

COWES STREETScape

DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS

Prepared by Hansen Partnership & The Institute for Sensible Transport
For Bass Coast Shire Council

22 July 2022

CONTENTS

PRINCIPLES AND OBJECTIVES

FRAMEWORK PLAN

DESIGN INSPRIATION

DESIGN INTERPRETATION

OVERALL SITE KEY PLAN

SITE PLANS:

THOMPSON AVENUE NORTH & THE ESPLANADE

THOMPSON AVENUE SOUTH - SHORT TERM

THOMPSON AVENUE SOUTH - LONG TERM

CHAPEL STREET

OLIVE JUSTICE PLACE - OPTION 1 & 2

CHURCH STREET

BASS AVENUE - SHORT TERM

BASS AVENUE - LONG TERM

PRINCIPLES AND OBJECTIVES

The background review and comprehensive analysis work have been drawn together to guide the development of four project principles and corresponding objectives to enable the development of a revitalised town centre for Cowes.

1. Connect the township to the foreshore

- Create a safe and comfortable place to navigate at night, with ample lighting and passive surveillance.
- Expansion of the foreshore's green open space by **pulling the landscape into the streetscape**.
- Allow for pedestrian & cyclists movement from the foreshore into the town centre and vice versa.
- Allow for **unimpeded pedestrian movement toward the foreshore** (the foreshore itself caters to people not cars)
- Foster a deeper emotional connection to place through sensory stimulation (smell, touch, sound, temperature, sight, etc.).
- Provide **uninterrupted views of the coast**.

2. Reinvigorate the character of Cowes (allowing for and supporting commercial activity).

- Create a streetscape with clear and well promoted identity and individual character.
- A welcoming and attractive location with **high amenity value** to entice visitors.
- Allow for active frontages and activation of the public space in front of shop fronts.
- **Flexible use spaces** to encourage gathering, interaction and community engagement such as parklets, trading, markets, festivals and community activities.
- Connect with the history/culture of the area.
- Provide spaces for physical **interaction and community gathering**.
- Enhance the human scale experience by creating **depth and detail at ground level**.
- Infuse the streetscape infrastructure with local stories through **interpretive elements**. **(To be further informed by community consultation and engagement.)*
- Protect and maintain the existing Golden Cypress treed Avenue of Honour.

3. Connect the two ends of town (The Esplanade to Olive Justice Place to the future Cowes Cultural and Community Centre).

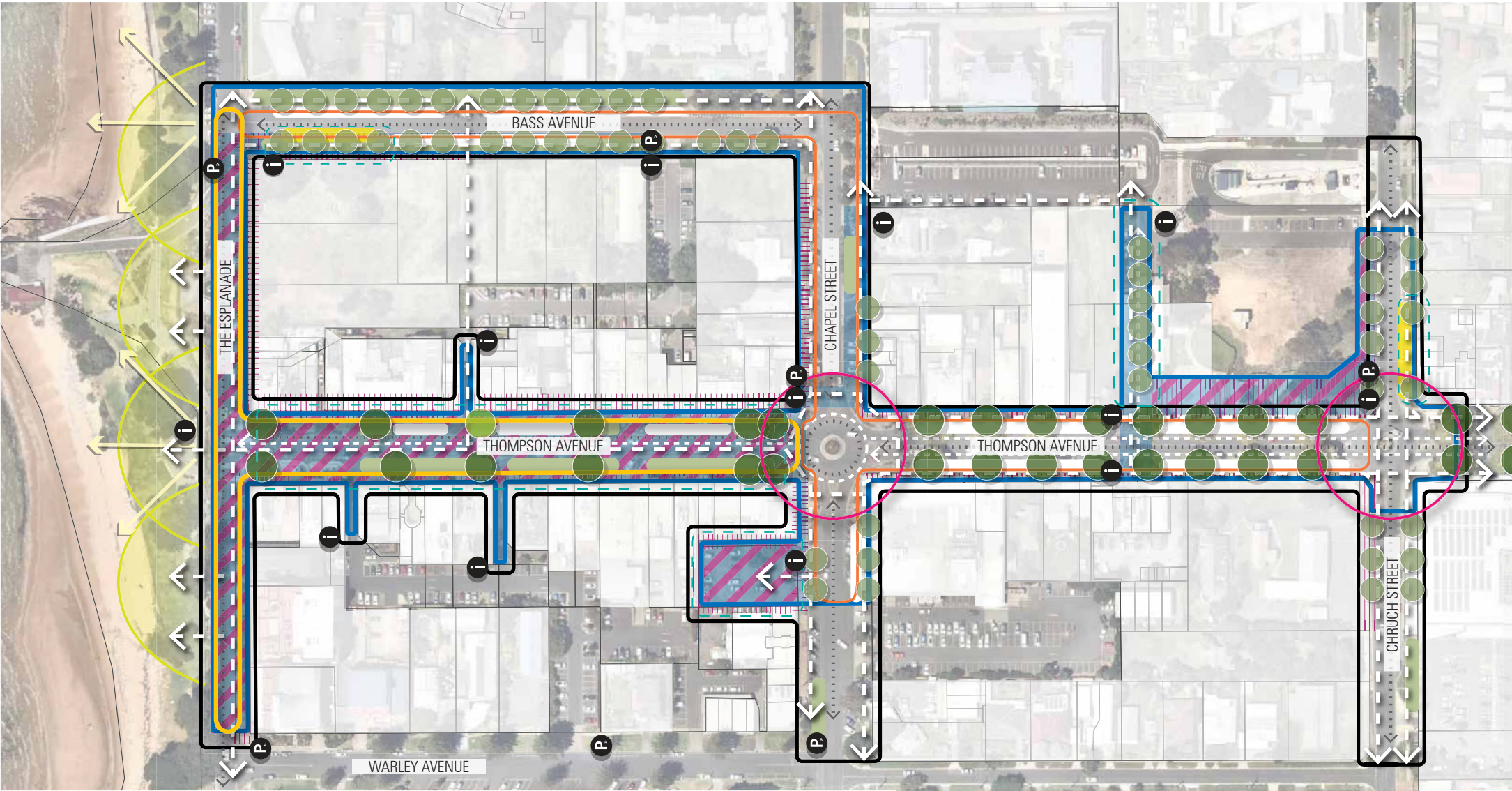
- Provide a clear sense of arrival to the Cowes town centre.
- Provide a **linear town square** that allows for physical and mental respite (seating, shelter and vegetation).
- **Clear and continuous paths of travel for pedestrians and all-abilities movement**.
- Locate directional wayfinding signage at entrances and intersections to alert people of their location in relation to key destinations.
- Allow for **open sightlines along the streetscape** to entice movement, activation, and safe transition through spaces.
- Relocate taxi rank to Thompson Avenue near Coles (daytime); and along The Esplanade (night time).

4. Flip the transport modal hierarchy in favour of the pedestrian and sustainable mobility.

- **Provide dedicated pedestrian areas and/or shared zones** with flush surface levels to improve accessibility and slow traffic.
- Prioritise transport connections via foot, bicycle and public transport.
- Provide destinations within a 400-800m easy walk from public transit.
- Allow for improved access to and **connections between transit routes** at regular intervals (bicycle and bus).
- Provide a connected network of footpaths and multi-purpose paths.
- Slow traffic north of Church Street to 30/40km/h; and to 10km/h within shared zones north of Chapel Street.
- Provide informational parking signage alerting people to the direction of and distance to available (off-street) car parking.
- Priority is given to pedestrians and cyclists without compromising the functional role of streets to support existing and future uses.
- Allow for pedestrian street crossing opportunities every 75m.
- Incentivise the use of off-street car parks by introducing managed parking along Thompson Avenue & Chapel Street (to subsequently fund SMART parking technologies and live car park count signage).

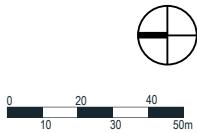
FRAMEWORK PLAN

The Framework Plan visually presents the project objectives and illustrates the key directions for future public realm improvements within the project extents in Cowes. It is an integral part to the development of the Master Plan as it provides a spatial representation of the key project objectives.



