URBIS

AUGUSTA MAIN STREET
STREETSCAPE CONCEPT PLAN

Prepared for Shire of Augusta Margaret River

March 2024

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We acknowledge Aboriginal and Torres Strait Islanders as the traditional custodians of all the lands throughout Australia. We recognise and respect the connection to their land, cultural heritage and community, and we pay respects to their Elders past, present and emerging.

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1.0 INTRODUCTION

Nestled in Australia's Southwest, Augusta is a prominent destination of the Shire of Augusta-Margaret River contributing substantially to the regions tourism and growing community. Bussell Highway is the towns entry point and reflect the history of the place and existing community. The Shire of Augusta-Margaret River has partnered with Urbis to create a landscape concept plan that celebrates Augusta's unique character and envisions a main street that resonates with both the local community and visitors.

This document will expand upon existing research, planning, and urban context analysis to formulate a concept plan that will drive and guide the future development of the main street, working cohesively with the Augusta Precinct Plan.

Planning documents and work to date which informs the concept plan include:

- Shire of Augusta-Margaret River Strategic Community Plan 2040
- Shire of Augusta Margaret River Local Planning Strategy 2036
- Augusta Character Study

1.1 SITE

Situated in the south-western corner of in Western Australia, and bordered by the Southern Indian Ocean wrapping into the Blackwood River and Hardy Inlet to the east. Augusta's unique combination of natural beauty and a thriving business scene defines it as a remarkable destination. The town centre comprises the main streets, Bussell Highway and Ellis Street, featuring approximately 93 lots encompassing a mix of businesses, residences, cafés, and gift shops. The area under examination spans 310 meters along Bussell Highway, extending from a café to the IGA store's terminus, and stretches 20 meters in both directions along Ellis Street.

1.2 KEY OBJECTIVES

The streetscape concept plan aims to improve the public realm of Augusta's town centre focussing on the following key objectives.

A PEDESTRIAN FOCUSED PLACE

The plan aims to improve pedestrian and bicycle mobility in the town centre, whilst enabling it to function as a destination along Bussell Highway, creating a safe and welcoming environment for all.

CELEBRATE COASTAL CHARACTER

Whilst preserving the character of Augusta's main street, the concept plan will aim to create a consistent narrative & sense of identity for the town centre which reflects the town's coastal environment.

IMPROVE PUBLIC REALM INFRASTRUCTURE

The plan will focus on improving amenity for residents and visitors for the growing region. It will address areas lacking in amenity, improve legibility of the street, address public and private realm overlaps and create high quality landscape for a thriving main street.

UNIQUELY AUGUSTA

The Augusta Main Street will reflect the existing character of Augusta and assist in developing it's identity distinctly from the surrounding region.



2.0 SITE ANALYSIS

2.1 URBAN CONTEXT

Blackwood Avenue is the extension of Bussell Highway, providing the primary access into Augusta and the end of the highway.

No clear entry into the town centre and primary activity areas. These are spread along a 300m stretch starting from the town entry signage and bakery through to the hotel.

KEY CHALLENGES

- Activity areas are segregated and destinational in nature which do not encourage walking along the main street and discovery.
- Street presents as vehicle priority with wide lanes and limited structure to road side parking and limited formal crossing opportunities.
- No clear sense of arrival into the main street and town centre area.
- Primary waterfront access is via the main street and Ellis Street intersection.
- No formal cycle network along the street connecting to the town.
- Blending of public and private realms with parking being present in both private lots and road reserve, and some small open space areas within private lots.
- Overhead powerlines will require consideration for amendments in street sections.
- Currently most crossovers and access to parking areas are full movement with potential conflict areas.

KEY OBSERVATIONS

- Overall length of the main street poses a challenge for activation as a holistic street experience. This can be divided into activity areas and allowed to function as varied parts of the whole with clear links throughout.
- Currently the staggered and set back framing of built form and landscape creates sense of priority and thoroughfare for vehicles in the street rather than encouraging stooping and dwelling outside of the existing destinational functions.
- Parking and activity areas are separated from street in many locations
- Paths are provided continuously on both sites of the street, however these are broken up by multiple crossovers, shift back and forth to meet varying building setbacks and narrow in some areas.
- Generally the view to the water is shielded by built form along the street, however are multiple small view opportunities which can be protected and integrated as part of the street's activity.



2.2 TYPOLOGIES

There is a variety of streetscape typologies within the site boundary. These vary in land use, pedestrian and vehicle movement, and visual appearance.





Site Extent

The site includes various typologies of form and function.
Considerations for overall function include:

- Threshold experience to the primary main street site from the 4 end points.
- Wayfinding and anchors along the extent of the journey are important due to the overall length.
- Current clear distant views along the street to and from the central high point intersection.









Destinational Retail Strip

- Key anchor destination for local and visitor needs.
- The retail strip separates activity from main road area, encouraging vehicle thoroughfare and provides limited formal pedestrian crossing opportunities.
- The northern end of the strip has a small plaza space with water views through some vegetation. This provides an opportunity for public space, social interaction and increased landscape elements which can build off the destinational nature of the current activities.
- Service access and movement areas are blended with visitor parking and movement areas.
- This area acts as a visitor gateway, with the western edge housing a bus stop and leading to the large parking area, amenities & future public open space This edge western frames the entry with a strong green character.









Intersection

The main intersection connects the town centre main street with the Jetty and waterfront. It is characterised by:

- Built form framing 2 corners.
- Water views past the corner building.
- Wayfinding opportunity.
- Potential congestion point & pedestrian safety issues.





Traditional Main Street

- Built form to the street edge frames this as a more compact walkable space
- The small parking area with community wall of faces is open with water views
- This stretch provides a character which aligns with a destinational anchor as well as potential for a walkable and active main street with spaces to engage with the community and dwell.

2.3 LANDSCAPE ELEMENTS

The unique character of Augusta primarily draws from its natural surroundings, coastal location, and holiday town atmosphere.

