

Nowra CBD Revitalisation Design Strategy

Getting from the Master Plan to a Revitalised CBD

87% of surveyed CBD business
owners/managers said Nowra doesn't
look good 😞

“

Quite frankly, I don't know
which direction we are heading
in.

”

Nowra CBD business owner/manager
*(Quoted in Nowra Alive CBD
Coordinator's report)*

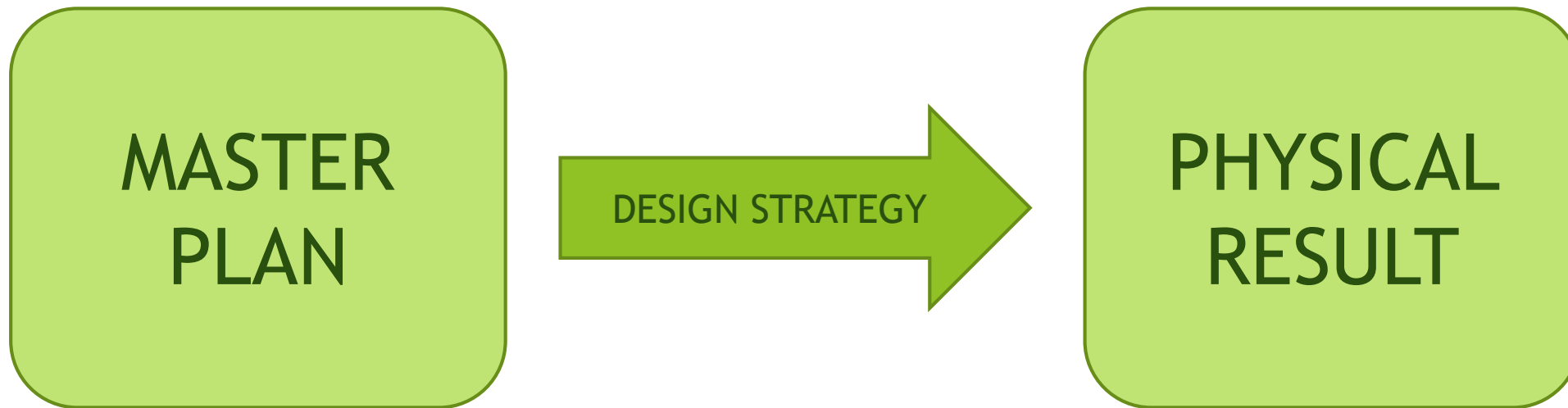
“It appears to me that small things have been
done in the past in a disjointed or ineffective
way which has not led to the desired result.”

Nowra CBD business owner/manager
(Quoted in Nowra Alive CBD Coordinator's report)

PROPOSAL

- ▶ To coordinate a national competition for professionals for the urban design of Nowra CBD

WHY?



The Master Plan is a thorough document and serves as an excellent design brief. The next step towards a physical result is to have an **OVERALL** design for Nowra.

BENEFITS

- ▶ Community engagement
- ▶ National attention & publicity
- ▶ Clear direction for the CBD
- ▶ Cost effective way to garner good design ideas

COMMUNITY ENGAGEMENT

- ▶ Something positive to talk about in media/social media/community mailing list
- ▶ Gives community the sense that council has a clear direction
- ▶ Once designs are submitted people can vote for the designs they like the most - gets the community working together and feeling positive about Nowra

NATIONAL & INTERNATIONAL PUBLICITY

- ▶ Urban designers and landscape architects are keen to enter competitions such as these.
- ▶ The competition will help Shoalhaven Council connect with professional designers.
- ▶ Both national and international professional and innovative urban designers will be sharing their best ideas with Nowra.

A CLEAR DIRECTION

- ▶ An overall design for the town will give the CBD a clear direction
- ▶ The chosen design could be used as a ‘visual guide’ to make it easier to determine whether smaller (soft and hard) infrastructure projects fit with the overall plan
- ▶ Avoid wasting funds on projects that don’t fit into the design

CASE STUDY: QUEANBEYAN, NSW


DOWNTOWN
Q

2025
DESIGN IDEAS
COMPETITION

HOME ABOUT THE BRIEF THE JURY CONDITIONS Q&A GALLERY

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DOWNTOWN Q 2025 DESIGN IDEAS COMPETITION

