

Tweed Street Master Plan Storyboard

The purpose of the Story Board is to provide a transparent and comprehensive record of the process for the environmental improvement (makeover) of Tweed Street, Brunswick Heads.

Byron Shire Council has employed Social Habitat to prepare a master plan of Tweed Street. The process we intend to follow to development the master plan is this:

1. Map history of the project to date.
2. Analyse and provide feedback on all existing consultation and information about Tweed Street.
3. Conduct a “community mapping” process, this community mapping process has three parts:
 - a. Map the history and community of Tweed Street (In this case look broadly at the environment, culture and history of Brunswick Heads);
 - b. Map how the Tweed Street works today; and
 - c. Map the future of the place; (This will involve getting as many members of the broad Brunswick Heads community to prepare their own maps of how Tweed Street should be).
4. Take the design input from the Community Mapping process and working with key stakeholders (in this case Byron Shire Council and member organisations in the Brunswick Community Forum) slowly develop a master plan using Charrette workshops.
5. Display complete master plan to broad community for feedback.

This storyboard will be on display in Brunswick Visitors Centre and available as a PDF document on email.

Social Habitat

Social Habitat is an organisation of planning, architectural and landscape design and community development professionals in the Northern Rivers of NSW. Our aim is to:

- Assist local people to improve their social and community places and infrastructure;
- Facilitate the development of low cost, social and affordable housing;
- Assist Aboriginal people to develop the places where they live; and
- Conduct research on innovative sustainable models for the design and management of rural and regional community based settlements.

We are committed to effective consultation and planning processes with social justice outcomes that engage towns, villages and groups of people with common interest.

A key aspect of Social Habitat is our commitment to a engage long-term in projects and to establish strong relationships with the people that we work with.



Brunswick Heads. Simple Pleasures.



Social Habitat

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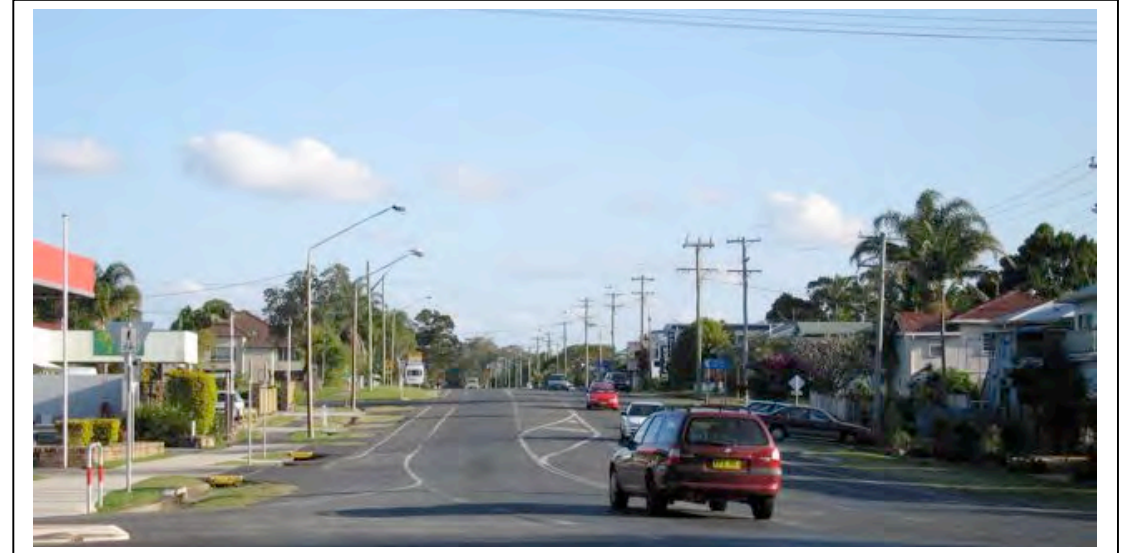


Tweed Street Master Plan

This process started to be discussed seriously after the Brunswick Heads bypass was developed, it has gathered momentum in recent years with the recent support of Byron Shire Council. The project has substantial support within the Brunswick Heads community, including the Brunswick Heads Chamber of Commerce, The Brunswick Heads Business and Tourism Group and the Brunswick Heads Progress Association . The Tweed Street Taskforce was formed in September 2007 in order to drive the project.