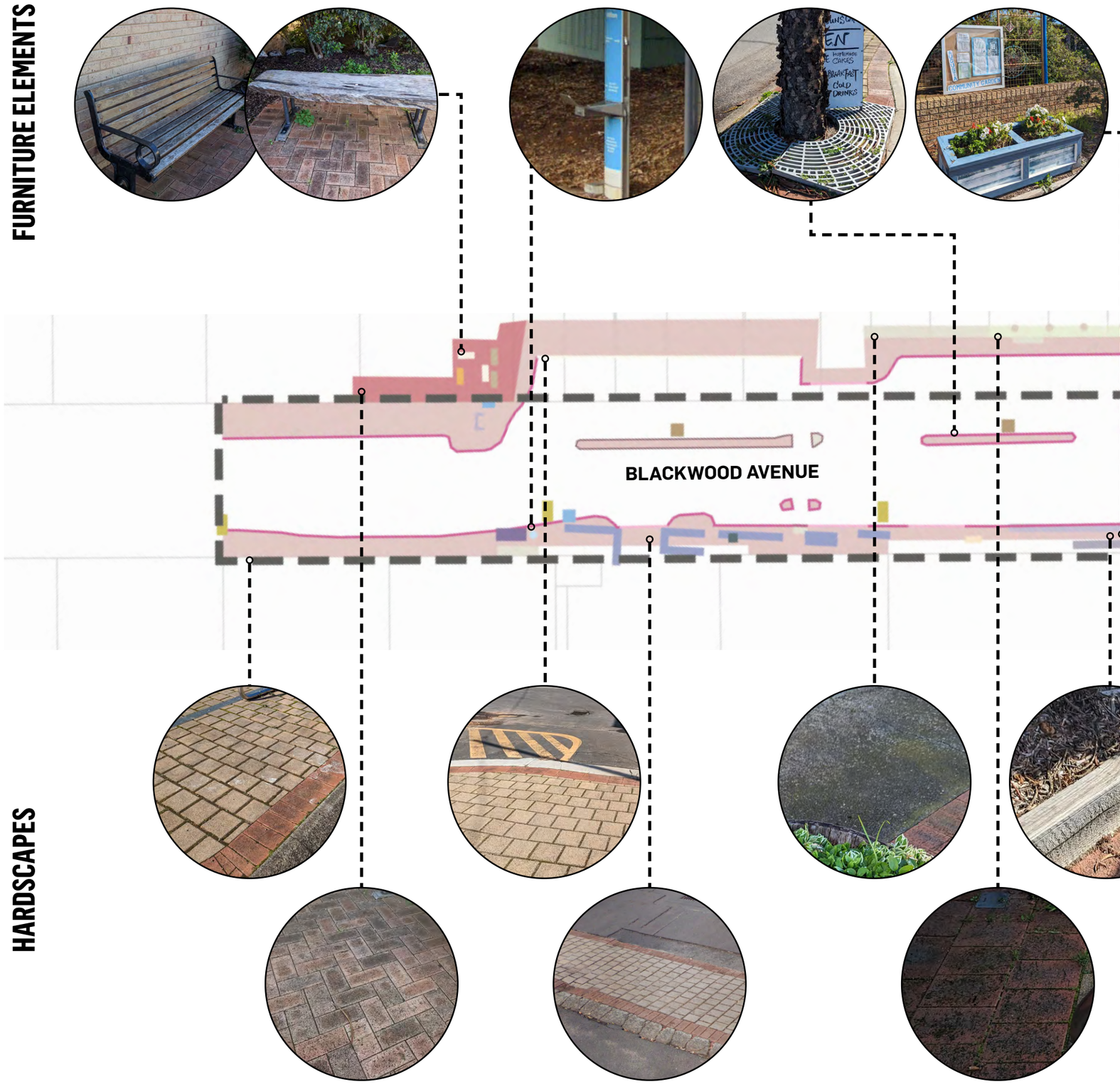
The landscape of the main street is characterised by a wide variety of materials, colours and furniture styles without a consistent visual narrative.

Key existing elements include:

- Red and cream brick paving
- Variety of wooden benches
- Painted wooden planters
- Brick and concrete retaining walls
- Stone retaining walls
- Mix of concrete, brick and wooden edge treatments
- Varied bitumen and concrete areas
- Native and non native planting within setbacks and verges
- A series of Cook Island Pine Trees
- Clusters of native mature trees around the northern entrance

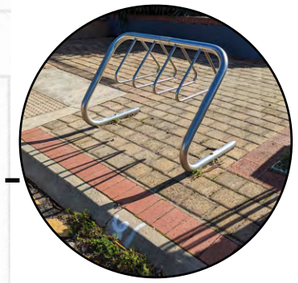
KEY OBSERVATIONS

- The lack of uniformity in street furniture and material choices undermines the cohesive coastal character and consistent identity of Augusta.
- The rapid weathering of the chosen materials becomes a testament to Augusta's rustic ambiance and theme, yet it simultaneously detracts from the city's relaxed and holiday atmosphere.
- Materials, furniture, and elements chosen are beginning to display signs of aging, resulting in Augusta losing its modern appearance.
- Excessive hardscape dominates the area while landscaping is lacking, and the existing landscaping appears neglected and unattractive; a more thoughtful approach involving native and seasonal planting would advised.













ELLIS STREET



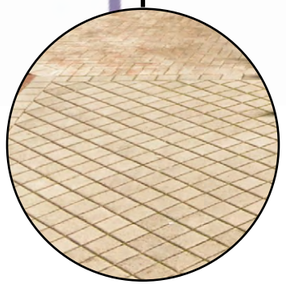






















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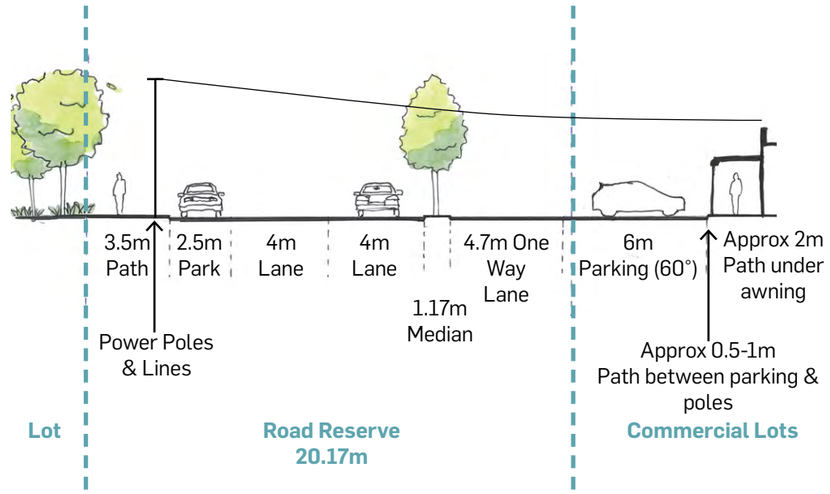
3.0 FOCUS AREAS & OPPORTUNITIES