Legend

Subject site	30/40km/h zone	Managed parking area	New Golden Cypress tree	Encourage frontage activation
Pedestrian priority zone	20km/h shared zone	Taxi / ride share drop-off/pick-up zone	New street tree	Provide sheltered areas
Pedestrian movement	Protected intersection with raised crossings	Connect foreshore to The Esplanade	New garden bed area	
Formalise bicycle movement	Parking signage	Maintain scenic views	High-quality public realm finish	
Vehicle movement	Wayfinding signage	Ex Golden Cypress tree to be retained	Flexible use space	



DESIGN INSPIRATION

Cowes history



Cowes Beach Breakwater
Credit: Phillip Island and District Historical Society



Isle of White Hotel
Credit: Phillip Island and District Historical Society



Cowes Beach with grassy dunes
Credit: Phillip Island and District Historical Society

Materiality



Split bluestone pavers



Bluestone paver seat/retaining walls



White-washed/ weathered timber



Timber sleepers



Timber decks



Colourful, painted asphalt/concrete



Granite cobblestones



Stenciled concrete

Cowes present day



Bluestone retaining and seat walls



Cowes jetty



Coastal vegetation

DESIGN INTERPRETATION

Reinvigorate the character of Cowes

Connect the town centre
& prioritise pedestrians



Connection to the foreshore



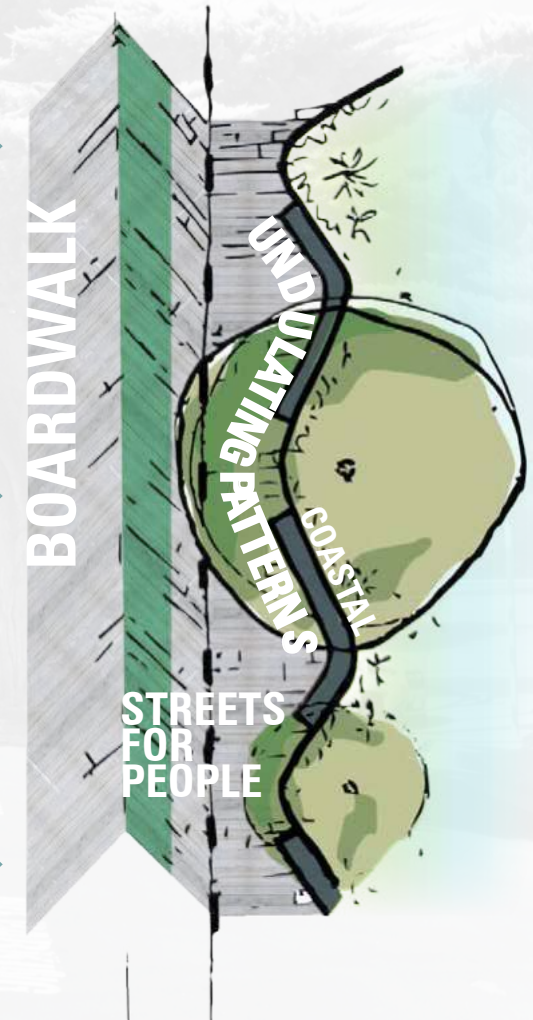
Promote active transport
& street greening



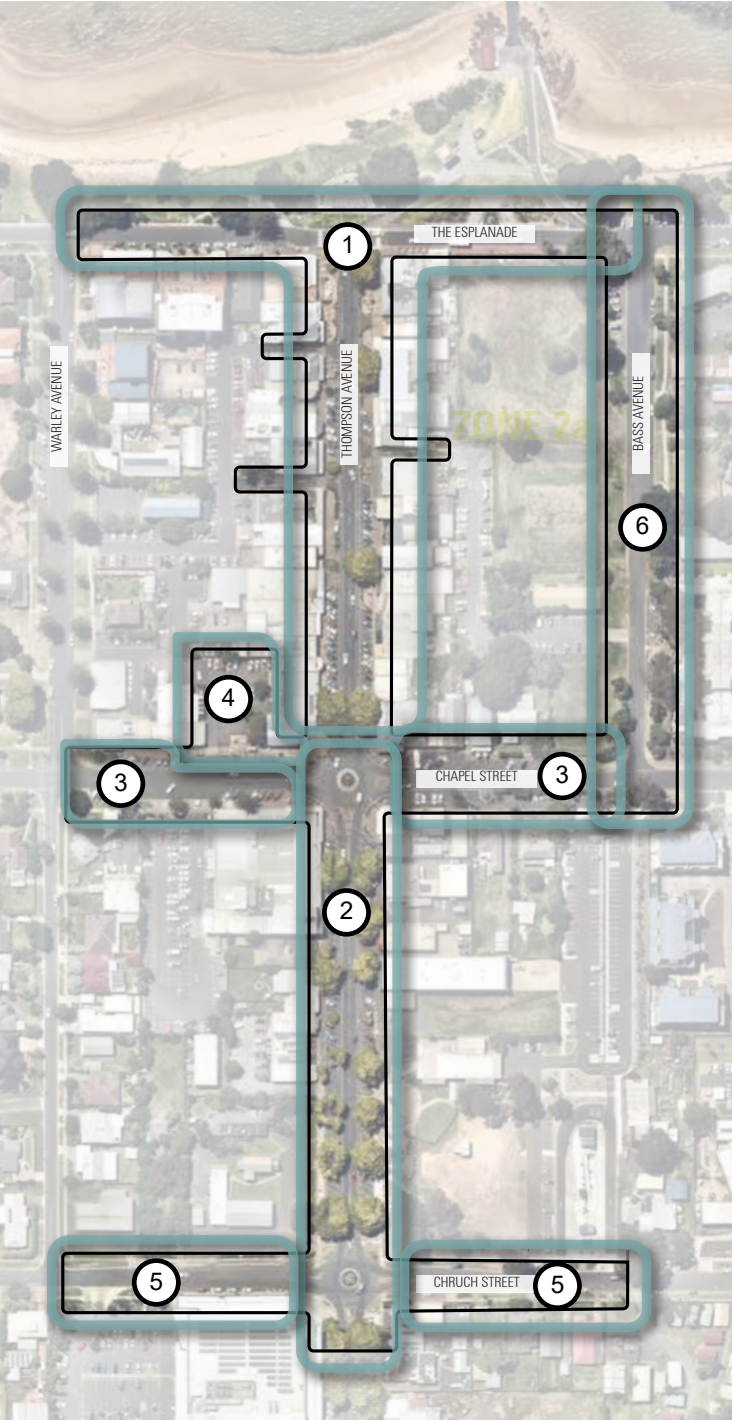
Interpretation



Composition



OVERALL SITE KEY PLAN

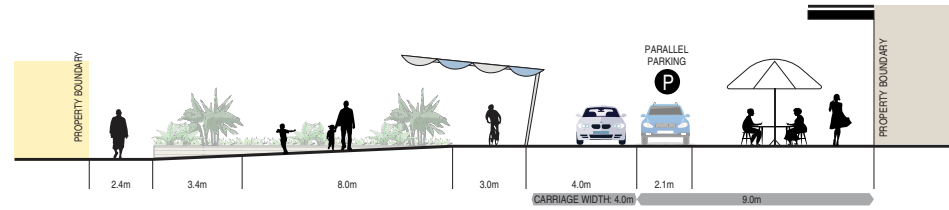


- 1 THOMPSON AVENUE NORTH & THE ESPLANADE
- 2 THOMPSON AVENUE SOUTH - SHORT TERM
THOMPSON AVENUE SOUTH - LONG TERM
- 3 CHAPEL STREET
- 4 OLIVE JUSTICE PLACE - OPTION 1
OLIVE JUSTICE PLACE - OPTION 2
- 5 CHURCH STREET
- 6 BASS AVENUE - SHORT TREM
BASS AVENUE - LONG TREM





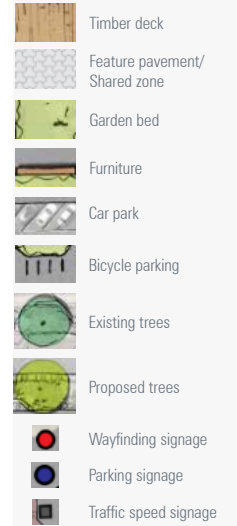
Section



KEY PLAN



LEGEND



The Esplanade & Thompson Avenue North (from Chapel Street)

# OF ON-STREET CAR PARKS	
Existing Conditions	66
Option 1	24 + 4 taxi ranks

FAST 5:

1. The Esplanade transitions to one-way vehicle traffic westbound within a 10km/h shared zone.
2. Thompson Avenue North transitions to one-way vehicle traffic southbound within a 10km/h shared zone.
3. Seasonal closure to street traffic optional in peak periods/events.
4. Shared zone streetscape provides ample flexible use space.
5. Accessible passage by all abilities with no kerbs and introduction of expanded terraced ramped landscape at no steeper than 1:20 gradient.



