

Draft

Parkees CBD Vibrancy Strategy 2016



It all adds up.

PARKES

Table of Contents

1. EXECUTIVE SUMMARY	3
2. INTRODUCTION	4
3. REGIONAL SNAPSHOT	5
4. VISION AND OPPORTUNITY	6
5. METHODOLOGY	7
6. INQUIRY-BY-DESIGN WORKSHOPS	8
7. PROPOSED IMPROVEMENTS	10
8. RECOMMENDATIONS	12



SNAPSHOT

As the main centre for the shire, Parkes must develop its own vision and sense of place that captures the past and present, its unique natural attributes, rural setting and lifestyle.



1. EXECUTIVE SUMMARY

As the main centre for the shire, Parkes must develop its own vision and sense of place that captures the past and present, its unique natural attributes, rural setting and lifestyle. To sustain this reality into the future requires a healthy, vibrant commercial centre that is robust enough to grow and accommodate the ever changing dynamics demanded of a modern country community.

The regional catchment area for the Parkes Central Business District (CBD) is large, but is forecast to remain stable in the short to medium term. Any significant increases in the customer base will likely have to come from new markets (highway travellers and visitors to special events and sports) as well business innovation and new employment generators.

To support future growth and activity in the Parkes CBD requires greater focus on projects and policies that increase appetite for property owners and businesses to invest in building refurbishments, maintenance and new developments that will make the centre more attractive to travellers, visitors and new investors.

The Parkes Shire Council and the Parkes Chamber of Commerce are committed to developing the next phases of the Parkes CBD. The Parkes CBD Vibrancy Strategy aims to remove barriers to development in the town centre as well as stimulate areas that lack vibrancy.

Community engagement has already commenced, with the public exhibition of the Parkes CBD Issues Paper in November 2015 and Inquiry-by-Design Workshops held in February 2016.

Public exhibition of the Parkes CBD Vibrancy Strategy is the final step in finalising the strategies and projects proposed for the CBD, which can then be delivered by Parkes Shire Council, the Parkes Chamber of Commerce and other community groups and individuals over the next 4 to 10 years.

2.0

Introduction

SNAPSHOT

The Parkes CBD Vibrancy Strategy proposes the key tasks and projects to be tackled in the next 4 to 10 year period in the town centre.

2. INTRODUCTION

Parkes is an important regional centre in the Central West of NSW. Parkes has a Regional Catchment Area (RCA) which extends past Condobolin, Canowindra, Forbes and Peak Hill. Aldi, Big-W, Coles, Target, Woolworths and a wide range of specialty stores all serve this catchment. Vital community, commercial, government and professional services are also conveniently located in the Parkes CBD for all Shire residents and visitors to use.

The Parkes CBD is the community's most important meeting place. It is where locals and visitors come to collect daily provisions, shop for clothes and other personal belongings, eat and drink at local clubs, pubs, cafes and restaurants, attend events and utilise community facilities.

As the area with the highest level of retail and commercial activity in the Parkes Shire, a focused strategy is required for the Parkes CBD. This strategy should include actions across a range of community infrastructure needs that impact the Shire's ability to compete with other commercial centres in the region. This strategy however, should not be a Council Policy but rather a strategy for the Parkes CBD. It should be equally important to the Council and the Parkes Chamber of Commerce as well as other stakeholders who have an interest in the centre.

The Parkes CBD Vibrancy Strategy has been prepared to visualise the possibilities and opportunities for the CBD through a community driven urban renewal approach.

Council and the Parkes Chamber of Commerce are seeking feedback on the Parkes CBD Vibrancy Strategy to allow for more informed decisions on what improvements should be made to the town centre in the future.

Strong investment and support from building owners, shop owners, leasing agents, community groups and residents is being encouraged to finalise the Strategy.



3. REGIONAL SNAPSHOT

3.1. Parkes CBD Catchment

The RCA of Parkes is large and is further supported by tourist and visitor markets, which are attracted to the Parkes CBD for festivals, celebrations and sporting events. Motorists passing through the area often take a break in the centre.

Increased mobility is extending customer interactions with other centres for employment, health, education and leisure, which has the effect of increasing expenditure outside the Parkes Shire. The RCA of the Parkes CBD continues to be impacted by its accessibility to Dubbo and Orange.

Business and trade that supports households, businesses, socialising, entertainment, highway services and tourism will continue to be the fundamental basis for the Parkes CBD's prosperity and growth.

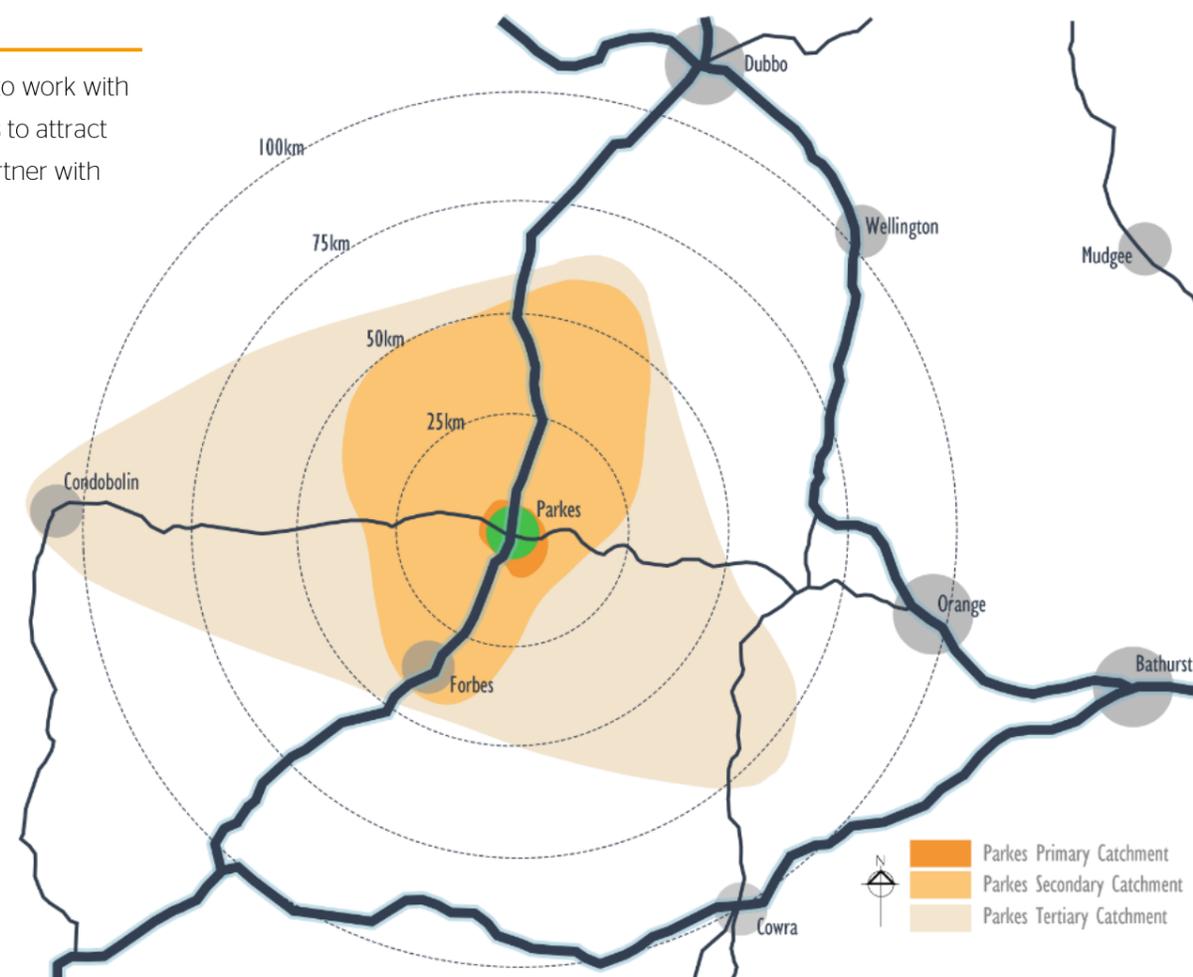
3.2. CBD Stakeholders

Property owners, shop proprietors, hoteliers and clubs are encouraged to work with Council and the Parkes Chamber of Commerce to align their businesses to attract new customers. More than ever, the private sector is encouraged to partner with the public sector in setting a new direction for the Parkes CBD – one that will create positive returns on investment and drive business confidence in the town centre.

3.3. CBD Management Framework

Parkes Shire Council proposes new reforms to its Development Control Plan and Car Parking Contributions to remove perceived barriers to development in the town centre. Council also proposes to undertake several key urban renewal projects in the Parkes CBD to improve the attraction of the centre over the next 4 to 10 years. Council is committing more resources to the management and maintenance of public streets and spaces in the CBD to improve the appearance and functioning of the town centre.

Local businesses are encouraged to improve the external facades of their shop fronts as well as redevelop sites in the Parkes CBD to take the centre to its next level – a vibrant regional centre in NSW.



3.0

Regional Snapshot

SNAPSHOT

Large retail stores and offices are strong attractors for the Parkes CBD, but there are some areas in the centre that have potential to provide additional levels of activity. More than ever, the private sector is encouraged to partner with Council to prioritise projects that will create positive returns on investment and drive business confidence in the town centre.

4.0

Vision & Opportunity

SNAPSHOT

The Parkes CBD will be valued as a vibrant town centre, with quality streets, footpaths and car parks servicing an attractive array of active street frontages, character buildings and places.'

4. VISION AND OPPORTUNITY

4.1. The Community Vision

Parkes is at the centre of a strong agricultural and mining region and is strategically located at the crossroads of national road and rail corridors. The Parkes Shire Community Strategic Plan establishes that in 2022 Parkes Shire will be:

'A progressive regional centre, embracing a national logistics hub, with vibrant communities, diverse opportunities, learning and healthy lifestyles.'

Parkes Shire Council is undertaking a number of strategic planning projects in the 2015/16 Financial Year, aimed at positioning Parkes as a regional centre in Central NSW. The strategic planning work will inform and enhance further community-based strategic planning to be undertaken as part of the preparation of the Parkes Shire Council 2016/17 Delivery Program.

The Parkes Shire Delivery Program is Council's four year commitment to the implementation of works highlighted for action, and should go a long way to realising new projects and programs aimed at growing Parkes into a strong and attractive regional centre in NSW.

4.2. Parkes CBD Vision

The way trade and activity is conducted in the main town centre is a reflection of the style and character of the wider shire community. Along with convenience and comfort, the style and character of centres are proving to be key issues underpinning successful business districts.

The vision for the Parkes CBD Vibrancy Strategy is:

'The Parkes CBD will be valued as a vibrant town centre, with quality streets, footpaths and car parks servicing an attractive array of active street frontages, character buildings and places.'

The challenge is to build on the good elements of Parkes CBD and the unique opportunities it affords in a manner that meets the needs of the whole shire community as well as visitors and new customers for the centre.