Other key stages in the development of the project and its ideas include:

- Stage 1 of Brunswick Heads Bypass opened June 5 1998
- Prioritised as an objective in the *Brunswick Heads Community and Economic Development Strategy (Talking Care of Brunswick Heads – A Five Year Plan for the Future of Brunswick Heads)* in 2003
- *Brunswick Heads Parking, Traffic and Pedestrian Safety Plan* prepared in May 2004
- Raised as a opportunity in the Brunswick Heads Business Expansion and Retention Survey in 2006
- *Fresh Eyes Brunswick Heads 2006* was a two week studio of post graduate students from the University of Melbourne, organised by the Business and Tourism Group. Several students focused specifically on Tweed St
- Byron Shire Council commits resources towards a master plan in October 2007
- Businesses and Tweed Street residents surveyed in late 2007 and the information was collated by April 2008 into an Issues and Opportunities paper
- 2008 Preliminary investigation of potential funding
- 2008 Preliminary planning work done
- May 19th 2009 Byron Shire Council engages Social Habitat to prepare a master plan.



BUILT AND NATURAL ENVIRONMENT

Objective 5: To create and implement a beautification plan for Tweed Street



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1. introduction



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Tweed Makeover Survey 2008

A series of surveys have been conducted was conducted of both residents and businesses in 2007 and 2008. (The sheet opposite is a summary of this survey process)

The following are a number of individual responses, these are not necessarily representative of all responses rather they give a flavour of peoples concerns:

"I'd like to see specified parking. We continually have trucks, vans & cars (including staff from garage) parking out front. My partner is trying to run a small business from home & this drives us and his customers nuts."

"Bike lane needs to be safer and clearer along Tweed Street"

"The footpath in front of KC and Sails Motel very rough & ugly"

"Do not plant anything which needs a lot of care."

"Tidying up is good as long as it is to do with safety and people friendly. We all have a quite subjective idea of "Beautification" and although the first reaction is to say YES! Go ahead, we both loath to encourage anything that may make Brunswick a clone of parts of Gold Coast or even Pottsville/ Kingscliffe. We like Daggy!"

"Create "Street-life" through beautification."

"Tweed Street is the entrance to entrance to town and it needs changes, but than it would betray the beautification concept if important changes are not made in Fingal Street too."

"Make the place walkable, make it for people not for cars."

"A second & third pedestrian crossing at each end linking bike paths & walkways would be good."

"Repair the footpaths which are a hazard for all pedestrians especially the elderly."

"There is already confusion about where Tweed St. ends at, it's Northern end and the old Pacific hwy starts! Even the postman doesn't know."



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2. Tweed Makeover 2008 Survey