Scale 1:500@A1



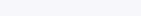
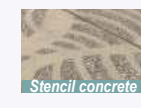
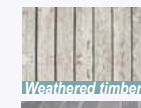
CHARACTER



PRECEDENTS



MATERIAL

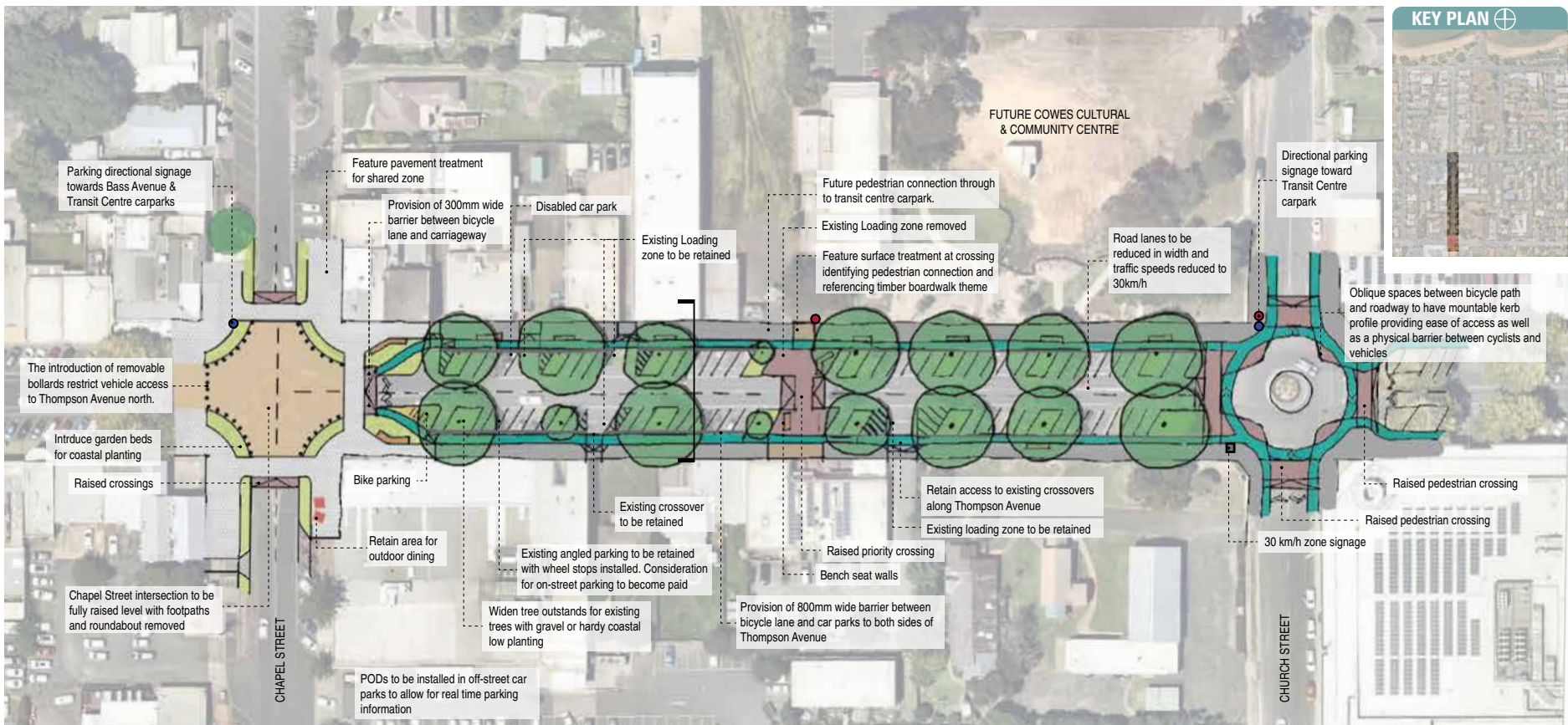


Plan - Thompson Avenue North & The Esplanade

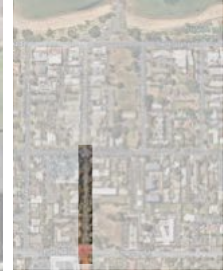
COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS



Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au



KEY PLAN



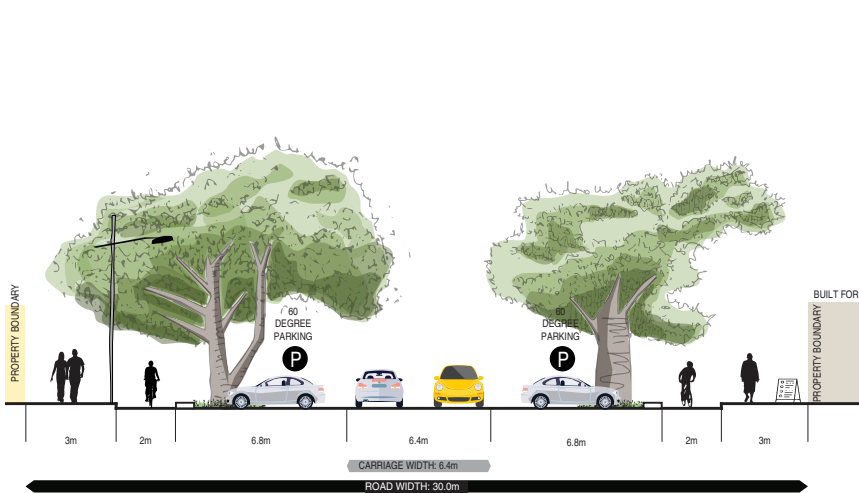
LEGEND

- Feature surface treatment
- Feature pavement/ Shared zone
- Footpath
- Bike lane
- Raised pedestrian crossing
- Raised intersection
- Garden bed or gravel area
- Furniture
- Car park
- Bicycle parking
- Existing trees
- Proposed trees
- Wayfinding signage
- Parking signage
- Traffic speed signage

Plan - Thompson Avenue South - Short term



Scale 1:500@A1



Section

Thompson Avenue South (between Chapel Street & Church Street)

# OF ON-STREET CAR PARKS	
Existing Conditions	73
Option 2 - kerb-side protected cycle lanes	61

FAST 5:

Fast 5:

1. Introduce painted kerb-side protected cycles lanes to both sides of Thompson Avenue with 800mm wide barriers between the cycle lane and car parks, and maintain angled parking with the introduction of wheel stops. Reduce speed limit to 30km/h.
2. Some reduction in car parks will be required to allow for raised pedestrian crossings mid-block and at intersections.
3. Chapel Street intersection to become signalised and fully raised level with the footpath. Should Church Street remain a roundabout, provide painted protected cycle lanes with mountable kerb barriers.
4. Protect existing Golden Cypress trees and supplement with hardy, coastal low vegetation and gravel areas under tree canopies. Non-invasive construction methods to be investigated to minimise impacts to tree roots.
5. Extend kerb at Chapel Street intersection to allow for more footpath space and feature garden bed planting and signage.