4.3. Parkes CBD Aims and Objectives

The aims of the Parkes CBD Vibrancy Strategy are to:

- Promote localisation, sustainability, innovation and flexibility in the Parkes CBD.
- Celebrate the 'stories' of the evolution of the Parkes CBD.
- Protect and enhance existing heritage buildings and streetscape elements and character.
- Improve the quality of appearance of public spaces with new street furniture, lighting, gardens and tree plantings, public art and opportunities for outdoor dining, fun and socialising.
- Provide new streetscape improvements to CBD approaches and streets lacking appeal / activity.
- Strengthen Cooke Park's role as a central park and link to the retail centre.
- Develop Chamberlain Square into a larger pedestrian space and focal area and improve / expand the Civic Precinct.
- Develop strategies with property owners, real estate agents and shop proprietors to improve building appearance and create vibrant shop fronts.
- Encourage large format stores in the CBD to revitalise blank facades of buildings.
- Develop a more vibrant lighting scheme throughout the Parkes CBD to showcase the CBD at night, in particular during the spring and summer months.
- Provide for all ages and stages of life.

5. METHODOLOGY

The planning process has involved the following steps.

Parques CBD Issues Paper

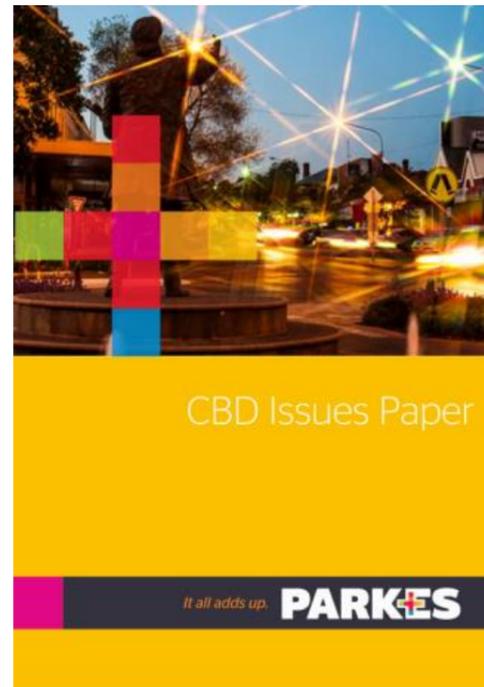
The public exhibition of the Parkes CBD Issues Paper was the first official step in realising the possibilities and opportunities of the CBD through an urban renewal approach. Feedback from the exhibition of the Issues Paper has been used to inform subsequent stages.

Inquiry-by-Design Workshops

A series of Inquiry-by-Design Workshops were conducted in February 2016 to explore the possibilities and opportunities for the CBD through a community driven urban renewal approach. Workshop participants were assisted by urban designers to explore ways to create more attractive public spaces and to invigorate business and general activation in the Parkes CBD. The findings of the workshops were used to develop the proposed improvements presented in Parkes CBD Vibrancy Strategy.

Parques CBD Vibrancy Strategy

The Parkes CBD Vibrancy Strategy visualises the possibilities / opportunities for the Parkes CBD. The Strategy prioritises the tasks and projects proposed to be tackled over the next 4 to 10 year period to make the town centre more vibrant.



SNAPSHOT

The Parkes Shire Council has provided support for an urban design approach to explore the possibilities / opportunities for the Parkes CBD. The process was designed to harness community ideas on the best ways to take the Parkes CBD to the next level - a vibrant regional centre in NSW.

6.0

Inquiry-by-Design Workshops

SNAPSHOT

At the core of the Parkes CBD Vibrancy Strategy will be a series of Inquiry-by-Design Workshops. These community workshops were assisted by urban designers to explore ideas and options that could make the town centre more vibrant.

6. INQUIRY-BY-DESIGN WORKSHOPS

01

Building Workshops

Key Considerations include presentation to street / Activation / Duration of active use / Heritage -vs- contemporary buildings / Innovative building use / Pop-up shops / Incubator industries / Our Live Sales / Living in the CBD / Gap sites / Incentives for



redevelopment / Car parking contributions / Footpath trading policies / Grant funding for improvements / Advice.

02

Parkes CBD Site Analysis

Workshop participants were able to analyse the town centre's strengths, weaknesses, threats and opportunities, and highlight areas that need more attention.





Public Spaces Workshop

Public spaces should be multi-functional to accommodate events, civic functions, festivals, markets, outdoor eating, relaxation and play.

Spaces should cater to the needs of visitors as well as locals.

Public spaces need to have active edges and be well presented – paving, furniture, planting, maintenance.

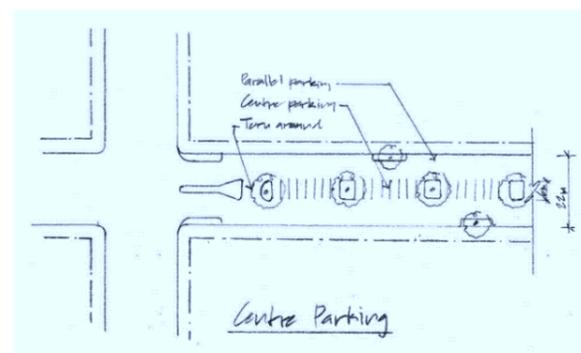
Spaces must be memorable to encourage return visits and word of mouth recommendations to visit the CBD.

Improvements must be cost effective.



Need to explore funds generation, grants and rates.

Cooke Park is an important central park, needing careful review to cater to a full range of future needs and aspirations



Public Streets Workshop

Key broad considerations and ideas include transport convenience, balance between transport convenience and pedestrian and civic function, concept of 'Shared Space', activation, and general street configuration.

At a detailed level, focus on options for paving, furniture, public art, lighting, trees, wayfinding, multifunction, threat of 'big box', cost, maintenance, and redevelopment opportunity.

6.0

Inquiry-by-Design Workshops

SNAPSHOT

The Inquiry-by-Design workshops were highly successful in exploring the possibilities / opportunities for the Parkes CBD. Common areas for improvement became apparent from the workshops – Lower / Upper Clarinda Street, Cooke Park, Chamberlain Square, Dalton Street and wayfinding opportunity areas. New innovations were also explored, such as new lighting and street furniture, mobile outdoor restaurants and provision for long vehicle (caravan) parking.

7.0

Proposed Improvements

Project Description	Has it been identified in CBD Issues Paper?	Has it been identified in the Workshops?	Is it an easy win?	Is it suitable for all users?	Is it in an area(s) lacking vibrancy?	Will it support existing businesses?	Will it improve customer services?	Does it support sharing of the Main-street?	Will it be used / valued by tourists and visitors?	Will it be an attraction / destination?	Will it increase community involvement?	Would it be peer supported?	Is it practical?	Is it cost effective?	Total	
Parkes CBD 1	Adopt CBD Streetscape Furniture Palette	9	9	9	8	7	5	5	8	8	7	7	7	9	7	105
Parkes CBD 2	Adopt CBD Street Trees Palette	8	9	8	7	7	7	5	7	8	8	5	8	8	9	104
Parkes CBD 3	Implement Parkes Arbour Improvements	8	7	7	7	7	8	6	8	8	7	5	6	6	6	96
Parkes CBD 4	Strategically Review Levels of Service / Maintenance in CBD	8	6	7	8	8	8	8	8	8	7	5	6	6	5	98
Parkes CBD 5	Review Section 94 Contributions	8	8	9	7	5	9	5	4	4	4	8	6	6	5	88
Parkes CBD 6	Undertake Streetscape Improvement Detailed Design Plans	6	6	7	6	8	8	6	8	8	8	6	6	6	5	88
Parkes CBD 7	Implement Dalton Street Improvements (Stage 1)	8	9	5	5	9	5	5	6	7	7	5	5	6	6	88
Parkes CBD 8	Implement Wayfinding (Dalton and Church Streets)	7	7	7	4	5	7	7	6	8	5	4	6	6	6	85
Parkes CBD 9	Conduct a Mobile Outdoor Eating Café Trial	4	8	4	5	6	4	6	5	8	7	4	5	5	6	77
Parkes CBD 10	EOI Public Art	5	5	8	5	8	5	4	4	6	6	5	5	6	5	77
Parkes CBD 11	Review DCP	5	6	8	7	4	7	4	5	3	3	5	5	6	8	76
Parkes CBD 12	EOI CBD Improvement (Community) Grants	4	5	6	4	6	8	4	5	3	5	9	6	6	8	79
Parkes CBD 13	EOI Landmark Building Incentive Funding	7	8	6	2	6	6	5	3	5	5	4	5	5	6	73
Parkes CBD 14	Implement TGSI and bicycle parking in CBD	6	5	6	7	3	3	3	6	5	3	8	7	4	4	70
Parkes CBD 15	Lower Clarinda Street Improvements	7	7	1	5	6	5	5	6	5	4	3	5	4	3	66
Parkes CBD 16	Chamberlain Square Improvements	8	8	1	5	3	3	3	8	8	7	4	5	2	2	67
Parkes CBD 17	Implement Taxi Rank Improvements	4	6	2	3	9	4	4	4	4	3	3	3	3	2	54
Parkes CBD 18	Implement Upper Clarinda Street	7	5	1	5	6	4	4	6	4	2	2	3	3	2	54
Parkes CBD 19	Implement Heritage Trail in CBD	3	4	5	3	3	3	2	4	7	4	3	4	4	3	52
Parkes CBD 20	Investigate Civic Precinct Expansion	4	6	1	2	9	3	4	5	4	4	3	4	1	2	52

8.0

Recommendations

8. RECOMMENDATIONS

The recommendations for the Parkes CBD Vibrancy Strategy seek to improve the overall appearance and performance of the town centre.

The recommendations for the Parkes CBD are separated into:

- Small Wins
- Further Designs
- Car Parking and Movement
- Activation
- Incentives
- Maintenance

8.1. Small Wins

Streetscape Furniture

A new style of streetscape furniture has been proposed in the Concept Design Drawings. It is necessary to adopt a simple and consistent palette of streetscape furniture that utilises local trades and manufacturers where practical.

Recommendation: Adopt Streetscape Furniture Palette (Option 1) as the new palette of street furniture.

Planting the CBD

The emphasis for landscaping in the town centre should be on investment in street trees to provide shade and character. The planting palette needs to be climate responsive, with trees being chosen for their proven track record of resilience and their ability to provide comfort for pedestrians and parked motor vehicles. Just as importantly there needs to be an associated investment in providing planting environments for the trees to grow.

Recommendation: Adopt Street Tree Palette (Option 1) and tree planting details as the mainstay of street trees to be planted in the public realm areas of the Parkes CBD.

Public Art

Opportunities are currently being explored to celebrate public art in spaces lacking vibrancy. Simple murals or signage may be in order in some locations. It is proposed to trial more public art opportunities over the next 12 months.

Recommendation: Explore public art opportunities in the Parkes CBD through public Expression of Interest (EOI) process.

Mobile Outdoor Eating Area / Café Innovation Trial

The Inquiry-by-Design Workshops identified a new mobile café innovation that could be trialled by food shop businesses in the Parkes CBD wishing to trial outdoor dining in front of their premises. It is proposed to conduct a mobile café trial through an Expression of Interest (EOI) Process to determine if there is interest to construct a unit(s) for a trial period.

Recommendation: Design and construct one mobile café unit and rent to interest food shops for a 12 month trial.

8.2. Further Designs

Streetscape Design Plans

Prior to major improvements to streetscape areas, it is necessary to devote resources to detailed designs, to ensure that larger projects are fully investigated and understood, and that sufficient resources and community support is harnessed to achieve successful projects in the town centre.

Recommendation: Undertake detailed designs of all streetscape improvements and Cooke Park in 2016/17 Financial Year.