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TWEED ST OPPORTUNITIES FOR THE PLAN 25/6/08		MAIN ISSUES
GENERAL <ul style="list-style-type: none"> Some of our rates should be spent on tidying up & maintenance, then individual businesses & Tweed St residents will be motivated to spend money on beautification Some sections would like to be featured eg Supermarket complex to be made more village style Beautification must be about safety and be people friendly Beautification in simple (daggy) and unique Brunswick style 		
PARKING <ul style="list-style-type: none"> Increase the amount of parking (eg using angle parking as it will double the amount) where required - some suggest northern section only Visitors can access parking on Tweed for markets/festivals when CBD full Provide some parallel parking for trucks & caravans away from shops eg near Catholic Church - away from residents driveways Address commercial/resident parking issue 		
ROADS/TRAFFIC <ul style="list-style-type: none"> Blumen to the existing kerbs Kerb and gutter those sections that have none Tidy up the edges Address safety and visibility of bike tracks in Central Tweed St area Proffice traffic management in this section Raise pedestrian crossing level with footpath More pedestrian crossings / safety refuges 		
TRAFFIC CALMING STRATEGIES <ul style="list-style-type: none"> Illusionary speed humps treatment as in Pottsville Adding blisters/bumps to make the road wavy Trees preferred to blisters (not like Pottsville) Adding 3 roundabouts in appropriate locations 		
FOOTPATH/SEATING <ul style="list-style-type: none"> Install paving/footpath in front of the businesses as in the CBD Design people friendly spaces with seating & bins - alfresco dining at KC's Repair footpaths Treat seats as artworks (10 different themes depicting history & culture) 		
LANDSCAPING <ul style="list-style-type: none"> Make into boulevard with trees down each side or down centre of road Scale of trees important - wide street, large trees Street trees eg tuckeroos, brushbox, African tulips (Nana St), Golden Penda Other amenity trees can also be incorporated in landscaping Low plantings, shrubs where visibility important Line of trees in front of new development to screen it from BP & vice versa Use natives and low maintenance species Engage businesses & residents to assist with care of plants Better maintenance by Council of grass & landscaping 		
SIGNAGE & GATEWAYS <ul style="list-style-type: none"> Need to include Brunswick Heads on 2 exits from south at Ferry Reserve Create gateway statements on both roundabouts BH welcome signage at southern end (Pilgrim Park) Create new and better signage to shops, beach & river & VIC Visitor information map at Pilgrim Park with business listings to fund it. 		
ZONING <ul style="list-style-type: none"> Sort out zoning with new LEP Rezoning parts of Central Tweed St as commercial 		
NOISY TRAFFIC & SPEEDING POOR AMENITIES-NO SEATS, NO SHADE NOT PEOPLE FRIENDLY HWY WIDTH AND FEEL - NOT FOR WALKING EAST/WEST CONNECTION	RESIDENT'S PRIORITIES <ol style="list-style-type: none"> Traffic slowing/calming Streetscaping/greening/furniture Tidy up road edges Increase parking 	BUSINESS'S PRIORITIES <ol style="list-style-type: none"> Tidy up road edges Streetscaping/greening/furniture Traffic slowing/calming NO Increase parking

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Fresh Eyes 2006 Brunswick Heads

Fresh Eyes was a project by students from the University of Melbourne Architecture, Building and Planning Faculty, it looked at proposals for all parts of Brunswick Heads, the following two pages are extracts from three students that have relevance to Tweed Street.

"The Old Pacific Highway or Tweed Street is recognised as an empty heart of the village with potential for reinvigoration by a number of proposals. So to enhance the economic and social sustainability of the village the expanse of Tweed Street (no longer required for the turning of bullock drays or to accommodate the modern Double B's,) is narrowed and its length reduced by changing activities along the length.

All the proposals suggest changes to functions along the length of the street, from

- Commercial with markets
- Retail ventures and plazas
- To a transitional zone, with street camping.
- To a residential zone with parklands and softer pavements."

IMPROVE

-The vehicle oriented design of Tweed St. has frustrated the development of street character and identity.

-A Green Wall is being proposed to allow street character and amenity to develop. Also to avoid being perceived as a barrier this wall should be translucent and discontinuous.