3.1 FOCUS AREAS



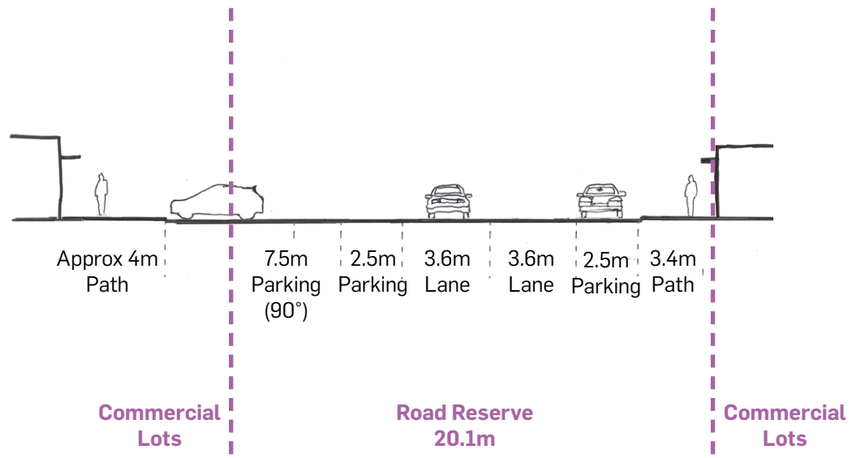
RETAIL STRIP

CURRENT TYPICAL SECTION



INTERSECTION & SURROUNDS

CURRENT TYPICAL SECTION



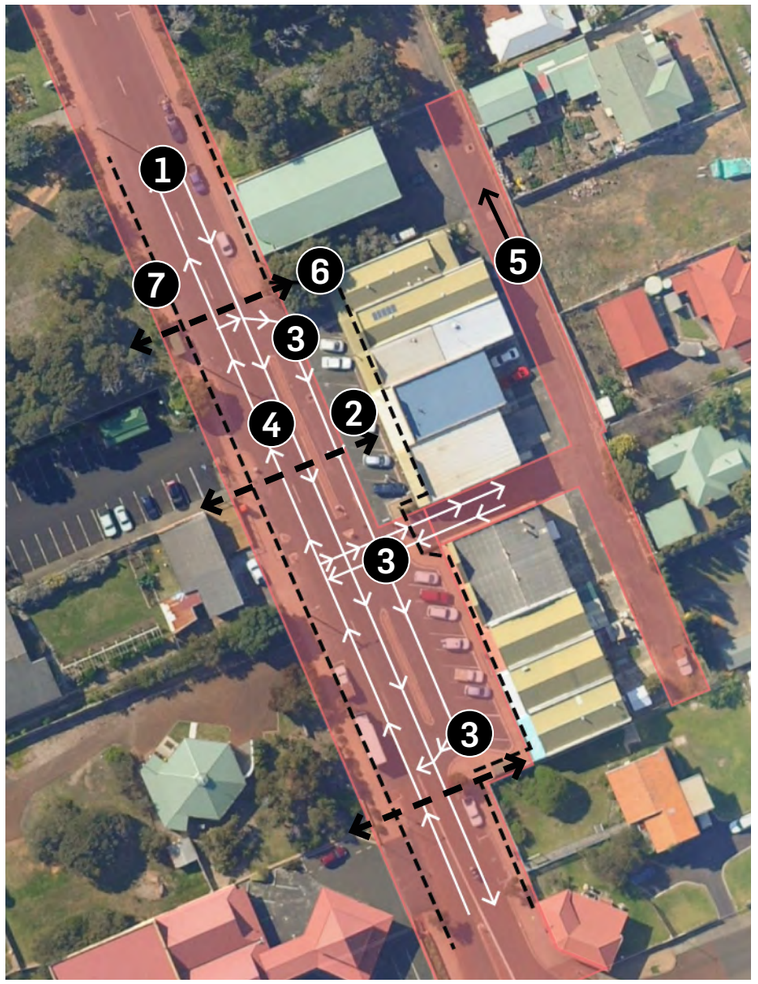
3.2 OPPORTUNITIES: RETAIL STRIP

KEY ISSUES

- Angled parking is located within road reserve and within private lots.
- Pedestrian movement along the shop fronts is interrupted and narrows in some areas.
- Potentially conflicting traffic movement with the ability to make full movements from the central service lane out onto Blackwood avenue
- Uses and access arrangement discourages dwelling.
- No canopy cover and limited landscaping around shops and pathways on the eastern edge.

OPPORTUNITIES

1. Vehicle threshold into the main street. Introduce slow zone, traffic calming and formalise this area as having pedestrian priority and potentially a shared space.
2. Potential to reduce parking / introduce flexible spaces to allow for adaptability of uses and emphasise pedestrian priority.
3. Reconfigure vehicle access to parking and service area to reduce traffic conflict. Potential to limit right-in and right-out options and remove one access point.
4. Reduce carriageway and formalise parallel parking to enable additional planting and pedestrian or cycle opportunities. Consider central median to increase tree canopy and pedestrian safety, and introduce pedestrian priority crossing areas with raised crossings or wide shared zone areas.
5. Explore alternative access location for servicing via the rear lane.
6. Expand on existing open spaces and alfresco area to create a landscaped dwell space with water view.
7. Explore re-location or formalisation of bus stop along future POS.



LEGEND:

- Road Reserve
- Current Vehicle Movement
- Existing Paths
- Key Crossing Locations









3.3 OPPORTUNITIES: INTERSECTION & SURROUNDS

KEY ISSUES

- Uncontrolled full movement intersection , difficult for pedestrian movement during busy periods.
- Lack of wayfinding towards waterfront.
- Wide BP crossover close to intersection with road paving.
- Parking in front of shopfronts with narrow and interrupted path due to width and topography.
- No canopy cover and limited landscaping around shops and pathways on the eastern edge.

OPPORTUNITIES

8 Potential to reconfigure intersection with a roundabout or introduce medians/formalised pedestrian crossings. Landmark and wayfinding opportunity leading to and from the waterfront.

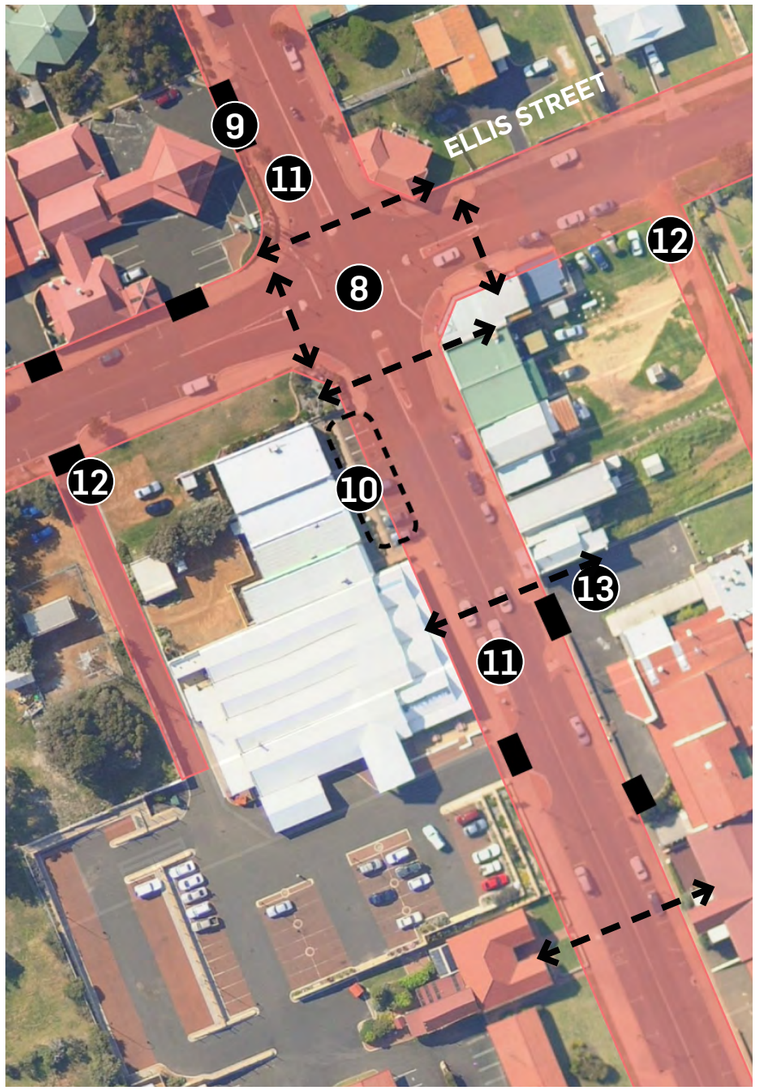
9 Reduce impact of wide fuel station crossover through reduction in size and paving treatment for pedestrian priority. Consider LI-LO movement only to reduce traffic conflict with the intersection.

10 Remove / re-locate perpendicular parking to Ellis Street to expand paving within private lots and reduce traffic conflict.

11 Reduce carriageway and formalise parallel parking to enable additional planting and pedestrian or cycle opportunities. Consider central median to increase tree canopy.

12 Formalise service access and explore opportunities for rear parking areas.

13 Current parking area with wall of faces can provide a flexible dwell space with water views, however is located within a private lot.











