockey Park. It would also benefit from footpaths, and public art and children's play equipment that is attractive and engaging for kids.

C-13   Clustering of uses

Some uses in a town centre are core activity generators (such as a supermarket) or regularly visited (like a newsagent) or linked with other uses (such as a pharmacy and a doctor). Some uses typically generate daytime activity (such as a cafes) while others generate night-time activity (such as a pub or restaurant).

In Aberdeen uses are clustered in three separate nodes, Valley Fair to the south, around Jockey Park in the centre, with the remaining uses in the town core in the north.

To support the town core in the north footpaths and safe places to cross the road are needed to make it possible for people to walk between different uses (such as the pharmacy, newsagent and post office and library). The creation of safer places to cross the highway, as a pedestrian and in a car are also necessary.

Clustering of uses and points of interest in Aberdeen

C-14   Events and Pop Up

Monthly markets, like this example in Merriwa attracts people to the town centre.

Food vans provide something 'new' and different

Jefferson Park is used extensively for a range of events, including the popular 'Highland Games'.

Strategic placement of the town map and public art installations, combined with clear signage, would encourage visitors at events to explore further and access additional facilities within the town.

Encouraging 'Pop up' venues, such as music and food trucks in the town centre during events would also contribute to the lively atmosphere and encourage visitors to explore beyond the venue.

C-15   Activation

Vacant shopfronts, often coupled with unmaintained premises, are detrimental to the sense of vibrancy in a town centre. Activation strategies can help to overcome this and enhance the pedestrian experience.

Opportunities include temporary activation or pop-up use of empty shopfronts. These uses can include promotion of businesses not located in the town centre, such as the example shown of a plant nursery in Canowindra, or the use of a shopfront windows for real estate advertising, even though the shop itself is empty.

All items in the window, plants and gift ware can be purchased from Perennialle Plants Nursery

52 Rodd St Canowindra

Open Wednesday and Saturday 10am to 4pm, and at other times by appointment

An empty shopfront in Canowindra, NSW is used as a window display for a local nursery

3-4 Components of the plan *"Comfortable & Attractive"*

C-16   Green streetscapes

Public seating in a landscaped setting in Orange, NSW

Landscape treatment in Boorowa, NSW

Flowers in Quirindi ,NSW

Low level landscape along footpaths and at street intersections creates a buffer to traffic and increases the comfort of pedestrians. Street furniture such as benches can be incorporated, providing for an attractive place to sit.

A consolidated streetscape palette of plant species should be developed to reinforce the 'look and feel' of the centre. The use of low maintenance perennials rather than annuals is recommended as it is a less expensive way of providing colour in the streetscape. Consider use of drought tolerant plants such as the dramatic Bird of Paradise.

C-17   Street trees

The use of a mix of evergreen and deciduous trees and an extension of the current theme of 'red' and 'green' trees along the railway line would enhance the visual amenity of the town. Larger trees with spreading canopies should be planted at key gateways and adjoining car parking to visually narrow the roads and provide shade and shelter.

Additional street trees should be added at all three key nodes, adjoining Valley Fair, Jockey Park and the northern core.

Street trees along a main road improve the character of the street. Mudgee, NSW.

Landscaped kerb blisters can help create a 'green' town. Boorowa, NSW.
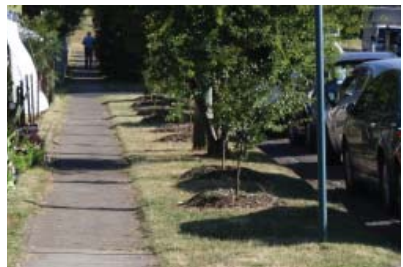

'Red' and "Green" trees in Aberdeen

C-18   Footpaths upgrades

There is a lack of footpaths in the town core near the intersection of Segenhoe and Macqueen Street

Footpaths encourage pedestrian activity

The quality of the pedestrian environment is critical to the success of a centre. A lack of footpaths, or poorly maintained footpaths, discourage pedestrian activity and create a negative impression of the entire town centre.

In Aberdeen the core of the town centre is located on either side of Macqueen Street between Taylor Park and Moray Street. It is recommended that footpaths are provided along the southern side of the road from Segenhoe Road to Taylor Park and around all sides of the block bounded by Segenhoe Road, Macqueen Street and Moray Street.

