SCONE
TOWN CENTRE MASTERPLAN

Upper Hunter Shire Council

STUDIO GL

Document Information

Job title	Scone Town Centre Masterplan
Client	Upper Hunter Shire Council
Job number	1526
Report title	Scone Draft Town Centre Masterplan Report
File name	Scone_MP-Report_160118.indd

Revision	Date	Prepared by	Approved by
Draft	18 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

This document takes into account the particular instructions and requirements of our client.
It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party

Studio GL Pty Ltd
PO Box 832
Broadway NSW 2007

Contact: Diana Griffiths
Email: info@studiogl.com.au

**Table of Contents**

Introduction

01

1-1 Foreword
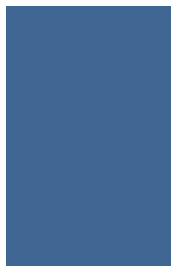
The Scone Town Centre lies at the 'heart' of the local community. It is a shared place that not only provides for the day to day needs of the community but is also a place for people to come together for events and social activities. Ensuring that the town centre is attractive and flourishing provides for benefits not only for the businesses in the centre but also to the wider community throughout the region.

This document, the Scone 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 the Council and the community with a roadmap for positive change. It identifies the key components and implementation steps needed to realise the vision.
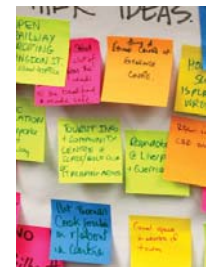
1-2 Scone Town Centre

Located 150km north west of Newcastle by road (approx 2hrs), 257km to the east of Dubbo (approx 3hrs) and 131km south of Tamworth (1.5hrs). It is 274km north of Sydney (approx 3hrs).

Scone is the commercial and administrative centre of the Upper Hunter with key facilities and services including a railway station, Scone Hospital, TAFE, Courthouse and local council administration building. In 2011, Scone had a population of 5,478 people.

The urban grid structure of Scone reflects the growth of the town. The older area, to the west of the railway line, follows a typical historic urban structure with 200m by 200m north-south and east-west blocks and 20m road reserves. The newer area to the east of the railway line is more typically rectangular blocks with a longer east-west dimension. Road reserves are wider, up to 30m, which has allowed central landscape planting in some streets.

Figure 1   Aerial map of Scone Town Centre

The study area of the Scone Town Centre focuses on the commercial, civic and residential properties on either side of Kelly Street and the eastern side of Guernsey Street (refer to Figure 1).

The study area stretches from Gundy Street, near the Caltex Service Station, at the southern edge of town to Everleigh Court, near the McDonalds, located at the northern edge of town. It includes the Scone Railway Station, Elizabeth Park and the Scone Memorial Swimming Pool, but excludes the Upper Hunter Shire Council building which is located on the eastern side of Main Street at Liverpool Street.

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 thought 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 stage 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 a process of mapping, analysis and review of key planning policy documents. To access the detailed documentation of this work, please refer to the *Scone Town Centre Revitalisation Masterplan Background Report*.

Objectives

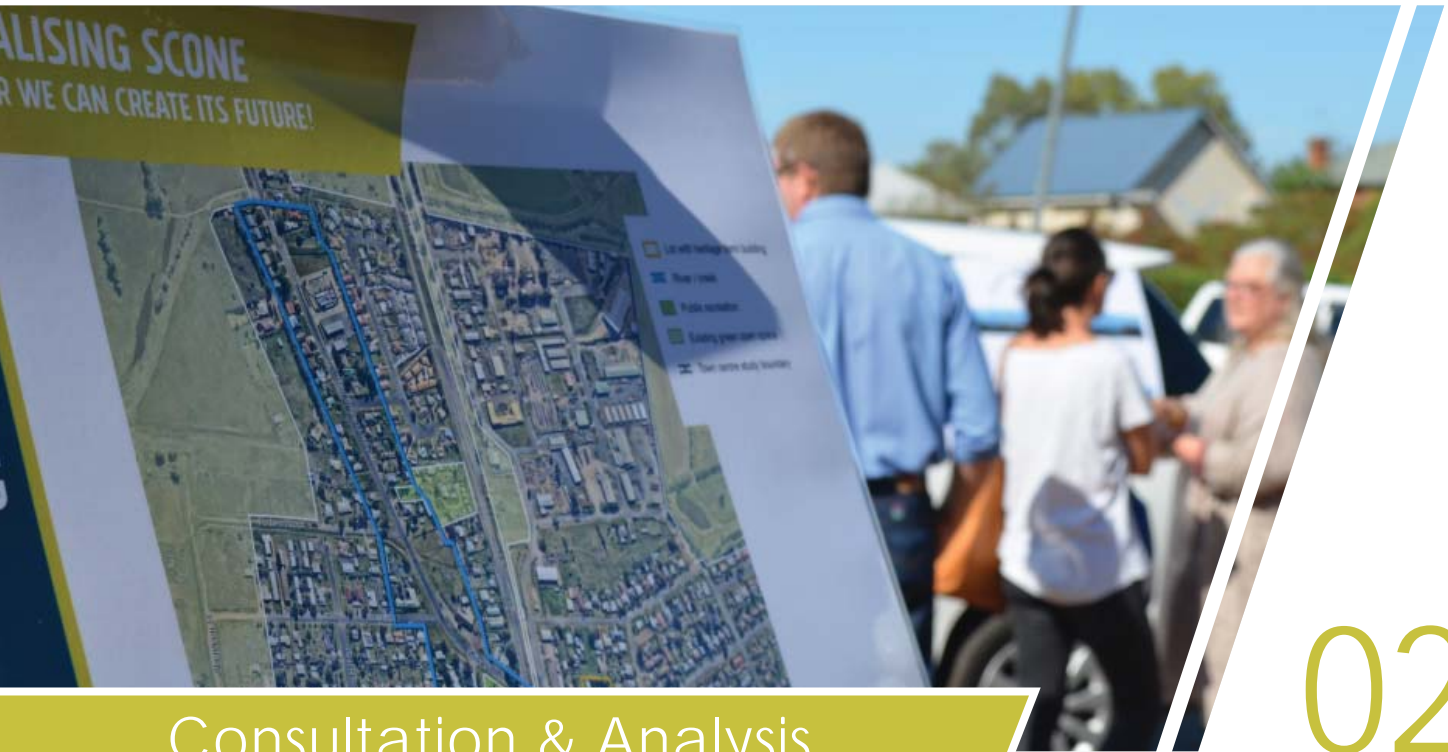The objectives of all four Upper Hunter Town Centre Masterplans are:

- 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 more than just its physical design (hard infrastructure) and how the place is managed or governed (soft infrastructure) but it is also shaped by the experiences of the people who use the town centre.

The revitalisation 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 the local 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 for 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 a place with the local community.

The Upper Hunter Shire 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, to collate unique insider perspective input from local experts on each town centre in order to identify its assets, strengths and weaknesses. It also would serve to generate 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 each Town Centre Masterplan was conducted in three phases: two community engagement stages 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.

To introduce the project and ensure a high level of 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 Shire Council's website, the Upper Hunter Shire Council's Facebook page and issued to other local social media outlets.

Printed brochures were displayed 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 Mapping
Consultation Stage 2	Stakeholder workshop Community drop-in session Ideas & Options Boards Online Mapping
Consultation Stage 3	Public Exhibition of draft Masterplans

2-2 Engagement Process

Community Engagement Stage 1

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

Community workshop & Drop-in session

A two-hour long drop-in session held near the Coles parking area 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 online website to submit their comments. A workshop at the Council Chambers provided an opportunity to discuss specific issues in more detail and develop a vision for Scone 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' (Social Pinpoint) 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.

Council Staff workshop

A workshop was held for staff involved in engineering and maintenance functions within Council. This workshop focused on some of the technical issues including flood control, road maintenance and similar engineering areas.

Chamber of Commerce workshop

A workshop was held for Scone Chamber of Commerce members at the Upper Hunter Council Chambers, which provided a focussed platform for discussion about the Town Centre as it relates specifically to the business owners in Scone.

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 centre. In total 138 responses were received of which 93 were from students who live in Scone.
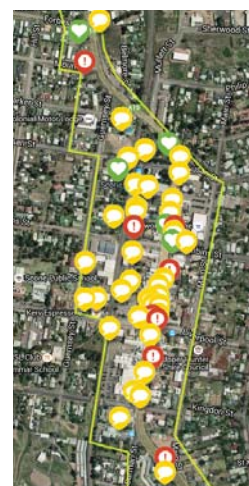
Community Engagement Stage 2

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

Ideas and options were presented as eight detailed design interventions along with additional suggestions 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.

People 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 second drop-in session held inside Coles allowed people passing by to give their input and ideas. Some people stopped to give detailed feedback and many others were given brochures for the online website. The following stakeholder workshop at Council Chambers provided a more focussed platform for the community to give specific feedback on the ideas and options, and discuss alternatives and variations.

Online mapping

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 Scone Town Centre. The community responded to the ideas with 'likes' and 'dislikes', specific comments and/ or additional ideas.

For more detailed documentation of the comments from the consultation, please refer to the *Scone 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 Scone Masterplan and a community presentation on the masterplan ideas.

The draft Scone 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 Scone, the presentation by Council took place at the Council Chambers.

Council received 20 survey responses, out of which 8 strongly supported, 8 supported and 1 was neutral to the draft masterplan. In addition, there were four written submissions from community members along with comments from RMS. The projects that the community identified that they would like to see implemented in the next three years are: St. Aubin's Park, more trees and green landscaping on Kelly St, wider footpaths, narrower roads and more parking, Civic Theatre renovation and heritage preservation, strengthening of Scone's existing brand through public art and upgrades to Elizabeth Park with improved play facilities for children.

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

2-3 Key Comments and Feedback

Community Engagement Stage 1

Comments and ideas gathered through the online map, meetings, workshops and discussions were predominantly concerned with the character, safety and aesthetics of Kelly Street, both in its present condition, and how it may be once the highway bypass is constructed.