3.4 CHARACTER

A PEDESTRIAN FOCUSED PLACE



Shared Zones


Differentiated crossings (flush kerbs)


Wide paths with open space setbacks



Green Streets with narrow lanes



Shared Zones with angled parking

IMPROVE PUBLIC REALM INFRASTRUCTURE


Flush Kerbs & Slow Intersections


Pedestrian Priority Crossings


Pocket Parks

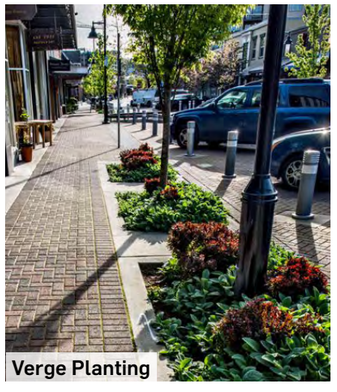

Formalised Parking between landscape



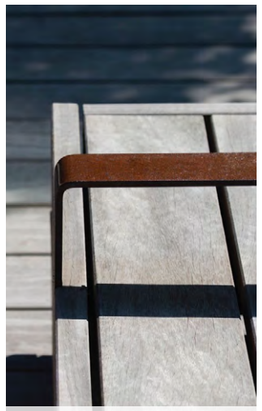
Community Dwell Spaces



Art for blank walls


Verge Planting

CELEBRATE COASTAL CHARACTER


Effective Material Palette


Coastal Planting


Pedestrian Friendly

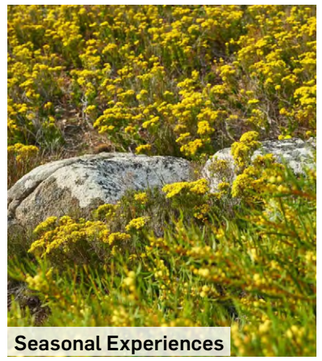

Clear Visual Narrative for Wayfinding


Vibrant Planting


Inviting Frontage


Soft Hardscape

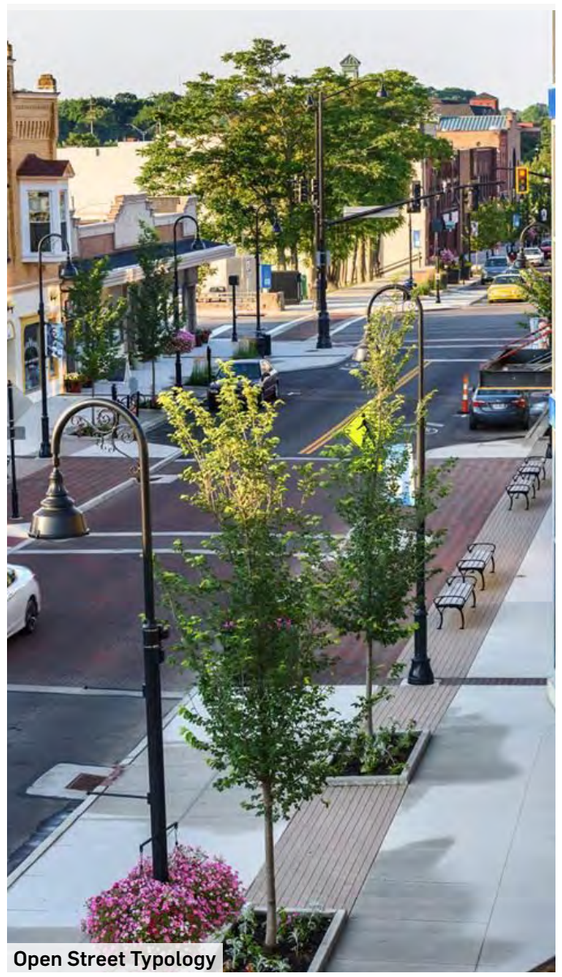
UNIQUELY AUGUSTA


Seasonal Experiences


Large Canopy


Decorative Streets


Complimentary Materials


Open Street Typology


Endemic plant species

4.0 CONCEPT PLAN

4.1 DELIVERING THE OBJECTIVES

The proposed concept plan aims to revitalise the main street with structural changes to the street sections, fresh material and planting palettes, and unlocking opportunities for community spaces.

The recommended approach considers elements from the site anaylysis and community consultation outcomes, to deliver a plan which serves local communities and visitors throughout the year.

Design elements to deliver the objectives include:

A PEDESTRIAN FOCUSED PLACE

- A reconfigured road section which formalises lanes, parking and pedestrian crossings.
- Slow zones and shared spaces to enable prioritisation of pedestrian movement over vehicles .
- Reduced lane width to encourage a shared road and discourage unsafe overtaking of cyclists within the main active area .
- A median strip and dedicated planting areas for trees to grow into a green and shaded street.
- Upgrading all soft and hardscaping within the site area to improve the condition and create a consistent visual narrative.
- Reduction of speed to 40km/h within the site boundary and 20-30km/h at the intersection and southern shared zone.

IMPROVE PUBLIC REALM INFRASTRUCTURE

- Removing parking from private lot areas and integrating it within the road reserve.
- Undergrounding of powerlines to enable greater tree canopy.
- Upgrading the primary intersection to a roundabout to improve traffic safety and legibility, improve visual impact and enable greater planting areas.
- Formalised public open space areas to activate the street and surrounding commercial tenancies, and provide variety in soft and hard landscaping.

CELEBRATE COASTAL CHARACTER

- A planting palette which responds to the challenges of the exposed environment while adding to the recognisable coastal visual identity.
- Materials and colours which modernise the street and reflect recognisable coastal character with grey/blue paving, blue granite stone, and wooden textures throughout the street.
- Opportunities for public art to be integrated within paving, furniture, and in private lots around the commercial areas.

UNIQUELY AUGUSTA

- Retain the existing continuous view along Blackwood Avenue and frame it with median and verge trees.
- Enhance existing community areas by creating larger spaces around cafe and retail strips for gathering and activity.
- Plant species which are endemic to the region and respond to the local Six Seasons of the Wadandi Boodja people.
- Materials and colours such as wooden furniture and blue granite stone to retain celebrated elements of the existing palette.
- A blend of old and new to create a visual narrative specifically for Augusta.