8.3. Car Parking and Movement

Movement Hierarchy Promotion

Parkes' network of streets through the CBD should be simple and well connected, pedestrian friendly and contribute to the intended character of the area. Signature trees should be used as a principal character generator and to reinforce movement corridors, such as the provision of extra Date Palms along Currajong Street to increase street legibility around the eastern side of the CBD.

Recommendation: Promote a simple, logical and pedestrian friendly road system in the Parkes CBD, where streets are attractive and memorable places for pedestrians, cyclists and motorists to share.

Car Parking

Promote a range of car parking that is evenly distributed through the Parkes CBD. Parking close to the central core areas should be in the form of short term parking, with longer term parking within landscaped car parks. Parking for disabled and loading areas are to be provided in appropriate locations throughout parking areas.

Recommendation: Undertake a strategic review of car parking in the Parkes CBD to ensure adequate / appropriate parking facilities are available throughout the town centre.

Active Movement

Footpaths are generally in good condition, but have a variety of footpath treatments and styles. Footpath replacement should not necessarily be a high priority for all areas and shall be limited to situations where the greatest need is identified.

Tactile Ground Surface Indicators (TGSIs) are recommended for incorporation in all new paving areas, and particularly at intersections and grade changes in the Parkes CBD.

More bicycle racks are proposed for the CBD to encourage cycling.

Recommendation: Investigate appropriate areas for TGSIs and bicycle parking facilities in the detailed designs of streetscape improvement areas, and install when funds become available.

Wayfinding

Install sophisticated way finding systems at key gateways to the Parkes CBD to inform road users of the various facilities and parking options available in the town centre.

Recommendation: Investigate design options for and locations of way finding signage and install when funds become available.

Parkes Heritage Trail

Development of a heritage trail in the Parkes CBD is proposed, provided wayfinding signage and information displays which are complementary to new streetscape furniture palettes.

Recommendation: Progress the Parkes Heritage Trail network, including the development of appropriate details, and implement when funds become available.

Taxi Rank

Replace the existing blue framed taxi rank structure with a more visually permeable and contemporary design, as shown on the Concept Drawings.

Recommendation: Replace the Parkes Taxi Rank Structure when funds become available.

8.4. Activation

Parkes Arbour

Developers of the Coles / Target complex have shown initiative and confidence in the Parkes CBD by providing new parking facilities and improved linkages to Clarinda Street. The enhancement of the existing Parkes Arbour that adjoins the Coles Car Park and surrounding streetscape is the first improvement project for a more vibrant town centre. Council must support this project, particularly the public realm frontage of Clarinda Street with new street trees, new furniture and opportunities for outdoor dining and informal meetings.

Recommendation: As a matter of priority, work collaboratively with the Coles / Target Complex developer to complete improvements to the Parkes Arbour and surrounding streetscape works.

Rejuvenate Dalton Street (Stage 1)

Of particular importance is the need to activate Dalton Street with shops, cafes, parking and other complementary uses that allow movement between this street and the rest of the CBD.

Recommendation: As a matter of priority, design and implement new car parking and active movement arrangements in Dalton Street to achieve more activation along this street.

New Developments

Buildings accommodating additional retail floor space in the town centre must be designed to create a meaningful interface with adjoining public spaces. Ground floor areas with frontage to streets should be designed to maximise active frontage, including direct pedestrian access and visual penetration.

The Parkes Shire Development Control Plan 2013 is proposed to be reviewed to ensure that it provides the appropriate controls relating to activation and incentives for new development proposals in the Parkes CBD.

8.0

Recommendations

Recommendation: Undertake a review of the Parkes Shire Development Control Plan 2013 in the 2016/17 Financial Year to reflect design requirements for new developments in the Parkes CBD.

Cooke Park

Cooke Park is proposed to be structured to provide strong visual and pedestrian connections and flexible spaces to cater for events and festivals, outdoor eating, relaxation and water related play. Important features such as the Venables Gates, memorial features and trees are proposed to be incorporated into the proposed new park design.

Recommendation: Adopt a preferred Cooke Park Masterplan and investigate ways to fund / implement improvements to this central park in the detailed designs to be undertaken in the 2016/2017 Financial Year.

Chamberlain Square

Chamberlain Square is proposed to become a larger pedestrian space to cater for informal public gatherings as well as more formal events such as markets. The proposed square and surrounding streetscape shared space improvements will also assist traffic calming in the CBD. The buildings that interface with the square are particularly suitable for building façade restoration and activation of shop fronts. The existing taxi rank structure adjoining the square in Dalton Street is also outdated and could be replaced with a more contemporary structure.

Recommendation: Undertake detailed designs of Chamberlain Square (generally in accordance with the Concept Drawings) in 2016/17 Financial Year.

Civic Precinct Investigations

A new building(s) at the intersection of Dalton Street and Bogan Street should be distinctive, be a key activity generator (i.e. have a significant public component) and should announce the arrival into the town centre from the Newell Highway. Options to link activities in Dalton Street to the Civic Precinct to the south should also be explored in the master planning of this precinct.

Recommendation: Prepare a masterplan of the Dalton Street area to investigate the merits of landmark new building(s) in this area, as well as linkages to Chamberlain Square and the Civic Precinct.

8.5. Incentives

Remove Car Parking Contributions

The Parkes Shire Section 94 Contributions Plan is proposed to be reviewed to remove car parking contributions. It is recommended that Council adopts the new 'broader applied' Section 94A Plan to secure funds for new public car parking facilities where required. New developments must still meet the parking code requirements wherever practical, or under a Voluntary Planning Agreement.

Recommendation: As a matter of priority, undertake a review of the Parkes Shire Section 94 Contributions Plan and replace provisions relating to the Parkes CBD with a new Section 94A Plan.

Landmark Building Incentives

Additional funding is proposed for restoration projects that improve external building façades of land mark buildings in the Parkes CBD. To drive significant change and show leadership, it is intended that key sites will be targeted for assistance and incentive funding. Approximately \$25,000 is proposed to be made available annually for worthwhile development projects in the Parkes CBD for the next 4 years.

Recommendation: Allocate \$25,000 in the 2016/17 to assist with external improvement to landmark buildings in the Parkes CBD. Eligible project(s) to be investigated through a public Expression of Interest (EOI) process to be undertaken as soon as practical.

Small CBD Improvement (Community) Grants

Additional funding is proposed to assist community groups and collective business groups to improve areas of the town centre. Local initiatives could include public art, streetscape furniture or rejuvenation of public spaces that lack vibrancy. Approximately \$5,000 is proposed to be made available annually for worthwhile community projects in the Parkes CBD for the next 4 years. Further community support could be provided in the form of technical assistance in preparing Traffic Control Plans, Safe Work Method Statements etc, to assist with projects.

Recommendation: Allocate \$5,000 in the 2016/17 to assist with the community projects aimed at activating public areas of the Parkes CBD. Eligible project(s) to be investigated through a public Expression of Interest (EOI) process to be undertaken as soon as practical.

8.6. Maintenance

A higher level of service and priority needs to be given to the maintenance of the roads, footpaths, public car parks and parklands in the Parkes CBD. This could be achieved by the adoption of rapid response to customer requests to attend to maintenance issues, formation of a small team of skilled maintenance staff to manage the CBD, and employment of contractors to tackle jobs in busy times. It is necessary that other service providers be encouraged to maintain their infrastructure in top condition in town centres. A review of current work practices is proposed to optimise communication, response times, works programing and consistency of approach in the Parkes CBD.

Recommendation: Undertake a strategic review of maintenance work practices in the Parkes CBD to ensure that adequate resources, skills and communication are available to ensure that visible public infrastructure is maintained to high standards.

8.0

Recommendations

A Appendix

Proposed
Improvement
Drawings

14-0-RE: WCD201006090_Parkes Shire Council_Landscape0916_Complete Amended Set0916_Plan09_A11_SiteAnalysisPlan_1_M_Apr-2016_enrline

APPROACH TO CBD COULD BE IMPROVED

CROSS STREETS NEED MORE TREES AND BETTER FOOTPATHS

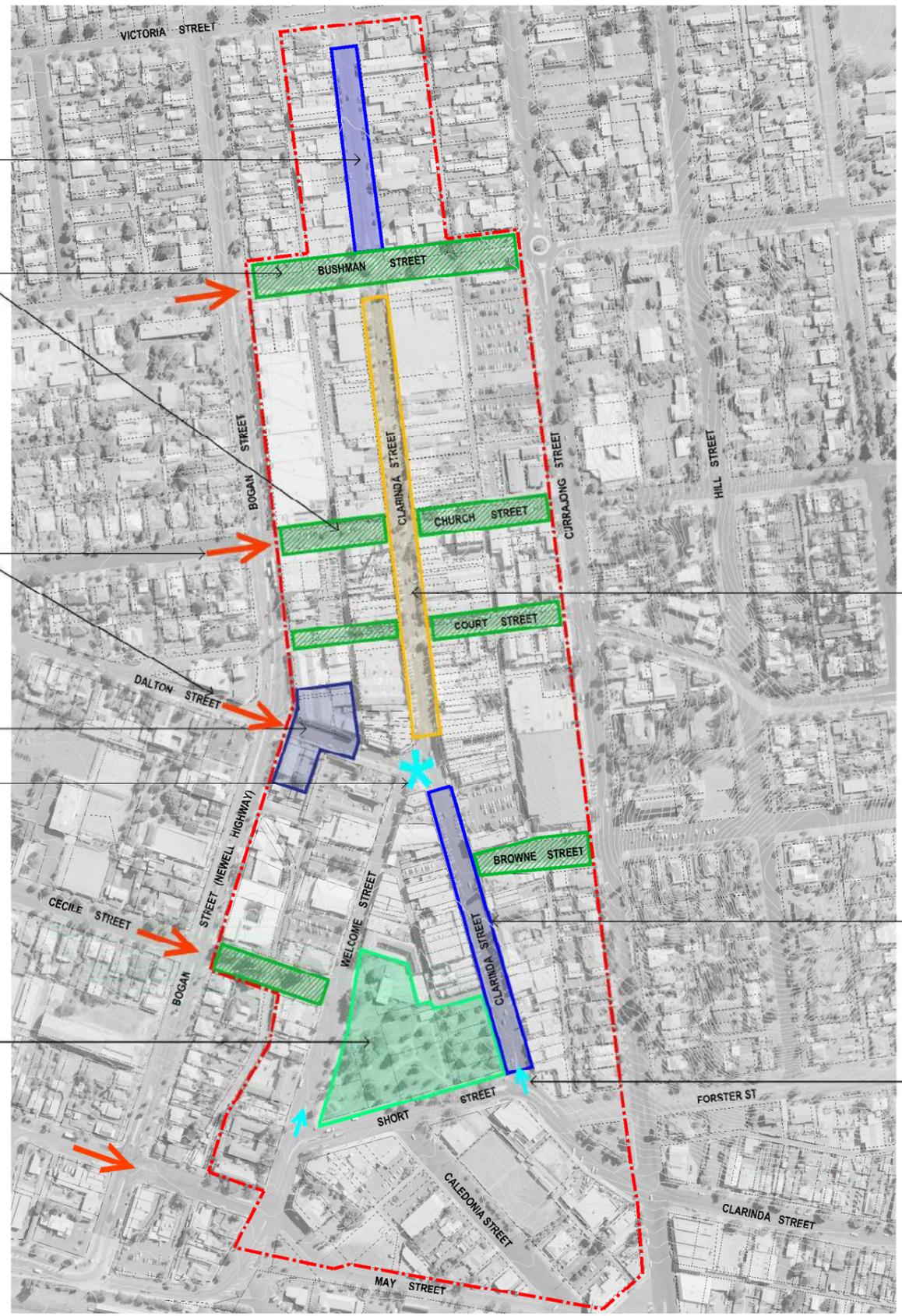
BETTER CONNECTIONS ACROSS HIGHWAY

PRIORITY AREA: DALTON STREET - POSSIBLE DEVELOPMENT AS MAIN "CIVIC PRECINCT"