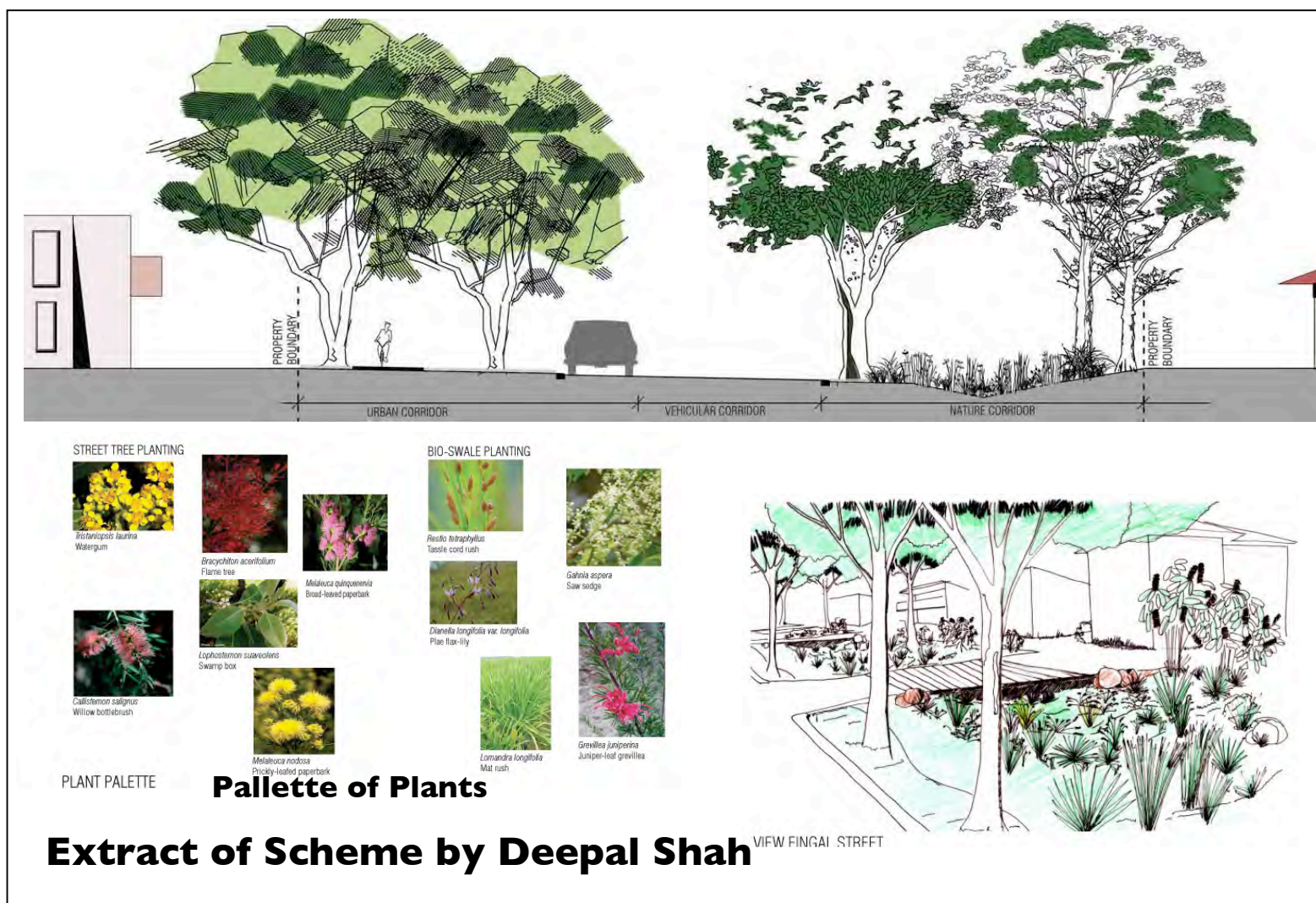


Extract of Scheme by Loreena Zelaya

Extract of Scheme of Clare Lee



TWEED STREET RECEPTION CENTRE



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3. Fresh Eyes Extracts Part 1



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Scheme of Zhao Jing



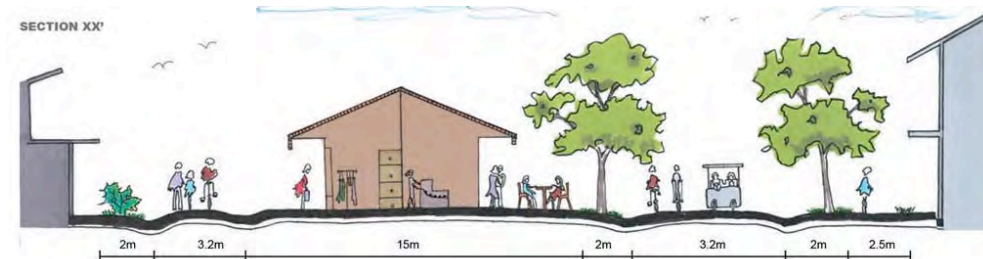
VIEW A Streetscape and Shuttle Bus Stop



VIEW B Caravan Club



VIEW C Community Horticultural Fairland



“Community Market”

“Caravan Club and Holiday Cabins”

“Community Horticulture”