C-19   Public toilets

The public toilets in Taylor Park are popular and reputed to be "the cleanest in NSW"

Self-cleaning public toilets in Mudgee, NSW

Every town centre needs clean, safe and well located public toilets. These need to be convenient for the elderly, accessible and also provide baby change facilities.

There is a need for toilet in Jockey Park. Current trends are towards high quality facilities that are unisex and open out to the street. There are even prefabricated, self locking and self cleaning toilets like the example shown above in Mudgee, NSW.

C-20   Awning & Corner Elements

Well designed side view in Canowindra, NSW

Clever signage on the side of the Aberdeen Hotel

The side view of street awnings can play an important role in the streetscape character. Upgrading of awnings, via painting and installation of detail elements, can have a significant impact on the way a street looks.

Buildings on corner locations or where the side elevation is visible from the street, should be encouraged to 'turn the corner' through the use of paint treatments or other options that continue the 'look and feel' on to these often ignored but highly visible sites.

C-21   Street Furniture

Street furniture includes a wide range of components and elements such as benches, bins, bollards, bicycle stands, fencing, tree grates, signage and shelters. A coordinated streetscape design ensures consistency in the 'look and feel' of the centre.

Street furniture needs to be of high aesthetic quality, contemporary, well-proportioned and located where it does not clutter the footpath. Seating needs to be shaded and located at the 'edges' of a space where people feel comfortable sitting. Metal benches, while low maintenance, can be hot in summer and cold in winter.

Co locating seating and planters together increases their impact . Drummoyne, NSW.

Grouping benches next to planters or trees creates a bigger impact and can be a quick and cost effective way of creating a dramatic change.

Metal bench in Aberdeen

C-22 Facades & Shopfronts

The Superb Bakery in Boorowa (NSW) uses a whole range of techniques to attract passers by, including a brightly painted building, A-frames,chairs and tables, and footpath signs

The quality of the pedestrian environment is a critical part of the 'look and feel' of a centre.

The use of large awning signs, A-frames, flags, blackboards, signs, bunting and outdoor seating are all ways of indicating to passing traffic that the shop is are open and encouraging passing traffic to stop.

Encouraging retailers to spill out onto the street and locate signs, A frames and tables and chairs onto the footpath are also helpful ways of signalling to highway traffic that they are passing through a town and encouraging them to slow down as there may be people about who may wish to cross the road.

The popular Aberdeen pie shop is best known by those "in the know "

Blackboard signs provide an opportunity to make it current or tell a story

Shopfront in Canowindra designed to catch the eye

3-4 Components of the plan *"Safe & Accessible"*

C-23   Safety & Security

Visibility of crossings needs to be improved

Lights after hours increase safety

Safe access and movement around the town is required for all

The success of a town centre is often linked to an individual's perception of safety and security. Providing a safe pedestrian environment, where people can cross the road without worrying that a truck will not see them until it is too late, is a fundamental requirement for this sense of safety.

Providing sufficient lighting is another requirement for a safe environment. Lighting of the centre, including the uplighting of trees, heritage buildings and public art is an effective way to create a pleasant atmosphere, coupled with a sense of security. It is recommended that additional character lighting is added to the town core to improve the attractiveness and increase the visual prominence of the centre to passing traffic.

C-24   Low-speed environment

In the Upper Hunter region the speed of traffic along highways and through town centres combined with the significant number of large trucks, is a barrier to safe access to the town's facilities and services, especially for children and the elderly.

In order to encourage slower traffic speeds, a number of interventions are recommended, including narrowing the visual and physical width of the road and increasing the visibility and number of pedestrian crossings and pedestrian refuges.

Very large trucks frequently pass through Aberdeen, sometimes at high speed

It is also suggested that Council explore options to ensure stricter enforcement of traffic speeds within centres, and the requirement for vehicles to give way to pedestrians at crossings, through monitoring and enforcement (such as speed cameras).

Wide straight roads tend to encourage speed

C-25 Car parking

45º parking (rear to kerb) with rear wheel stops in Cowra NSW

Vacant lot on the corner of McAdam St and Macqueen St providing informal parking for the centre (may soon be developed)

Public car parking that is easy to find and access will help to attract visitors to spend time in town.