PRIORITY AREA: MAKE MORE OF CENTRAL SPACE "CHAMBERLIN PLAZA"

PRIORITY AREA: COOKE PARK GREAT OPPORTUNITY

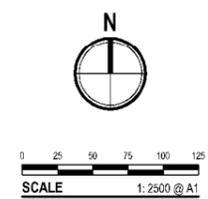
LEGEND
STUDY AREA
CONTOURS 0.5m INTERVALS



THIS SECTION OF CLARINDA STREET IS GOOD BUT REQUIRES A FACELIFT

PRIORITY AREA: THIS SECTION OF CLARINDA STREET NEEDS TO BE UPGRADED

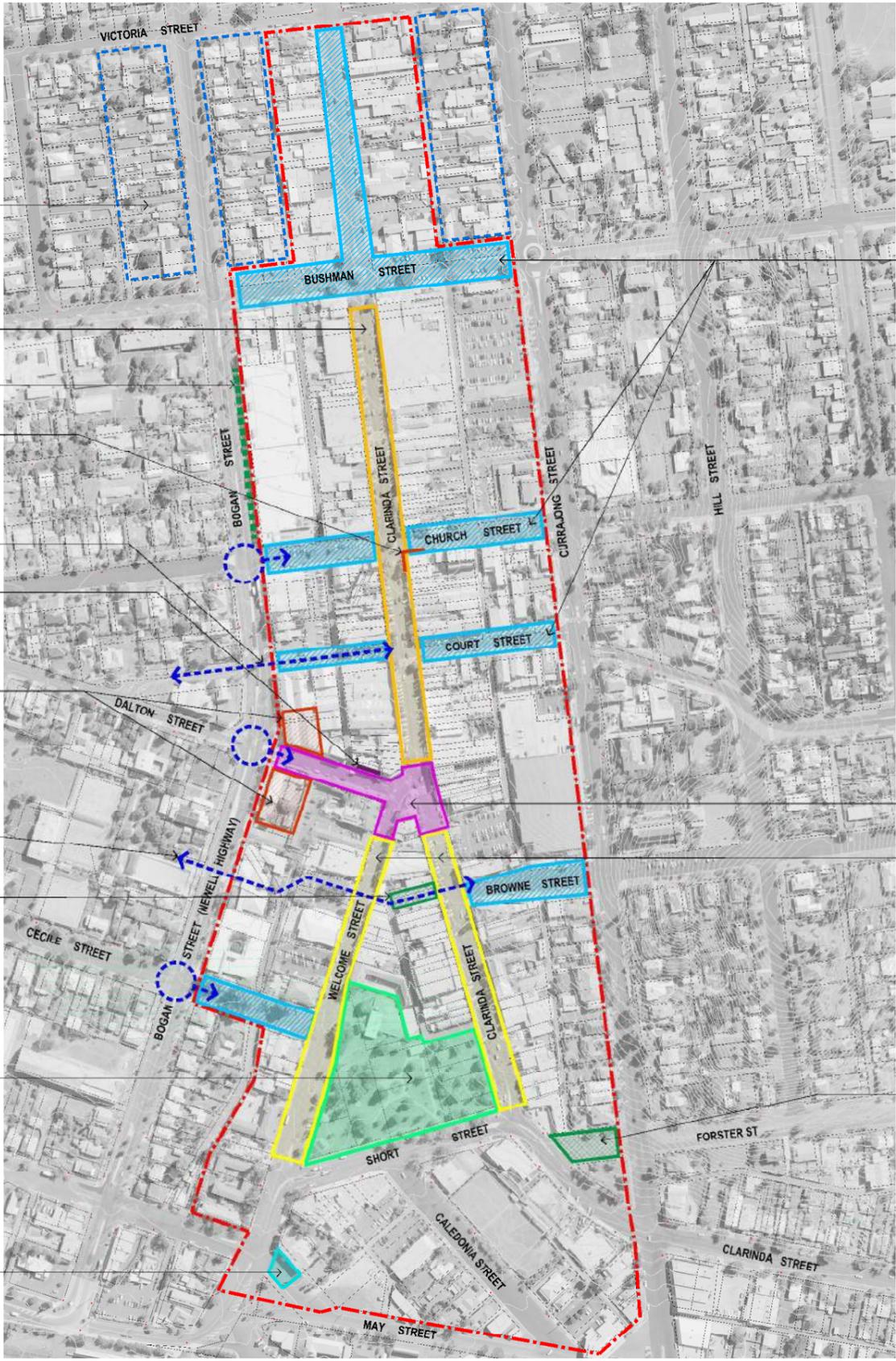
ANNOUNCE ENTRY INTO CBD



SITE ANALYSIS - KEY ACTIONS
PARKES CBD VIBRANCY STRATEGY

APRIL 2016
SHEET 1 of 16

I:\0-REF\WCD001\04052614_Parkes Shire Council\02_Landscape\0316_Civilian\Amended\Set\0316_Plan\Map_A11_Strip\Map_A11_3-14-Apr-2016.mxd



CONSIDER EXTENSION OF B4 ZONING TO INCLUDE THESE AREAS

UPGRADE STREET FURNITURE AND LIGHTING IN CLARINDA STREET BETWEEN BUSHMAN AND DALTON STREETS

WAYFINDING THROUGH BLANK WALL FACADE TREATMENT AND SIGNAGE TO ENCOURAGE VISITATION TO CBD

POTENTIAL TO EXTEND KERBS TO CORNER OF CHURCH AND CLARINDA STREETS AT SOUTH EASTERN CORNER TO PROVIDE OUTDOOR DINING SPACES FOR EXISTING CAFE / RESTAURANT. ALTERNATIVE TREATMENT COULD BE POP UP OUTDOOR DINING PLATFORMS - REFER TO DETAIL

STRENGTHEN PEDESTRIAN CONNECTIONS:
- NEW FOOTPATHS
- TREE PLANTING

GIVE GREATER CONSIDERATION TO IMPACT OF TAXI RANK ON ADJOINING BUSINESS. OPTIONS INCLUDE:
- REMOVAL / REPLACEMENT OF EXISTING STRUCTURE TO ALLOW GREATER VISIBILITY OF BUILDING FRONTAGE
- RELOCATE TAXI RANK TO OTHER SIDE OF ROAD i.e. DOWN THE SIDE WALL OF COACHMAN HOTEL

RECENTLY ACQUIRED COUNCIL LAND. NEED TO VISUALISE DEVELOPMENT POTENTIAL AS A KEY ACTIVITY GENERATOR FOR CBD:
- NEW MULTI-STORY BUILDING DEVELOPMENT WITH HIGH LEVEL OF PUBLIC ACTIVATION AT GROUND LEVEL
- MUST HAVE PRINCIPAL ACTIVE FRONTAGES TO DALTON STREET
- CARPARKING BEHIND WITH ACCESS OFF LANE OR DOWN SIDE OF PROPERTY BOUNDARY

POTENTIAL CONSOLIDATION OF PEDESTRIAN CONNECTIONS

POTENTIAL SITE ACQUISITION BY COUNCIL FOR PURPOSES OF PARKING AND CROSS BLOCK PEDESTRIAN CONNECTION AND OCCASIONAL EVENT SPACE (IN LIEU OF PARKING)

UPGRADE OF COOKE PARK - REFER TO DETAIL

POTENTIAL EXPANSION OF PARK

LEGEND
- - - - - STUDY AREA
~ ~ ~ ~ ~ CONTOURS 0.5m INTERVALS

UPGRADE EAST / WEST CROSS STREETS AND CLARINDA STREET NORTH OF BUSHMAN STREET:
- NEW TREE PLANTING
- IMPROVED FOOTPATHS
- NEW STREET FURNITURE

POTENTIAL FOR SHARED SPACES TO BE CREATED AS LONGER TERM INITIATIVE IN CHAMBERLAIN SQUARE AND DALTON STREET TO ENHANCE CIVIC PRECINCT

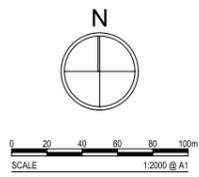
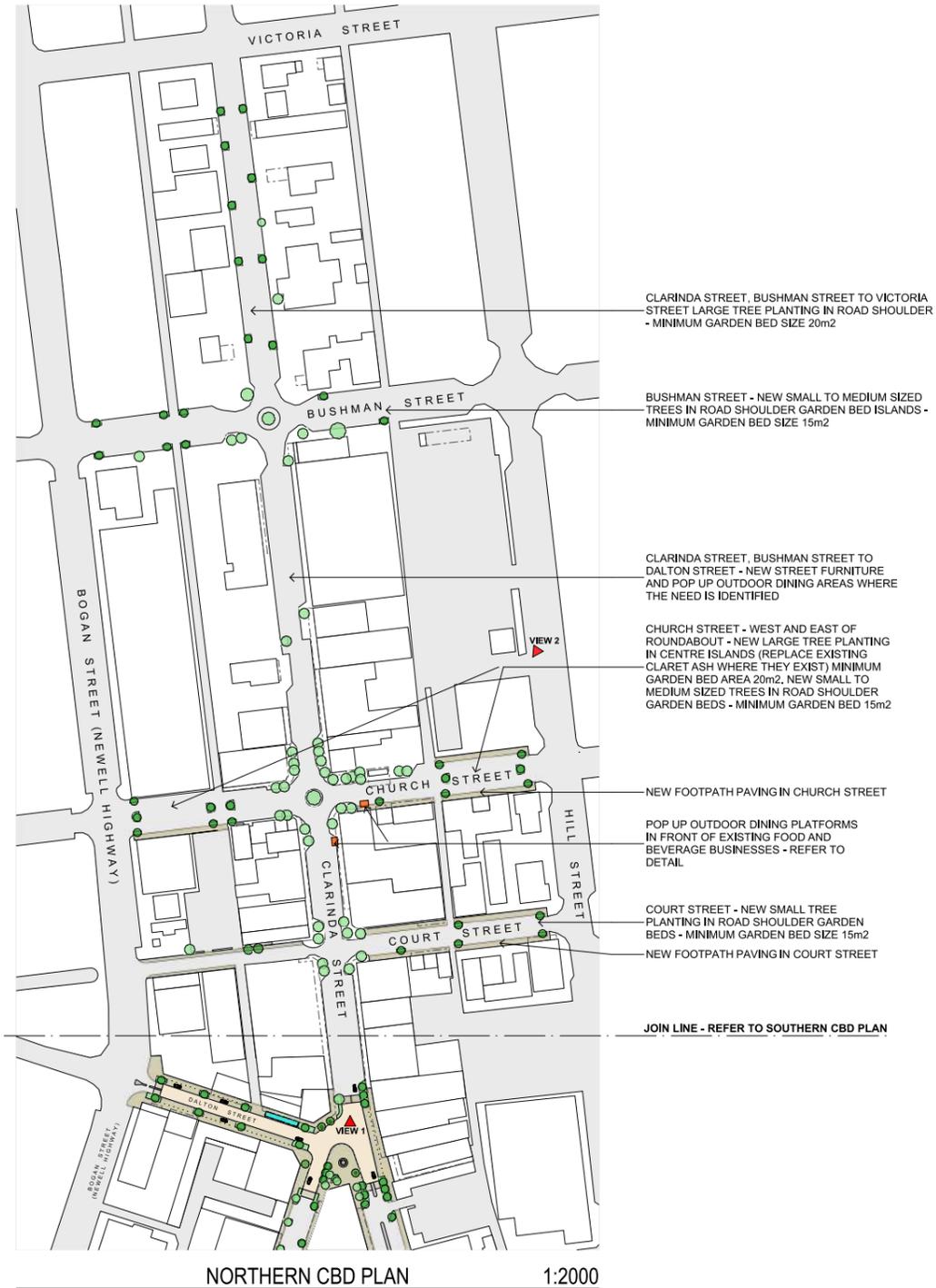
UPGRADE WELCOME AND CLARINDA STREETS AS KEY INITIATIVES TO EXTEND THE CORE CBD TO THE SOUTH

