



Merimbula CBD Town Planning Report



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Australian Government



Acknowledgements

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NGH



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Bega Valley Business Forum Activation and Resilience Program

The Bega Valley Business Forum (BVBF) has been funded through the Resilience NSW to provide a strong strategic framework that facilitates a tailored roadmap to disaster recovery, future growth and long term resilience for the Chambers in the Bega Valley Shire.

The funding covers a Town Summit in each of the areas, plus further funding to begin enabling some of the projects that come out of it. Each Chamber will receive up to \$12,000 for the summit and up to \$15,000 towards the projects. Final funding subject to grant guideline approval.

Key Project Objectives:

The key objectives of this program are to create a Regional Activation and Resilience Plan and 7 individual Plans for communities of Bega Valley that are aligned with the overall goals of the Bega Valley Shire Council and State Government initiatives while being tailored to the unique needs of each centre.

These could include, but not be limited to: -

1. **Collaboration:** Establish a collaborative framework for local businesses and agencies to work together in recovery and resilience. The collaboration process will facilitate the development of partnerships and joint initiatives to encourage visitation and economic expenditure within town centres and across the region.
2. **Community and Business engagement:** Deliver an effective engagement process developing Action Plans as well as preparing key businesses and the local community to assist in recovery. This will ultimately achieve local commitment, ownership and implementation.
3. **Prioritisation of what is critical for recovery and future resilience:** Determine the key priorities across economic sectors and town centres understanding that further engagement and support including governance structural changes may be required in order to streamline recovery.
4. **Response Plan:** Produce Response Plans. This project will prepare the local community and stakeholders for future disasters in the short, medium and long term. An example is how the disruption in 2019/2020 created a focus on digital business and online communication.
5. **Continuity and sustainability:** Develop the Action Plans with a focus on continuity and sustainability to ensure the long term recovery and resilience of businesses and town centres
6. **Awareness:** Raise awareness of the specific bushfire risks on the South Coast for businesses in the Bega Valley area.
7. **Discovery:** Prepare scenarios and come up with solutions to help with preparedness, response and recovery.
8. **Educate and inform:** Educate and inform businesses and stakeholders to be review annually

Required deliverables for the Resilience program

- **Town Centre Workshops and Local Engagement Program**

A workshop will be undertaken at each town centre, targeted at local businesses to set a framework for collaboration, recovery, and build long-term commitment and resilience

- **Town Centre Place Audits**

We will conduct a detailed place review of each of the centres, defined by local conditions, however observations will consider both spatial and experience elements

- **Town Centre Activation and Resilience Action Plans**

Implementable actions will be tailored to each of the seven town centres, detailing how to tackle priorities for recovery and leverage local opportunities

- **Summary Activation Handbooks for each town centre**

We will provide visual, highly informative handbooks for each town centre with their unique activation initiatives and how everyone within the community can benefit and participate.

- **Local Town Centre Movie / Animations - our activation initiatives**

An easy to understand, interactive and bespoke animation will be done for each town centre to promote activation initiatives

- **Project Updates**

We will provide regular project updates during key phases of engagement and project developments to ensure key information is exchanged and methods are adjusted where needed.

- **Engagement Report**

We will synthesise the outputs of our the 7 place audits, the Regional Summit and town centre workshops in a through Report outlining a broad summary of issues, opportunities and priorities, as well as a recommendation for next steps

- **Communications collateral**

In accordance with the engagement plan, we will design all materials and communications to be used, such as: website copy, social media content, media releases, FAQs, project fliers and brochures, worksheets, stimulus

Merimbula CBD planning workshop

The need for a Merimbula CBD focused planning workshop emanated from the Merimbula Town Summit held in February 2021. The Town Summit produced a 10-point action plan whereby the CBD Revitalisation and Foreshore Activation and Integration with the Town Centre identified as main priorities with the completion of a CBD Masterplan being a critical action to achieve these goals.

The Merimbula CBD planning workshop was held on 21 July 2022 and was attended by approximately 15 key stakeholders from the following organisations:

- Merimbula Chamber of Commerce – Committee and Members
- Bega Valley Shire Council – Councillors and Key Staff
- Merimbula Tourism
- Merimbula residents
- Representatives from the Access and Inclusion Committee
- NGH Consulting (facilitator)
- Hansen Partnership (urban planning adviser and co facilitator).

The workshop objectives were to:

- Build on previous work and to agree on our aspirations and objectives for the Merimbula CBD
- Identify the top 3 priority projects that can be activated with existing funding and resources
- Identify the priority projects that can be activated with additional funding and resources and seek appropriate funding
- Contribute to a visual outline of priority projects that can inform funding requests and future works

The workshop engaged attendees in the following steps:

1. Sharing their aspirations for the town centre collectively and through discussions led by Council and the Access and Inclusion committee.
2. Confirming a shared vision, objectives and high level opportunities for the town centre.
3. Revisiting work done to date (Spiire Plan and Town Summit) to identify what has changed, what's no longer relevant, or new opportunities
4. Identifying priority projects - 3 that can be funded with existing chamber funding and 3 requiring future funding
5. Capturing the scope and visual representation for each

Merimbula CBD Planning scope

Functional scope

This workshop aimed to add value to the Town Summit and CBD (Spiire) Masterplan process that had already occurred. As a refresh of priorities, opportunities and actions, this workshop included discussions that would test previous assumptions and provide ongoing rationale for short and long term interventions.