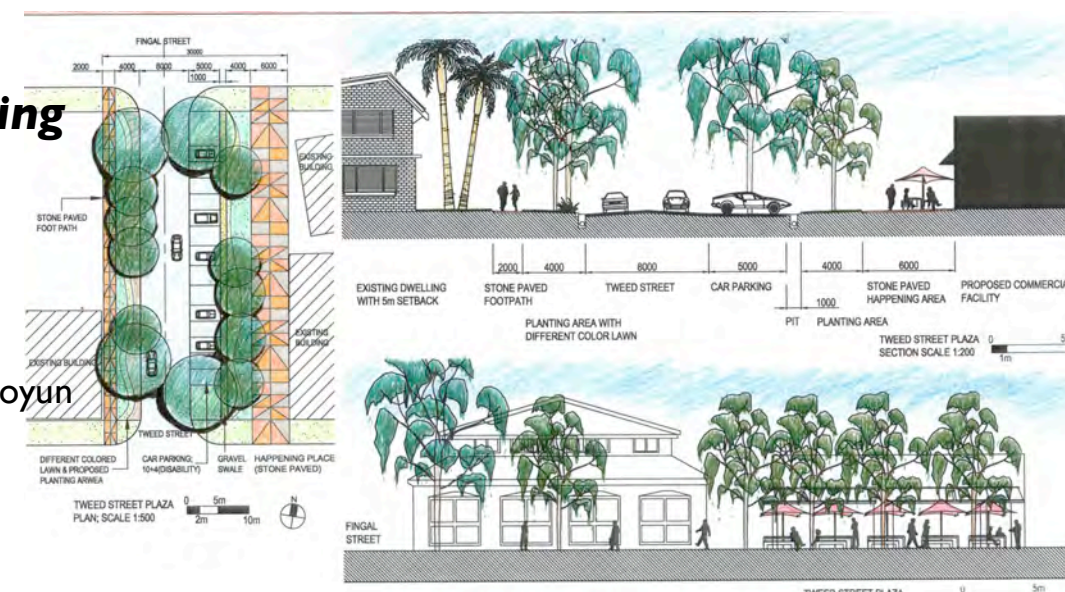
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Scheme by Tomonori Yutani

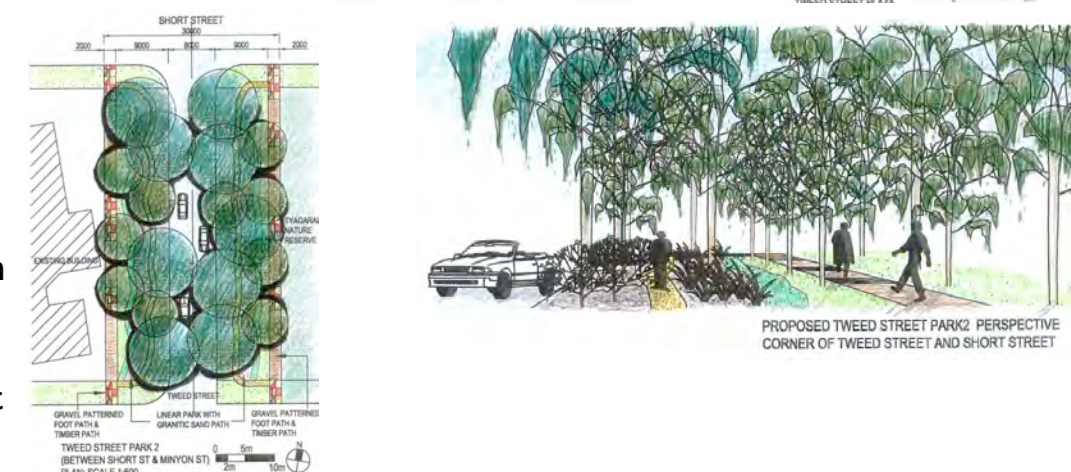
“Happening Place”
Activate Economic Activity