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

Key themes and outcomes from Stage 1
Strengthening the existing brand as 'Horse Capital of Australia'
Making Kelly Street safer for pedestrians with pedestrian crossings, pedestrian refuges, streetscape improvements, better amenities and landscaping
Preserving and improving amenities and connectivity to town assets such as Elizabeth Park, Scone Park and other public parks
Improving the night-time activity through improved lighting and longer opening hours
Preserving and restoring heritage buildings, including architectural details and awnings
Renovating Civic Theatre as the centrepiece of the main street for cultural and community activities
Improving connectivity of Kelly Street to major destinations in town and to neighbouring towns
Converting Kelly Street to single lane in each direction with improved parking configuration
Introducing gateway & signage on the highway (bypass) to direct visitors into Scone
Providing a central gathering place for community events along or close to Kelly Street

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. People responded enthusiastically to the idea of creating a public space along Kelly Street (by closing part of St. Aubins Street) which would provide a central open 'green' space in Scone. A topic which generated much in-depth conversation was the range of options for the future redesign of Kelly Street, once the bypass is in place. Community members generally agreed on converting Kelly Street to one lane in each direction. The exact configuration of street trees, central median, footpath, bicycle lane and on-street parking was discussed in great detail. Some were in favour of 45° parking with a central landscaped median, while others preferred the option without a median which created a wider green strip along one or the other footpath.

There was strong support for an iconic highway-scaled sculpture at the Southern Gateway to encourage visitors to enter Scone. The potential for Council to purchase the historic St. Aubins Arms Inn property was also raised. The community also responded well to the idea of night-time activation along the main street through the renovation of key landmarks such as the Civic Theatre.

The idea of a consistent colour palette was favourably received, however the initial choice of colours created some debate. Also well-received were other ideas such as reintroducing roundabouts at key intersections, installing mid-block pedestrian refuges and placing flags at gateways into the town centre (both north and south). Installing flags at the western gateway from Liverpool Street, was not seen as necessary by some.

The community was not in favour of the idea of showcasing the existing horse silhouettes along the median. Concerns were expressed about the difficulty in crossing the road, and also that they are not interactive or kid-friendly and are of the wrong scale. Additional ideas that were expressed included a comprehensive public art strategy to install relevant and interactive public art, improvements to the skate park, and improved pedestrian & bicycle connectivity between public parks after the bypass is constructed.

2-4 Vision for Scone

Visioning exercise at the workshop

As an integral part of the consultation the community was also asked to share their vision for Scone. During a visioning exercise, workshop participants were asked to express their aspiration for Scone using words and images. The 'word cloud' below presents a snapshot of the community's vision.

Locals expressed that they continue being proud of Scone's existing brand as the *'Horse Capital of Australia'* and would like to see this brand embraced and expanded upon. Their vision of Scone also celebrates its function as a regional centre. They would like to see the town's parks, heritage architecture, culture and local history feature more prominently in order to develop Scone's identity as a vibrant, family-friendly town offering multiple activity options.
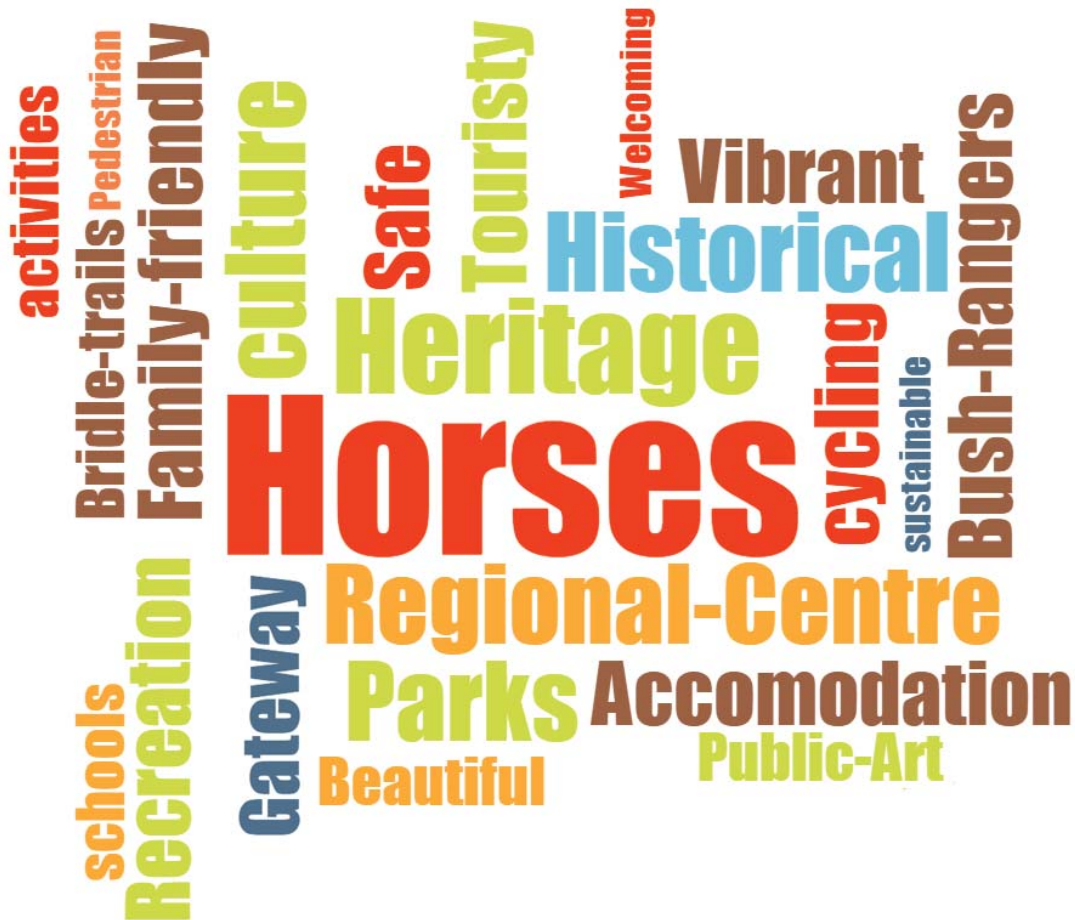
2-5 Technical Analysis Summary

The number of vehicles on Kelly Street, in particular large trucks, will be significantly reduced once the Bypass is operational

The rich history of Scone is reflected in its heritage buildings which help create the centre's unique character

Some of the existing landscaping, median strips, footpaths and street furniture require an upgrade and better on-going maintenance

Scone's night time economy would be enhanced by an operational theatre and extended opening hours of community facilities

The branding of Scone as the 'Horse Capital' is robust and should be supported through more/ improved public art

Better wayfinding and signage would encourage visitors to stop and spend more time in the town centre

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.

The background report considered the existing planning policy context and identified key impacts of these documents. More detail on this analysis can be found in the Scone Town Centre Background Report.

The current proposal by the NSW State Government for a road bypass of Scone should provide a significant opportunity to upgrade the environmental quality of the town centre. The reduction of vehicle numbers and removal of large trucks is a key step towards creating a safe, slow speed environment that encourages pedestrian activity and generates an attractive place for gathering and socialising with outdoor cafes and restaurants. The detailed design of Kelly Street will only be possible once the bypass design is agreed and finalised.

Another key outcome of the Bypass will be the need to attract visitors into the town. Making the entry points, especially the southern arrival point, inviting will be vital for the on-going viability of the town.

Other issues identified in the analysis included a vulnerability to flooding, especially in the centre of the town and along Kelly Street, the challenging pedestrian environment, empty and poorly maintained shops and the general lack of a night time economy which is key to making the town centre an attractive place to stay overnight.

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 Scone and identifies opportunities for improvement.

The northern arrival, near the intersection with the future Bypass, will require signage and a gateway treatment.

The New England Highway (Kelly Street) is currently a barrier to safe, accessible pedestrian movement.

There is little evidence of cycling occurring in the centre. Cycling would be encouraged by providing an on-street cycle network.

The horse silhouettes and other public art items like the fountain are scattered and could be moved to a more prominent location.

The visitor information centre is hard to find and would benefit from an increased presence and /or relocation to a prominent location.

The train station is an important gateway and needs to be upgraded and better integrated into the town.

Landscaping along Kelly Street is limited and patchy. The median strip requires improvement & maintenance.

Any redesign of Kelly Street needs to improve existing drainage and reduce the risk and impact of flooding.

There is a lack of consistency in streetscape i.e. awnings, external paint, street furniture.

There is a need for more car parking areas as an alternative to street parking along Kelly Street.

There is a lack of night time economy in the centre, including the Civic Theatre (a key asset) which is currently not operational.

The pedestrian experience along Kelly St needs to be improved through footpath upgrades and more trees & benches etc.

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

The Great Northern Railway line is a barrier that limits east-west access to and across the town centre.

St. Aubins Arms Inn is of significant historic importance for Scone. Built in 1836 it is the oldest surviving building in town.

Some corner sites and buildings on terminating views create a poor impression and need to be improved to reinforce the centre.

A gateway treatment at the southern arrival point would create a more welcoming experience and would 'pull' visitors off the highway / future bypass.