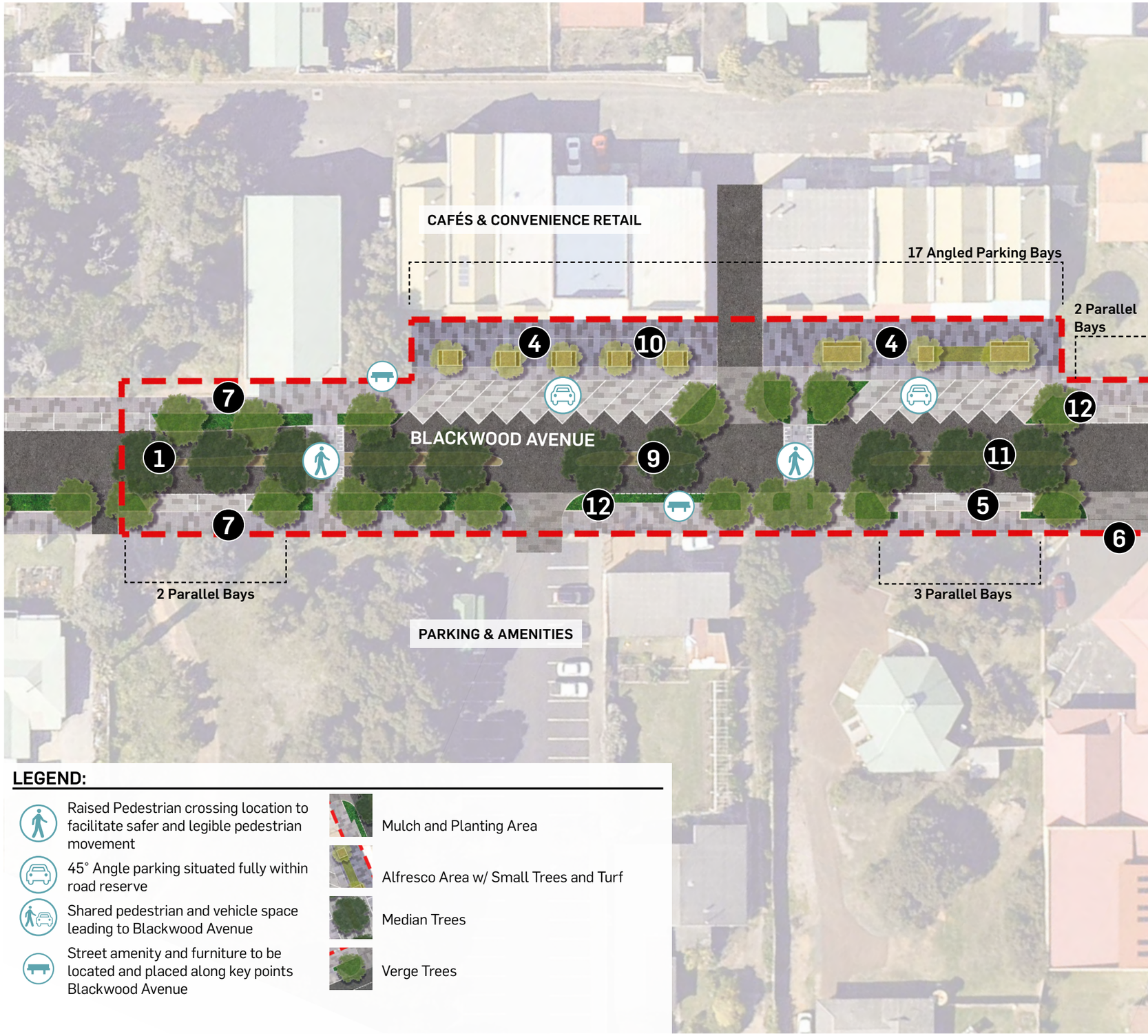
4.2 PROPOSED CONCEPT PLAN

MOVEMENT & ACTIVITY

1. Reconfigured street section to reduce lanes, formalise parking and introduce central median.
2. Converted intersection to roundabout with raised paving treatment to promote a slower environment. Mountable kerb allows for larger vehicles and trucks to navigate the new intersection. Paving provides an opportunity for integrated art particularly on the central island as a landmark.
3. Intersection and Shared Zone south of intersection to have trafficable pavement which is similar to the footpath paving but distinguishable through varied colours and patterns.
4. Relocated parking into road reserve to open up large alfresco and seating space in front of retail strip. Opportunity for a focal point within the town centre for locals and visitors.
5. Formalised parallel parking to open up opportunities for increased planting and crossing locations. Parking bays to have stone paving treatment and remain at level with the road lanes.
6. BP crossover reduced to 8m and retained full movement, subject to further investigation for traffic impact on roundabout

PEDESTRIAN ENVIRONMENT & LANDSCAPE

7. Upgraded pedestrian footpaths with consistent contemporary paving treatment to improve legibility and safety with the pedestrian experience.
8. Low level hardy coastal landscaping to edge of roundabout intersection, ensuring sightlines to roadway are maintained. Openings are located at each end of the roundabout to enable safe pedestrian crossing while enhancing street amenity.
9. Recommended undergrounding of power lines to encourage tree growth within verges and median.
10. Opportunity for high quality active public realm with alfresco and seating areas, soft landscaping, varied paving treatment and feature planting
11. Central median strip with recommended median trees at equal spacing (as per planting palette).
12. Soft landscaping strips alongside footpaths and between parking areas with recommended street trees (as per planting palette) where width and depth are sufficient.