Fawcett to Booyun Street



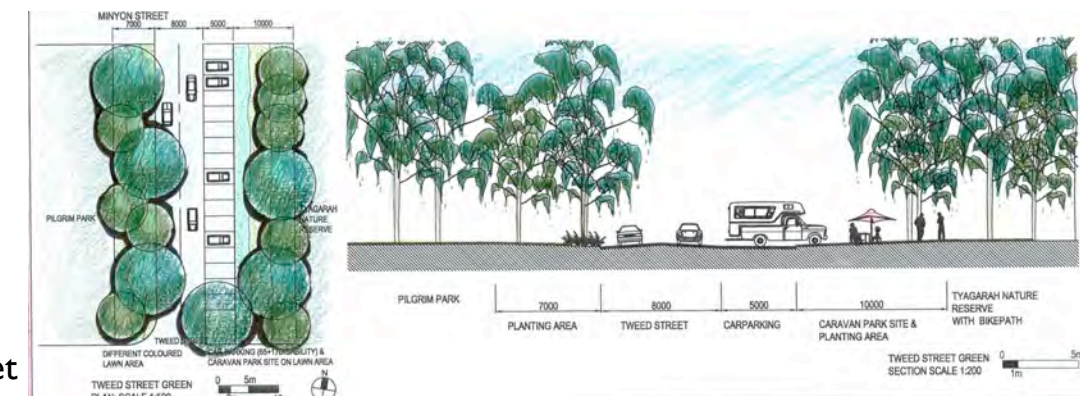
“Linear Park”
Green Connection

Booyun to Minyon Street



“Street Caravan Park”
New Activity

South of Minyon Street



4. Fresh Eyes Extracts Part 2

Draft



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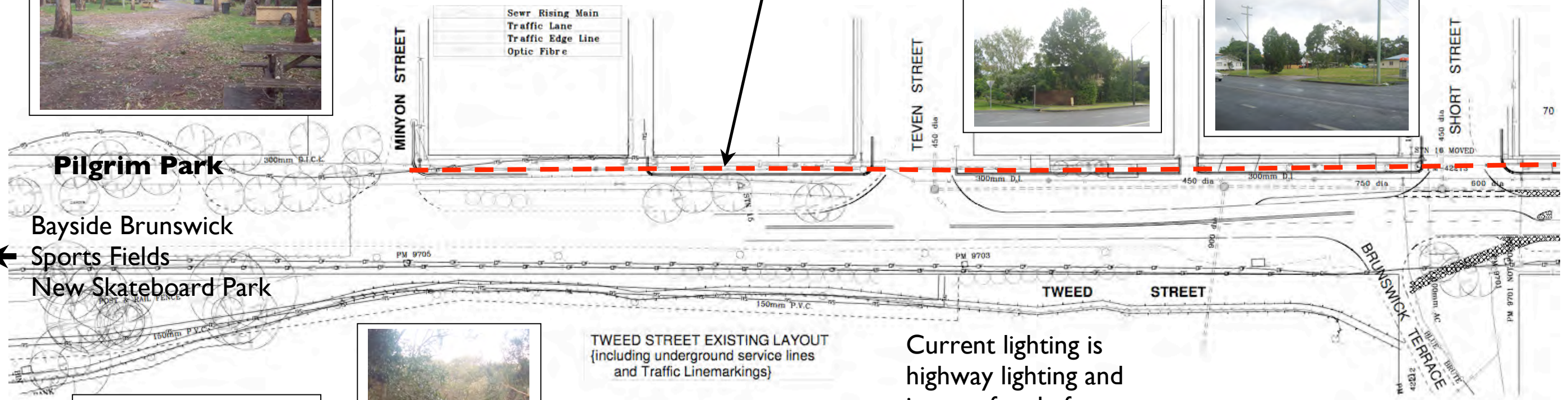
There is a natural avenue as you enter town from the South



Overhead powerlines particularly on the Western side of the road limit the planting of large trees and have significant visual impact



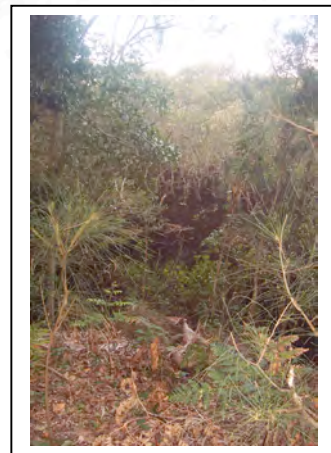
One of the few undeveloped blocks along Tweed Street



Current lighting is highway lighting and is out of scale for this type of street



Simpson's Creek Mangroves at edge of creek



Terrace Caravan Park



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5. Urban Analysis part 1



Brunswick Heads. Simple Pleasures.