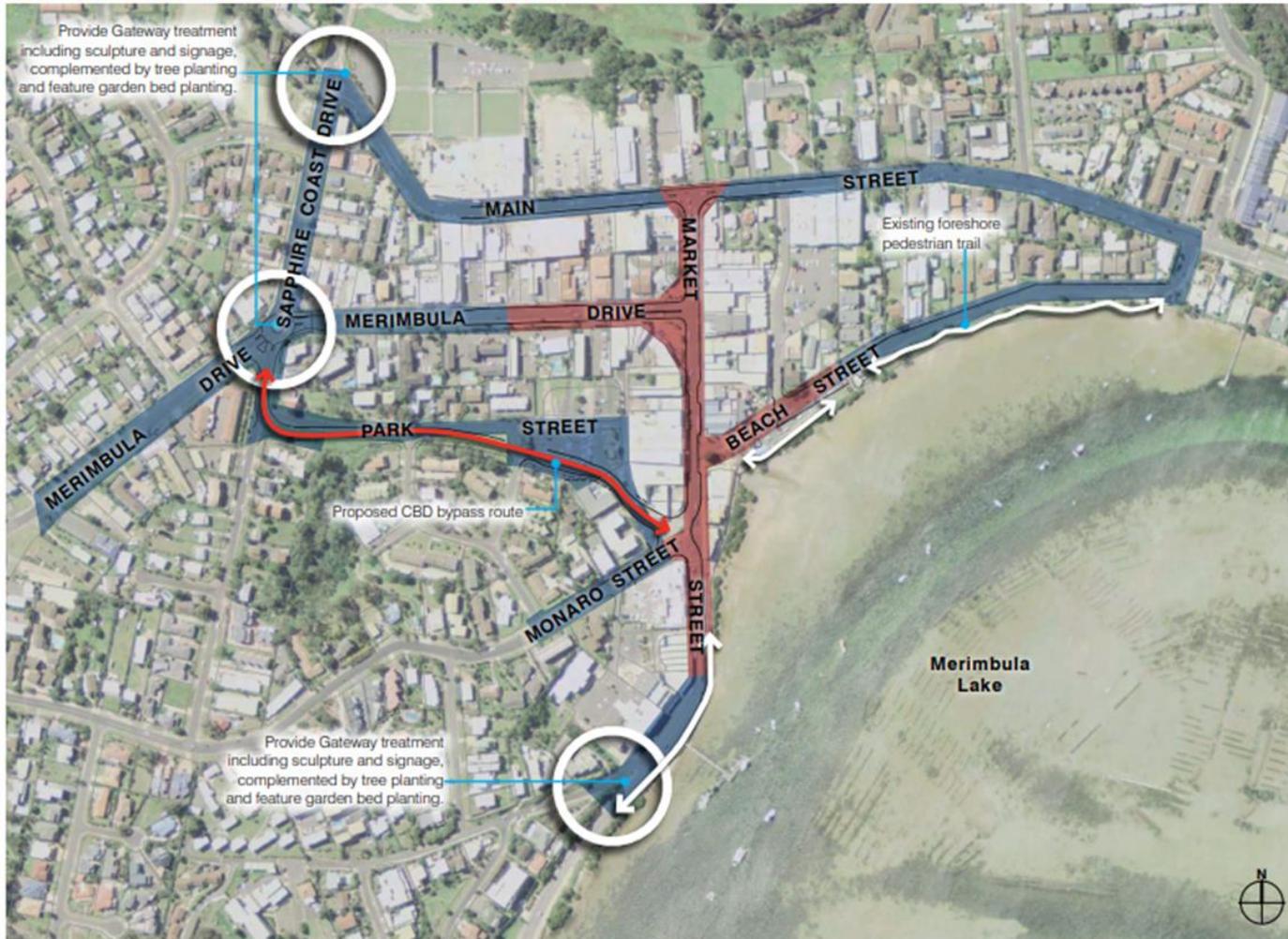
While the discussion took into consideration many opportunities, the following elements were excluded from the workshop scope:

- The proposed Market St Development, which is a separate development outside the remit of the Chamber.
- The branding work that is already underway, covering Who/What is Merimbula and how this should be reflected in urban design, signage and marketing.

Geographical scope

The CBD discussion was focused on the Priority 1 area identified within the Merimbula Landscape Masterplan (The Spiire Plan), as shown in red in the diagram below.

2.5.1 Central Business District Master Plan Study Area



- CBD Master Plan Priority 1 Area
- CBD Master Plan Priority 2 Area

Recognising the work completed to date

The planning forum built on and referenced the following plans, policies, strategies, studies and reports:

1. [Spiire Plan – BVSC - Regional Landscape Master Plan - 2014](#)
2. [Merimbula Town Summit Plan - 2021](#)
3. [Local Strategic Planning Statement 2040](#)
4. [Commercial Land Strategy 2040](#)
5. [Merimbula CBD parking report 2018](#)
6. The Merimbula Transport Study (currently underway)

Key themes from the 2021 Town Summit

The 2021 Town Summit provided a useful snapshot of the issues and opportunities the community saw in the Merimbula CBD. It also provided a set of objectives for the CBD and Beach Street that are relevant for this discussion.

Issues



3. Business & Town Centre

- Large vacancy rate
- Commercial rental prices
- Limited business mix
- Catering for more than tourists but local and regional consumers
- Limited trading hours
- Closure during off-peak tourism seasons
- Relationship between community



7. Public Domain & Town Centre Amenity

- Lack of parking for retail and at peak times
- Outdated infrastructure and amenities
- Need for beautification
- Does not align with community needs
- Positioning of bins within the town centre

SWOT

Foreshore	
STRENGTH	<ul style="list-style-type: none"> Unique location with diverse biodiversity and natural features Natural Beauty Pristine air quality Maintenance and management of the biodiversity Ability to thrive and continue to remain unspoilt
WEAKNESS	<ul style="list-style-type: none"> Lack of visual access along the foreshore Bridge height restricts the launching of large boats
OPPORTUNITY	<ul style="list-style-type: none"> Develop facilities that better access the foreshore for community benefit and encourage visitors to utilise the water system Ongoing management of the lake and systems including the mangroves and bar
THREAT	<ul style="list-style-type: none"> Closure of the lake due to pollution and sewage treatment outfall Impacts to the oyster farming

Summit CBD objectives

CBD Revitalisation Short and Long Term Initiatives

Central Ideas of the action include:

Enhance the local identity and streetscape through Business shopfronts

Activate the passive spaces

Reinvigorate the public amenities

Completion of the CBD Masterplan upgrade and renovation

Foreshore Activation and Integration with Town Centre

Central Ideas of the action include:

Activate the passive spaces for community benefit including temporary pop up markets

Harness the natural features and environment of Merimbula

Foster the conservation of the natural water system

2. CBD Revitalisation Short and Long Term Initiatives

Now	Time	Resources	Collaboration	Role
<ul style="list-style-type: none"> Refresh business frontages along Market Street by working with key property owners and businesses Integrate more greenery and colour within Merimbula town centre working with Council and businesses Actively define and then promote the key local communal spaces for pop up activations Create a pop-up activation toolkit to encourage business, cultural, creative and community groups to engage in the activation of key areas of the town centre Undertake a place experience audit to understand how a visitor experiences the town centre and the natural landscapes of Merimbula - what is working what is not and how can we improve? Undertake a spatial audit of the town centre and surrounding landscapes to further investigate areas that are in need of improvement The results of the experience and spatial audits should be used to provide a review of the Merimbula town centre upgrade to further prioritise future needs and aspirations 	Short Term	\$\$\$		Advocate
Next				
<ul style="list-style-type: none"> Refresh public infrastructure within Merimbula based on the experience and spatial audits working with Council Revitalise passive spaces and thoroughfares to create interesting opportunities to further enhance the local character and create moments of delight (for example look for streetscape upgrade opportunities similar to that of the carpark public toilets) Advocate for the renewal of the Master Plan for Merimbula's Town Centre and seek its implementation, particularly Main Street and the Beach Street foreshore 	Long Term	\$\$\$		Advocate

Insights from guest speakers

Bega Valley Shire Council

Council representatives highlighted the significant amount of investment that has occurred in and around Merimbula in recent years. They also reiterated their commitment to the 2014 Landscape Masterplan and the long term vision it provided for the Merimbula CBD. However, it was noted that this plan provided a high level direction for the CBD and the actual detail sitting underneath the recommendation would be informed through discussions with the local community.