BY MEMBERS OF QUEANBEYAN BUSINESS CHAMBER

ENTRANT NO. 768



SQUARE

FACING THE STREET
Building alignments and setbacks

CONSOLIDATION OF THE PLOT

LACK OF QUALITY PERSPECTIVE AREAS

THE BIG PLOT FACING LOW DENSITY

DIFFERENTIATE SPACES

DOWNTOWN 0_773

CASE STUDY: QUEANBEYAN, NSW

DOWNTOWN



2025
DESIGN IDEAS
COMPETITION

HOME ABOUT THE BRIEF THE JURY CONDITIONS Q&A GALLERY

797



SECTION THROUGH CRAWFORD STREET

City as hybrid ecology

The opportunity to activate the water's edge is afforded where the Hybrid Landscape meets the river. A public amphitheatre, esplanade and major civic building re-establish the connection between the town centre and the river and activate the riverside location which currently fails to capitalise on its potential. The terraced foreshore and landscape behind serve a dual purpose: simultaneously creating a retention basin that buffers the town centre from peak water levels under flood conditions.

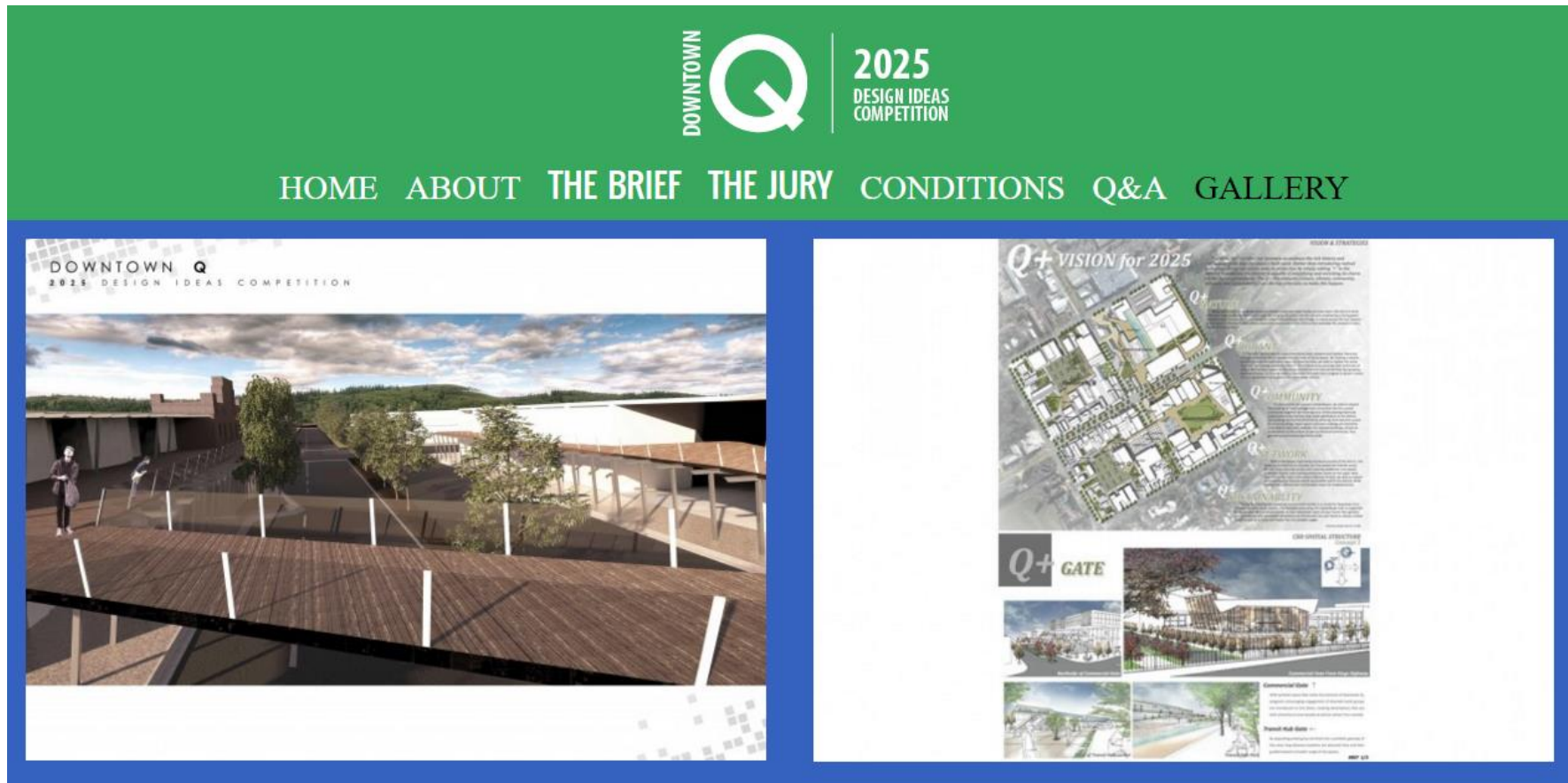
Key heritage buildings are retained throughout, either as objects within the Hybrid Landscape or flanking the town's traditional thoroughfares - restoring the traditional laneways and preserving the fine grain retail interface that characterises the Australian country town. Major gateway buildings bookend the strengthened avenues.