Legend

- Primary arrival point to town centre
- Barrier - major road
- Barrier - railway
- Terminating view
- On-grade vehicular rail crossing
- On-grade pedestrian rail crossing
- Pedestrian crossing/ refuge
- Linkage opportunity
- Drainage/ overland flow path
- Central median
- Key frontage/ interface
- Heritage item of high significance
- Unsafe intersection
- Heritage item
- Proposed bypass
- Train station
- Town core
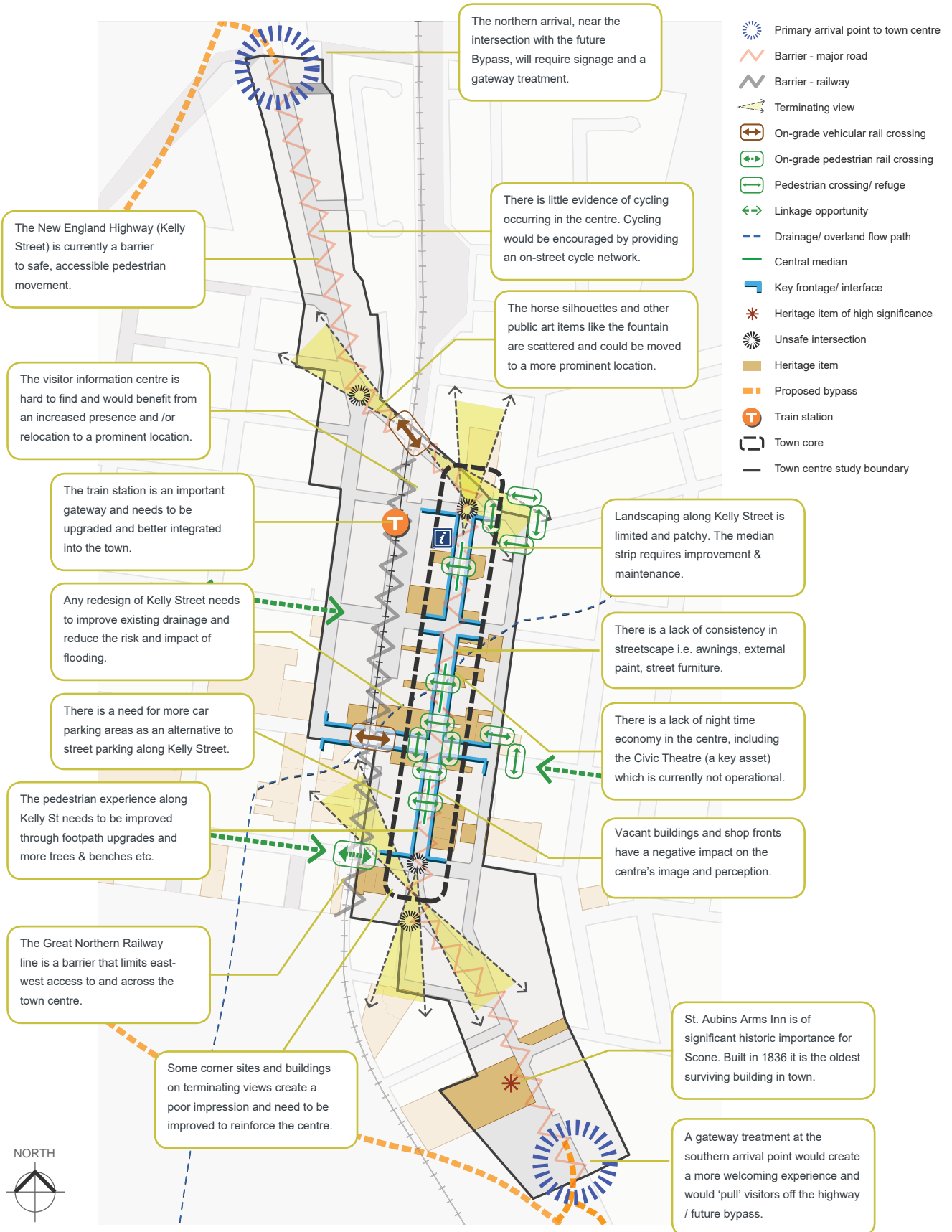- Town centre study boundary

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 Scone 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.
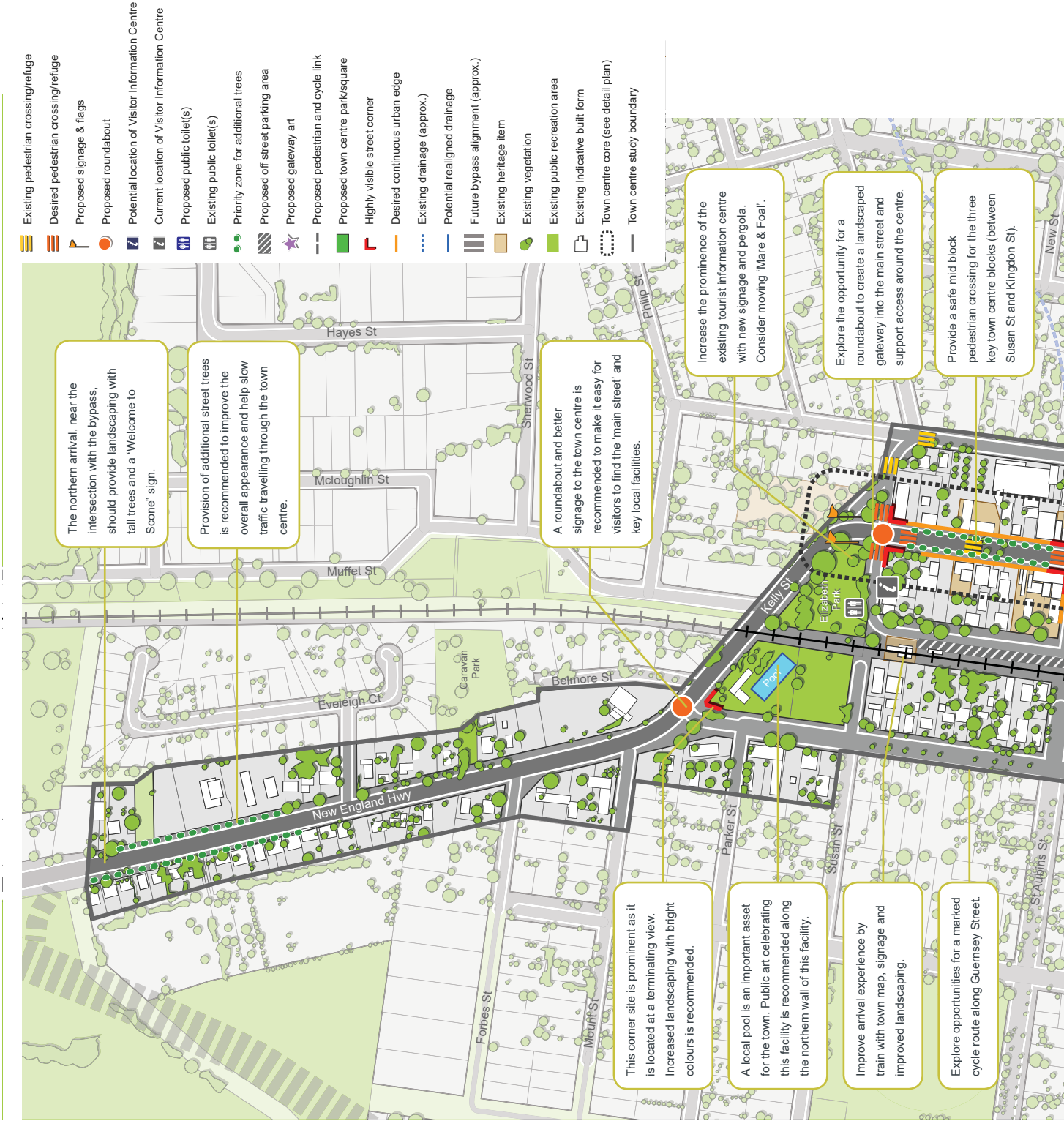
3-2 Illustrative Masterplan

Legend:
- Existing pedestrian crossing/refuge
- Desired pedestrian crossing/refuge
- Proposed signage & flags
- Proposed roundabout
- Potential location of Visitor Information Centre
- Current location of Visitor Information Centre
- Proposed public toilet(s)
- Existing public toilet(s)
- Priority zone for additional trees
- Proposed off street parking area
- Proposed gateway art
- Proposed pedestrian and cycle link
- Proposed town centre park/square
- Highly visible street corner
- Desired continuous urban edge
- Existing drainage (approx.)
- Potential realigned drainage
- Future bypass alignment (approx.)
- Existing heritage item
- Existing vegetation
- Existing public recreation area
- Existing Indicative built form
- Town centre core (see detail plan)
- Town centre study boundary

The northern arrival, near the intersection with the bypass, should provide landscaping with tall trees and a 'Welcome to Scone" sign.

Provision of additional street trees is recommended to improve the overall appearance and help slow traffic travelling through the town centre.

A roundabout and better signage to the town centre is recommended to make it easy for visitors to find the 'main street' and key local facilities.

Increase the prominence of the existing tourist information centre with new signage and pergola. Consider moving 'Mare & Foal'.

Explore the opportunity for a roundabout to create a landscaped gateway into the main street and support access around the centre.

Provide a safe mid block pedestrian crossing for the three key town centre blocks (between Susan St and Kingdon St).

This corner site is prominent as it is located at a terminating view. Increased landscaping with bright colours is recommended.

A local pool is an important asset for the town. Public art celebrating this facility is recommended along the northern wall of this facility.

Improve arrival experience by train with town map, signage and improved landscaping.

Explore opportunities for a marked cycle route along Guernsey Street.

Hayes St

Mcloughlin St

Muffet St

Belmore St

Eveleigh Ct

New England Hwy

Forbes St

Mount St

Sherwood St

Philip St

Kelly St

Parker St

Susan St

St Aubins St

New St

Caravan Park

Elizabeth Park

Pool

Create a small town square through the partial closure of St Aubins Street on the eastern side of Kelly Street.

Redesign Kelly Street with wider footpaths, increased landscaping and a mix of 45° and parallel parking.

Improve pedestrian quality of Kelly Street with wider footpaths, increased landscaping and street trees and more seating options.

Flags and signage should celebrate the eastern arrival from Glenbawn Dam and the tourist route from Aberdeen via the historic Allan's Bridge.

Possible location of a equestrian and tourist information facility that builds on the history and heritage of the local area.

Explore the opportunity for a roundabout to create a landscaped gateway into the main street and support access around the centre.

The southern arrival, near the intersection with the bypass, should feature a significant work of public art in an attractive landscape setting.

Explore opportunities to improve drainage and reduce impact of flooding through increased pipe sizes and/or re-direction of flow.

Encourage night time economy with events, outdoor dining, re-development of the Civic Theatre and evening opening of community facilities.

Explore opportunities to formalise use of Council owned land for carparking and provide signage to direct users to the spaces.

Investigate opportunity for pedestrian link from Liverpool Street to White Park, aiding visitors to navigate area outside of town centre.

Provision of additional street trees is recommended to improve the overall appearance and help slow traffic travelling through the town centre.

NORTH

Figure 3   Illustrative masterplan drawing

3-3 Components of the Plan

This section contains the components 'catalogue' for the successful revitalisation of the Scone 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 33 components are organised in five categories and an overview is provided adjacent.