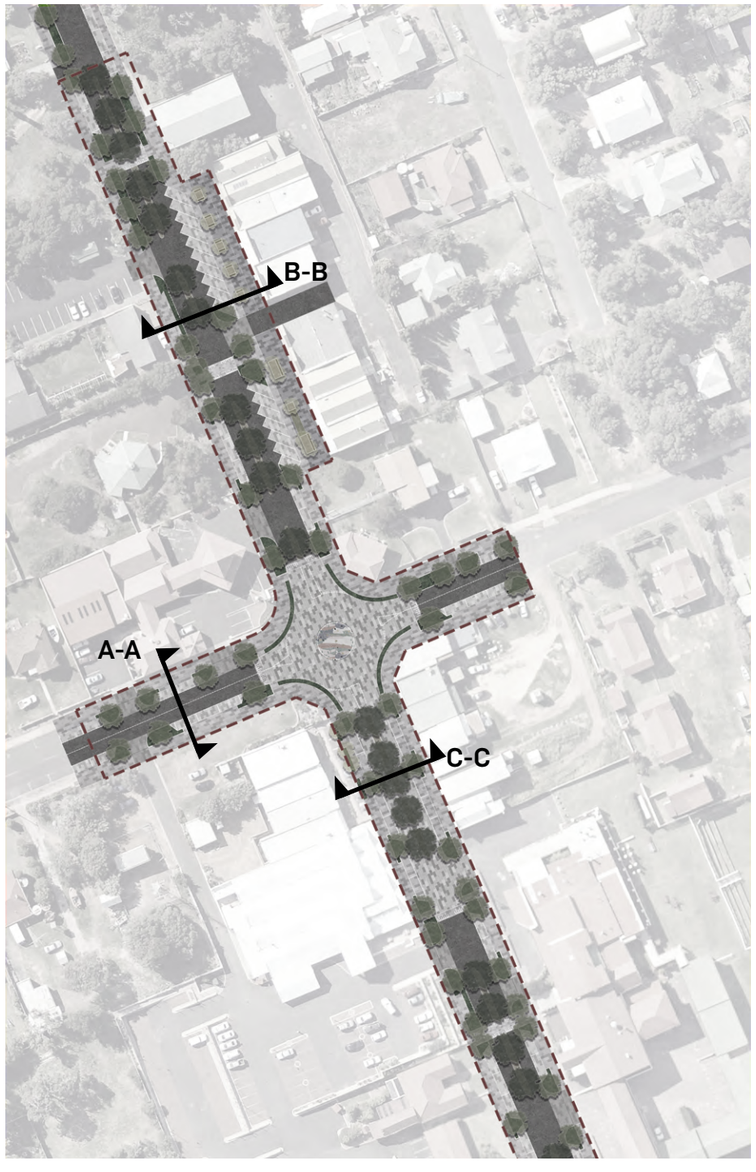




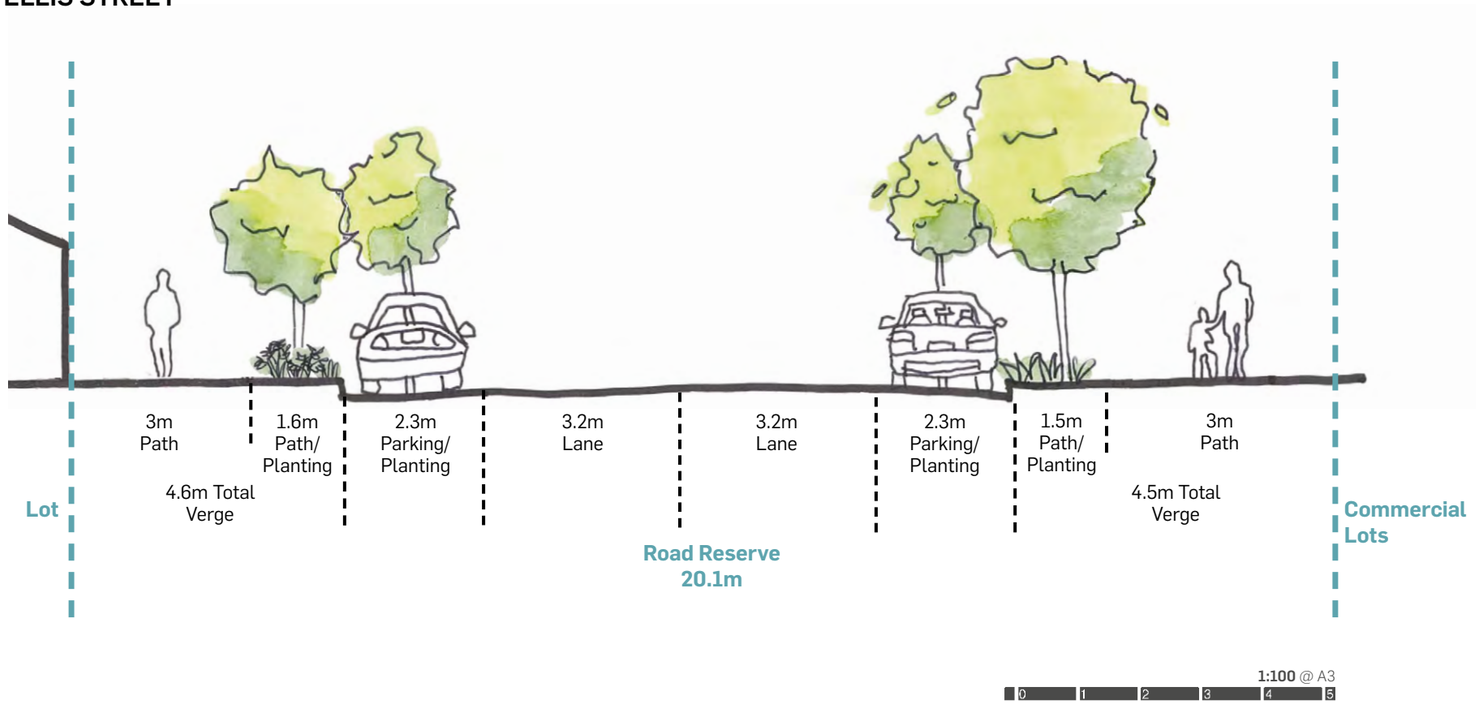
Prepared for Shire of Augusta Margaret River

4.3 PROPOSED CROSS SECTIONS

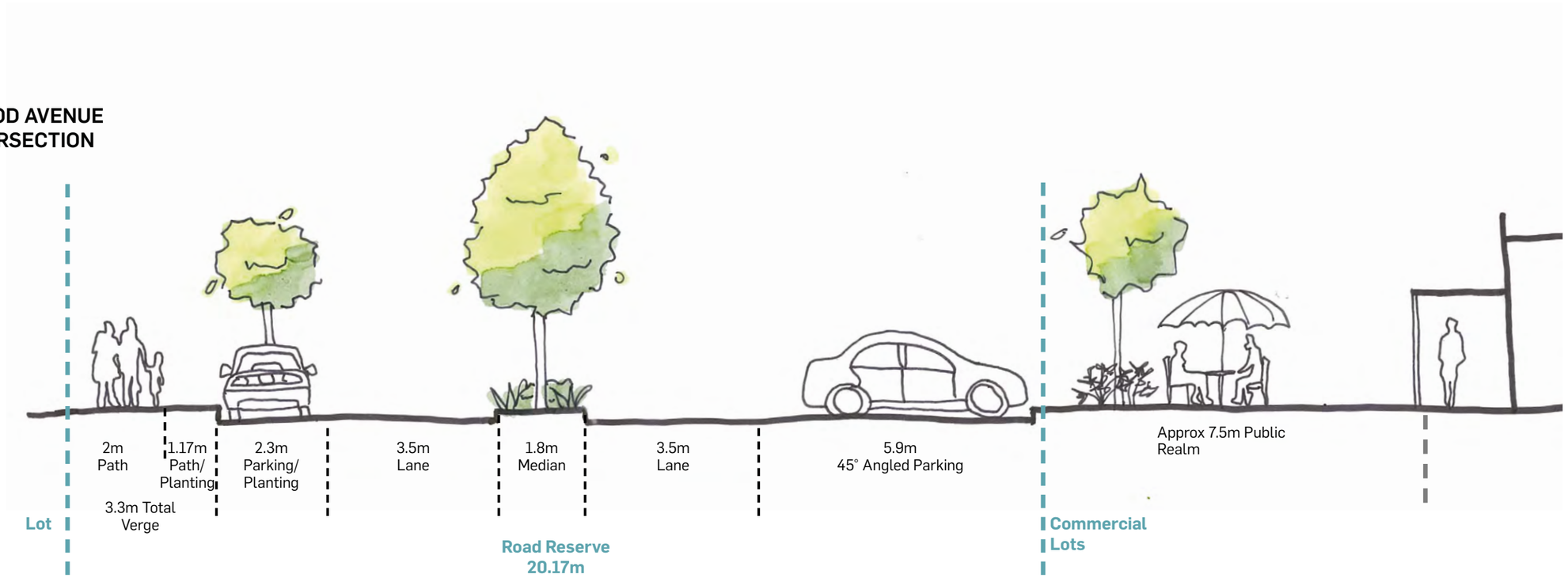
The following diagrams show the proposed cross sections for Blackwood Avenue north and south of the intersection, and Ellis Avenue.