Council representatives also noted the financial constraints facing the organisation and the need to consider the ongoing financial implications of any new public assets. At this stage Council does not have funding available to deliver the elements of the Spiire Plan, but it remains the approved plan for improving Merimbula CBD and surrounds.

Council representatives also highlighted the ability to support community led initiatives, including tactical interventions, such as short term 'tactical urbanism' activities, as long as they demonstrate compliance with local rules and regulations.

BVSC Access and Inclusion Advisory Committee

Rosemary Oates spoke to the workshop participants regarding the need to consider all levels of ability when planning improvements for the CBD.

She noted the current access challenges in the CBD, including:

- The steep gradient of Market Street and Hylands Corner
- The height and shape of kerbs and gutters
- Limited number of kerb ramps and their mixed conditions
- The width of carriageways with limited opportunity for crossing halfway (ie. in the form of medians or traffic islands), resulting in crossing challenges for all people, including those with trolleys, prams, young children, mobility aids or wheelchairs

Urban Design Principles & Scales and Types of Interventions

Various scales and types of actions or interventions in achieving streetscape and public realm upgrades were discussed in the workshop, to understand how various objectives can be achieved through different levels of investment. It was acknowledged that while the existing Spiire Plan is of high quality, contains many aspirations that remain relevant, it would generally require significant investment, construction and 'overhaul' of the existing conditions. The purpose of this discussion was to explore how some objectives may be achievable in the short term through a series of 'targeted' or 'tactical' interventions, such as enhancing pedestrian movement at street crossings, street greening and township 'identity' initiatives. These levels of interventions are described below.

Overhaul

A comprehensive public realm 'refresh' across an entire streetscape or series of streets within a town centre, including new paving treatments, changes in modal share (ie. shared zones and pedestrianised streets), new kerb treatments, new and coordinated street furniture and amenities, and the roll out of coordinated landscaping (tree plantings and understorey vegetation) across the study area.

Key considerations include:

- Long term timeline and construction period.
- High cost requiring more considerable funding due to the extent of civil works.
- Can be disruptive during construction periods due to the extent of street/place closures for extended periods of time.



Targeted

A series of place specific and permanent interventions which although does not seek to upgrade an entire study area, can combine to achieve similar objectives of a public realm 'overhaul' scheme such as improved crossing points, traffic calming measures in selected locations, and opportunities for new tree plantings to complement the existing.

Key considerations include:

- Medium term timeline with medium costing, some of which may be achieved with existing funding subject to level of interventions.
- Generally less disruptive to streets and spaces due to more confined scope and area of works.
- Civil works are limited to more targeted locations instead of an entire streetscape.



Tactical

Tactical urbanism is a city and/or citizen led, quick and affordable way to test and demonstrate change in our physical environments. It is an approach that is premised on using short-term, low-cost and scalable interventions as a way to catalyse long-term change. It is an effective way to 'test' ideas with the community before longer term commitments are made to more permanent outcomes.

Key considerations include:

- Short term, easily disassembled and generally low cost.
- Can be coordinated with township event planning, such as markets.
- Can occur in the form of both placemaking (ie. pop up parks) and streetscape enhancements (ie. traffic calming)
- Temporary to test ideas and involve community.
- Successful projects can evolve into more permanent fixtures.



Visions for the town centre

As the first step, the group discussed places that they enjoy visiting and why. This helped to set out some visions and objectives for the Merimbula Town Centre. The benchmark places listed below were highlighted as standouts for the workshop participants.

Benchmark Place	Key Attributes
Hastings Street, Noosa	Pedestrian friendly, slow spaces, retail businesses contribute to town identify
Elizabeth Quay, Perth	Beautiful piers, art installations, activated open spaces
Lorne, Victoria	Celebrated seaside coastal village.
Albury, Victoria	Tree lined streetscape, activate laneways, vibrant spaces
Eastgate Street, Chester	Walkable shopping district
Howard Smith Wharves, Brisbane	Well defined entertainment precinct

Oamaru, New Zealand	Combining nature with local character and heritage
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SWOT Analysis

Strengths

- Natural beauty - proximity to foreshore
- Presence of the oyster farming industry

Weaknesses

- Lack of a physical “heart” of town (centre)
- Whole of life costs even for funded assets (Council)
- Red tape restricting businesses ability to grow and develop

Opportunities

- Tactical Activations similar to the - Streets as Shared Spaces Program
<https://www.dpie.nsw.gov.au/premiers-priorities/great-public-spaces/streets/streets-as-shared-spaces-program>
- Activation of key places eg Market Street, Hylands Corner, Beach Street and outside the Lakeview Hotel
- Enhanced walkability
- Vibrant night-time economy
- Better accessibility
- EV charging stations
- Linking cycling and nature trails
- Entertainment precinct
- Improved wayfinding
- Street greening
- Surface renewal e.g. paving.

Threats

- Ageing population creating further demand on accessible assets
- Costs will continue to grow so we need to do sooner rather than later

Our CBD identity

Building on this discussion, the workshop participants identified a shared vision for the upgrade of Merimbula CBD.

- To become a more *vibrant, connected, accessible and sustainable coastal town*.
- *Merimbula* where the world is your oyster!
- Note. The Chamber has already held a branding workshop for the town, and plans to complete this work this year. (Subject to funding)

CBD objectives

- Vibrancy
- Well maintained
- Consistency
- Accessible
- Connected
- Thriving
- Safe



Key interventions

Based on the principals, aspirations and objectives identified below, the group narrowed down the CBD opportunities into short and long term opportunities, with a focus on what can be delivered using current versus future funding, as shown below.

Priorities for existing funding

Initiative	Level of Intervention (eg tactical, targeted, overhaul)	Action
1. Wayfinding (eg interactive signage, better welcome signage, opportunities to connect key experiences)	Tactical	Funding application for \$20,000 already submitted with plans to install interactive signs linking to website
2. Regreening (eg tree plantings, combination of movable and permanent replacement with agreed species)	Targeted	Community application already submitted to Council with funding for \$40,000 worth of tree planting in CBD
3. Streetscape improvements (from Hylands corner to Beach street)	Tactical, Targeted and Overhaul	Whilst funding isn't currently available for these projects, the Chamber believes there are plenty of opportunities to seek funding for these types of projects in-conjunction with council and Government

Action Plan - Summary Diagram



Action Plan

1. Wayfinding, interactive and town entry signage

Improvements in wayfindings signage were identified as a way to improve visitor experience and create well-defined and connected places within the town centre. It was noted that Council has recently completed a new signage strategy which can inform the design and development of agreed signs.