"Key Interventions"

C-01	Kelly Street transformation
C-02	St. Aubins Square
C-03	Southern Gateway

"Welcoming & Memorable"

C-04	Town Centre Branding	C-09	Signage and Town Map
C-05	Upper Hunter Branding	C-10	Tourist Information
C-06	Colours & Materials	C-11	The Horse Silhouettes
C-07	Heritage and Landmarks	C-12	Gateways and Entries
C-08	Public Art	C-13	Amenities & Facilities

"Vibrant & Diverse"

C-14	Attractions for everyone	C-18	Night time economy
C-15	Civic Theatre Precinct Upgrade	C-19	Civic facilities
C-16	Clustering of uses	C-20	Events & Pop Ups
C-17	Outdoor dining & interactions		

Comfortable & Attractive

C-21	Green streetscapes	C-25	Awning & Corner Elements
C-22	Street trees	C-26	Street furniture
C-23	Footpath upgrades	C-27	'Town Heart'
C-24	Public toilets	C-28	Facades & Shopfronts

Safe & Accessible

C-29	Safety & Security	C-33	Intersections
C-30	Low-speed environment	C-34	Cycling
C-31	Car parking		
C-32	Pedestrian priority		

3-3 Components of the Plan *"Key interventions"*

C-01   Kelly Street transformation

Following construction of a bypass, which reduces the number of vehicles and the need to accommodate large trucks, many town centres in NSW have been able to substantially redesign the key streets in their centre.

The following transformation assumes similar changes will be possible along Kelly Street after the Scone bypass is completed however detailed design will only be possible once the bypass design is agreed and key issues such as road classification, predicted traffic volumes and heavy vehicles are finalised.

45º and parallel parking with street trees and median in Tamworth, NSW

Footpath	Parking 45°	Travel lane	M.	Travel lane	Parking	Footpath
6.0m	5.8m	3.5m	2.0m	3.5m	3.2m	6.0m

Road reserve approx. 30m
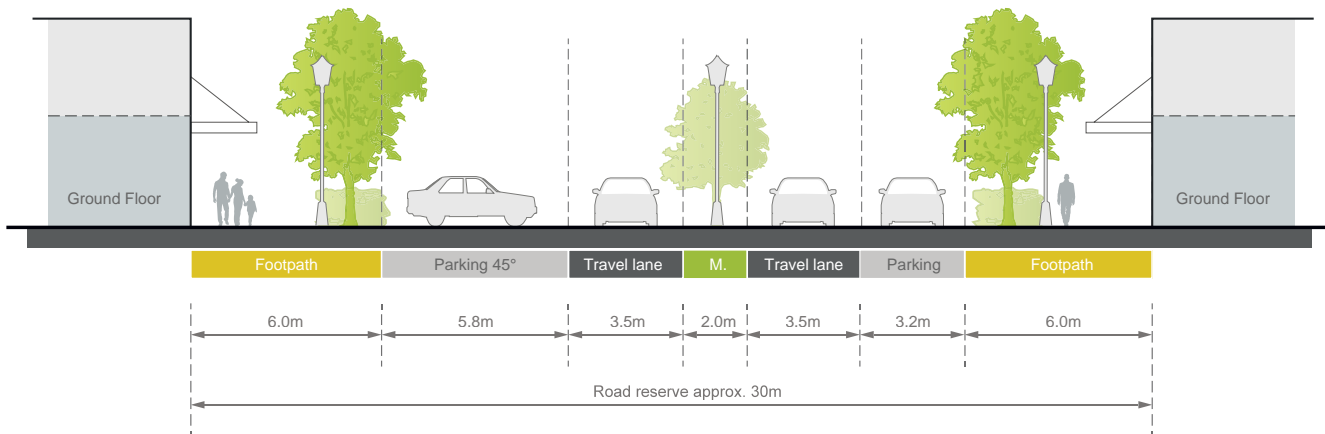
Figure 4   Kelly Street section with proposed configuration (northern section)

The current arrangement provides parallel parking, four travel lanes, right-turning lanes and in some areas a small landscaped median. With a reduction in traffic a number of options to redesign the street corridor are possible, providing benefits ranging from increased parking to more street trees and wider footpaths.

Options considered during the development of this masterplan included 45º parking and a slightly larger landscaped median, similar to that in Goulburn and Yass, parallel parking with wider footpaths and significant green space or parallel parking and 90° parking in the middle of the street, which has been used in Cowra and Dubbo.

Recommendation:
The recommended approach is a mix of 45º parking on one side of the street, parallel parking on the other side and a central median with street trees. This is similar to the design of Peel St in Tamworth (see photo above) and will provide increased parking, wider footpaths, landscaped areas and space for larger street trees.

C-01   Kelly Street transformation

Existing situation

01 New street lighting, street furniture and flags to improve the 'look and feel' of the town centre

02 New street trees and wider central median along Kelly Street to create a 'green boulevard'

03 Partial closure of St Aubins Street to create a new public square

04 A new crossing and the narrowing of travel lanes will increase pedestrian safety and improve accessibility

05 Landscape treatments at street corners and threshold treatments further improve the new 'look & feel'

Figure 5   Artist's impression of the potential future look and feel of Kelly Street

A roundabout at the northern end of the centre core provides a welcoming gateway feature and effectively reduces vehicle speed.

Crossings give pedestrians a chance to safely cross the road. The 'stepping stone' central median provides further protection.

Existing driveway access to properties should only be retained where no alternate access from the rear or side exists.

A landscaped central median, especially one with street trees reduces the visual width of the street and increases amenity.

Arrival experience: quality landscaping and mature trees would transform this highly visible area at the 'bend' of Kelly Street.

Increasing the footpath width near pedestrian crossing points allows for street trees and street furniture.

Detailed design of Kelly Street is to consider alternating parallel parking on eastern and western sides to accommodate horse floats.

This driveway may be closed to provide for safer footpaths and a mid-block crossing near the popular Belmore Hotel.

The partial road closure of St. Aubins Street creates a small public square similar to the one in Dubbo, NSW shown above.

Susan St

Cafe

Belmore Hotel

Royal Hotel

St Aubins St

Restaurant

NORTH

Figure 6   Kelly Street section with suggested configuration (northern section). Not to scale.

Proposed extent of paving/ footpath

Proposed landscaped area

Proposed landscaped roundabout

Indicative street tree location

Proposed pedestrian zebra crossing

Pedestrian crossing at signalised intersection

Proposed mid-block crossing (coloured concrete)

Existing driveway proposed to be closed

Proposed location of public art

Proposed location of town map & visitor information

Proposed flags/ banners

Landscaped blisters at intersections reduce the width of road pedestrians need to cross.

Detailed design of Kelly Street is to consider alternating parallel parking on eastern and western sides to accommodate horse floats.

The proposed width of footpaths on each side ranges between 4 and 6m, providing space for outdoor seating, trees and landscaping.

Due to sightlines, landscaping at signalised intersections needs to be lower in height. Trees should have narrow trunks and high crowns.

St. Aubins Square could contain banners, street trees, public art, interpretive signage, shaded areas, public seating and a town map.

A small forecourt in front of the historic Civic Theatre will help showcase the building and provide a gathering space.

45° parking in front of businesses increases parking spaces along Kelly Street compared to the current situation.

Liverpool Street is proposed to remain as a signalised intersection with four travel lanes and parallel parking on each side.

Detailed design to provide for right hand turning lane from Kelly Street on to Liverpool Street if traffic volumes indicate this is required.

Figure 7   Kelly Street section with suggested configuration (northern section). Not to scale.

Proposed extent of paving/ footpath

Proposed landscaped area

Proposed landscaped roundabout

Indicative street tree location

Proposed pedestrian zebra crossing

Pedestrian crossing at signalised intersection

Proposed mid-block crossing (coloured concrete)

Existing driveway proposed to be closed

Proposed location of public art

Proposed location of town map & visitor information

Proposed flags/ banners

NORTH

Mature trees on this key corner not only improve the centre's visual appearance but provide shade and create a cooler microclimate.

Detailed design of Kelly Street is to consider alternating parallel parking on eastern and western sides to accommodate horse floats.

Comfortable benches with timber slats surrounded by landscaping and hedging provide a pleasant place to rest and observe.

All on street parking, both 45° and parallel parking, should be formalised by clear line markings.

The Liverpool St/ Kelly St intersection would be a good location for a town map and visitor information boards.

Low hedging and flowering shrubs along the central median should be low maintenance, however need to be maintained regularly.

Public art, seating and landscaping at this crossing point would create a pleasant 'break' in the middle of the block.

Landscaping along the corners of the roundabout intersection help direct pedestrians to the safe zebra crossings.

With its wide road reserve, Kingdon Street (east) is proposed to offer extended blister treatments and 45° parking on both sides.

NORTH

Figure 8   Kelly Street section with suggested configuration (northern section). Not to scale.

Proposed extent of paving/ footpath

Proposed landscaped area

Proposed landscaped roundabout

Indicative street tree location

Proposed pedestrian zebra crossing

Pedestrian crossing at signalised intersection

Proposed mid-block crossing (coloured concrete)

Existing driveway proposed to be closed

Proposed location of public art

Proposed location of town map & visitor information

Proposed flags/ banners

C-02   St. Aubins Square

Figure 9   Sketch of potential St Aubins Street intersection upgrade & square, just off Kelly Street

Interactive play equipment

Existing outdoor seating on St. Aubins Street

Public spaces in a town centre create a focus and place for the community to socialise and are a setting for events including markets, concerts and performances.

Elizabeth Park, located at the northern edge of Scone, is unable to accommodate many of these functions so this concept is to create a small town square in a more prominent location on the corner of St Aubins Street and Kelly Street that builds upon this location's central positioning along Kelly Street, whilst minimising potential traffic impact.

Although comparably small, this new space would be large enough to contain a number of mature trees, along with seating and public art that would attract children's play. The marble fountain in Rotary Park could be relocated to this space.

C-03   Southern Gateway

The Angel of the North, a dramatic and high quality sculpture, is located next to a major highway in the north of the UK

Angel of the North

The Angel of the North is located next to the A1 highway (UK)

The Kelpies (Scotland) are large public art sculptures of water horses

Large 'highway-scaled' public art has the potential to become a symbol of a town or area. The 'Angel of the North' for example, a dramatic and high quality sculpture next to a major highway in the north of the UK, has become a popular stopping point and a symbol for the local region. Another example is 'The Kelpies', a large 30m high sculpture of two water horses which marks the gateway into a new canal in Scotland and has become a popular tourist destination.