Initial meeting and walk 19th May 2009 with Kim Rosen, Paul Blay, Luis, Toni, Malcolm, Simon Bennett and Michael King

The edges of roads with grass and grass with drains create interesting transitions

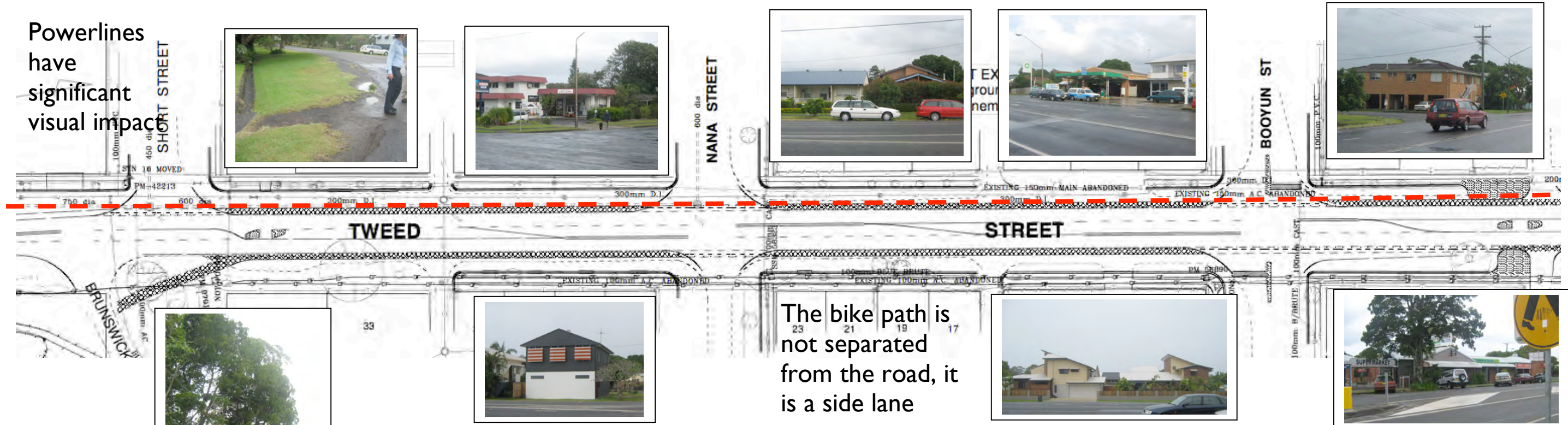
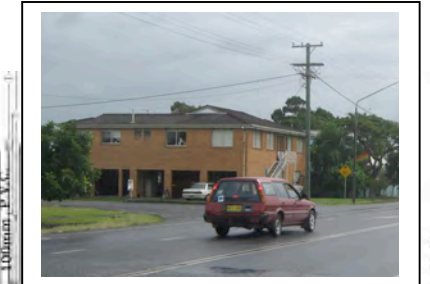


There is an eclectic mix of building styles fronting Tweed Street that is unlikely to change quickly



Booyun Street gives an impression of how trees could sit on Tweed Street

Powerlines have significant visual impact



Coastal Cyprus trees are a significant existing local native tree on Tweed



The lanes create interesting points of interest and alternative pedestrian routes off the main road



More parking needed in front of shops. Shops fronting street have difficulties.