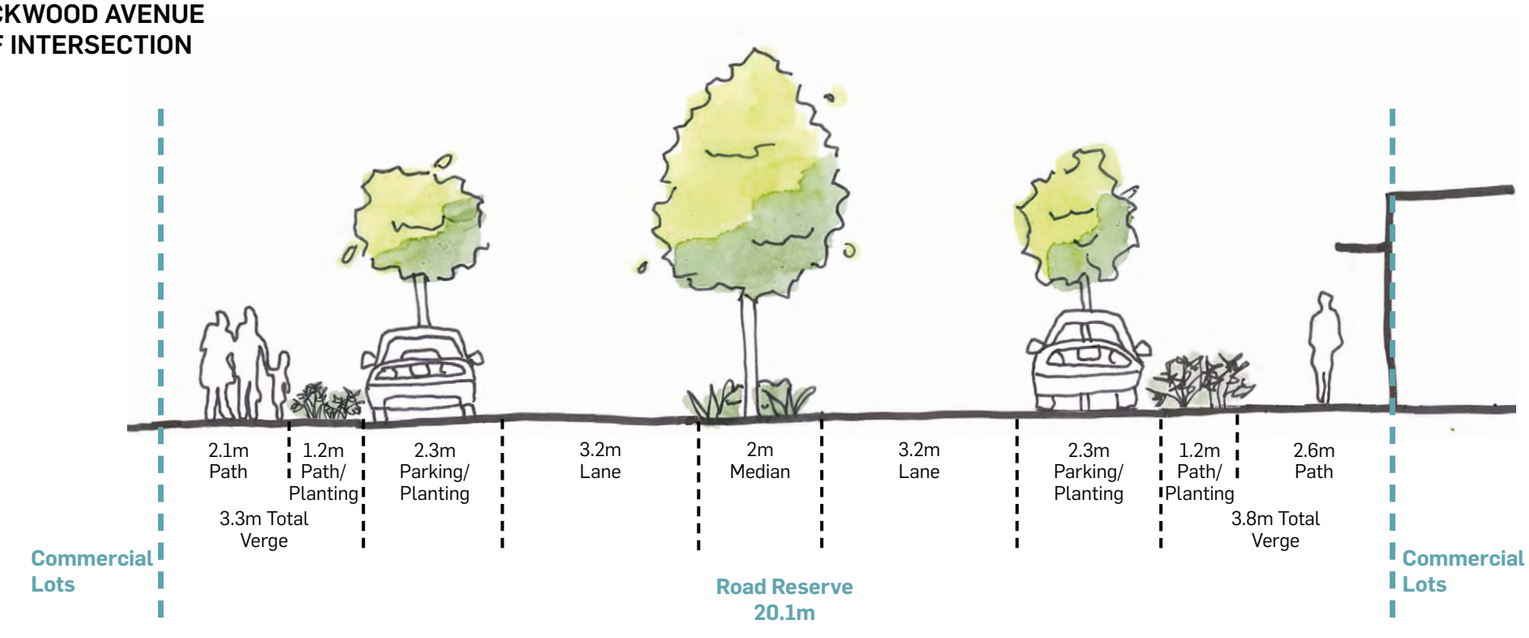
A-A: ELLIS STREET



B-B: BLACKWOOD AVENUE NORTH OF INTERSECTION



C-C: BLACKWOOD AVENUE SOUTH OF INTERSECTION



1:100 @ A3

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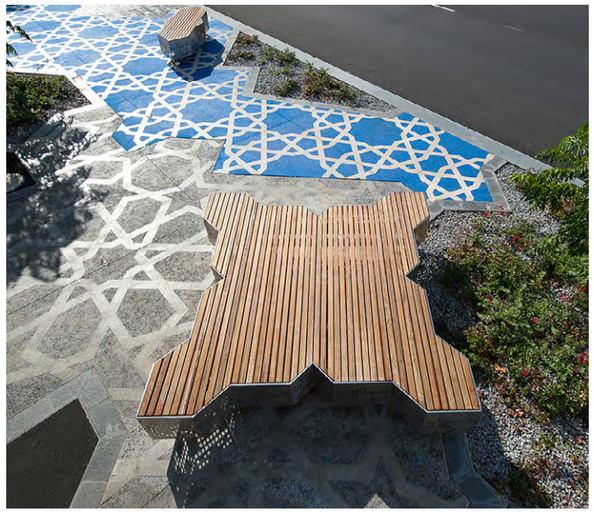
4.4 FEATURES

RETAIL ALFRESCO AREA

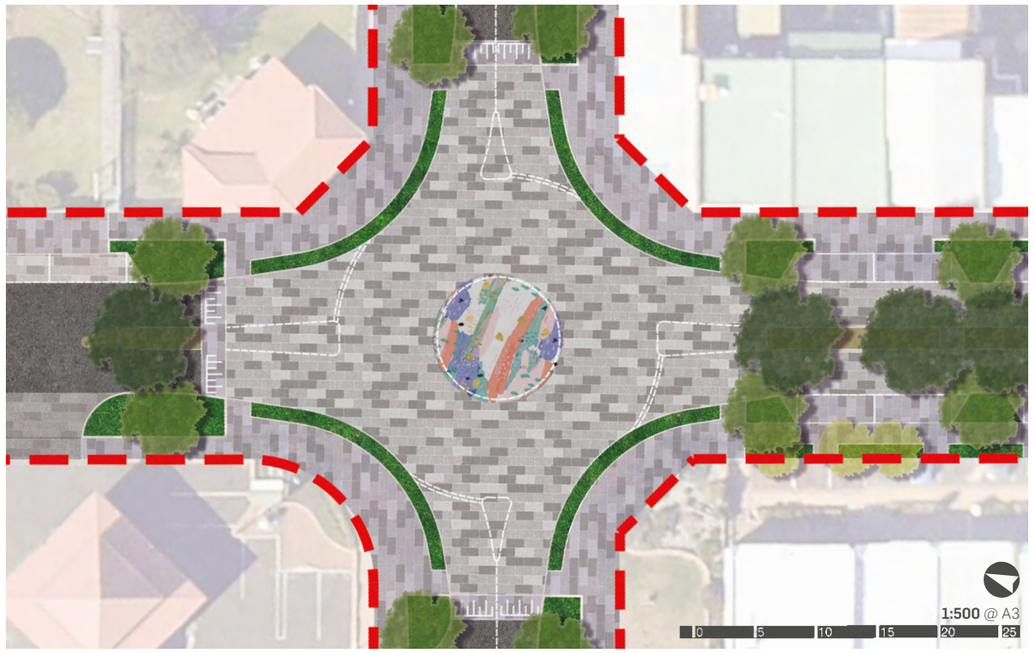








UPGRADED INTERSECTION





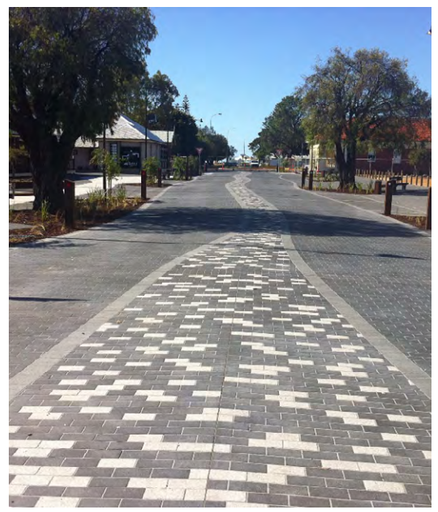


SHARED ZONE









5.0 MATERIAL SELECTION

All materials and furniture will adhere to high-quality standards and finishes. Using familiar materials employed by the Shire will ensure a coherent and consistent aesthetic throughout the Shire of Augusta Margaret River, while incorporating subtle 'coastal' accents inspired by the surrounding landscape and built form to accentuate and enrich Augusta and provide its local authentic identity.

- Materials will incorporate contrasting and complimentary finishes, and textures to maintain a consistent and complementary theme along the main street.
- Furniture elements will use a consistent theme and of high quality. A combination of contrasting elements used across the site.
- Familiar finishes used in other Shire of Augusta Margaret River towncentres will be used to retain a consistent material, but subtle 'coastal' accents will be used to create the Uniquely Augusta character.

The following imagery is indicative of the desired character and material selection of the precinct and is subject to further design development to confirm suitability of materials to be used.