A number of locations were identified for improved wayfinding signage in the town centre, and they included on the Town Boardwalk, Merimbula Lake Boardwalk, Hylands corner and Beach Street. Other signage points identified were to connect the CBD and Bar Beach via the proposed shared walkway with signage at Spencer Park and Lake Street (Existing).

Interactive signs (using QR codes linked to websites) were proposed to help connect a general visitor information sign to other information, trails and maps. This could be particularly useful and locations like the interstate bus stop in Park St which also welcomes arrivals from cruise ships.

Improved town entry signs (alongside town centre activations) were identified, with the following locations identified as opportunities to better mark the entry to the town centre and represent the Merimbula brand:

- Near the Lakeview Hotel
- Cnr Sapphire Coast Drive and Main Street
- On Merimbula Drive near Boller Park



2. Regreening the CBD

Regreening opportunities were discussed to beautify the town and create welcoming spaces. This would include tree plantings using a combination of movable and permanent plantings - noting that agreed species need to be used for both purposes. It was also noted that the local businesses and community may need to take responsibility for ongoing maintenance. Accessibility and line of site guidelines also need to be considered.

A strong focus was the desire to remove the existing hedges that form a barrier around Hylands Corner. The Chamber noted the opportunity to follow up on this opportunity with Council representatives. In addition to Hylands Corner, the waterfront area near the site of the old Visitor Information Centre was identified as an area that could contain more trees.

Importantly, the group agreed that new trees should not be planted in places that impede future opportunities that have been highlighted as part of the Spiire Plan.

Shared spaces were also discussed as an opportunity to introduce new trees in a temporary manner using rolling pots as part of a broader tactical activation.



3. Streetscape improvements

Streetscape improvements were identified as a way to improve local and tourist experiences, and hold people's attention in the town centre. The short term streetscape improvements highlighted during the workshop included:

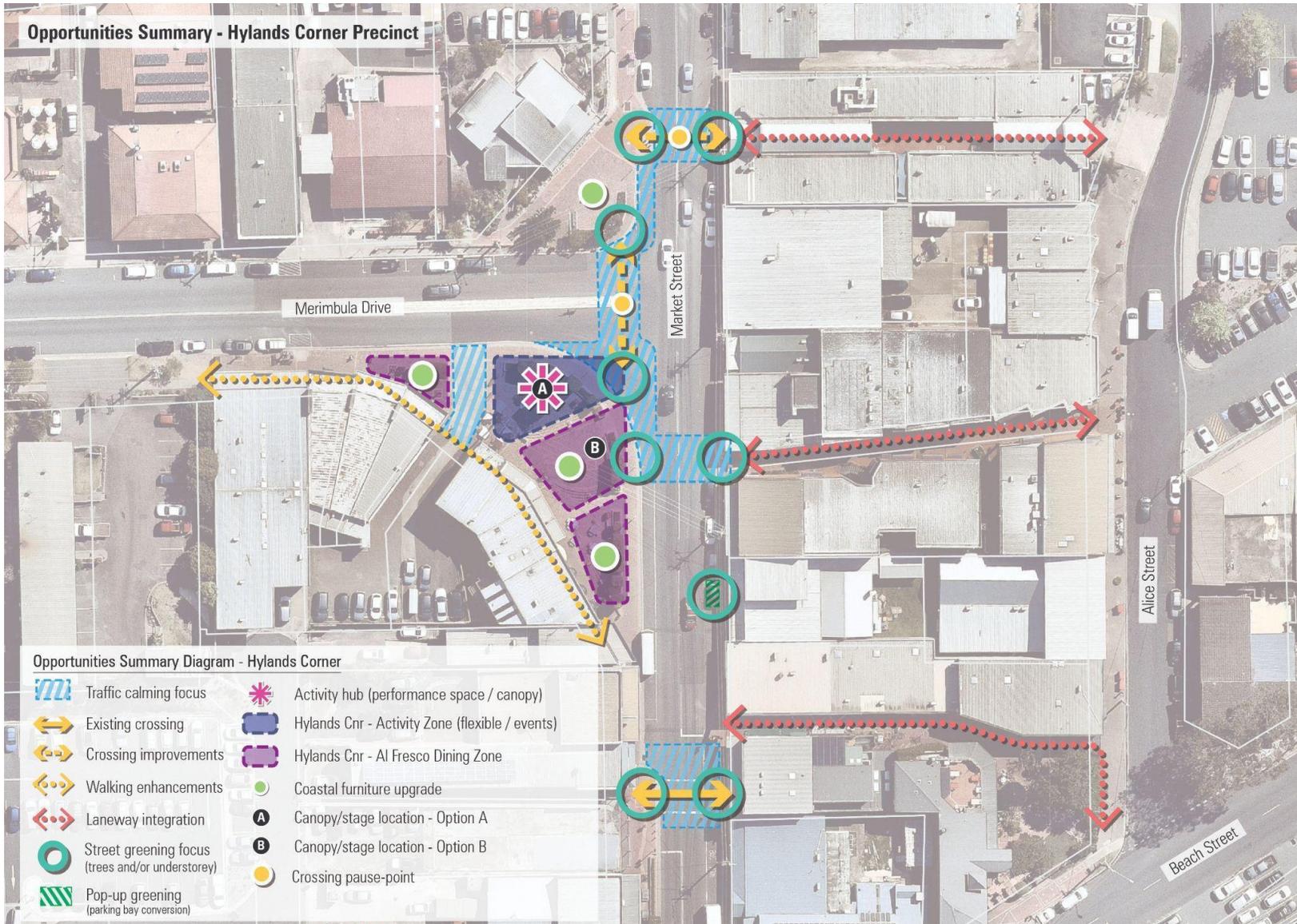
- Bin wraps that have been rolled out in other parts of the Bega Valley
- A large picture frame near the waterfront (such as the frame installed in Oamaru in Otago, New Zealand shown below)
- Tactical interventions such as painting sections of pavement, using planter boxes to encourage alfresco dining and activating the parking spaces for either uses.