Following the construction of the Scone Bypass, the southern gateway will need to entice people traveling north to turn right into the town centre. A significant work of public art, albeit smaller in size and cost to the UK examples pictured, located on the 'town side' of the highway would help place Scone 'on the map' and encourage people to explore the town. Gateway treatments and a 'Welcome to Scone' sign need to be considered in conjunction with speed zone signage locations.

St. Aubins Arms Inn viewed from Kelly Street

The large scale public art piece could be linked to an equine and information centre that would support activity at the southern gateway into town. This facility would be near the historic St. Aubins Arms Inn, one of the earliest buildings in town.

It would be ideal if the centre at the southern gateway could also display the history of the area such as the story of a bushrangers attack at the St. Aubins Arms Inn.
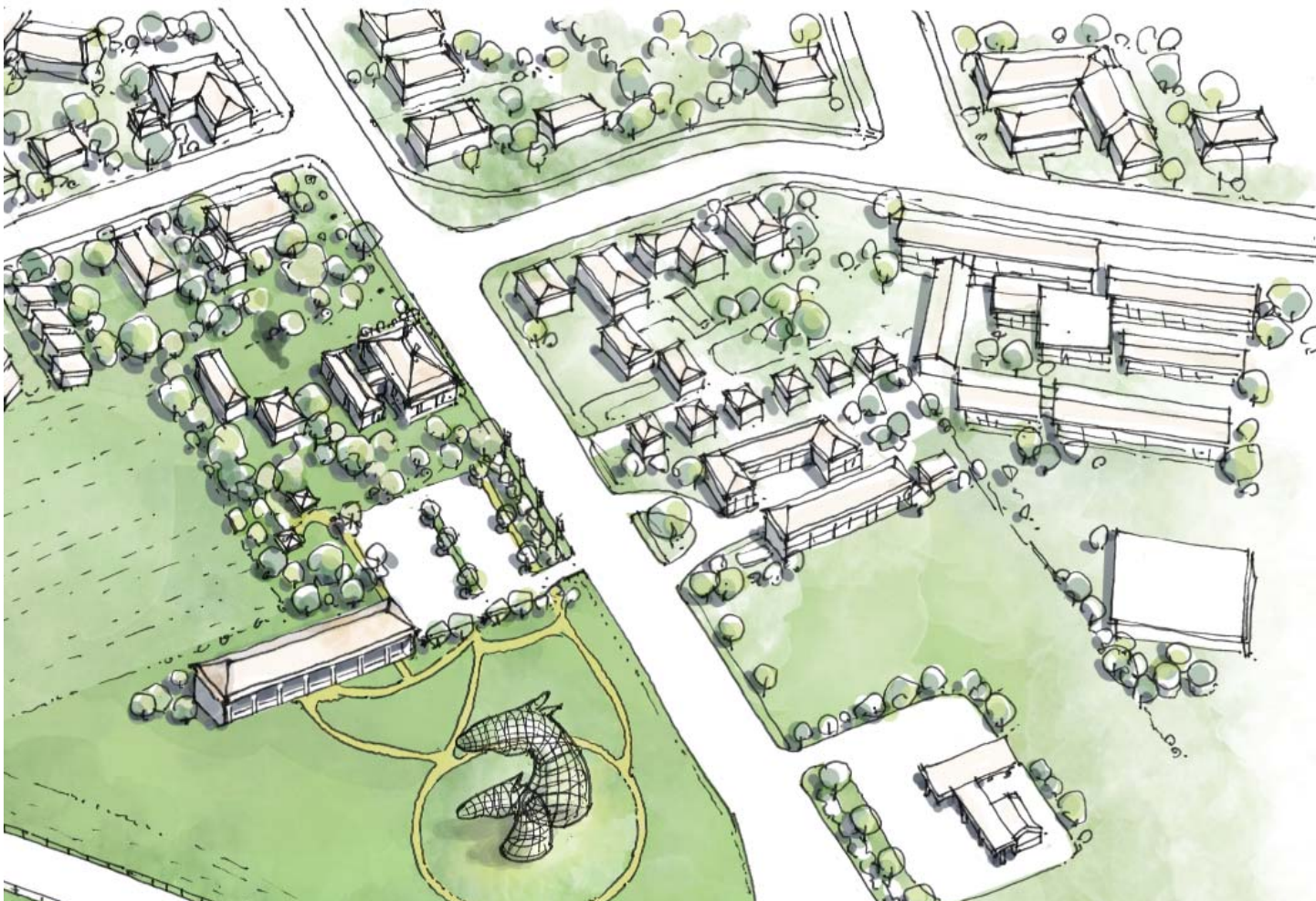
Figure 10   Artist Impression of the sculptures at the southern entry into Scone

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

C-04 Town Centre Branding

Branding differentiates places and helps people to remember a place. Scone is known as 'The Horse Capital' of Australia.

This brand, reinforced through public art, could further be strengthened by a major gateway feature and the introduction of interactive, family-friendly activities like an equine information centre, a Melbourne Cup winners trail and open-to-public stud farms, bridle paths, etc. To widen its appeal as a tourist destination Scone could also capitalise on its history as one of Australia's early towns, by highlighting its heritage buildings and the stories of settlement and local bushrangers.

C-05 Upper Hunter Branding

Regional branding helps to tie an area together. The 'Upper Hunter Country' branding of 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.

Proposed cohesive umbrella design incorporating the regional brand

C-06 Colours & Materials

Conowindra: The buildings features are highlighted with paint

The Civic Theatre features could be highlighted with paint

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 heritage based colours with deeper accent colours to provide a welcoming cohesive feel to the whole centre. For new development, brickwork should be used in the facade design to tie into the prevalence of existing brickwork.

C-07 Heritage & Landmarks

Heritage buildings and key features at prominent locations play an important role in defining the character of a town. These can be showcased through public art, information boards, night-time lighting of facades and by improving the adjacent public domain.

The grid street pattern of Scone means views that terminate in local landmarks are rare and buildings on corner sites are key to creating a memorable place.

Clock tower feature in a roundabout in Mudgee
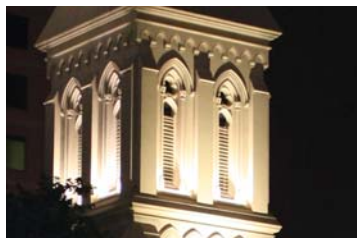
Uplighting after hours

Showcasing of prominent buildings in Cowra

C-08   Public Art

Referential art work - Hunter Valley

Public Art mural in Nowra

Public art plays an important role in establishing a town's local character. It can tell a story about the local history, contribute to a sense of local pride and become an attraction for visitors. Scone has a few pieces of public art, including the flat metal horse silhouettes and the much loved 'Mare and Foal' sculpture in Elizabeth Park.

There is an opportunity to encourage more public art that goes beyond images of horses and is inspired by things related to horses (such as horseshoes) or a Melbourne Cup winners 'walk of fame' along the footpath. It could also be inspired by the history of the town and its people.

C-09   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 and how to find key facilities such as public toilets.

A new town centre map, similar in style to that shown in Singleton, is recommended for the new St. Aubins square and on the corner of Kelly Street and Liverpool Street. Signage to parking areas located behind the main street is also desirable.

Signage to key facilities
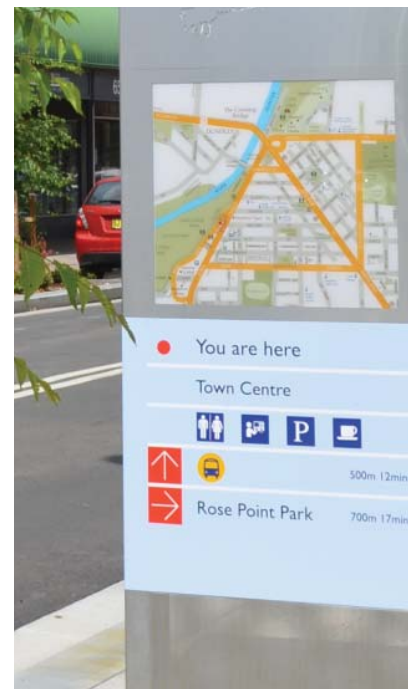
Town map in Singleton, NSW

C-10 Tourist Information

Figure 11   Artist Impression showing new sign, pergola and relocated sculpture

A well located tourist information centre is often the first place visitors to the area will go to as it provides a place to learn about the local attractions of the area. The current tourist information centre in Scone is hidden from view and screened by large trees and a bend in the road.

The visibility of the centre should be increased in the short term, though A-frames, temporary flags, new signage and a pergola that leads to the centre. The 'Mare and Foal' could also be relocated to this more prominent location. In the long term the tourist information should move to a

more visible location such as the southern gateway and the current building be re-purposed for a new community facility such as a library.

C-11 The Horse Silhouettes

Existing sculpture is very two dimensional

There are a variety of 'silhouette' sculptures

These sculptures can read as very 'flat'

The Scone Town Centre has a number of 2-dimensional metal sculptures that celebrate the importance of horses in the culture of the town. The response to these elements of public art has been mixed. A flat sculpture tends to work best when it is viewed from one direction and where a solid background frames the sculpture. They are less successful when viewed "in the round".

It is recommended that the sculptures along Kelly St be relocated and grouped together to enhance their impact. Options to be considered include mounting them on a blank wall, placement along the median or relocation to a park setting where they can be set against landscape.

Existing

C-12 Gateways & Entries

Figure 12   A prominent gateway at the bend in the New England Highway near the intersection with Main St

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 encourages vehicles to slow down. Gateways can be marked through a variety of ways including public art, flags, street trees and the like.

The town centre of Scone should be more clearly defined at key locations, including from the east at the intersection of the New England Highway and Gundy Rd, from the west along Liverpool St and Kelly St, and from the north adjacent to Elizabeth Park, with 'Welcome to Scone' signs where relevant.

C-13 Amenities & Facilities

Facilities in a town centre that are sought by tourists vary. For short visits, people are generally seeking toilets, picnic shelters, BBQ facilities, tourist information, drinking water, signage, a children's playground and quick food and beverage options. These facilities need to be attractive, clustered together and easy to see from the main routes through town.