Patterned Tree Grating on Brick Surfaced Paving



Timber Seating Planter Beds

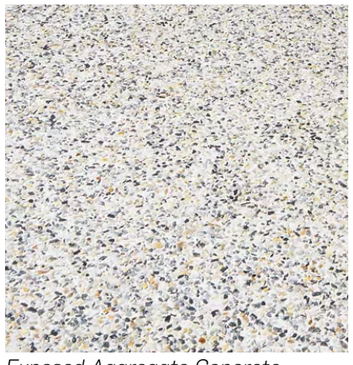


Complimentary Seating Furniture

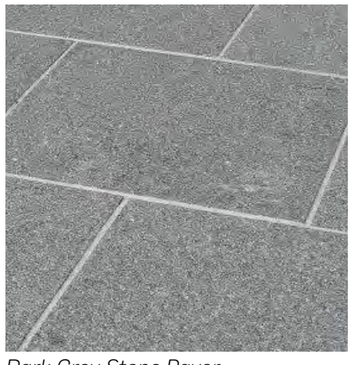
GENERAL MATERIAL SELECTION



Weathered Timber



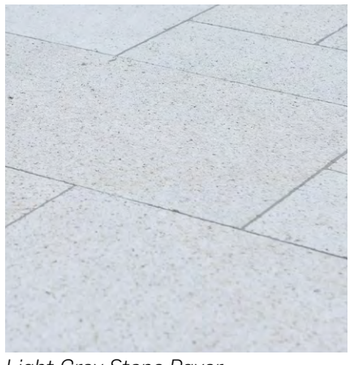
Exposed Aggregate Concrete



Dark Grey Stone Paver



Mid Grey Stone Paver



Light Grey Stone Paver



Blue Granite Stone



Pine Bark Mulch



Weathered Steel

6.0 FURNITURE SELECTION

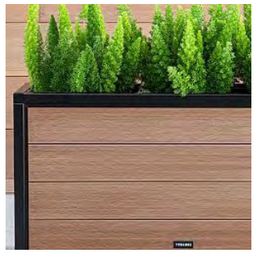
SEATING





PLANTERS



CYCLING INFRASTRUCTURE






WAYFINDING







TREE GRATES






BINS






7.0 PLANT SPECIES

SUGGESTED PLANTING SCHEDULE

CODE	BOTANICAL NAME	COMMON NAME	MATURE SIZE (H x W)	Flowering Seasons	Six Seasons
TREES & TALL SHRUBS					
EUC ros	*Eucalyptus leucoxylon 'Rosea'*	Yellow Gum	10 - 30m x 6 -20m	Autumn, Winter, Spring	
EUC dec	*Eucalyptus decipiens*	Limestone Marlock	9m - 3m	Winter, Spring, Summer	
MEL lan	*Melaleuca lanceolata*	Moonah	3 - 10m x 3 - 6m	Spring, Summer, Autumn	
COR fic	*Corymbia ficifolia*	Flowering Gum	5 - 10m x 3 - 5m	Summer, Autumn	
AGO fle	*Agonis flexuoas*	WA Peppermint Tree	10m x 5m	Spring, Summer	
MEDIUM SHRUBS					
DIP dam	*Diplolaena dampieri*	Southern Diplolaena	2m x 2m	Winter, Spring	
TEM ret	*Templetonia retusa*	Cockies Tongue	2m x 3m	Autumn, Winter, Spring	
LOW SHRUBS & GROUNDCOVER					
CON acu	*Conostylis aculeata*	Prickly Conostylis	0.5m x 0.5m	Spring	
DAR cit	Darwinia citriodora	Lemon Scented Darwinia	1.5mx 1.5m	Autumn, Winter, Spring, Summer	
HIB cun	*Hibbertia cuneiformis*	Cutleaf Hibbertia	1.5mx 1.5m	Winter, Spring, Summer	
HIB gro	*Hibbertia grossulariifolia*	Gooseberry-leaved Guinea Flower	1m x 1m	Winter, Spring, Summer	
LEU bro	*Leucophyta brownii*	Cushion Bush	1m x 1m	Autumn, Winter, Spring, Summer	
PAT occ	*Patersonia occidentalis*	Native Iris	0.8m x 0.6m	Winter, Spring, Summer	
SCA cra	*Scaevola crassifolia*	Thick Leaved Fan Flower	1.5m x 1.5m	Winter, Spring, Summer	
TRE ste	*Tremandra stelligera*	Karri Violet	1m x 1m	Winter, Spring, Summer	
GRASSES & SEDGES					
ADE obo	*Adenanthos obovatus*	Jug Flower	2m x 1.5m	Autumn, Winter, Spring, Summer	
MEE sca	*Meeboldina scariosa*	Velvet Rush	1.2m x 1m	Summer, Autumn	
ORT lax	*Orthrosanthus laxus*	Morning Iris	0.5m x 0.5m	Winter, Spring	
POA poi	*Poa poiformis*	Coast Tussock Grass	0.5m x 0.5m	Spring	

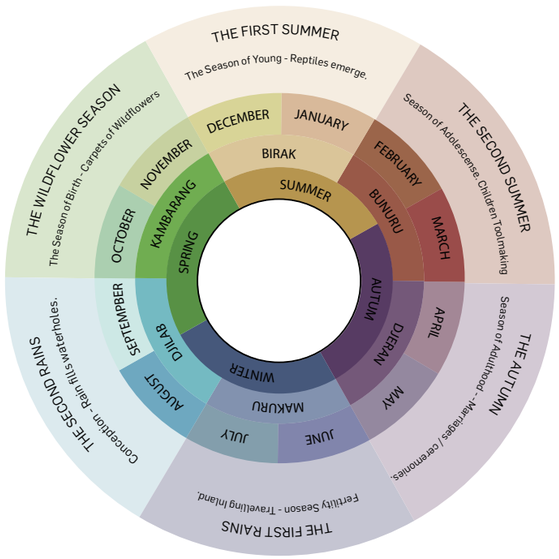


FIGURE 1: REFERENCE TO THE SIX SEASONS OF THE WADANDI BOODJA PEOPLE

The planting palette incorporates species that are endemic to Augusta and have been selected with reference to the Six Seasons of the Wadandi Boodja people. The intent is to ensure the planting mix establishes a strong identity for the local area and provides species that will flower throughout the calendar year.

TALL AND MEDIUM TREE



Eucalyptus leucoxylon 'Rosea'
Yellow Gum

Size	10 - 30m x 6 -20m
Tree Type	Tall Median Tree
Wind Tolerance	Moderate
Clay Soil Tolerance	Moderate
Coastal Condition Tolerance	Suitable
Appropriateness for Streetscape Use	Suitable



Eucalyptus decipiens
Limestone Marlock

Size	9m - 3m
Tree Type	Tall Median Tree
Wind Tolerance	High
Clay Soil Tolerance	Moderate
Coastal Condition Tolerance	Well-Suitable
Appropriateness for Streetscape Use	Suitable



Melaleuca lanceolata
Moonah

Size	3 - 10m x 3 - 6m
Tree Type	Medium Path Tree
Wind Tolerance	High
Clay Soil Tolerance	Moderate
Coastal Condition Tolerance	Well-Suitable
Appropriateness for Streetscape Use	Suitable



Corymbia ficifolia
Flowering Gum

Size	15m x 5m
Tree Type	Medium Path Tree
Wind Tolerance	High
Clay Soil Tolerance	Moderate*
Coastal Condition Tolerance	Well-Suitable
Appropriateness for Streetscape Use	Suitable

** Not suitable for heavy clay soil, or consider raising the bed*



Agonis flexuoas
Peppermint

Size	10m x 5m
Tree Type	Medium Path Tree
Wind Tolerance	High
Clay Soil Tolerance	Moderate
Coastal Condition Tolerance	Well-Suitable
Appropriateness for Streetscape Use	Suitable

MEDIUM SHRUBS



Templetonia retusa



Diplolaena dampieri

GRASSES & SEDGES



Ficinia nodosa



Meeboldina scariosa



Poa poiformis



Adenanthos obovatus

LOW SHRUBS & GROUNDCOVER



Leucophyta brownii



Scaevola nitida



Darwinia citriodora



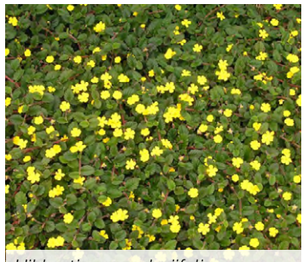
Tremandra stelligera



Hibbertia cuneiformis



Conostylis aculeata



Hibbertia grossulariifolia



Patersonia occidentalis

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