Priorities for future funding

Initiative	Level of Intervention (eg tactical, targeted, overhaul)	Action
1.Hylands Corner precinct activation project	Targeted to overhaul (with some tactical activities to test opportunities)	Continue discussions with council and planning department to design space, consider costs and source funding to carry out work
2.Market Street precinct activation project	Targeted to overhaul (with some tactical activities to test opportunities)	Continue discussions with council and planning department to design space, consider costs and source funding to carry out work
3.Beach Street preci activation project	Targeted to overhaul (with some tactical activities to test opportunities)	Continue discussions with council and planning department to design space, consider costs and source funding to carry out work

Opportunities Summary - Hylands Corner Precinct



1. Hylands Corner Precinct activation

Hylands Corner has long been identified as a public space that can play a much more significant role as a feature of the town centre and the geographical heart. Its current configuration does not encourage visitors or locals to dwell in this area and there is no real connection between the shopfronts and the ample open space available. Participants also noted the blocking nature of the hedges around its perimeter that reduce visibility into the area, as well as the hard surfaces and dated street furniture that give the space an uninviting feel.

Revitalisation of Hylands Corner can be achieved through a mix of short term tactical and community led interventions and longer term investments. The tactical interventions can help test ideas to strengthen the case for investment over the longer term.

The Spiire plan includes a number of interventions to help activate Hylands Corner. During the workshop, the participants noted the following opportunities to improve accessibility, activate the night time economy and provide a reason to dwell in the CBD:

Short Term (Tactical)

- Updates to existing furniture for more contemporary outcomes that reflect 'coastal' character.
- Utilising the existing level tiers within the space for different programming, such as a pop-up 'stage' and associated shelter, for small performances and events in the middle tier, with opportunity for gathering and seating at the lower and upper tiers.
- Applying flexibility to space programming to allow for temporary installations, such as a large Christmas Tree.
- Introduction of understorey planting opportunities and additional planters to soften the hardscape nature of the existing space.
- Testing traffic calming measures to improve access and walkability around Hylands Corner including:
 - Painted treatments on the road with temporary bollards (ie. planter boxes) at the corner, to expand the public realm treatment and shorten the corner radius.
 - Painted treatments, installation of rumble strips, temporary kerb ramps and landscape beds to create a new crossing across Merimbula Drive to create a new crossing.

- Painted treatments and the installation of rumble strips to create a new crossing over Market Street, integrating Hylands Corner with the laneway connecting to Alice Street.
- Painted treatments and signage across the existing laneway that traverses through Hylands Corner, signalling to drivers to move slowly through the public space and pedestrian areas.

Medium Term (Targeted)

- Formalising tactical/temporary traffic calming measures described above via civil construction works.
- Create mid-crossing pause points across Beach Street to give slower pedestrians an opportunity to pause halfway across road crossings.
- Replacement of hedges with street trees that foster greater visual connection to the eastern side of Market Street, with an appropriately selected species that references the coastal landscape character.
- Construction of a permanent stage and overhead canopy.

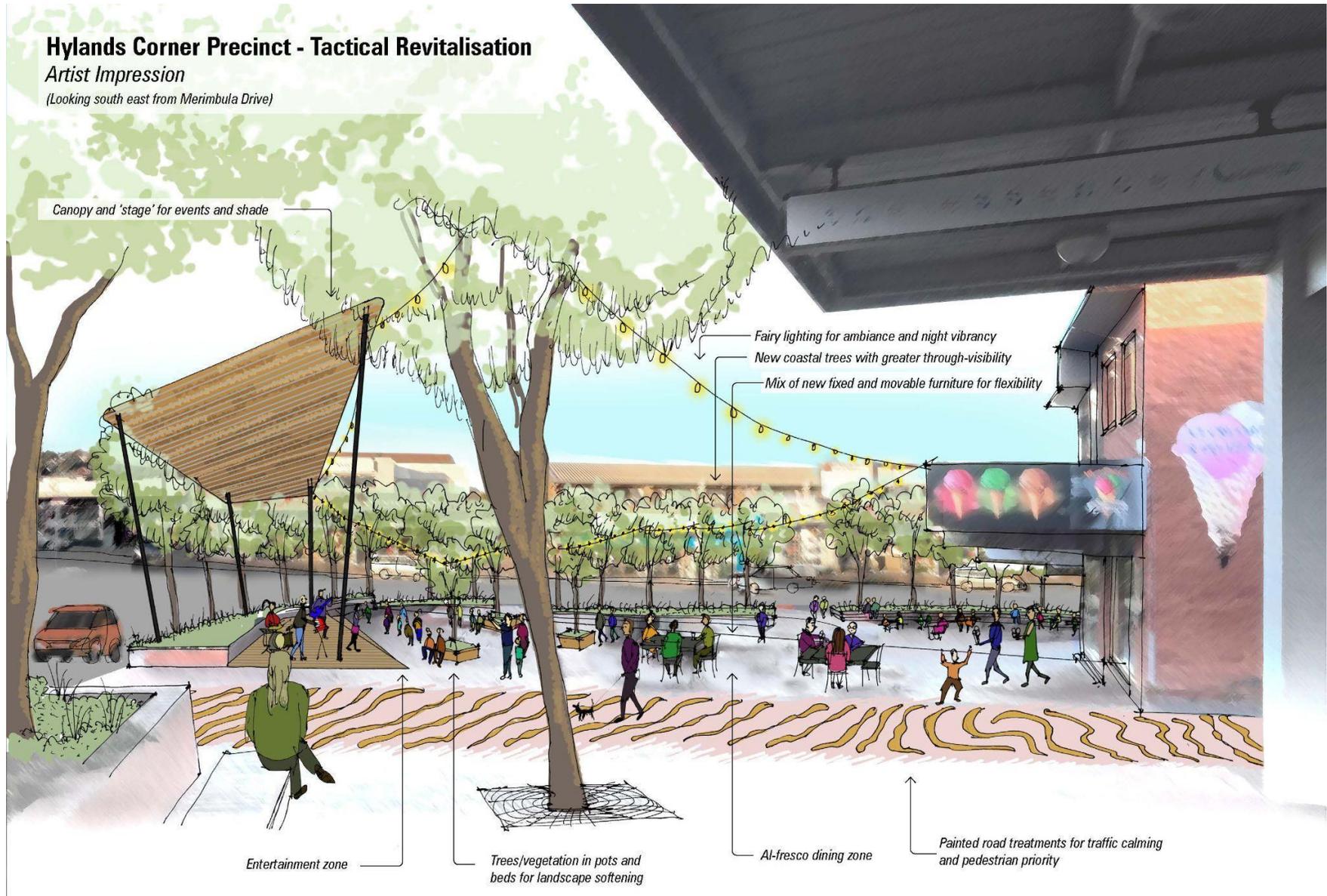
Long Term (Overhaul)

- Seek to implement the proposed public realm attributes of the endorsed Spiire Plan, including:
 - Applying a revised material palette at ground level with stronger reference to coastal qualities than the existing brick paving.
 - Planting additional trees in ground throughout the spaces and along the street frontages.
 - Permanently shortening the kerb radius at the Hyland Corner intersection to slow turning vehicles and enhance visibility between crossing pedestrians and drivers.