PRECEDENTS



Gold Cypress Trees



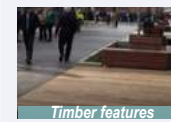
Cyclists level with cars



Real time parking



Bike lane adjacent mature trees



Timber features



Raised crossings



Shared space



Protected cycle lane in roundabout

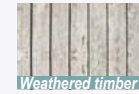
MATERIAL



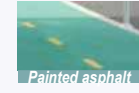
Stencil concrete



Bluestone



Weathered timber



Painted asphalt

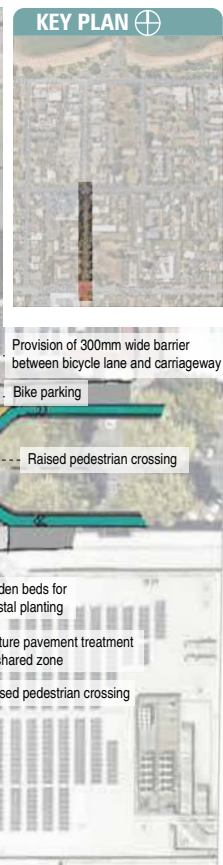
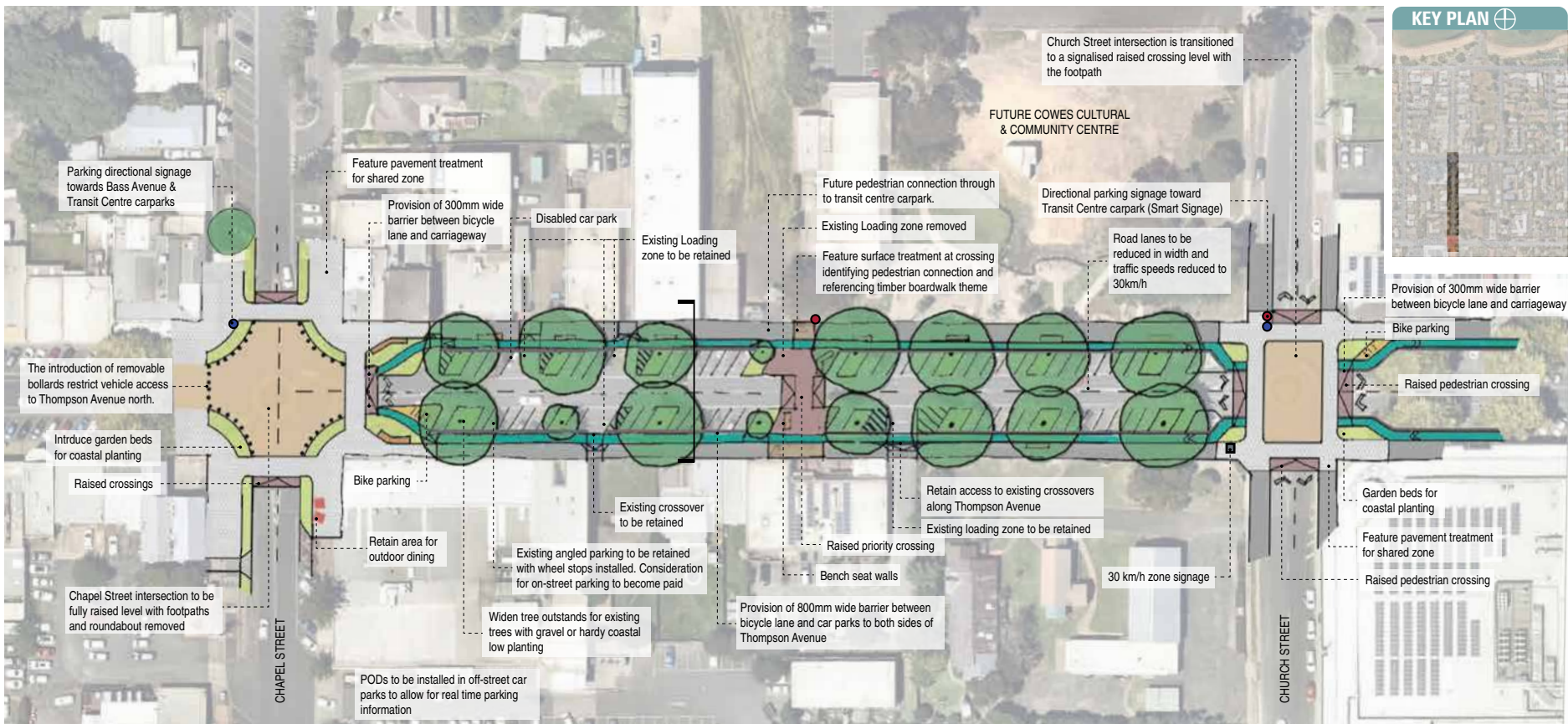


coast / gravel

COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS

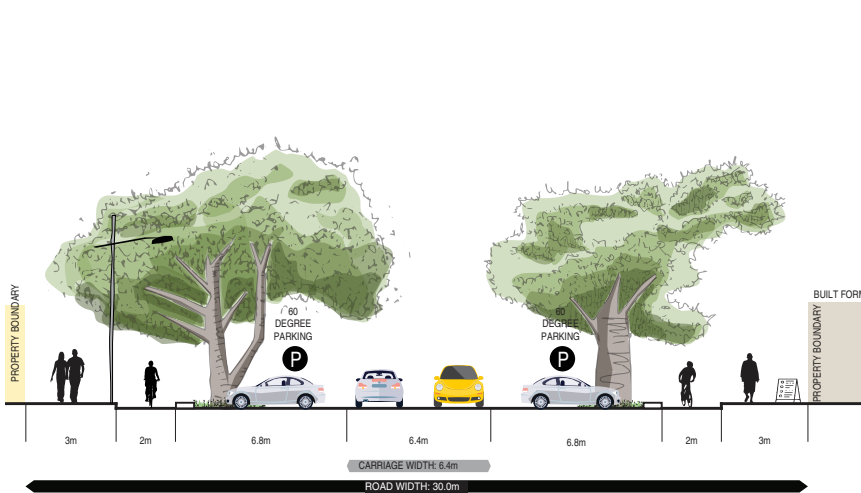


Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au



LEGEND	
	Feature surface treatment
	Feature pavement/Shared zone
	Footpath
	Bike lane
	Raised pedestrian crossing
	Raised intersection
	Garden bed or gravel area
	Furniture
	Car park
	Bicycle parking
	Existing trees
	Proposed trees
	Wayfinding signage
	Parking signage
	Traffic speed signage

Plan - Thompson Avenue South - Long term Scale 1:500@A1 0 5 10 15 20 25m



Section

Thompson Avenue South (between Chapel Street & Church Street)	
# OF ON-STREET CAR PARKS	
Existing Conditions	73
Option 2 - kerb-side protected cycle lanes	61

- FAST 5:**
Fast 5:
1. Introduce painted kerb-side protected cycles lanes to both sides of Thompson Avenue with 800mm wide barriers between the cycle lane and car parks, and maintain angled parking with the introduction of wheel stops. Reduce speed limit to 30km/h.
 2. Some reduction in car parks will be required to allow for raised pedestrian crossings mid-block and at intersections.
 3. Chapel Street and Church Street intersections to become signalised and fully raised level with the footpath.
 4. Protect existing Golden Cypress trees and supplement with hardy, coastal low vegetation and gravel areas under tree canopies. Non-invasive construction methods to be investigated to minimise impacts to tree roots.
 5. Extend the kerbs at Chapel Street and Church Street intersections to allow for more footpath space and feature garden bed planting and signage.