Those staying longer may seek more detailed tourist information, more varied food options and accommodation including B&B's, rural stays, motels, camping and caravan parks.

Information Centre. Yass, NSW.

Attractive playground. Goulburn, NSW.

Elizabeth Park provides many of the facilities sought by short term visitors, but these are not easy to find. Establishing more convenient parking and access off Kelly Street would improve visibility and encourage use of the park.

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

C-14   Attractions for everyone

A range of seating options in Mudgee, NSW

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 Scone would benefit from an increase in comfortable public seating (well located, shaded and with arm rests and backs) and from public art that is attractive and engaging for children and adults alike.

C-15   Night time economy

A diverse, attractive night time economy contributes to the viability of a town centre and encourages residential uses and tourism. To attract people into the town centre and encourage people to linger, a safe environment and a range of evening activities and venues is needed, such as cinemas, performance spaces, cultural venues, small bars and restaurants.

Encouraging extended operating hours for libraries, providing evening classes in public buildings and night time events such as live music performances or a outdoor cinema on the main street can all increase activity and encourage local businesses and restaurants to open into the evenings and on weekends.

This well-lit night time venue addresses the public space in front

A welcoming restaurant open for evening business

C-16   Civic Theatre Precinct Upgrade

Figure 13   Sketch of potential Civic Theatre revitalisation and outdoor dining on Kelly Street

Centres without attractions to encourage people to come into town, feel empty or 'dead' at night and can encourage anti-social behaviours.

Scone needs to find ways to encourage people to come into the town and create reasons for visitors to stay longer. This is particularly important as investment in food and beverage businesses is a growing industry trend in many places across Australia.

In other towns, the night time economy is supported by theatres, cinemas or performance spaces. The Scone Civic Theatre is an attractive heritage building in the centre of town which could become a catalyst that supports the development of restaurants, cafes and bars.

Council would need to create a partnership with the building owner and seek out grants for the renovation and activation of this building.

This could be staged with the first step being to paint the outside of the building, then an upgrade of the foyer can be undertaken so it could be used for events and finally a full renovation of the theatre itself could be completed. In the meantime events, markets and street closures are all ways of encouraging young and old to spend more time in the centre.

C-17   Clustering of uses
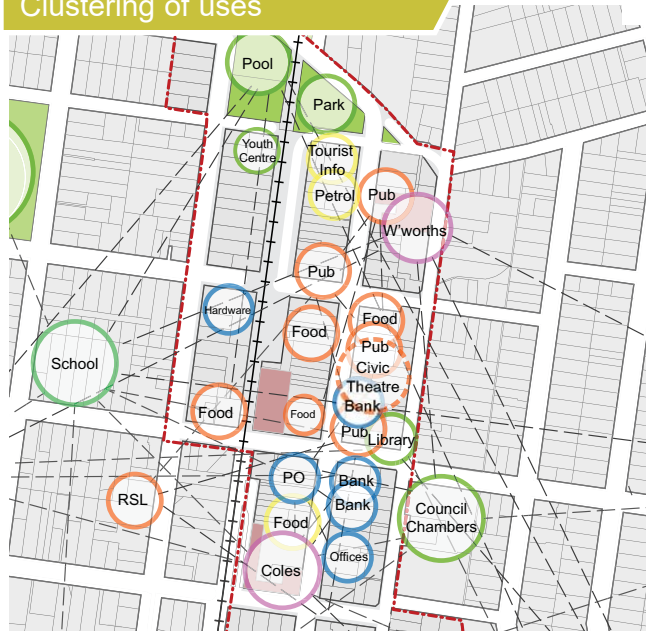
Figure 14   Clustering of uses and points of interest in Scone

Some uses in a town centre are core activity generators (such as supermarkets) or regularly visited (like bakeries or newsagents) or linked with other uses (such as a pharmacy and a doctor). Some uses typically generate daytime activity (such as a hardware store) while others generate night-time activity (such as a cinema or restaurant).

Scone currently has two supermarkets in the town centre and new or expanded supermarkets should be encouraged. If the library is relocated it should be placed along Kelly Street to contribute to the activity along the street.

C-18   Events & Pop Ups

Events including markets, festivals and live music concerts, food and beverage fairs, combined with encouraging local performers, artists and creatives helps to bring people into town.

Other opportunities include temporary activation or pop-up use of empty shopfronts and/or the use of street 'parklets' which temporarily replace a street car space with outdoor seating to test the impact on nearby businesses before making a more permanent change.

The monthly market in Merriwa attracts people to the town centre.

This 'parklet' in Glebe Sydney has temporarily replaced one car space

C-19 Outdoor seating & interactions

An active food venue

Footpath dining options

Cafe and bread shop, Adelaide

People enjoy 'people watching' and a key to successful town centres lies in encouraging opportunities for people to interact directly with the action along the street. This is made possible through outdoor dining and opening up views from the street into shops and views from shops onto the street.

C-20 Civic facilities

Successful town centres contain a mix of retail along with health and community facilities and gathering spaces like parks and community halls. Ideally centres also provide entertainment, education and civic facilities.

Combining different uses in the one building such as medical clinics, libraries, museums and tourist information centres can create efficient staffing and enable facilities to operate with longer opening hours.

Library and community centre in Denman, NSW

This shared facility at Murrurundi includes the tourist information centre, a cafe, Centrelink and a medical centre

Historical Society. Merriwa, NSW.

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

C-21 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 perennial rather than annual plants is recommended as it is a less expensive, long term way of providing colour in the streetscape.

Where possible sustainable urban drainage (SUD) features such as rain gardens and permeable pavers should be used to minimise runoff.

C-22 Street trees

Street trees mitigate the climate and create a pleasant pedestrian environment. Upright, compact trees are suitable in urban locations while trees in open spaces can have spreading canopies.

A mix of evergreen and deciduous species allows solar access in winter while ensuring some trees remain green throughout the year. After the Bypass, it should be possible to transform Kelly Street and add trees along the central median and along both sides of the street. Undergrounding the power lines would allow taller street trees.

Trees with seating in Mudgee, NSW
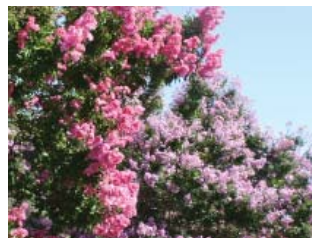
Crepe Myrtles are a small, colourful tree

Mature tree coupled with lower hedging in Orange, NSW

C-23   Footpath upgrades

Asphalt footpath, with brink paving inserts in Yass, NSW

"Timber look" concrete paver option

Asphalt with brick inset treatment option

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

In Scone the core of the town centre is located on either side of Kelly Street between Susan Street and Kingdon Street. If Kelly Street is able to be redesigned and upgraded, it is recommended that footpaths are widened and substantial landscape is provided along the street and at the blisters at intersections. To create a cost effective upgrade, footpaths could be asphalt or concrete with detailed inserts of brick, stone or even stamped concrete.

C-24   Public toilets

Example of stand-alone quality public toilet facilities, Renmark SA

Self-cleaning public toilets, 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.

Current trends include 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 in Mudgee.

C-25   Awning & Corner Elements

Attractive awning treatment in Willow Tree, NSW

Well designed side view in Canowindra, NSW

Side view of a coffee shop in Nowra, NSW

The side view of street awnings can play an important role in the streetscape character. Upgrading of the awnings along a street can have a significant impact on the 'look and feel' of a street.

Buildings on corner locations or where the awnings are not continuous and the side of the building and awning is visible from the street, should be designed to 'turn the corner'. This can be dramatic or as simple as extending the paint scheme around the corner.

C-26   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. Signs should be integrated to minimise the number of poles and seating needs to be located at the 'edges' of spaces.

Comfortable bench design with timber slats

Well co-ordinated street furniture in Mudgee, NSW.

Modern options for street furniture in Boorowa, NSW.

C-27 'Town Heart'

An urban park with a mix of hard and soft landscape elements

The Gazebo is the focus of this Town Square

Integrated Public Toilet facilities

A 'town square' is an important public gathering place or 'town heart' that encourages community interactions. It is recommended that a section of St Aubins Street, adjacent to Kelly Street, is closed to traffic to create a small public space (St. Aubins Square) able to accommodate the social life of the local community and to act as a 'catalyst' for the upgrade of surrounding properties.

This area is also an obvious place to locate town centre signage, public art and public facilities (such as public toilets). It is recommended that Federation Fountain, currently in Rotary Park, be relocated to this space. To maximise safety public toilets should be integrated into a building that fronts onto the square.

C-28 Facades & Shopfronts

The quality of the pedestrian environment is a critical part of the 'look and feel' of a centre. The use of A-frames, flags, bunting and outdoor seating are all ways of indicating that shops are open, encouraging passing traffic to stop.

Allowing retailers, especially those with attractive displays such as florists, to spill out onto the street and placing displays of history and/or produce outside and into vacant shopfronts would further enhance the quality of the pedestrian environment.

Florist display spilling out onto the street in Scone, NSW

A-frames encourage people to stop

Empty shop displaying produce for a nursery

Shopfront in Canowindra designed to catch the eye

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

Safety & Security

Street lights and feature lights create a welcoming feel

Effective tree uplighting

Lighting from inside buildings is a good way to add a sense of security

The success of a town centre is often linked to an individual's perception of safety and security. Providing adequate lighting, particularly underneath awnings and along pedestrian footpaths helps to increase the feeling of safety. A mix of lighting including overhead street lights, pole mounted lights, bollard lighting, feature lights, facade lights and shop fronts should be used to create variety and character.

The uplighting of trees, heritage buildings and public art is also an effective way to create a pleasant atmosphere in the evening and support a night time economy. Car parks, entries to buildings and entries to public toilets should be brightly lit.

C-30 **Low-speed environment**

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

To slow the traffic speeds a number of interventions including narrowing the visual and physical width of the road and increasing the visibility of pedestrian crossings and pedestrian refuges is recommended.