Hylands Corner Precinct - Tactical Revitalisation

Artist Impression

(Looking south east from Merimbula Drive)





2. Market Street Precinct activation

The plans for Hylands Corner to connect seamlessly to the opportunities available for Market Street.

The Spiire Plan speaks to the opportunity to make Market Street a more pedestrian friendly precinct that allows easy walking across the town centre in an environment where people have as much right to be there as cars. The lower half of Market Street (between Hylands Corner and Beach Street) currently hosts events and is a natural juncture between town centre attractions.

In addition to the long term opportunities for pedestrianisation of Market Street, the workshop participants identified the following priorities:

Short Term (Tactical)

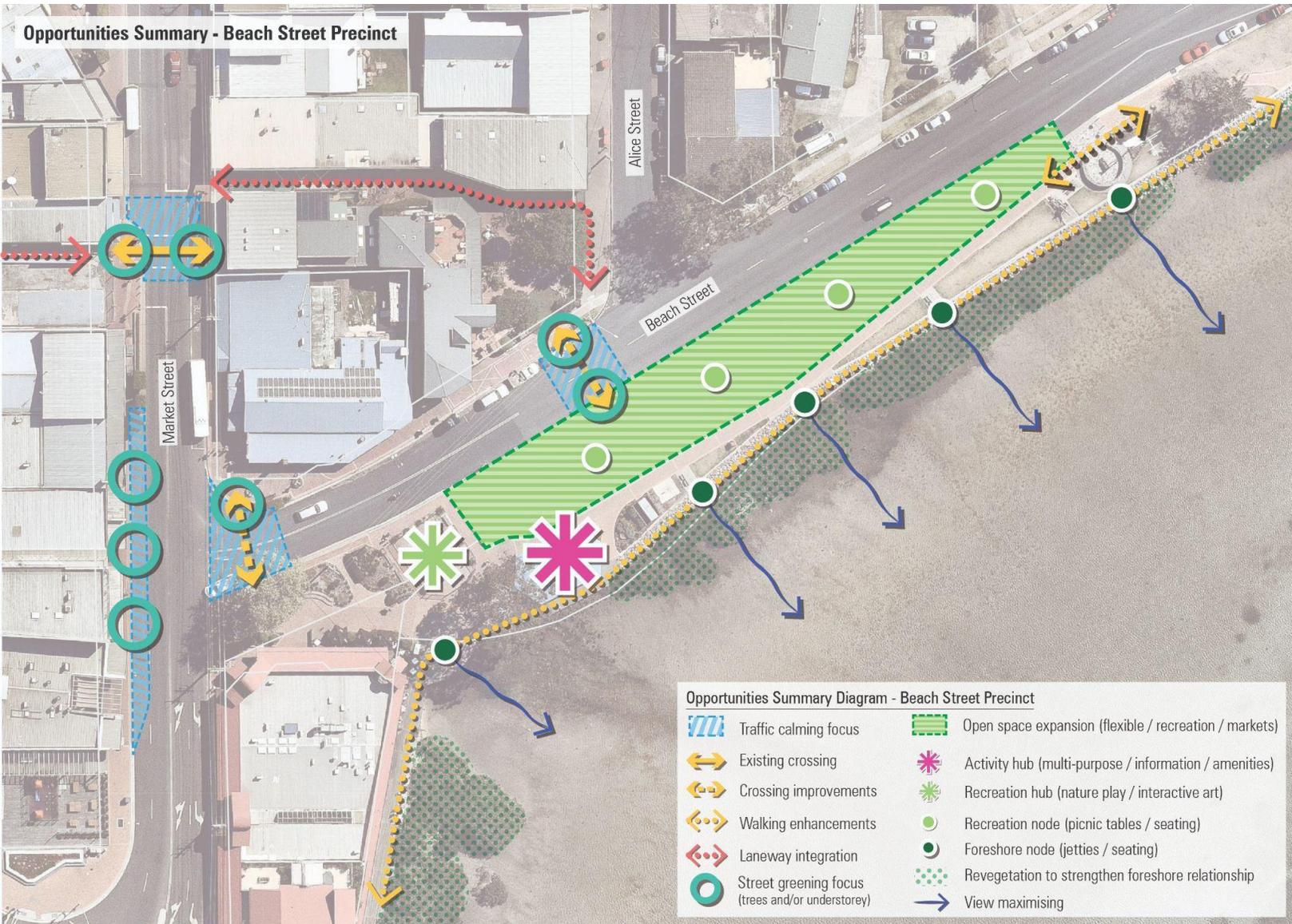
- Test traffic calming measures through measures including painted treatments, rumble strips, planter boxes and temporary kerb ramps at:
 - The Beach Street intersection, enhancing connection to the Beach Street Precinct.
 - Existing signalised crossing.
 - Hylands Corner across Market Street, enhancing connection to Alice Street via the existing arcade.
 - Hylands Corner across Merimbula Drive, shortening the kerb radius.
 - The existing kerb outstand north of Merimbula Drive, enhancing connection across Market Street to the Galleria Mall
 - At the Main Street intersection, trialling a shortened kerb radius to shorten the crossing distance and to create new public realm opportunities.
- Trees and vegetation in planter boxes along the street to improve street greening, and to better visually signpost crossings.
- Conversion of selected parallel parking bays to test new tree/vegetation planting opportunities.

Medium Term (Targeted)

- Formalising tactical/temporary traffic calming measures described above via civil construction works in successful locations.
- Create mid-crossing pause points to give slower pedestrians an opportunity to pause halfway across road crossings.
- Formalising tree planting opportunities, replacing pop-up pots and planter boxes with new in-ground tree plantings and garden beds.

Long Term (Overhaul)

- Seek to implement the proposed public realm attributes of the endorsed Spiire Plan, including:
 - Applying a revised material palette at ground level with stronger reference to coastal qualities than the existing brick paving.
 - Planting additional trees in ground throughout the spaces and along the street frontages, that are suitable to coastal character and conditions.
 - Permanently shortening the kerb radius at the Hyland Corner intersection to slow turning vehicles and enhance visibility between crossing pedestrians and drivers.
 - Creating additional crossing opportunities.
 - A more generous provision for pedestrians through shared zones, wider footpaths and narrower vehicle carriageways.
- Making kerb treatments along Market Street more accessible through converting them to rolled kerbs or introducing temporary treatments such as kerb ramps.
- Advocating for an adjusted speed limit to slow vehicles in addition to traffic calming measures.