A vacant lot on the corner of McAdam and Macqueen Street has provided safe, well located informal parking for the centre for many years but a development application has been lodged with Council and the site may soon be developed. A safe and equally convenient alternative to these 'lost' car spaces is required.

The creation of more formal, attractive and sheltered parking along the southern side of Macqueen Street through the provision of line marking and trees would help to identify the parking that is currently available but additional, off-street parking would still be desirable.

C-26 Pedestrian priority

Town centres need to be designed to accommodate the needs of a wide variety of pedestrian users including children, parents with prams, the elderly and the less mobile.

The lack of footpaths and safe pedestrian crossing indicate little evidence of pedestrian priority in Aberdeen.

The result of this is that it is rare to see pedestrians around the town core, there are a number of empty shops and there is anecdotal evidence of speeding traffic making it unsafe for anyone who does try to cross the highway.

A highly visible and level pedestrian crossing. Mudgee, NSW.

A wide and well maintained footpath. Boorowa, NSW.

Landscaped blisters make it easier to cross the road in Goulburn, NSW

C-27   Intersections

A roundabout creates a break in a long straight road and can be used to indicate that someone is entering the town centre and slow traffic. Boorowa, NSW.

The current road and intersection layout has resulted in complex and confusing signage

McAdam Street

Graeme Street

Perth Street

Heavy through traffic in Aberdeen makes it difficult (and sometimes dangerous) to turn right off the highway into the local streets.

While it does not appear that they are currently essential, some type of intersection treatment such as a roundabout at the intersection of the highway with McAdam Street, Perth Street and possibly Graeme Street, would make vehicular travel around the town easier and safer.

It would also reduce the complexity of some of the current intersections in the town and help to mark areas that lie within the core of the town centre.

Implementation

04

4-1 Revitalisation Strategy

Background

People are the core of every town centre. Successful places focus on what people need from their centre, in order to increase economic activity or spend more time in the town centre.

Successful town centres are lively places which encourage a variety of activities and provide for people at all stages of life from the very young to the very old. They identify ways to encourage activity all day, into the evening and over the weekend.

Implementing the masterplan

A masterplan is a way of working towards a shared vision for a town centre. It illustrates an agreed way forward, a direction to inspire and provide a focus for development and investment. To be successful a masterplan, or revitalisation strategy, needs to identify changes that will improve the quality of the town in order to help ensure the financial viability of the town for the long term.

The resources of any town are usually finite. The implementation strategy is a way of ensuring that all the resources available to effect change (natural, financial, material, built and social) are used efficiently and effectively.

As any strategy only becomes effective when it is implemented, once the community has agreed on a direction, action and change need to be encouraged and fostered to motivate the community to get behind the vision. At its essence, revitalisation is dependent on the level of commitment of the wider community, combined with the support and encouragement provided by Council's policies.
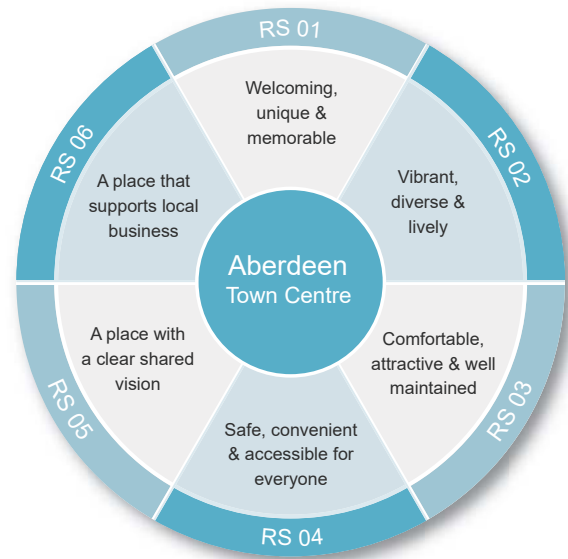
Six point plan

The revitalisation strategy is an 6 Point Plan. It identifies strategies that influence both the physical design (hard infrastructure) and how the place is managed, governed and experienced (soft infrastructure). It identifies a broad range of strategies, from easy wins to inspiring long term fundamental changes.