POTENTIAL CLOSURE OF STREET SECTION FOR EITHER:
- SALE OF LAND FOR DEVELOPMENT; OR
- EXPANSION OF PARK



0 25 50 75 100 125
SCALE 1:2500 @ A1

- LEGEND**
-  EXISTING TREE TO BE RETAIN (APPROXIMATE LOCATIONS)
 -  NEW TREE
 -  NEW GARDEN BED
 -  NEW PAVEMENT TYPE 1 - GENERAL FOOTPATH
 -  NEW PAVEMENT TYPE 2 - CHAMBERLAIN SQUARE
 -  NEW VEHICLE RAMP
 -  NEW POP UP OUTDOOR DINING PLATFORM

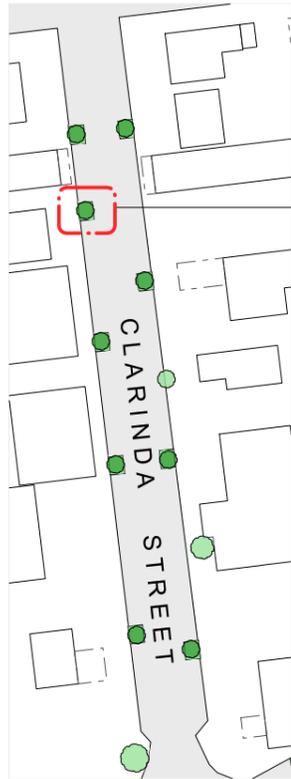
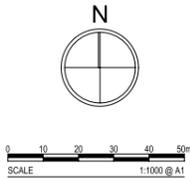


VIEW 1 NORTHERN CBD CONCEPT - LOOKING NORTH



VIEW 2 NORTHERN CBD - LOOKING SOUTH WEST

- LEGEND**
-  EXISTING TREE TO BE RETAINED (APPROXIMATE LOCATIONS)
 -  NEW TREE
 -  NEW PAVEMENT TYPE 1 - GENERAL FOOTPATH
 -  NEW POP UP OUTDOOR DINING PLATFORM



CLARINDA STREET NORTHERN CBD PLAN 1:1000

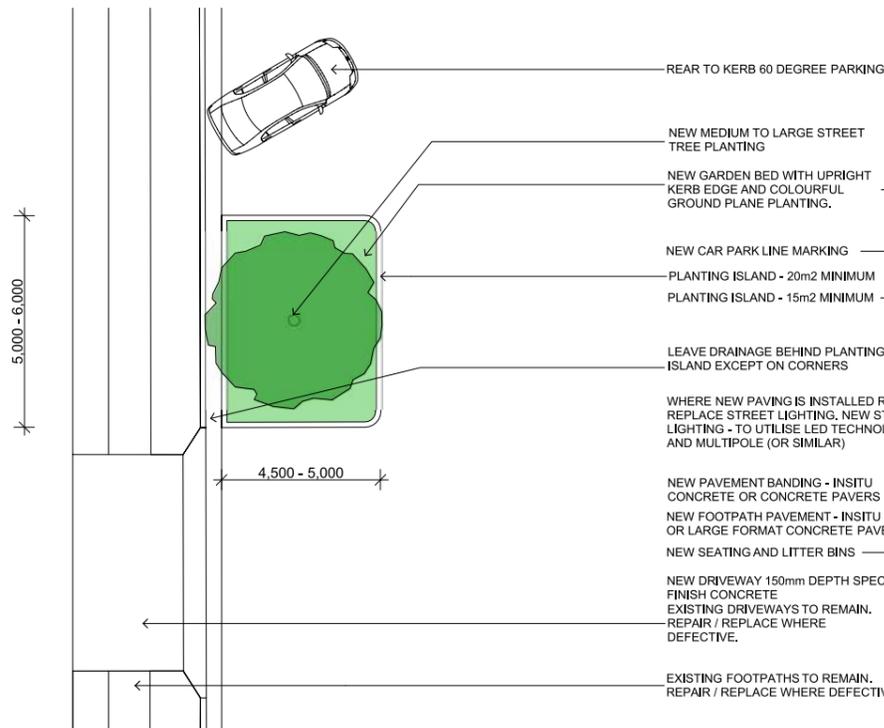
REFER TO ENLARGED PLAN FOR LARGE TREE PLANTING ISLAND

REFER TO ENLARGED PLAN FOR PARALLEL AND CENTRAL PARKING



CHURCH STREET & COURT STREET NORTHERN CBD PLAN 1:1000

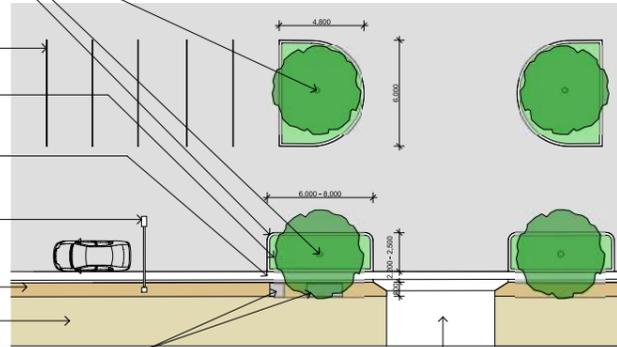
1:1000



LARGE TREE PLANTING ISLAND - TYPICAL TREATMENT PLAN 1:100

REFER TO ENLARGED PLAN FOR LARGE TREE PLANTING ISLAND

REFER TO ENLARGED PLAN FOR PARALLEL AND CENTRAL PARKING

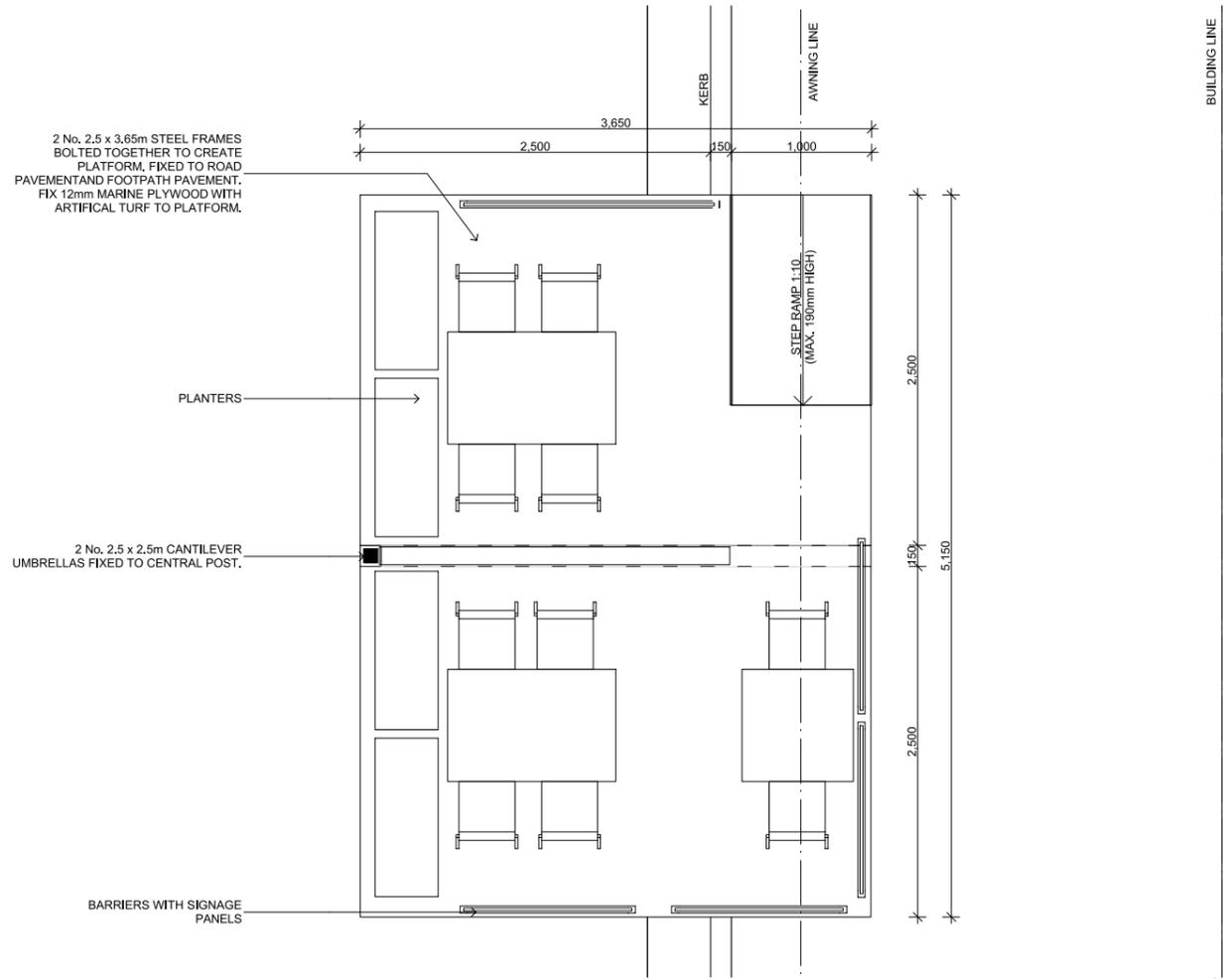


PARALLEL & CENTRAL PARKING - TYPICAL TREATMENT PLAN 1:200



VIEW 1

CHURCH STREET - CONCEPT IMAGE



POP UP OUTDOOR DINING PLATFORM

1:25



PLATFORM CONCEPT IMAGE



PLATFORM CONCEPT IMAGE



IMAGE SHOWING TYPE OF SEATING, UMBRELLAS AND PLANTERS (NOT PLATFORM)

LEGEND

-  EXISTING TREE TO BE RETAINED (APPROXIMATE LOCATIONS)
-  NEW TREE
-  NEW GARDEN BED
-  NEW TURF
-  NEW PAVEMENT TYPE 1 - GENERAL FOOTPATH
-  NEW PAVEMENT TYPE 2 - CHAMBERLAIN SQUARE
-  NEW MEDIAN - AT GRADE GENERALLY
-  NEW VEHICLE RAMP
-  NEW PICNIC SETTING



JOIN LINE - REFER TO NORTHERN CBD PLAN
LONGER TERM PROPOSALS FOR DALTON STREET AND CHAMBERLAIN PLAZA (5-10 YEARS)

KEY SITES FOR REDEVELOPMENT
 POTENTIAL LONGER TERM TRANSFORMATION OF DALTON STREET AS A CIVIC SHARED SPACE IN CONJUNCTION WITH REDEVELOPMENT OF PROPERTIES IN THE PRECINCT - MAKE WIDER FOOTPATHS. ALL PAVEMENTS (FOOTPATHS, PARKING AND CARRIAGEWAYS) TO BE RAISED TO FOOTPATH HEIGHT TO CREATE CALMED TRAFFIC ENVIRONMENT

POTENTIAL TO CREATE A FULL "SHARED" SPACE AS CHAMBERLAIN PLAZA - ALL PAVEMENTS (FOOTPATHS, PARKING AND CARRIAGEWAYS) TO BE RAISED TO FOOTPATH HEIGHT TO CREATE CALMED TRAFFIC ENVIRONMENT (WITHOUT IMPEDING ANY TRAFFIC MOVEMENT OR PARKING). "SHARED" SPACE CREATES MORE GENEROUS PEDESTRIAN SPACES WITH POTENTIAL FOR MORE TREE PLANTING AND ENHANCED PEDESTRIAN FACILITIES GENERALLY. ALSO INCREASES OPPORTUNITY FOR MARKET AND GENERAL EVENT FUNCTIONS.