3. Beach Street place activation

Beach Street presents an excellent opportunity to Merimbula to better embrace the waterfront - it's greatest asset. As noted in the Spiire Plan, the best way to do this is to remove the waterfront parking between Market Street and Alice Street to open up a significant green space between the waterfront and the CBD. In summary, the opportunities for Beach Street noted in the workshop include:

Short Term (Tactical)

- Create a 'pop-up' park at the existing Beach Street car park between Market Street and the war memorial through:
 - Applying artificial turf as ground cover.
 - Forming a street edge through planter boxes and/or moveable bollards.
 - Providing moveable tables and chairs to encourage picnics and seating opportunities for activities and events.
- Facilitate a series of events in the pop-up park including (but not exclusive to) markets, musical performances, activities for kids and town forums.
- Test the success of interactive initiatives including:
 - A canopy to create a multi-purpose activity hub to facilitate events (such as musical performances) and to provide shade opportunity.
 - A large 'photo-frame' with the foreshore forming the backdrop.
- Test traffic calming measures to enhance pedestrian movement around the precinct, through measures including painted treatments, rumble strips, planter boxes and temporary kerb ramps at:
 - The Alice Street intersection across Beach Street, enhancing connection to the existing arcade and broader street network.
 - The Market Street intersection across Beach Street, enhancing connection to Twyford Hall, Hylands Corner and commercial/retail stores.

Medium Term (Targeted)

- Create a permanent park in place of the 'pop-up park' initiative, to extend and enhance the foreshore setting through:
 - Creating a rolled kerb along Beach Street to separate the carriageway from the park.
 - Applying a mix of turfed and paved areas throughout the park that cater to a variety of activities and maintain flexibility.
 - New tree plantings.

- Installing new and fixed coastal inspired furniture.
- **Offsetting car parking losses further east along Beach Street to ensure no net losses.**
- Pending the success of temporary trials, deliver a permanent multi-purpose building (ie. a canopy with built in facilities), with coastal inspired architecture that is open and prevents the loss of views between the public realm and Lake Merimbula and coast.
- Explore opportunities for additional jetties (with seating) and an expanded boardwalk network to foster greater connection between the foreshore and water.
- Explore opportunities to enhance the visual connection between the foreshore, street and water, including reviewing the vegetation species along the water edge.
- Enhance pedestrian connection around the war memorial to avoid disruption to pedestrians, such as through:
 - A new path/boardwalk along its southern edge.
 - Removing obstructions along its northern edge including bollards, and upgrading the existing pedestrian path.
 - Note. The Merimbula RSL sub-branch are currently exploring options for this.
- Explore opportunities to upgrade the existing playground (privately owned) to create a destination for children, such as a coastal inspired 'nature play' space.
- Formalising tactical/temporary traffic calming measures described above via civil construction works in successful locations.

Long Term (Overhaul)

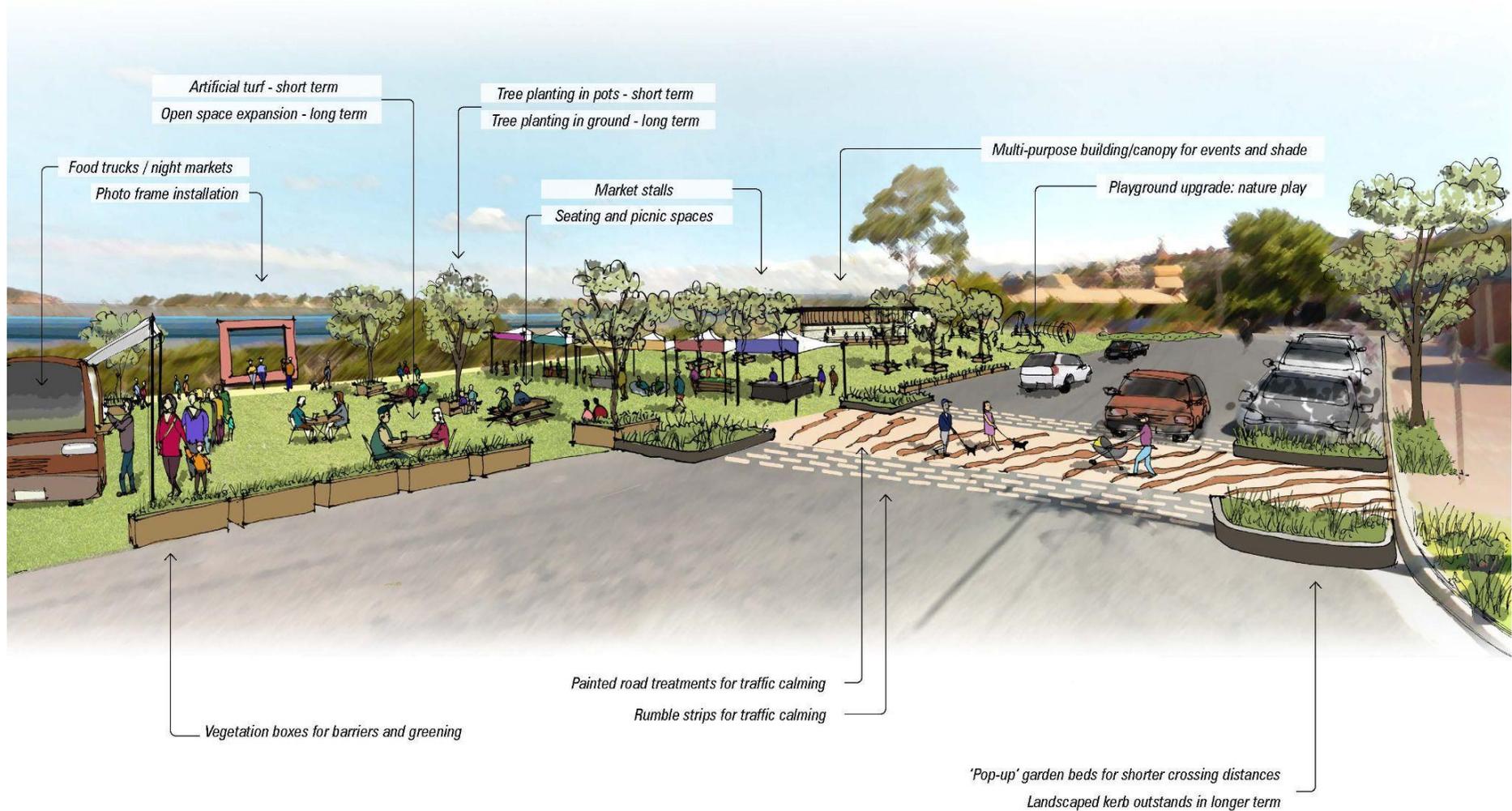
- Seek to implement the proposed public realm attributes of the endorsed Spiire Plan, including:
 - Planting additional trees in ground throughout the spaces and along the street frontages, that are suitable to coastal character and conditions.
 - Creating a shared zone between Market Street and Alice Street through raising the carriageway to be flush with the footpath and applying a revised material palette at ground level with stronger reference to coastal qualities.
 - Creating additional crossing opportunities across Beach Street and Market Street at their intersection.
- A more generous provision for pedestrians through shared zones, wider footpaths and narrower vehicle carriageways.