6 Point Plan	
RS - 01	A welcoming, unique & memorable place
RS - 02	A vibrant, diverse & lively place
RS - 03	A comfortable, attractive clean & well maintained place
RS - 04	A safe, convenient & accessible place for everyone
RS - 05	A place with a clear shared vision
RS - 06	A place that supports local business

4-2 Components

'Key interventions'	
C-01	Reinforcing the Core
C-02	Town Heart
C-03	Abercairney Art Trail
'Welcoming & Memorable'	
C-04	Town Centre Branding
C-05	Upper Hunter Branding
C-06	Colours & materials
C-07	Heritage & Landmarks
C-08	Signage & Town Map
C-09	Amenities & Facilities
C-10	Public Art
C-11	Gateways & Entries
'Vibrant & Diverse'	
C-12	Attractions for everyone
C-13	Clustering of uses
C-14	Events & Pop Up
C-15	Activation

'Comfortable & Attractive'	
C-16	Green streetscapes
C-17	Street Trees
C-18	Footpath Upgrades
C-19	Public Toilets
C-20	Awning & Corner Elements
C-21	Street Furniture
C-22	Facades & Shopfronts
'Safe & Accessible'	
C-23	Safety & Security
C-24	Low-speed environment
C-25	Car parking
C-26	Pedestrian priority
C-27	Intersections

Explanation Action Plan table:

Actions identified in the masterplan have been consolidated into tables using the following categories

Priority: *(Considers impact & benefit)* - high/ medium/ low

Cost: *(Estimated cost range)* - Low $ = <10K
Medium $$ = 10K to 100K, High $$$= 100K to 500K
Significant $$$$= 500K to 1 Mil, Major $$$$$= >1 Million

Timeframe: Short term (1-2 years),
Medium term (3-5 years), Long term (6-20 years)

Responsibility: *(Organisations and stakeholders)*
i.e. Council, community groups, government bodies and authorities

Quick win: Less complex changes that are achievable in the short-term with comparably low investment

4-3 Action Plan

RS - 01 A welcoming, unique & memorable place

	Actions	Priority	Cost	Time	Responsibility
C-02	Develop a detailed plan for Dangar Park and the area adjacent to the Library, including fencing, children's play equipment, upgrade and renewal of rose garden.	high	$	Short term	Council, consultants including Landscape Architect,
C-02	Carry out upgrade works to Dangar Park and area adjacent to Library.	high	$$	Short term	Council
C-03	Form a working group with the local community and active local landcare groups and heritage groups to develop a strategy for the Abercairney Art Trail along the Hunter River/ Abercairney Terrace.	high	$	Short term	Council and Local Community groups.
C-03	Apply for funding from state and national heritage, environment and public art organisations.	high	$	Short term	Council
C-02 C-03	Encourage community involvement in upgrade of river front (i.e. a working bee to repaint the rocks in the Rose Garden and build and paint the new picket fence) and where possible in design and/or inspiration for public art installations	medium	$	Short term	Council and Local Community groups.
C-04	Create a Branding Strategy for Aberdeen that builds on its Hunter River location and expands for wider appeal to also capitalise on its heritage and recreational opportunities.	medium	$	Short term	Council
C-05	Source and commission a range of 'Upper Hunter Country' branded high quality, temporary street furniture such as outdoor umbrellas (black with white logo) and A Frames.	medium *"Quick win"*	$	Short term	Upper Hunter and Muswellbrook Councils
C-06	Prepare a co-ordinated palette of external materials and colours and signage.	medium	$	Short term	Council, Consultants including Architect, Colour Consultant and Heritage Consultant
C-21	Develop a public domain design palette of paving, post and rail barriers and landscape treatments. Increase variety of seating options and provide drinking fountains and more rubbish bins (including recycling bins where possible).	medium	$	Short term	Council
C-07	Develop heritage information boards/online map that provides information about heritage buildings and the history of the town.	medium	$	Short term	Council / Local heritage societies
C-07	Identify attractive buildings that can be lit at night to improve the quality of the adjacent public domain.	low	$$	Long term	Council /property owners

RS - 01 A welcoming, unique & memorable place (contn.)