PRECEDENTS

Gold Cypress Trees

Cyclists level with cars

Real time parking

Bike lane adjacent mature trees

Timber features

Raised crossings

Protected cycle lane

Raised signalised intersection

MATERIAL

Stencil concrete

Bluestone

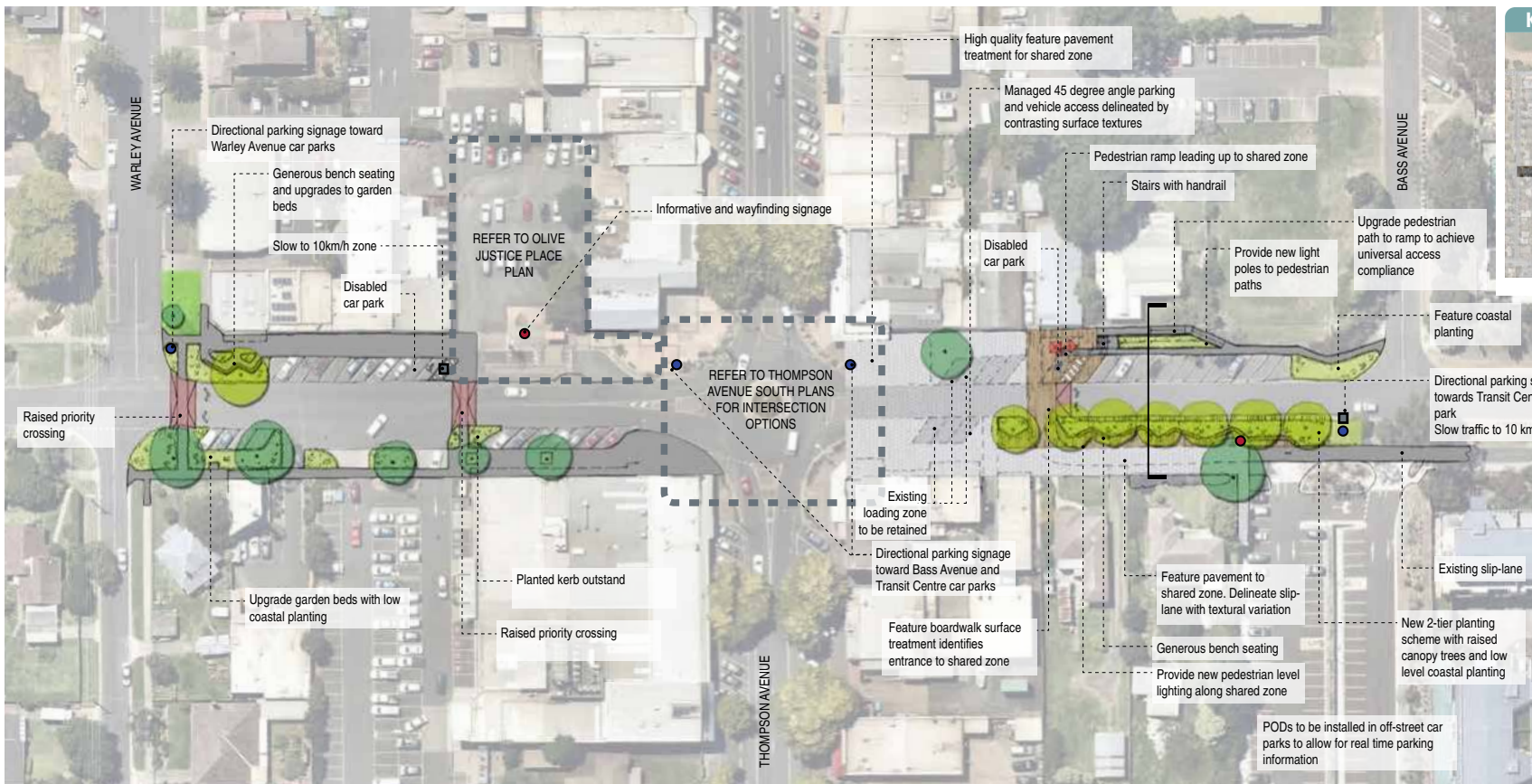
Weathered timber

Painted asphalt

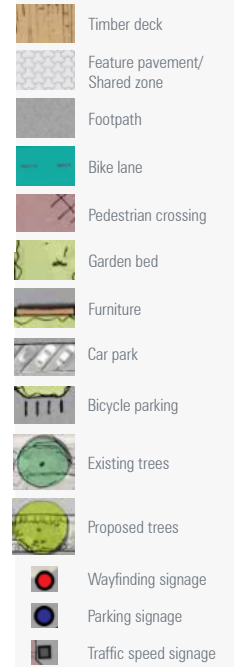
coast / gravel

COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS

Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au



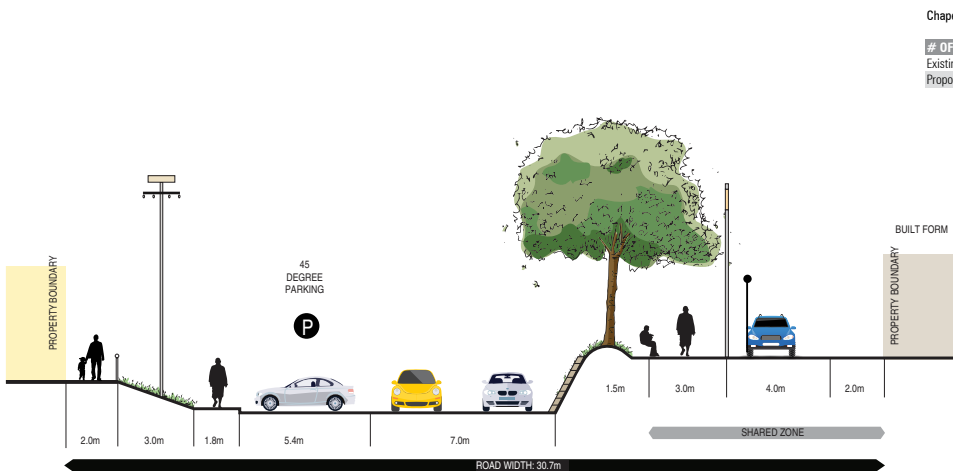
LEGEND



Plan - Chapel Street



Scale 1:500@A1



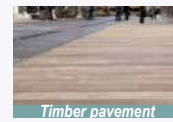
Chapel Street (between Warley Ave & Bass Ave)

# OF ON-STREET CAR PARKS	
Existing Conditions	46
Proposed	41

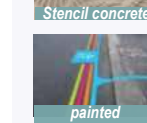
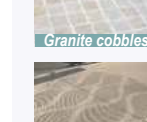
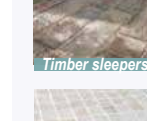
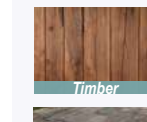
FAST 5:

1. Retain slip-lane vehicle access to/from Transit Centre car park; remove parallel car parking and transition the space into a flush shared zone with seating, wayfinding signage and improved garden beds.
2. Create a shared zone at the intersection of Chapel Street east and Thompson Avenue allowing for improved pedestrian access, wayfinding and outdoor public activations, dining and trading.
3. Provide raised crossings at intersections and mid-block crossing connecting the shopping centre with Olive Justice Place.
4. Upgrade pedestrian paths, ramps and stairs to enable universal access.
5. Provide pedestrian-level lighting to the shared zone and pedestrian paths and ramps.