SIR HENRY PARKES SCULPTURE

INVESTIGATE POTENTIAL OF PROPERTY ACQUISITION TO PROVIDE CONTINUOUS PEDESTRIAN LINK FROM BOGAN STREET TO BROWNE STREET

UPGRADE CLARINDA STREET BETWEEN DALTON AND SHORT STREET - RETAIN ON STREET ANGLE PARKINGS, STREET TREE PLANTING, NEW FOOTPATHS AND FURNITURE AND AT GRADE MEDIAN

UPGRADE WELCOME STREET BETWEEN DALTON AND SHORT STREET - RETAIN PARKING FORMATS, STREET TREE PLANTING, NEW FOOTPATHS AND FURNITURE

NEW MULTI USE COMMUNITY BUILDING - CAN BE USED AS AN EVENT STAGE, FUNCTION CENTRE AND COMMUNITY GROUP VENUE

REMOVE EXISTING COMMUNITY CENTRE

GENEROUS OPEN GRASSED SPACE TO PROVIDE FOR A VARIETY OF USES i.e. EVENT GATHERING, MARKETS AND ACTIVE PLAY

REMOVE EXISTING PLANE TREE

RELOCATED ENTRY GATES

GENEROUS WATER FEATURE AS STRONG VISUAL ELEMENT AND WATER PLAY

TOWN CENTRE ENTRY SIGNAGE - REFER TO DETAIL

WAR MEMORIAL RETAINED

ENCOURAGE EXISTING BUILDING TO REDEVELOP TO PROVIDE ACTIVE (SOUTHERN) FRONTAGE TO COOKE PARK BY ALLOWING POTENTIAL TO PROVIDE 4 METRE WIDE OUTDOOR DINING SPACE

EXISTING AMENITIES

6 METRE WIDE PROMENADE TO PROVIDE CONTINUOUS CONNECTION ACROSS COOKE PARK, CLARINDA STREET AND WELCOME STREET

TOWN CENTRE ENTRY SIGNAGE - REFER TO DETAIL

ARBOR STRUCTURE - REFER TO DETAIL SHEET

PASSIVE RELIEF SPACES - ADDITIONAL TREE PLANTING, SEATING, TABLES SHELTER AND BBQ FACILITIES. NEW TREE PLANTING TO INCLUDE 3 SUPER ADVANCED PLANE TREES (UP TO 6 METRES AT TIME OF PLANTING) TO REPLACE REMOVED PLANE TREES.

COOKE PARK IDENTIFICATION SIGNAGE



VIEW 1 CHAMERLAIN PLAZA AND DALTON STREET - LONGER TERM



VIEW 2 COOKE PARK CONCEPT - LOOKING NORTH

CONCEPT PLAN - SOUTHERN CBD -
 COOKE PARK AND LONGER TERM PLAN FOR DALTON
 STREET AND CHAMBERLAIN PLAZA
PARKES CBD VIBRANCY STRATEGY

APRIL 2016
 SHEET 7 of 16



COOKE PARK CONCEPT - LOOKING EAST



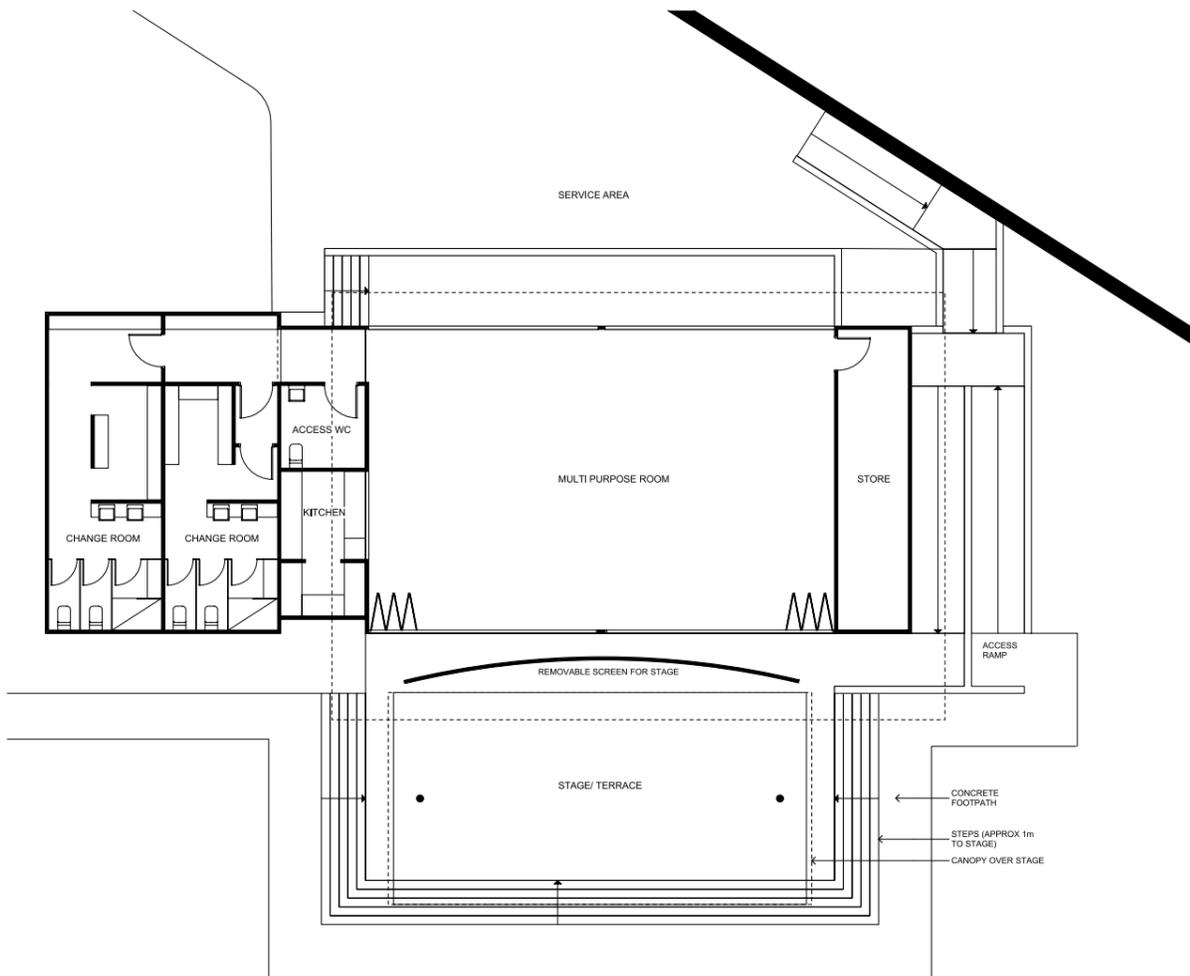
COOKE PARK CONCEPT - LOOKING NORTH



ARBOR STRUCTURE - INDICATIVE IMAGES



WATER FEATURE - INDICATIVE IMAGES



INDICATIVE FLOOR PLAN
1:100@A1

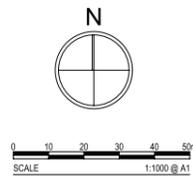


PERFORMANCE STAGE



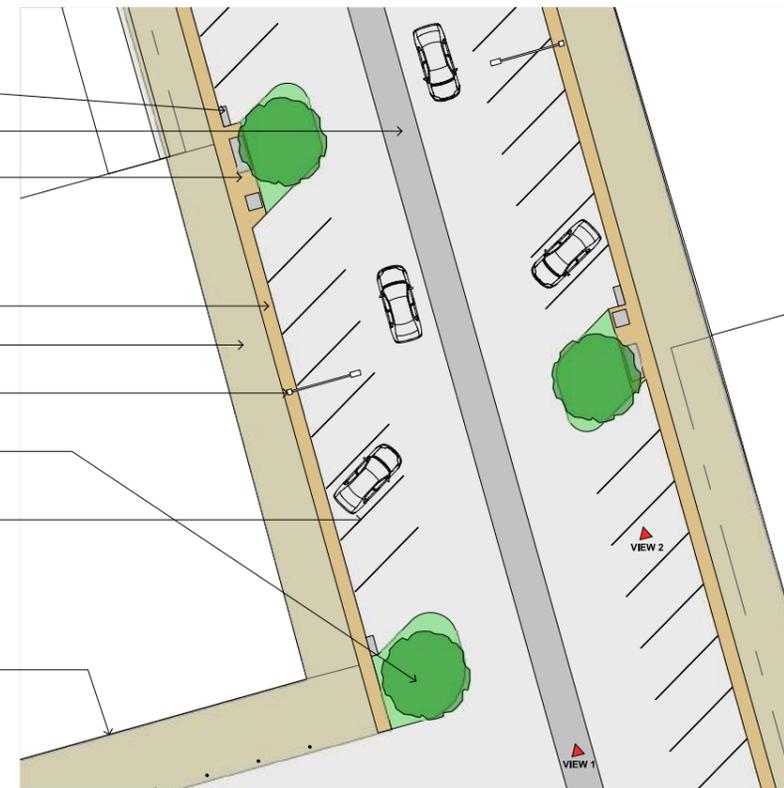
EVENT FUNCTION

- LEGEND**
-  EXISTING TREE TO BE RETAINED (APPROXIMATE LOCATIONS)
 -  NEW TREE
 -  NEW PAVEMENT TYPE 1 - GENERAL FOOTPATH
 -  NEW MEDIAN - SAME GRADE AS ROAD