	Actions	Priority	Cost	Time	Responsibility
C-07	Provide a consultant heritage advisor (monthly) to give free advice on proposed listings of sites or practical matters relating to maintaining or repairing heritage/ character rich buildings. (Refer to Cabonne Council for case study)	high	$	Short term	Council
C-08	Commission the design and construction of three town maps to be installed at the Taylor Park, Jockey Park and Valley Fair. Maps are to show the town core and the location of key local facilities such as parking areas, tourist information and public toilets.	high *"Quick win"*	$	Short term	Council
C-09	Provide drinking fountains at Taylor Park, Jockey Park and Dangar Park.	high	$	Short term	Council
C-10	Encourage public art works that bring life and identity to the town. Develop a public art strategy for Aberdeen that will manage and protect existing art, ensure high quality temporary and permanent public art and reflect the history of the town and its people including the indigenous history. It should also identify sources of public and private funding.	medium	$	Short term	Council
C-03 & C-10	Use the public art strategy to guide development of new art for the Abercairney Art Trail. Emphasis on art pieces that are tactile and best viewed at a distance. Identify locations of blank walls suitable for featured artworks (e.g. Valley Fair). Support funding applications for public art.	medium	$	Short term	Council
C-10	Negotiate owners consent for painting of Silos	high	$	Short term	Council and property owners
C-10	Commission art work for silos. Artist to undertake consultation with community in order for piece to reflect town vision. This site is highly visible from the highway and the railway line.	high	$$	Short term	
C-11	Plant new large street trees at gateways and at key intersections at the three 'town nodes'. Gateway treatments need to be considered in conjunction with speed zone signage locations.	medium	$	Short term	Council
C-11	Mark the gateways and key locations in the centre of the town with flags/banners. A few large flags grouped together have a greater impact than smaller flags widely spaced. Provide flags at the following locations: Segenhoe St intersection, Jockey Park and Valley Fair. The flag design can celebrate the town, reinforce the brand or highlight a key event.	medium	$$	Short term	Council, (and ARTC for Jockey Park)

RS - 02 A vibrant, diverse & lively place

	Actions	Priority	Cost	Time	Responsibility
C-12 & C-20	Provide different seating options along the highway, at select locations, including seats with backs and arm rests (provides support for the elderly) benches (that allow people to sit facing different directions) and tables (for groups). Provide a variety of shaded and non shaded seating and protect the back of the seat (ie by a tree).	high	$	Short term	Council
C12	Ensure public art is attractive and engaging for both children and adults. Public art in the town should provide humour and delight. Create some art that can be touched or interacted with.	medium	$$	Medium term	Council
C-15	Explore the provision of free Wi-Fi (with extended hours say 7am-10pm) around key public buildings such as outside the public library / Dangar Park. Provide tables/chairs and trees/ umbrellas to encourage use.	high	$	Short term	Council
C-14	Explore the use of pop-up events to utilize vacant premises.	high	$	Short term	Council, property owners/ tenants, local business organisation
C-15	Investigate opportunities to activate empty shopfronts with temporary exhibitions, historic displays and/or displays for businesses outside the centre.	high *"Quick win"*	$	Short term	Council, property owners/ tenants, Chamber of Commerce
C-15	Explore additional opportunities that could be implemented along the main street (ie music, food trucks) during existing events like the Highland Games.	high	$	Short term	Council
C-15 & C-22	Run a training workshop for local businesses on how to create attractive shopfront displays and how to activate the facade / entry of retail premises to indicate activity.	high	$	Short term	Council with local business organisation

RS - 03 A comfortable, attractive, clean & well maintained place

	Actions	Priority	Cost	Time	Responsibility
C-16	Develop a consolidated 'soft' design palette of plant species to reinforce the 'look and feel' of the centre. The use of hardy, low maintenance perennials is recommended to provide colour and a green base and deciduous / flowering trees for seasonal colour.	medium	$	Medium term	Council, consultants including landscape architect and traffic engineer, in coordination with RMS
C-16	Create a funded strategy for the maintenance of public assets and the management and removal of graffiti.	high	$$	Medium term	Council
C-16	Where possible incorporate sustainable urban drainage (SUD) features such as rain gardens and permeable paving.	medium	$$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater)
C-15	Organise regular community "clean up your town" days and identify projects such as repainting bins and benches, and/or new streetscape planting that would show a dramatic improvement. Explore street closures, food stalls etc to create a fun community building event.	high *"Quick win"*	$	Short term	Council, local community, local business organisation
C-17	Investigate opportunities for evergreen street tree planting (in consultation with RMS) at key intersections in the town centre.	high	$$	Short term	Council in consultation with RMS
C-17	Develop a detailed design concept for landscaping specific intersections along the highway, with a preference for tall non deciduous trees. To be developed in consultation with RMS	medium	$$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater) and traffic engineer, in coordination with RMS
C19	Provide a public toilet - open 24 hours - adjacent to Jockey Park. Work in partnership with ARTC (landowner) and bus operators as these toilets will also service Railway Station and interstate bus routes.	medium	$$	Medium term	Council, NSW Rail, bus operators
C-21	Develop a 'hard' design palette for street furniture including benches and rubbish bins, footpaths, information displays, signage, materials and colours to create consistent 'look and feel' for the public domain.	high	$	Short term	Council & consultants including landscape architect.
C-21	Review the number and location of garbage bins and explore the cost of co-locating recycle bins alongside standard bins in the town centre core.	medium	$	Medium term	Council