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6. Urban Analysis part 2



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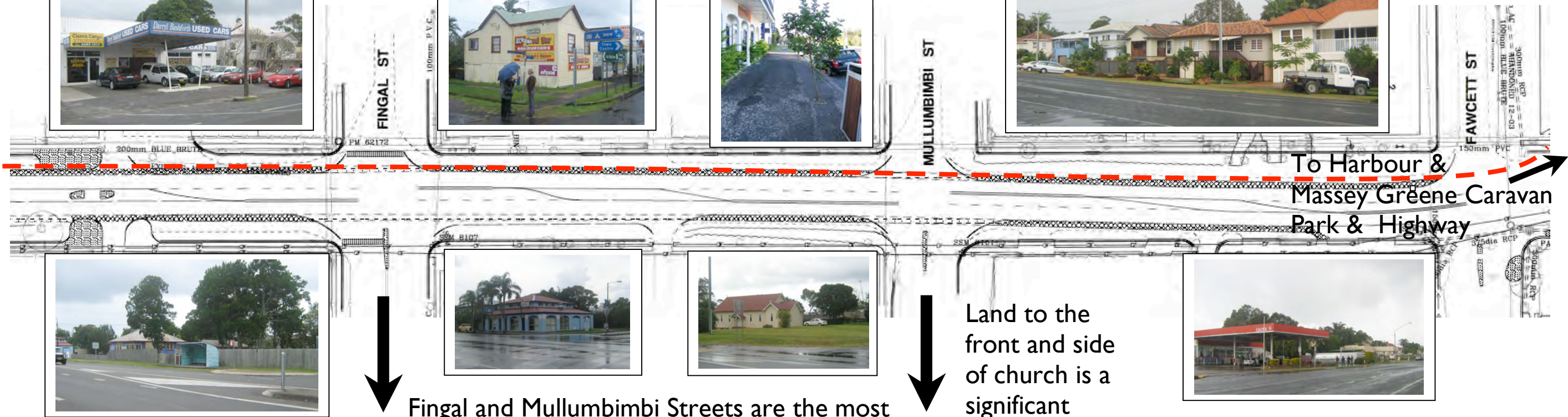
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Building and plantings vary greatly along the length of Tweed Street. They are an interesting yet eclectic mix.

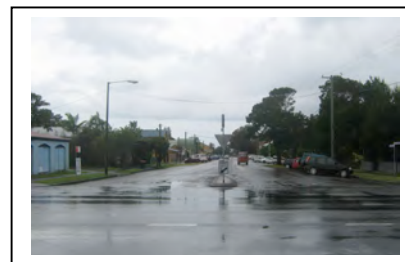


As the road curves toward Fisherman Coop the natural avenue of trees resumes

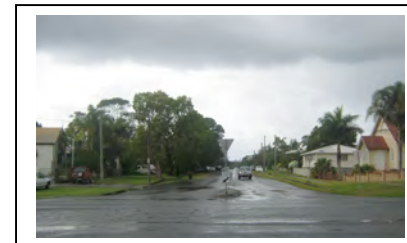
Much of the path surfaces and existing public plantings are poorly detailed



Few good shelter options along Tweed Street at present from either sun or rain



Fingal and Mullumbimbi Streets are the most significant connections to both the Commercial Centre and the Beach



Land to the front and side of church is a significant opportunity

24hours service station is also night-time gathering place of young people. Noise is an issue for houses across the street



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7. Urban Analysis part 3



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8. Aerial Photographs



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Social Habitat at Old and Gold

We would like to know what you think Tweed Street should look and feel like.

- If you would like to have input into the preparation of the master plan for Tweed Street Brunswick Heads grab a community mapping sheet.

We would like to know what you think is important about the history, culture and environment of Brunswick Heads that should be commemorated or interpreted in the makeover of Tweed Street.

- Talk to us if you have any ideas.

Talk to us if you have any concerns.



Brunswick Heads. Simple Pleasures.



Social Habitat represented by Paul and Malcolm had a stall at “Old and Gold” on Saturday June 6th. They presented information about the project to date and asked local people to fill in their own community mapping sheets.

Some of the ideas presented on the day include:

- Visitors Centre or better signage for visitors on Tweed Street
- Fruit Trees along Tweed Street
- Need to slow down car traffic along street make it a lot more pedestrian friendly
- Need to consider bank erosion control of Simpson’s Creek and its relationship to existing bike path and road.
- Need to change natural flow of town East to West rather than North to South

Concerns

- Fear that any change will not be good change;
- Street is currently dangerous for pedestrians;
- General concern that Tweed Street will look like a generic upmarket makeover like Noosa Heads etc
- Need to refer to heritage plan



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9. Old and Gold