CLARINDA STREET SOUTHERN CBD PLAN 1:1000

- NEW DRAINAGE PIT
- 1.5m WIDE AT GRADE MEDIAN (MEDIAN SAME LEVEL AS ROAD) - REFER TO EXAMPLE IMAGE BELOW
- SPACE FOR NEW SEATS AND LITTER BINS
- NEW PEDESTRIAN CROSSING
- POTENTIAL FOR NEW PEDESTRIAN PATH LINK THROUGH TO WELCOME STREET
- NEW PAVEMENT BANDING - CAN BE SPECIAL FINISH INSITU CONCRETE OR CONCRETE PAVERS
- NEW FOOTPATH PAVEMENT - CAN BE SPECIAL FINISH INSITU CONCRETE OR LARGE FORMAT CONCRETE PAVERS
- NEW STREET LIGHTING - TO UTILISE LED TECHNOLOGY AND MULTIPOLE (OR SIMILAR)
- NEW LARGE STREET TREE PLANTING WITH COLOURFUL GROUND PLANE PLANTING UNDER IN GARDEN BED - MINIMUM SIZE 20m2
- MARKED 60 DEGREE REAR TO KERB PARKING SPACES
- REFER TO ENLARGED PLAN
- POTENTIAL MURAL ARTWORK ON SIDE WALL TO BUILDING FACING COOKEPARK
- ENTRY THRESHOLD - SEE EXAMPLE IMAGE BELOW
- TOWN CENTRE ENTRY SIGNAGE - SEE SIGNAGE CONCEPT SHEET
- POTENTIAL TO FORMALISE OFF STREET PARKING ON VACANT LAND



CLARINDA STREET - DETAIL 1:200



AT GRADE MEDIAN - EXAMPLE IMAGE



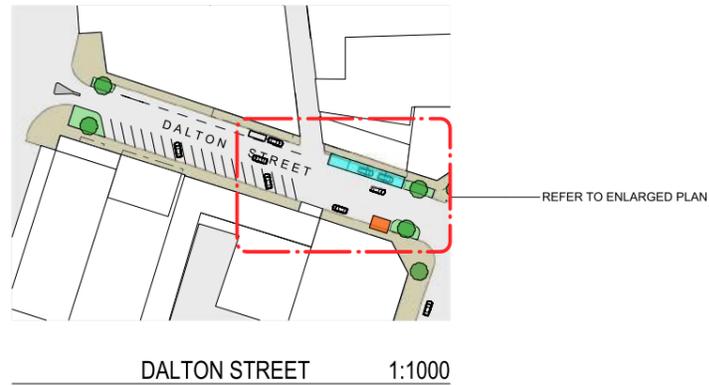
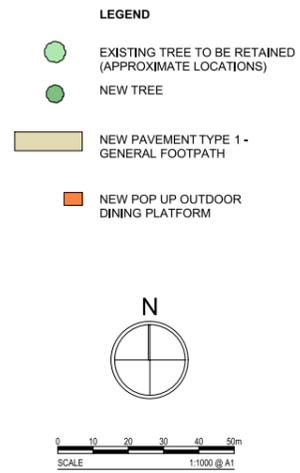
ENTRY THRESHOLD - EXAMPLE IMAGE



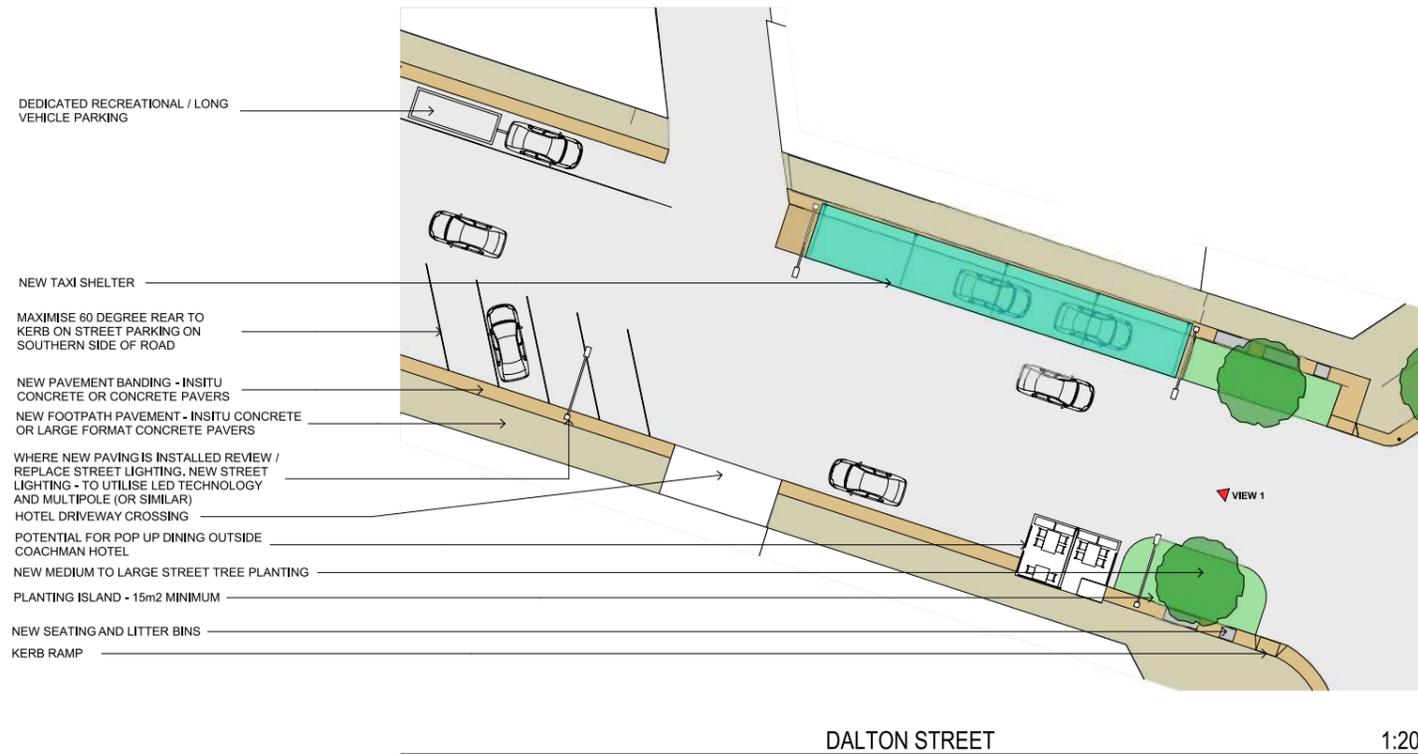
VIEW 1 CLARINDA STREET SOUTH - CONCEPT IMAGE



VIEW 2 CLARINDA ST - EXAMPLE IMAGE



VIEW 1 DALTON STREET CONCEPT SHORT TERM



TAXI SHELTER - EXAMPLE IMAGE



CHAMBERLAIN PLAZA LONGER TERM - LOOKING SOUTH WEST



SHARED SPACE - INDICATIVE IMAGES

CHAMBERLAIN PLAZA AND DALTON STREET - SHARED SPACE

PARKES CBD VIBRANCY STRATEGY

APRIL 2016

SHEET 12 of 16



PAVING OPTION 1
LARGE FORMAT HONED CONCRETE PAVING IN 2 DIFFERENT COLOURS. LIGHTER COLOURED BANDING ON EDGES AND DARKER COLOURED INFILL PAVER. ALSO INCLUDES TACTILE INSET TILES FOR VISUALLY IMPAIRED PEOPLE.



PAVING OPTION 2
COMBINATION OF INSITU SPECIAL FINISH CONCRETE PAVING AND LARGE FORMAT PAVERS.



TACTILE TILES
TACTILE INSET TILES FOR VISUALLY IMPAIRED PEOPLE.



SEAT OPTION 1 - STRABE - RONDO -
STAINLESS OR POWDERCOATED STEEL AND
HARDWOOD OR RECYCLED WOODGRAIN SLATS



SEAT OPTION 2 - COMMERCIAL SYSTEMS AUSTRALIA - NEPEAN
POWDERCOATED STEEL AND HARDWOOD OR RECYCLED WOODGRAIN SLATS



BIKE RACK OPTION 1 - STRABE - CECIL -
STAINLESS STEEL



BIKE RACK OPTION 2 - SECURA -
STAINLESS STEEL



BIN ENCLOSURE OPTION 1 - STRABE - MADRID -
STAINLESS OR POWDERCOATED STEEL AND
HARDWOOD OR RECYCLED WOODGRAIN SLATS



BIN ENCLOSURE OPTION 2 - COMMERCIAL SYSTEMS AUSTRALIA - MANHATTAN
STAINLESS OR POWDERCOATED STEEL AND
HARDWOOD OR RECYCLED WOODGRAIN SLATS



DRINKING FOUNTAIN OPTION 1 - STRABE - MINUS -
STAINLESS STEEL



DRINKING FOUNTAIN OPTION 2 - STREET FURNITURE AUSTRALIA - ARQUA
STAINLESS STEEL OR POWDERCOATED ALUMINIUM



PICNIC SETTING OPTION 1 - STRABE - RONDO -
POWDERCOATED STEEL AND HARDWOOD OR RECYCLED WOODGRAIN SLATS



PICNIC SETTING OPTION 2 - CUSTOM
POWDERCOATED STEEL AND HARDWOOD OR RECYCLED WOODGRAIN SLATS
AND CAST CONCRETE



BOLLARD OPTION 1 - STRABE - MONACO
STAINLESS STEEL



BOLLARD OPTION 2 - COMMERCIAL SYSTEMS AUSTRALIA - URBANIA
STAINLESS OR POWDERCOATED STEEL AND
HARDWOOD OR RECYCLED WOODGRAIN SLATS