A slow-speed environment is essential for a centre

Truck speed in particular needs to be slowed

The median provides a safe 'stepping-stone'

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

C-31 Car parking

45º parking (rear to kerb) in Cowra, NSW

45º parking (front to kerb) in Yass, NSW

45° rear to kerb parking is popular in the Upper Hunter. The use of rear wheel stops and white line marking would help to formalise this type of parking and reduce the incidence of cars overhanging the footpaths. As cars in regional areas tend to be bigger than those in the city the larger design car size (B99 not B85) should be used for sizing car spaces.

Scone also needs to cater for and accommodate a wide range of vehicle types, including accessible vehicles, motorbikes, trucks, caravans and horse floats. Over time areas next to the railway line on the western side of Kelly Street should become formalised public parking.

C-32 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. Age friendly towns provide footpaths that are wide, level, well maintained and free from obstructions.

The town also needs to minimise the width of vehicular travel lanes in areas where people want to cross and provide safe crossing places for all ages. The availability of comfortable seating along footpaths is also necessary, especially for the elderly.

A visible, level pedestrian crossing

A wide, level and well maintained footpath
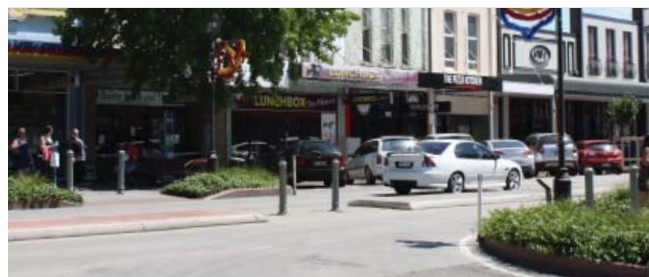
Landscaped blisters make it easier to cross the road in Goulburn, NSW

C-33   Intersections

Example of a roundabout with low level landscaping in Yass, NSW.

Signalised intersection in Orange, NSW.

Aerial image of a roundabout in Orange, NSW

Roundabouts are popular in many regional NSW towns because the regular grid structure has resulted in many four-way intersections. Roundabouts allow vehicles to make a safe U-turn.

The RMS can be reluctant to locate roundabouts on highways, and in areas with high traffic volumes a signalised intersection tends to be safer for pedestrians. After the bypass is completed it should be possible to locate roundabouts at the entries to the Scone Town Centre core.

C-34   Cycling

An easy cycling distance is 5km which encompasses most of Scone. Encouraging cycling in the town as well as to and from surrounding areas is a good way of encouraging a healthier lifestyle for local residents. Cycling is also an important mode of transport for those who are too young to drive.

The wide roads of Scone make it possible to provide safe marked cycle routes into the town centre. Linked to this is a need for more well located bicycle parking in the centre.

Cycle lanes encourage cycling

A humorous example of bicycle parking

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.
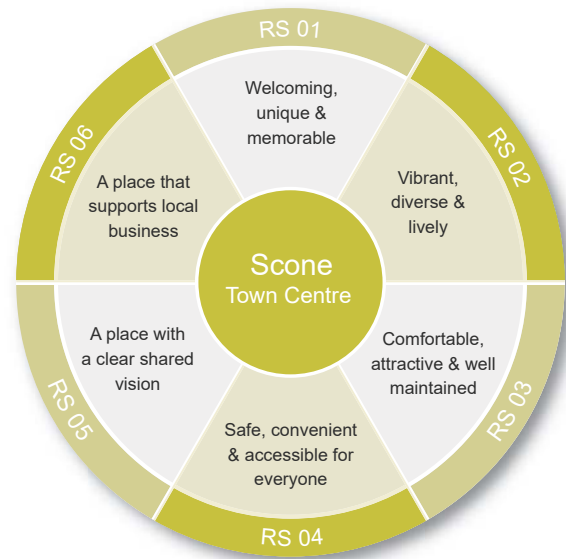
Six point plan

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	Kelly Street transformation
C-02	St. Aubins Square
C-03	Southern Gateway
'Welcoming & Memorable'	
C-04	Town Centre Branding
C-05	Upper Hunter Branding
C-06	Colours & materials
C-07	Heritage & Landmarks
C-08	Public Art
C-09	Signage & Town Map
C-10	Tourist Information
C-11	The Horse Silhouettes
C-12	Gateways & Entries
C-13	Amenities & Facilities
'Vibrant & Diverse'	
C-14	Attractions for everyone
C-15	Night time economy
C-16	Civic Theatre Precinct
C-17	Clustering of uses
C-18	Events & Pop Ups
C-19	Outdoor dining & interactions
C-20	Civic facilities

'Comfortable & Attractive'	
C-21	Green streetscapes
C-22	Street trees
C-23	Footpath upgrades
C-24	Public toilets
C-25	Awning & Corner Elements
C-26	Street furniture
C-27	'Town Heart'
C-28	Facades & Shopfronts
'Safe & Accessible'	
C-29	Safety & Security
C-30	Low-speed environment
C-31	Car parking
C-32	Pedestrian priority
C-33	Intersections
C-34	Cycling

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 $$ = 10K - 100K, High $$$= 100K - 500K, Significant $$$$= 500K - 1 Mil, Major $$$$$=>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/ 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-01	Prepare detailed streetscape designs for the transformation of Kelly Street between Susan St and Kingdon St. This is to include identification of street furniture, street tree location, species and height, lighting etc. Explore undergrounding powerlines and improving drainage and/or relocating stormwater. The redesign is likely to be expensive so detailed design is to consider retaining existing infrastructure (such as kerbs, median landscaping) if possible.	high	$$	Short term	Council, Consultants including landscape architect, civil engineer (stormwater) and traffic engineer, Road and Maritime Services (RMS)
C-01	Undertake works for the transformation of Kelly St between Susan St and Kingdon St. It is recommended that upgrades are staged, possibly one block at a time, to minimise disruption to businesses.	medium	$$$$	Medium term	Council, Road and Maritime Services (RMS)
C-03	Investigate the opportunity for and install a piece of public art at the southern entry into town following the opening of the Scone Bypass. Consult with the community, local artists, cultural groups, RMS and landowners on their vision and aspirations for the sculpture.	high	$$$$	Medium term	Council, in coordination with local community. Council to consult with RMS on any issues that could impact on the management or function of the highway.
C-03	Develop a business case on the value/return to Council of purchasing the former St. Aubins Arms Inn for redevelopment as equine/ tourist information	high	$	Short term	Council, with advice from heritage, property tourism advisors.
C-04	Create a Branding Strategy for Scone that builds on its fame as the 'Horse Capital of Australia' and expands for wider appeal and to capitalise on its history.	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	Review and revise the co-ordinated palette of external materials and colours and signage in Part 5b,Kelly Street Commercial Precinct of the Upper Hunter DCP.	medium	$	Short Term	Council
C-09 C-13	Build on the existing public domain design palette of paving, post and rail barriers and landscape treatments. Increase variety of seating options, drinking fountains, rubbish bins (including recycling) and provide a town map.	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/ specialist groups like the Art Deco Society.

RS - 01 A welcoming, unique & memorable place

	Actions	Priority	Cost	Time	Responsibility
C-07	Identify attractive buildings that can be lit at night to improve the quality of the adjacent public domain.	low	$$	Medium term	Council /property owners
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 buildings. (Refer to Cabonne Council for case study)	high	$	Short term	Council
C-08	Encourage public art works that bring life and identity to the town. Develop a public art strategy for Scone that will manage and protect existing art, foster creative and cultural life, support local artists, 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-08 C-11	Use the public art strategy to guide development of new art such as a Melbourne Cup winners 'walk of fame' along the footpaths, the location of horse silhouettes and the sculpture at the southern entry into town. Identify locations of blank walls suitable for featured artworks. Support funding applications for public art.	medium	$	Short term	Council
C-09	Commission the design and construction of three town maps along Kelly St (at the information centre, St Aubins Square and corner of Liverpool and Kelly St). These maps are to be of the town centre core and the location of key local facilities such as parking areas, tourist information and public toilets.	high *"Quick win"*	$	Short term	Council
C-10	Improve visibility of existing Tourist Information Centre by building a new pergola on the corner that leads to the building and creating a tourist information sign along Kelly St. Explore issues of moving the 'Mare and Foal' to this location.	high	$	Short term	Council
C-12	Plant new large street trees along each side of the main roads leading to the town centre. Trees are to be hardy and evergreen and provided with a solid tree guard for protection. The choice of plantings will also need to consider sight requirements for cars and pedestrians at high-risk locations. Detailed design of Kelly Street is to consider the suitability of using eucalypts as street trees.	medium	$	Short term	Council

RS - 01 A welcoming, unique & memorable place

	Actions	Priority	Cost	Time	Responsibility
C-12	Locate a sign at the train station that indicates the direction to key local facilities (preferably a town map) Identify opportunities for improved landscape and lighting.	medium	$$	Medium term	Council and ARCT
C-12	Mark the gateways and key locations in the centre of the town with flags/banners. A few large flags grouped together have a greater impact than smaller flags widely spaced. Provide flags (or increase the size of flags) at the following locations: the intersection of the New England Highway and Gundy Rd, along Liverpool St and Kelly St, and on Kelly Street, adjacent to Elizabeth Park. The design of the flags can celebrate the town, reinforce the brand or highlight a key event. Gateway treatments should also be considered in conjunction with speed zone signage locations.	medium	$$	Short term	Council
C-13	Provide a new public toilet as part of the new St Aubins Square redevelopment. The toilets are to be accessible and unisex and provide baby change facilities. Explore prefabricated, self locking and self cleaning toilets like those provided by Exeloo.	high	$$	Short term	Council
C-13	Improve the appearance of the benches and picnic shelters in Elizabeth Park by repainting and/or replacing if necessary.	high *"Quick win"*	$ to $$	Short term	Council