RS - 04 A safe, convenient & accessible place for everyone

	Actions	Priority	Cost	Time	Responsibility
C-01	Prepare detailed streetscape designs for the transformation of the Segenhoe Street intersection. This is also to include identification of street furniture, street tree locations, species and height, lighting etc. The choice of plantings will also need to consider sight requirements for cars and pedestrians at high-risk locations.	high	$$	Short term	Council, Consultants including landscape architect, traffic engineer, Road and Maritime Services (RMS)
C-01	Undertake works for the transformation of the Segenhoe Street intersection. As a key reason for the works is to increase safety on the highway, Council should seek funding (full or partial) from the RMS	medium	$$$$	Medium term	Council, Road and Maritime Services (RMS)
C-18	Create safe and convenient walking routes around the town core with level, well maintained footpaths that are free from obstructions. Maintain the footpath surface and consider footpath continuity treatments across existing driveways and threshold treatments at intersections.	high	$ to $$$$	Short to medium term	Council. Any changes to the management or function of the highway, including pedestrian upgrades and changes to speed zones, would require RMS concurrence.
C-24	Encourage a slower traffic speed along the highway through kerb extensions, gateway treatments and intersection definition. Reduce vehicular speeds by planting additional street trees and utilizing flags to attract attention to pedestrian activity.	high	$$$	Medium term	Council and consultants including landscape architect, civil engineer (stormwater) and traffic engineer. Any changes to the management or function of the highway, including pedestrian upgrades and changes to speed zones, would require RMS concurrence.
C-24	Explore options to ensure enforcement of existing speed limits at all times in the centre, through use of fixed or mobile speed cameras.	high	$	Short to medium term	Council, NSW Police
C-25	Investigate options to create a Council carpark near the northern node / town core area. This carpark will replace the area used as an informal carpark at the McAdam St intersection	medium	$$$	Medium term	Council and adjacent land owners
C-25	Increase the amount of visible and convenient cycle parking in Jefferson Park and at each end of the Abercairney Art Trail	high	$	Short term	Council
C-25	Install signage highlighting the location of Council carparking at St Andrews Park, Jefferson Park and Taylor Park.	High *"Quick win"*	$	Short term	Council

RS - 05 A place with a clear & shared vision

	Actions	Priority	Cost	Time	Responsibility
	Adopt the masterplan for the Aberdeen Town Centre	high	$	Short term	Council
	Prepare and adopt a street tree masterplan for the Aberdeen Town Centre	high	$	Short term	Council
	Prepare and adopt a public domain manual for all street furniture and street treatments in the town centre.	high	$	Short term	Council
	Review and update LEP/DCP controls to support the masterplan for the town centre	high	$	Medium term	Council
	Prepare and adopt a public art strategy for the Aberdeen Town Centre.	high	$	Short term	Council
	Encourage community involvement in activation and upgrade projects (ie working bee)	high	$	Short term	Council and local community

RS - 06 A place that supports local business

	Actions	Priority	Cost	Time	Responsibility
	Increase match funding for painting of facades and shopfronts if the business agrees to use the approved colour palette (potentially up to $3000)	High	$	Short term	Council with local community and local Chamber of Commerce.
	Simplify DCP controls for new signage, A frames and outdoor merchandise	High	$	Short term	Council
	Identify a planner within Council who will have the explicit role of helping businesses get all relevant approvals for establishment and / or upgrade of existing business premises.	High *"Quick win"*	$	Short term	Council

Prepared for
Upper Hunter Shire Council
by Studio GL

June 2016