PRECEDENTS



MATERIAL

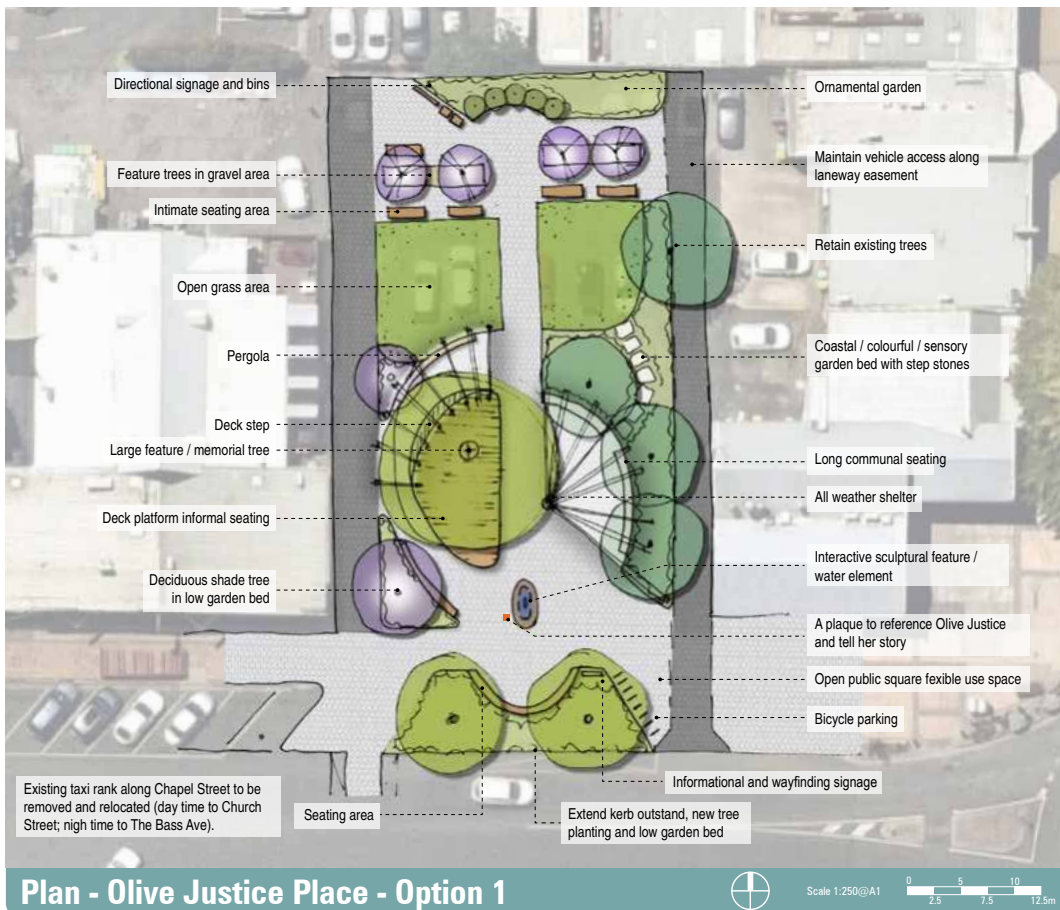


COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS

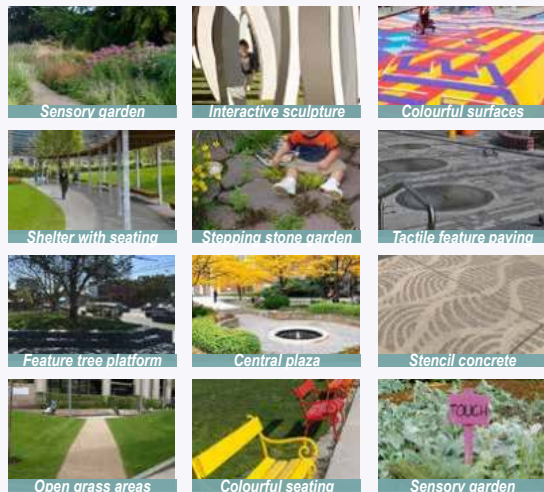


Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au

Section



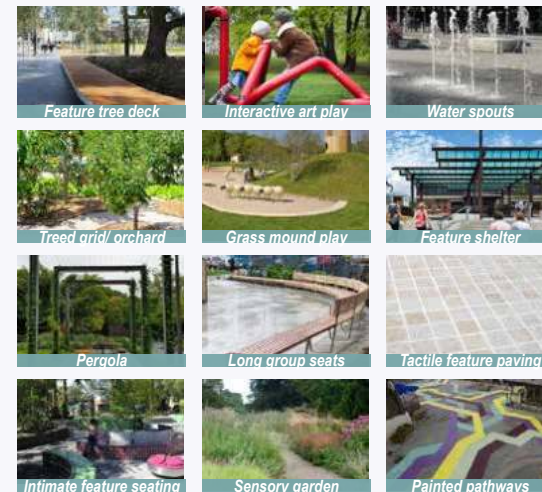
PRECEDENTS



KEY PLAN



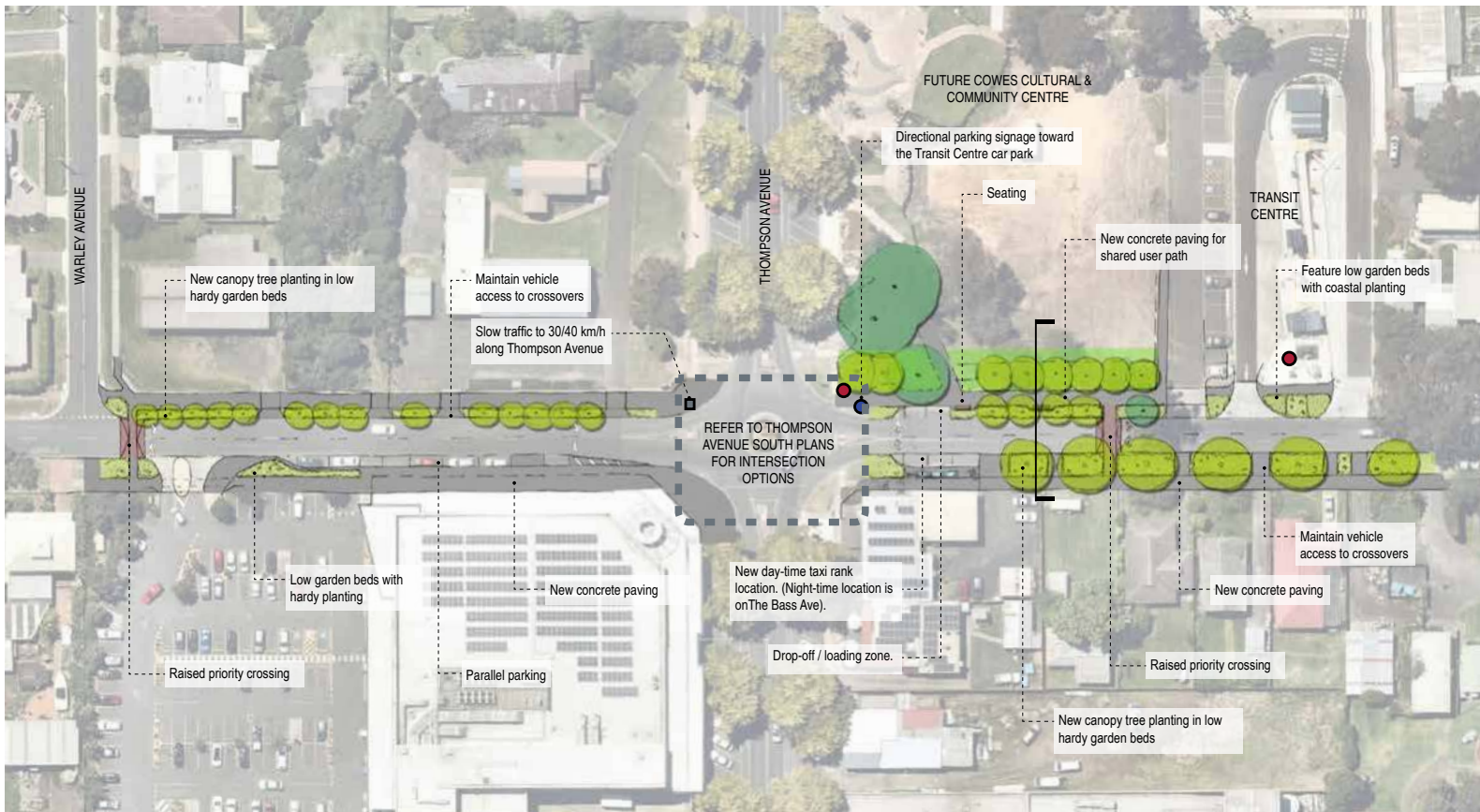
PRECEDENTS



COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS



Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au

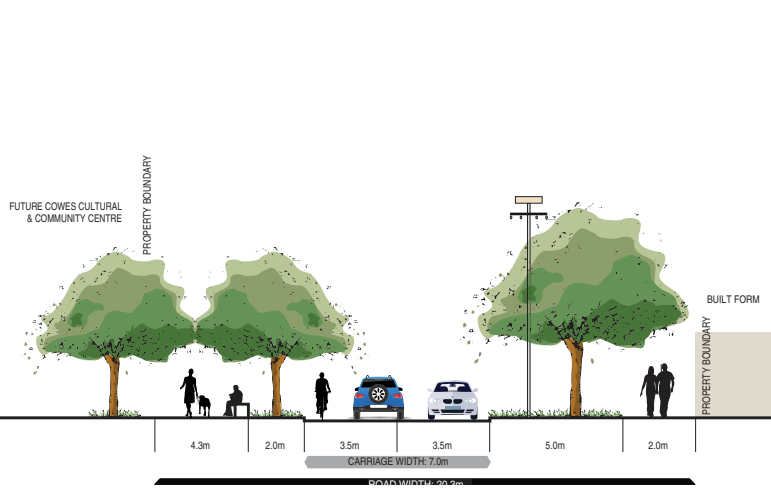


LEGEND

- Footpath
- Pedestrian crossing
- Garden bed
- Furniture
- Bicycle parking
- Existing trees
- Proposed trees
- Parking signage
- Wayfinding signage

Plan - Church Street

Scale 1:500@A1

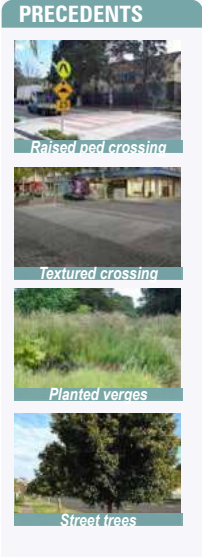


Section

Church Street (between Warley Ave & Bass Ave)