STREET LIGHTING LUMINAIRE – WE-EF



STREET LIGHTING SYSTEM – MULTIPOLE



CUSTOM SEAT AND LIGHTING FEATURE



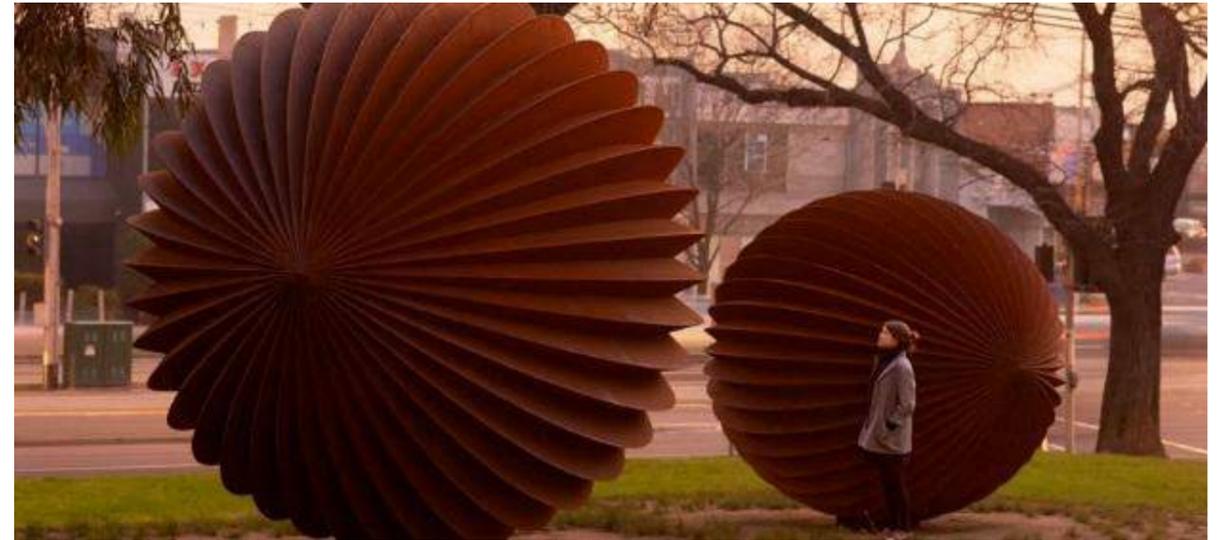
CATENARY LIGHTING - RONSTAN



CUSTOM LIGHTING AND ART



PUBLIC ART AND LIGHTING INSTALLATION



PUBLIC ART



ART CONCEPT INTEGRATED IN PLAY EQUIPMENT



SHELTER STRUCTURE – LANDMARK PRODUCTS – POWDERCOATED MILD STEEL AND TIMBER – VARIOUS SIZES



SHELTER STRUCTURE – CUSTOM – TIMBER AND STEEL

STREET TREE

MANCHURIAN PEAR	PYRUS
	
<p><i>Pyrus ussuriensis</i></p> <p>Landscape value: A medium-sized tree that flowers very early in spring and has bright autumn leaf colour that is held well into the season. Suitable for many landscapes, including parks and large gardens. Its readily being superseded by newer introductions of ornamental pear that are superior in growth habit, structural stability and form.</p> <p>Size: Grows to about 9 x 7 metres at 20 years.</p> <p>Growth rate: Moderate.</p> <p>Habit: Dense, rounded. Pyramidal when young.</p> <p>Foliage: Glossy dark green, rounded leaves turning to varying autumn tints of olive-red, scarlet and gold. Foliage is held on the tree well into late autumn.</p> <p>Flowers: White flowers to 3 cm across in early spring are pale pink in bud. One of the first ornamental pears to flower in spring.</p> <p>Fruit: Inedible, greenish-yellow, globose pomes up to 3 cm in diameter.</p> <p>Bark: The young branches are purplish-brown.</p> <p>Culture: Adaptable to a variety of conditions including moderate drought, air-pollution and exposure. May struggle in very warm regions and in compacted soils. Best in full sun.</p>	
	

STREET AND PARK TREE

SAPIUM (TRIADICA)	CHINESE TALLOWTREE	
		
	<p><i>Sapium sebiferum</i></p> <p>Synonym: <i>Triadica sebifera</i>. Recently re-classified.</p> <p>Landscape value: Suitable for warmer climates, although considered a weed in some warmer regions of the world. A very tough and adaptable medium-sized tree that will perform well in difficult sites from cool temperate to warm temperate areas. A good feature tree in parks and gardens.</p> <p>Size: Grows to about 8 x 8 metres at 20 years.</p> <p>Growth rate: Moderate.</p> <p>Habit: Open, pyramidal, becoming more rounded with age.</p> <p>Foliage: Mid-green, broad to ovate, up to 7 cm long and wide with a tapering tip. Autumn colour yellow to bright red-orange-purple.</p> <p>Flowers: Yellowish, insignificant flowers produced in cask-like inflorescences.</p> <p>Fruit: Rounded capsules to 1.25 cm diameter containing waxy, white seeds.</p> <p>Bark: Grey, scaly and furrowed.</p> <p>Culture: Tolerant of difficult soils and site conditions including moderate drought and some coastal sites once established. Also tolerates intermittently wet sites and full sun to partial shade. Can be frost sensitive as a young plant. Its milky sap is poisonous. Appears to be reasonably resistant to pests and diseases.</p>	
		

STREET TREE

ORNAMENTAL PEAR	PYRUS
	
<p><i>Pyrus calleryana</i> Chanticleer®</p> <p>Landscape value: Currently one of the most widely planted ornamental pears in Australia. A superb, upright ornamental pear introduction with a dense habit and attractive foliage. Excellent for sites where lateral space is restricted. Its tough disposition and aesthetic attributes combine to make for a wonderfully versatile tree for home gardens or streets and public areas.</p> <p>Size: Grows to about 11 x 6 metres at 20 years.</p> <p>Growth rate: Moderate.</p> <p>Habit: Narrowly conical. Dense.</p> <p>Foliage: Lustrous dark green leaves that turn gold, plum and burgundy in autumn.</p> <p>Flowers: Masses of white flowers produced in large corymbs in spring.</p> <p>Fruit: Small, dull gold to russet coloured fruit. Inedible.</p> <p>Bark: Greyish-brown and lightly furrowed with age.</p> <p>Culture: Adaptable to a wide range of site conditions including those that are quite dry, slightly alkaline soils and air pollution. Able to handle intermittently wet, heavy soils. Best in full sun. Can withstand windy sites reasonably well and some coastal exposure.</p>	
	

PARK TREE

PLATANUS	ORIENTAL PLANE	
		
	<p><i>Platanus orientalis</i></p> <p>Landscape value: A hardy, drought tolerant tree suitable for street planting where space permits. It may also be used successfully as an avenue tree in larger parks. Ultimately a very large tree and should be sited accordingly.</p> <p>Size: Grows to about 15 x 10 metres at 20 years.</p> <p>Growth rate: Moderate.</p> <p>Habit: Pyramidal in youth, becoming rounded with age. Eventually forms a very large tree.</p> <p>Foliage: The medium-green, deeply incised foliage becomes yellow-brown in autumn.</p> <p>Flowers: Inconspicuous flowers in early spring.</p> <p>Fruit: Dendroicous, bristly seed balls are produced in groups of three to six.</p> <p>Bark: Exfoliating in plates to reveal cream underbark.</p> <p>Culture: Tolerates a wide range of conditions including urban conditions, differing soils and atmospheric pollution. Responds well to heavy pruning and exhibits good disease resistance. Best in moist, well-drained, fertile soils in full sun to light shade. Hairs on the fruits and leaves may be irritating to the nose, eyes and throat for some people. Bark, leaf and fruit litter may be a problem in urban sites.</p>	
		

PARK TREE

QUERCUS	PIN OAK	
		
	<p><i>Quercus palustris</i></p> <p>Common name: Marsh Oak.</p> <p>Landscape value: This popular, majestic tree with good autumn colour is most suitable for larger parks and garden plantings. Often used for difficult sites as a street tree or avenue tree.</p> <p>Size: Grows to about 15 x 8 metres at 20 years.</p> <p>Growth rate: Moderate.</p> <p>Habit: Ovals, with a strong central leader. Conical when young, with ascending upper branches and drooping lower branches. Eventually becoming a large tree.</p> <p>Foliage: Lustrous, dark green leaves with five to seven deep, fine lobes. Disposed to brown in late autumn, with an even more brilliant scarlet colour in cooler areas. Leaves often persist over winter. The winter buds are without a woolly covering which helps to distinguish this species from <i>Quercus coccoloba</i>.</p> <p>Flowers: Grey-green to tan male catkins; yellow-green to tan female flowers mature to light brown acorns. Blooms in late winter to early spring.</p> <p>Fruit: Stout acorns around 12 mm long with a shallow, saucer-shaped cap.</p> <p>Bark: Dark grey-brown, fissuring with age in flat, scaly ridges.</p> <p>Culture: Very adaptable to a wide range of site conditions including both wet or dry, clay or sandy soils. Handles moderate drought, air pollution and has good wind tolerance. Best in moist, well-drained, acid soils but may suffer iron related chlorosis in soils with a high pH. Prefers full sun. Has a shallow, fibrous root system when mature. Lower branches may require pruning for vehicular or pedestrian access.</p>	
		

STREET AND PARK TREE

ULMUS	CHINESE ELM	
		
	<p><i>Ulmus parvifolia</i> 'Emerit Allee®'</p> <p>Landscape value: This superb new selection of Chinese Elm has outstanding urban tolerances and excellent uniformity. If given the space this cultivar is impressive when used as an avenue tree or as a specimen in larger parks and gardens, as the large crown provides good shade. An outstanding new cultivar with excellent potential for urban areas.</p> <p>Size: Grows to about 13 x 10 metres at 20 years.</p> <p>Growth rate: Moderate to fast.</p> <p>Habit: Upright when young becoming ovate with age forming a dense crown.</p> <p>Foliage: Lustrous dark green foliage with acute serration, shows excellent heat and scorch resistance, even when under moderate drought stress. Autumn colour changes to pale yellow.</p> <p>Flowers: Inconspicuous flowers from mid- to late summer.</p> <p>Fruit: Samaras up to 9 mm diameter, maturing in late autumn, of little consequence.</p> <p>Bark: Highly ornamental bark exfoliates in plates to reveal orange and grey to brown colours. The colour is most prominent in spring.</p> <p>Culture: A very adaptable tree, capable of growing well in a wide variety of sites. Performs best in moist, well-drained soils, but will tolerate some dryness as well as wet sites, and is pH adaptable. It is tolerant of urban stresses such as compaction and restricted root zones. Shows good resistance to pest and disease.</p>	
		

NOTE: TREE IMAGES DESCRIPTION COURTESY OF FLEMINGS URBAN TREE GUIDE

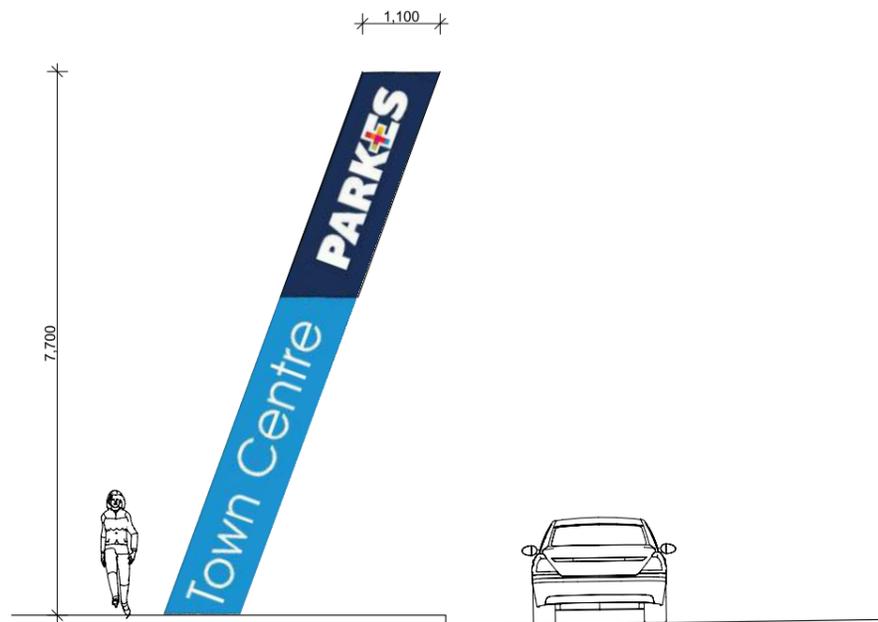
INCORPORATION OF GRAPHICS USING PARKES BRAND IDENTITY GUIDELINES

Parkes Grey					Primary Colours				
C	M	Y	K	C	M	Y	K	PMS	
77	70	50	46	2	0	45	100	0	7408
				5	100	20	0	0	2925
				6	40	0	100	0	367



MULTIPOLE WITH BANNERS AND LIGHTS

BANNERS AND POLES OF THIS NATURE, WITH BANNERS INCORPORATING PARKES SPECIFIC GRAPHICS, COULD BE INSTALLED IN THE MEDIAN IN BOGAN STREET ON BOTH APPROACHES TO THE DALTON STREET INTERSECTION.



CONCEPT ENTRY SIGNAGE ELEVATION

1:50



CONCEPT ENTRY SIGNAGE AND COOKE PARK IDENTIFICATION SIGNAGE