Beach Street Precinct - Tactical Revitalisation

Artist Impression

(Looking west from Alice Street corner)



Lakeview Hotel frontage activation

Participants identified the opportunity for the large street frontage to the Lakeview Hotel to act as a Town Gateway and an activation space.

The suggestions provided by the workshop participants that the Chamber will share with the Lakeview owners included:

- Conversion of some or all angled parking bays lining the hotel frontage into alfresco dining. If not achieved on a permanent basis, this could be done seasonally/temporarily through:
 - applying an alternative ground material such as astroturf
 - lining the eastern edge of the alfresco dining area with moveable garden beds as a spatial buffer to Mark Street traffic
 - providing outdoor dining furniture, capitalising on views toward the jetty and foreshore
- Creation of a hotel deck oriented towards the foreshore, providing shade and weather protection to the space beneath.
- Unlocking the space as a placemaking initiative that serves as a gateway entrance into the Merimbula CBD, provides a 'meeting place' and assists with wayfinding.

It was noted that these ideas are dependent on the hotel owner's plans and aspirations.



Other Activations - Town Gateways

Southern Gateway

- Lakeview Hotel Market Street
- Tactical – Parking area into Alfresco beer garden
- Market St- Revegetation of Landslip site – Joint project with gardening community



Northern Gateway

- Cnr Sapphire Coast Drive and Main Street - Club Sapphire
- Potential joint project with club
- Extension of existing stone retaining wall, removal of existing timber retaining wall
- Improvement of footpath



Western Gateway

- Bollar Park. Merimbula Drive
- Entrance signage
- Improved edging along Northern side of Merimbula Drive

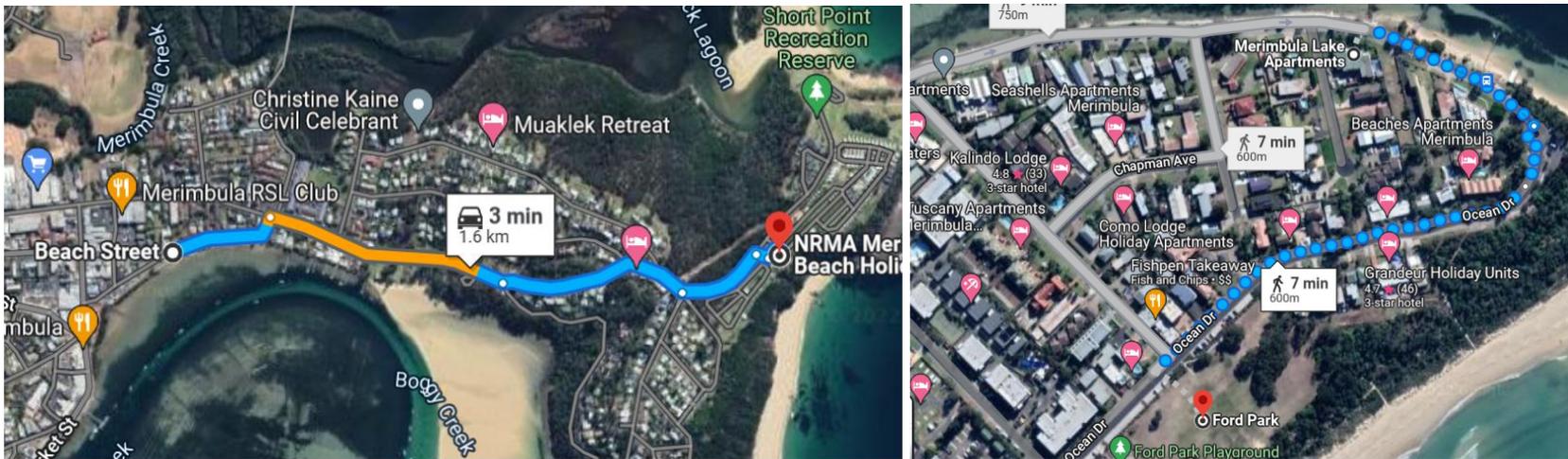


Other Considerations

Beach Street to Lake Street Walk Shared pathway

BVSC have drafted plans for a shared walkway from Beach Street, into Main Street, past Spencer park and up the hill connecting to the Lake St Walk. This shared pathway would be an integral part of providing connectivity between the town centre, and other key attractions like Spencer park and Lake St Walk.

With a short extension past Lake St up Cliff St to the roundabout at the top of the hill, this would also connect the Holiday Park and provide walking access to town, reducing the load on vehicle traffic especially during peak periods. This is a key piece of infrastructure and is at the top of the list for connectivity projects in Merimbula.



The other key bit of connectivity infrastructure that is required is a shared path from Fishpen Road (Short of Miches Jetty) up Ocean Drive to Ford Park. This would allow people to complete a loop of the Fishpen on paths without having to venture on to the roads.

Merimbula Boardwalk

The Chamber have already supported an application by BVSC for funding through the Regional Tourism Activation Fund Round



Conclusions and recommendations

The Merimbula CBD planning workshop successfully brought together key stakeholders to reflect on previous work undertaken and reaffirmed the aspirations and objectives for Merimbula CBD.

The workshop has clearly identified the top 3 priority projects that can be activated with existing funding and resources as well as identifying the priority projects that can be activated with additional funding. The vision for the upgrade of Merimbula CBD is to transform a coastal village that is more vibrant, connected, accessible and sustainable.

The top 3 priority projects that can be activated with existing funding and resource are:

1. Wayfinding signage throughout the CBD (Funding application already submitted)
2. Regreening of the CBD (Community project plan approved)
3. Streetscape improvements (Funding opportunities currently available)

The top 3 priority place activation projects that can be activated with additional funding and resources are:

1. Hylands Corner upgrade
2. Market Street upgrade
3. Beach Street upgrade

The next steps are to identify who would be responsible for progressing the identified projects and allocate resources to applying for appropriate funding.

This report can be refined further using inputs from the Chamber, its members and partners. It is important that it is not viewed in isolation, however in conjunction with other key strategies and plans for the region.

It will also be necessary to review the workshop findings in the context of the Merimbula Transport Study, as the findings and recommendations of this study will be highly relevant to the street and transport aspects of this report.