CULTURE LANE



#799

CASE STUDY: QUEANBEYAN, NSW



VIDEO LINK: https://www.youtube.com/watch?v=Wq_f9Z2Fr9U

Conclusion

- ▶ In order for the community to feel as though Nowra is making progress we need a clear direction.
- ▶ Creation of an overall design for Nowra CBD (a visual guide) will give this clear direction.
- ▶ The next logical step to the Revitalisation of Nowra's CBD is good urban design.



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Shoalhaven
City Council

Nowra CBD Revitalisation Strategy

Budget update

Resolution



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Shoalhaven
City Council

Formally commit the following budget allocations for the 2015/16 financial year:

- i) \$50,000 towards Nowra CBD entrance and directional signage
- ii) \$20,000 towards construction designs for the Kinghorne Street footpath upgrade
- iii) \$50,000 towards promotions and activation activities
- iv) \$21,000 towards the Nowra CBD Façade Improvement Program

Agreed on the following prioritisation of funding for the balance of funding in 2015/2016:

- i) Stage 1 – Schofields Lane to Fitzgerald Lane – to be funded and commence in October 2015
- ii) One third of the proposed works in Kinghorne Street (stage 2) to come from 2016/2017 budget
- iii) Promotional advertising \$12000
- iv) Christmas and fairy lighting in Junction Street
- v) Schofield Lane lighting and visual enhancements
- vi) Additional tree planting

Signage

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Shoalhaven
City Council

- Allocated - \$50,000
- Highway directional signage – \$10,000
- South Nowra entrance signage:
 - Survey, design, project management, sign fabrication, tree clearing, footing - \$26,105
 - Landscaping and stone wall - \$unknown

Promotions



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Shoalhaven
City Council

- Allocated - \$50,000
- Activation/events (Susan/Jess' team) - \$10,000
- Fairy Lights in Junction Street - \$20,000
- Advertising (power fm) - \$5,000 (to date)
- Remaining - **\$15,000** approx.

Kinghorne St



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City Council

Budget allocation

- Design - \$20k
- Construction - up to \$500k (\$300k this f.y. \$200k next f.y.)
- Construction commenced 7 Feb
- \$175k spent to date (on budget)

Façade Program



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Shoalhaven
City Council

- Allocated \$21,000
- Committee supported 4 proposals to a value of \$7,950
- Remaining **\$13,050** to be reallocate to the remaining total budget
- Request for and additional \$300 received from John Bowden

Junction St Markets



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Shoalhaven
City Council

- Resolved that the Committee commit **\$3000** toward the Twilight Junction Street Markets development application cost
- DA prepared by Economic Development section – no cost
- Traffic study - \$525
- Remaining - **\$2,475**
- More detailed traffic study - \$unknown
- Traffic management (optional) - \$1,500

CBD Resource

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Shoalhaven
City Council

- Resolved to commit \$40,000 (pro rata) to fund an administrative position to facilitate the implementation of the CBD Revitalisation Strategy
- Contractor engaged on 5 month contract ending March 2016 (capped at \$15,500)
- Report presented to Committee in Feb

Pedestrian Counters



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Shoalhaven
City Council

- Resolved to commit up to \$10,000 for placement of pedestrian counters in the CBD
- Unsuccessful attempts to obtain counters
- Committee feedback welcome

Additional Items



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Shoalhaven
City Council

The following items have been discussed, but no budget has been allocated:

- Parklets
- Street Tree Planting
- Schofields Lane (lighting)