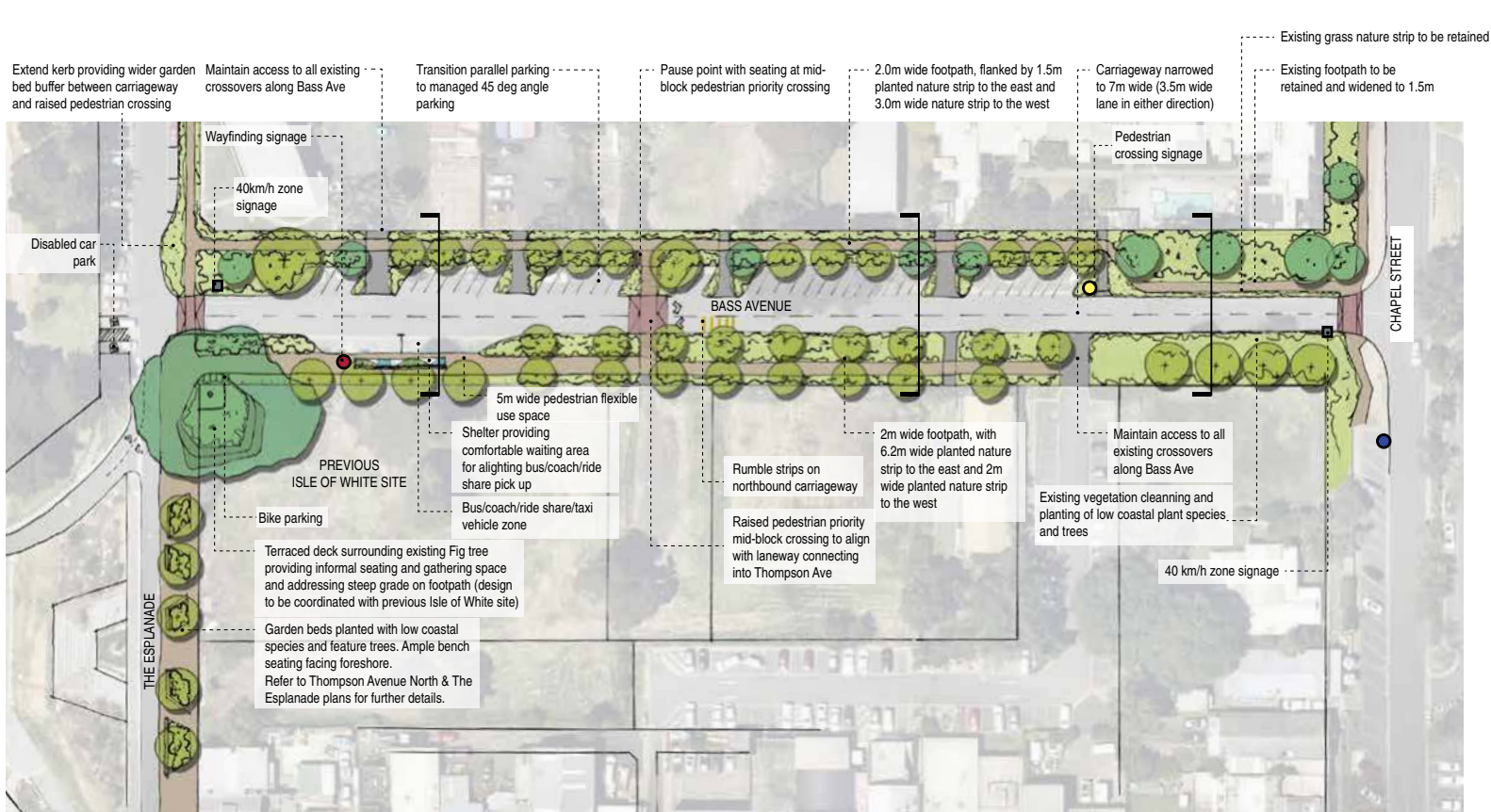
# OF ON-STREET CAR PARKS	
Existing Conditions	11 + 1 permit car park + 12 informal kerb-mounted car parks
Proposed	11

- FAST 5:**
1. Provide raised crossings at intersections and mid-block crossing between Thompson Avenue and the Transit Centre.
 2. Upgrade footpath surfaces, including widening along the north side of Church Street.
 3. Plant street trees along Church Street and plant out nature strips with hardy coastal planting.
 4. Provide wayfinding signage near Transit Centre and on Thompson Avenue.
 5. Slow traffic along Thompson Avenue from Church street northbound to 30/40 km/h; and provide directional parking signage.



COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS

Hansen Partnership Pty Ltd
Melbourne | Vietnam
 Level 4, 136 Exhibition St
 Melbourne Vic 3000
 T 61 3 9654 8844 F 61 3 9654 8088
 E info@hansenpartnership.com.au
 W hansenpartnership.com.au



KEY PLAN

LEGEND

- Feature timber surface treatment
- Feature pavement
- Crossover
- Pedestrian crossing
- Car park
- Garden bed
- Furniture
- Existing trees
- Proposed trees
- Wayfinding signage
- Parking signage
- Pedestrian crossing signage
- Traffic speed signage

FAST 5:

1. Narrow the vehicle carriageway to 7m wide.
2. Provide a designated coach/bus/taxi/ride-share drop-off & pick-up zone with a shelter, seating, wayfinding signage and wide footpath.
3. Provide raised pedestrian priority crossing points.
4. Provide angled parking along east side of Bass Avenue, buffered by a vegetated nature strip with trees.
5. Widen the footpath along the west side of Bass Avenue and provide wide planted nature strips with treed colonnade.

Bass Ave (between the Esplanade & Chapel Street)