RS - 02 A vibrant, diverse & lively place

	Actions	Priority	Cost	Time	Responsibility
C-02	St. Aubins Square. Consult with the community, local artists, cultural groups, RMS and landowners on their vision and aspirations for the space and desired facilities in the new square e.g. children's play, shade structures, water features, water fountain, public art, public toilets etc. If the square is developed before the Kelly Street changes occur consider the need to accommodate U-Turns at St Aubins Street until a roundabout can be built at Susan Street. Detailed design of the square is to ensure vehicular access to adjoining properties is retained.	high	$	Short term	Council, consultants including landscape architect, civil engineer (stormwater) and traffic engineer. -
C-02	Prepare detailed designs for the new town square at St Aubins Street. This is to include street furniture, street tree location, species and height, lighting etc. Explore undergrounding powerlines and improving drainage and/or relocating stormwater.	high	$$	Short term	Council, consultants including landscape architect, heritage, civil engineer (stormwater), in coordination with RMS
C-02	Undertake works for the transformation of St Aubins Street. This project should be able to be completed before the bypass and the streetscape transformations along Kelly St and will be valuable in keeping activity in the centre during the roadworks.	high	$$$$	Short term	Council
C-14	Provide a variety of seating options along key streets and in Elizabeth Park and St Aubins Square. This includes seats with backs and arm rests (provides extra support especially for the elderly) benches (that allow people to sit facing different directions) and benches and tables (for groups). Provide a variety of shaded and non shaded seating. The back of seating needs to be protected (ie by a tree).	medium	$ to $$	Short to medium	Council
C-14	Ensure public art is attractive and engaging for both children and adults. Explore public art that provides humour or delight and can be touched or interacted with such as musical instruments, or bronze animals.	medium	$	Medium	Council
C-15	To support a night time economy explore extended operating hours for the Scone Library and offering evening classes in public buildings.	high	$	Short term	Council
C-15	Explore the provision of free Wi-Fi (with extended hours say 7am-10pm) around key public buildings in the town centre such as outside the public library, tourist information centre and Council Chambers. Provide tables/chairs and trees/ umbrellas to encourage use.	high *"Quick win"*	$	Short term	Council

RS - 02 A vibrant, diverse & lively place

	Actions	Priority	Cost	Time	Responsibility
C-15	Identify and encourage night time events such as live music performances, Friday evening markets or a outdoor cinema on the main street during summer.	high	$	Short term	Council with local community and local Chamber of Commerce.
C18	Encourage business and shop owners/tenants along Kelly Street to extend opening hours into the evening, i.e every Thursday and longer opening hours on a Saturday/Sunday once a month. Link longer opening with events/ festivals/ markets.	high	$$	Short term	Council and local Chamber of Commerce.
C-16	Encourage and support restoration and use of the Scone Civic Theatre. A staged upgrade is recommended such as step one - renovate, repaint and light the sign, step two - upgrade the facade and awning, step three - upgrade of the foyer so it can be used for events and finally - renovation of the seating and theatre itself. Council would need to create a partnership with the building owner and support crowd funding, competitions, grants for the renovation and activation of this building.	high	$ to $$$$	Short to medium term	Property Owner, Council, Heritage Council, Art Deco Society, local community and local Chamber of Commerce.
C-17	Ensure any new or expanded supermarket is located in core of the town centre.	high	$	Medium term	Council
C-18	Explore the use of pop-up spaces such as parklets, a relocatable outdoor eating pod that can be moved around Kelly Street to study the impact of outdoor seating on surrounding businesses.	high	$	Short term	Council, property owners/ tenants, Chamber of Commerce
C-18	Investigate opportunities to activate empty shopfronts with temporary exhibitions, historic displays and/or displays for businesses outside the centre.	high *"Quick win"*	$	Short term	Council, property owners/ tenants, Chamber of Commerce
C-18	Explore additional opportunities that could be added to existing events (ie music, food trucks)	high	$	Short term	Council
C-19	Encourage outdoor dining and smaller licensed premises (i.e restaurants /wine bars) through active marketing, speeding up DA approvals and/or granting rent-free periods (1-2 years) for outdoor seating.	high	$	Short term	Council, Chamber of Commerce
C-20	Identify ways to combine different uses in the same building such as museums and tourist information centres or libraries / business centres to enable facilities to operate with longer opening hours.	medium	$	Medium term	Council
C-20	If the library is relocated the new location should be on Kelly Street to contribute to the activity along the street. It could be moved to the Tourist Information Centre building if this use is relocated.	high	$$$	Medium term	Council
C-20	Explore activation of area near Campbell Corner through activities such as farmer's markets.	medium	$	Short term	Council

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

	Actions	Priority	Cost	Time	Responsibility
C-21	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. The choice of plantings will also need to consider sight requirements for cars and pedestrians at high-risk locations.	medium	$	Medium term	Council, consultants including landscape architect and traffic engineer, in coordination with RMS. Any changes to the management or function of Kelly Street, including landscape upgrades, require RMS concurrence until handover of the asset occurs.
C-21	Create a funded strategy for the maintenance of public assets and the management and removal of graffiti.	high	$$	Medium term	Council
C-21	Where possible incorporate sustainable urban drainage (SUD) features such as rain gardens and permeable paving.	medium	$$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater)
C-21	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, Chamber of Commerce
C-22	Investigate opportunities for evergreen street tree planting (in consultation with RMS) on key streets leading into the town centre. Detailed design is to consider the suitability of using eucalypts as street trees.	high	$$	Short term	Council in consultation with RMS
C-22	Develop a detailed design concept for Kelly Street with a preference for a central green median with tall deciduous trees and non deciduous trees on intersections and in consultation with RMS.	medium	$$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater) and traffic engineer, in coordination with RMS. Any changes to the management or function of Kelly Street, including pedestrian and landscape upgrades, will require RMS concurrence until handover of the asset occurs.

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

	Actions	Priority	Cost	Time	Responsibility
C-23	Identify an attractive, low maintenance and cost effective footpath treatment such as asphalt or concrete with precast/ brick inserts. Detailed design of Kelly Street could consider extending the use of brick pavers.	medium	$$$	Medium term	Council & consultants including landscape architect.
C-24	Provide well spaced public toilets across the town centre and adjoining areas of high demand including Elizabeth Park, St Aubins Square and next to the information centre. Detailed design of toilets are to provide parent's room / baby change facilities.	medium	$$	Medium term	Council
C-25	Revise the DCP controls to identify desired build-to alignments, location of active frontages, continuous awnings and areas of pedestrian priority along Kelly Street (e.g. by minimising driveways) to ensure that development activates and reinforces this key street.	medium	$	Short term	Council
C-26	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-26	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
C-27	St. Aubins Square	See C-02 St. Aubins Square under RS- 02 A vibrant, diverse & lively place			
C-28	Run a training workshop for local businesses on how to create attractive shopfront displays.	high *"Quick win"*	$	Short term	Council with local Chamber of Commerce.

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

	Actions	Priority	Cost	Time	Responsibility
C-29	Increase lighting levels in the town centre core particularly underneath awnings and along pedestrian footpaths. Provide a mix of overhead street lights, pole mounted lights, bollard lighting, feature lights and facade and shop front lighting.	medium	$$$	Medium term	Council, consultants including architect, landscape architect and lighting engineer
C-29	Uplight trees outside the visitor information centre and in St Aubins Square. Uplight the 'Mare and Foal'. Explore options to spotlight the Civic Theatre.	high	$$	Short term	Council, consultants including landscape architect, lighting engineer
C-30	Create a slow traffic speed along Kelly Street through kerb extensions and increased number of pedestrian crossings. Reduce vehicular speeds by changing surface material at intersections, planting additional street trees and establishing new or extending existing landscaped medians with 'flat' sections within the median that provide pedestrians with a 'stepping-stone' to cross the road.	high	$$$$$	Medium term	Council, consultants including landscape architect, civil engineer (stormwater) and traffic engineer. Any changes to the management or function of the highway, including pedestrian and landscape upgrades, would require RMS concurrence until handover of the asset occurs.
C-31	Ensure that the final design for Kelly St accommodates a wide range of vehicle types, including accessible vehicles, motorbikes, trucks, caravans and horse floats. Ensure all Council car parks and street parking accommodates larger car sizes (B99 design car).	high	$$	Medium term	Council, consultants including landscape architect, and traffic engineer. Any changes to the management or function of the highway, including pedestrian and landscape upgrades, would require RMS concurrence until handover of the asset occurs.
C-31	Use wheel stops and white line marking to formalise areas with 45 °, rear to kerb parking.	medium	$$	Short term	Council
C-31	Explore options to better utilise areas next to the railway line on the western side of Kelly Street which are a mix of Council, railway and privately owned land into formalised, signed and accessible public parking.	medium	$$$ to $$$$	Long term	Council, ARTC and property owners

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

	Actions	Priority	Cost	Time	Responsibility
C-32	Create safe and convenient walking routes around the town centre by providing wide, 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 $$$$	Short to medium term	Council
C-32	Increase the number of places that allow people of all ages to safely cross the road including children, parents with prams, the elderly and the less mobile. Detailed design of Kelly Street is to ensure improved disability access in the centre.	high	$ to $$$$	Short to medium term	Council
C-32	Extend the footpath at intersections and pedestrian crossing points to improve amenity and allow for outdoor seating and additional street tree planting.	high	$$$$	Medium term	Council
C-33	Provide roundabouts with pedestrian crossings and attractive landscape treatments at key intersections in the Scone Town Centre core. Detailed design of roundabouts to consider occasional large vehicle traffic such as horse floats, trucks and caravans. Detailed design is to consider if a roundabout at the northern end of Guernsey Street is required.	medium	$$$	Medium term	Council in coordination with RMS. Any changes to the management or function of the highway, including pedestrian and landscape upgrades, would require RMS concurrence until handover of the asset occurs.
C-33	Create simpler intersections with fewer odd angles. Identify intersections that create confusion and make it difficult for pedestrians to cross the road. Redesign and realign these intersections using kerb blisters to create a safer environment.	medium	$$$	Medium term	Council
C-34	Identify roads that could provide safe marked cycle routes to schools, open space areas and into the town centre. Explore options to provide a marked cycle lane on Guernsey St and Main St. Consider extending to Liverpool St after the Bypass if traffic numbers are significantly reduced.	high	$	Short term	Council
C-34	Provide visible and convenient cycle parking near key destinations such as the public library, supermarkets and shops and other key facilities such as medical centres. Explore the option of converting an on-street car space into a 'cycle-parking-pod'.	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 Scone Town Centre	high *"Quick win"*	$	Short term	Council
	Prepare and adopt a street tree masterplan for the Scone 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 Scone Town Centre.	high	$	Short	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 (say 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
	Encourage outdoor dining through discounts for footpath rental (ie first year free, second year 50% off, third year 25% off) and by taking some or all of the public liability risk.	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

STUDIO GL