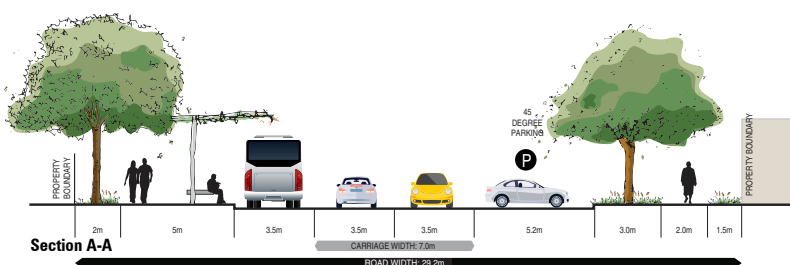
OF ON-STREET CAR PARKS

Existing Conditions	6 + 42 informal car parks
Option1	40

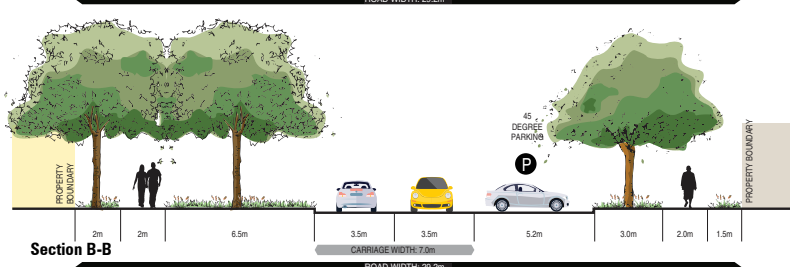
Plan - Bass Avenue - Short term



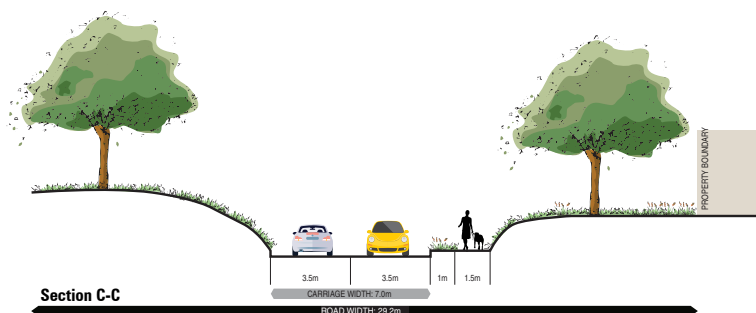
Scale 1:500@A1



Section A-A



Section B-B



Section C-C

Sections

PRECEDENTS



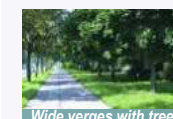
Granite / Concrete



Terraced feature seating



Coastal planting

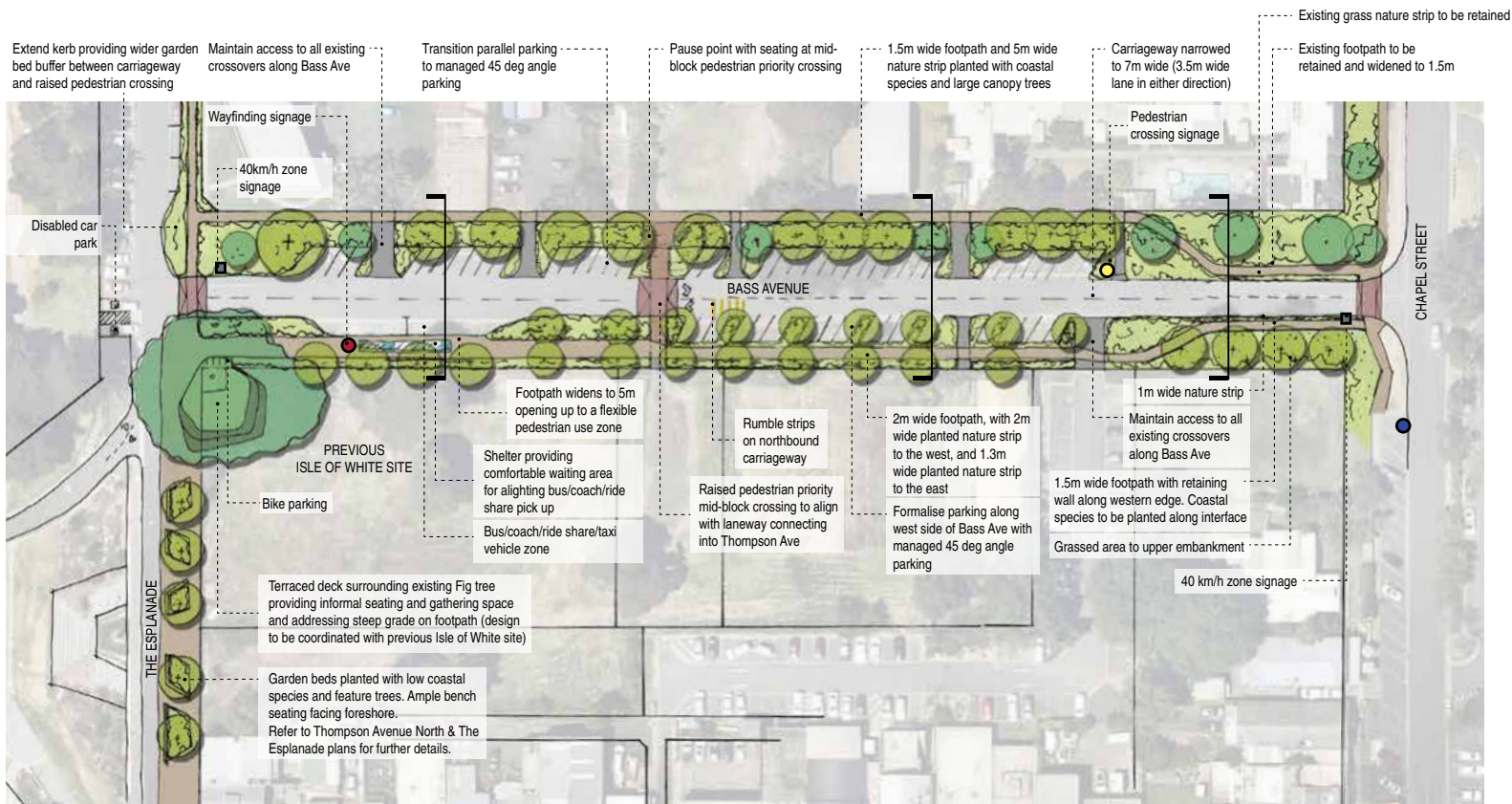


Wide verges with trees

COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS



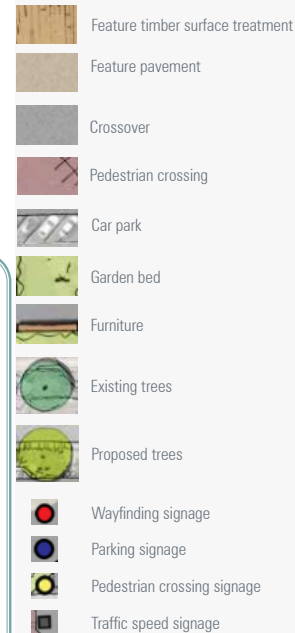
Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au



KEY PLAN



LEGEND



FAST 5:

1. Narrow the vehicle carriageway to 7m wide.
2. Provide a designated coach/bus/taxi/ride-share drop-off & pick-up zone with a shelter, seating, wayfinding signage and wide footpath.
3. Provide raised pedestrian priority crossing points.
4. Provide angled parking along east side of Bass Avenue with a wide nature strip and large tree planting.
5. Widen and extend footpath along west side of Bass Avenue, provide angled parking and tree planting within nature strip and car parking.

Bass Ave (between the Esplanade & Chapel Street)

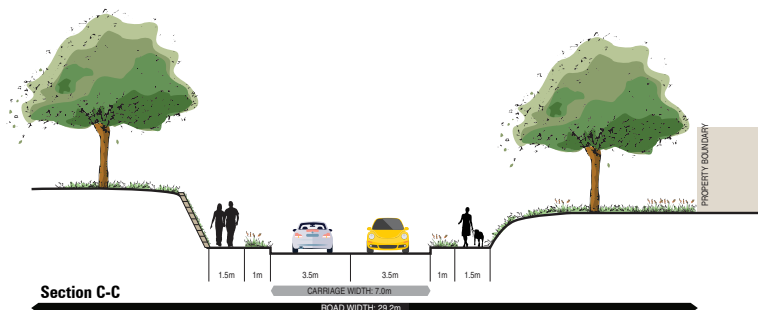
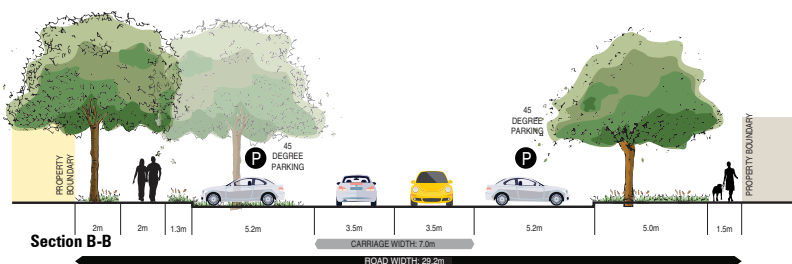
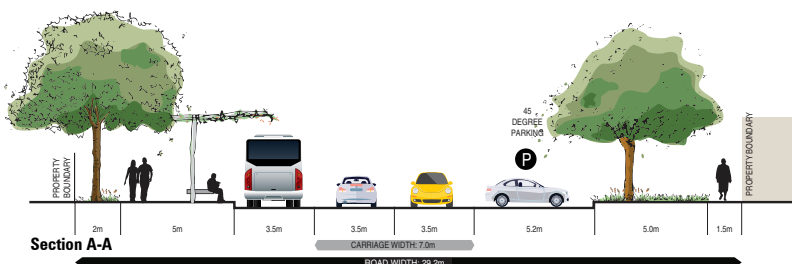
OF ON-STREET CAR PARKS

Existing Conditions	6 + 42 informal car parks
Option2	58

Plan - Bass Avenue - Long term

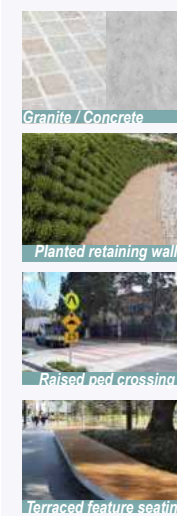


Scale 1:500@A1



Sections

PRECEDENTS



COWES STREETSCAPE DRAFT CONCEPT MASTER PLAN OPTIONS & PRECEDENTS



Hansen Partnership Pty Ltd
Melbourne | Vietnam
Level 4, 136 Exhibition St
Melbourne Vic 3000
T 61 3 9654 8844 F 61 3 9654 8088
E info@hansenpartnership.com.au
W hansenpartnership.com.au