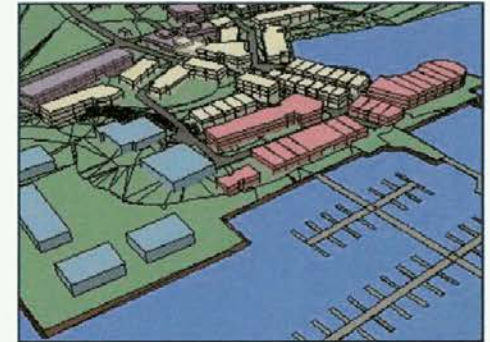
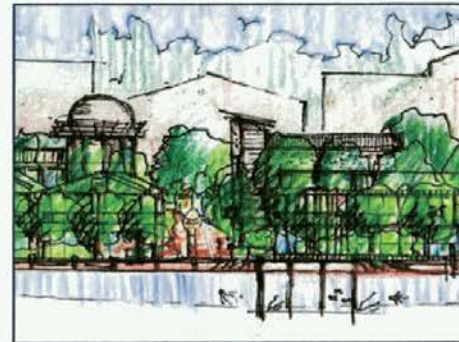


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# MARGATE MARINA



**MASTER PLAN**  
For Fenshaw Pty. Ltd.

**SMARTGROWTH**

Integrated Architecture+Urban Design  
L2/47 Salamanca Place Hobart  
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JULY 2004

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## 1.0 Background



Fig. 1

## 1.1 A New Waterfront Centre for Margate

This proposal aims to create a new exciting waterfront development for Margate. The intention is to deliver an integrated mixed use development composed of:

- Marina oriented commercial uses,
- The construction of the Australian International Marine Technology Park as well as associated accommodation facilities,
- Convention/conference/reception facilities with adjoining licenced bar facilities,
- Serviced apartments
- Small scale waterfront boardwalk commercial shopfronts.

It is intended that the development including the above facilities will be constructed incorporating the best practice of sustainable development principles.





Fig. 2

## 1.2 Centre Location and Site

This map shows the regional location of Margate Marina and some images of the existing environment.

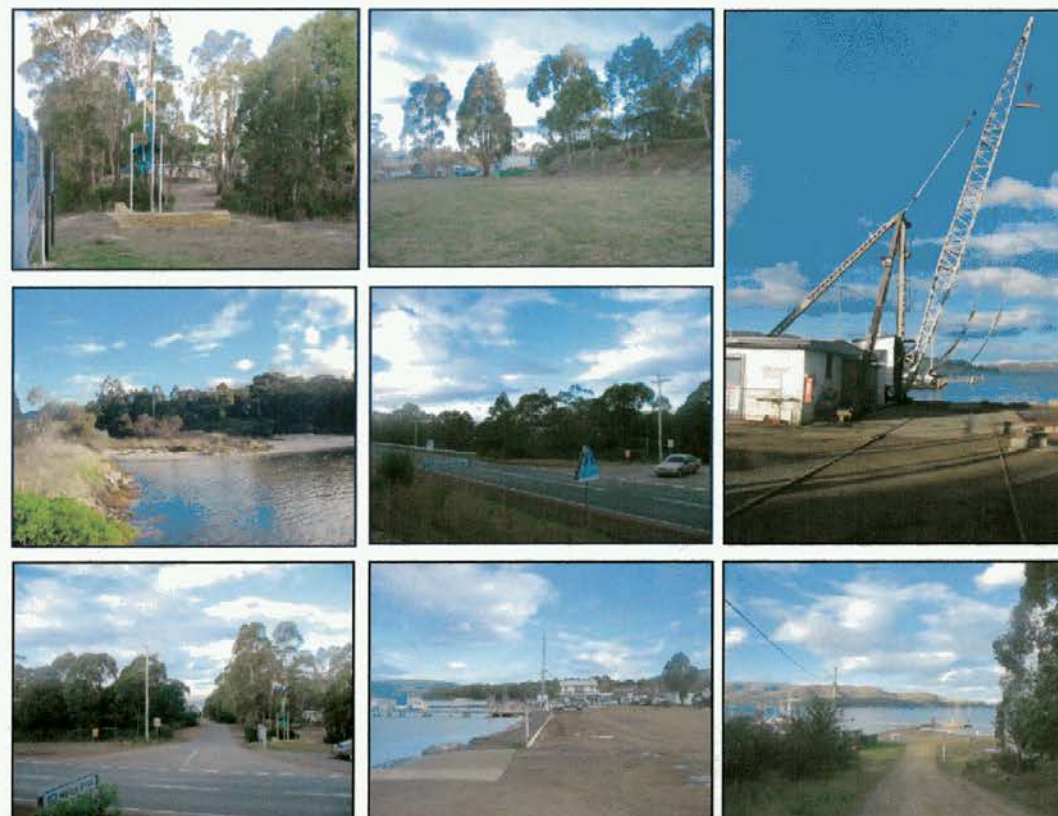


Plate 1





Fig. 3



## 2.0 Planning Principles

## 2.1 Context

The following elements are vital to the creation of a mixed use waterfront development:

- Easy access by road and water and ease of circulation throughout the site
- Correctly scaled buildings, open spaces, pedestrian and vehicle paths
- Correctly placed uses fitting various site characteristics (on edges, middle ground, at entry)
- Provision of sufficient residential and accommodation development with a clearly defined structure and a definite focal point

The Margate Marina Master Plan will seek to provide the above to produce the best example of a mixed use waterfront development highlighting Kingborough as a desirable place to live, work and play.

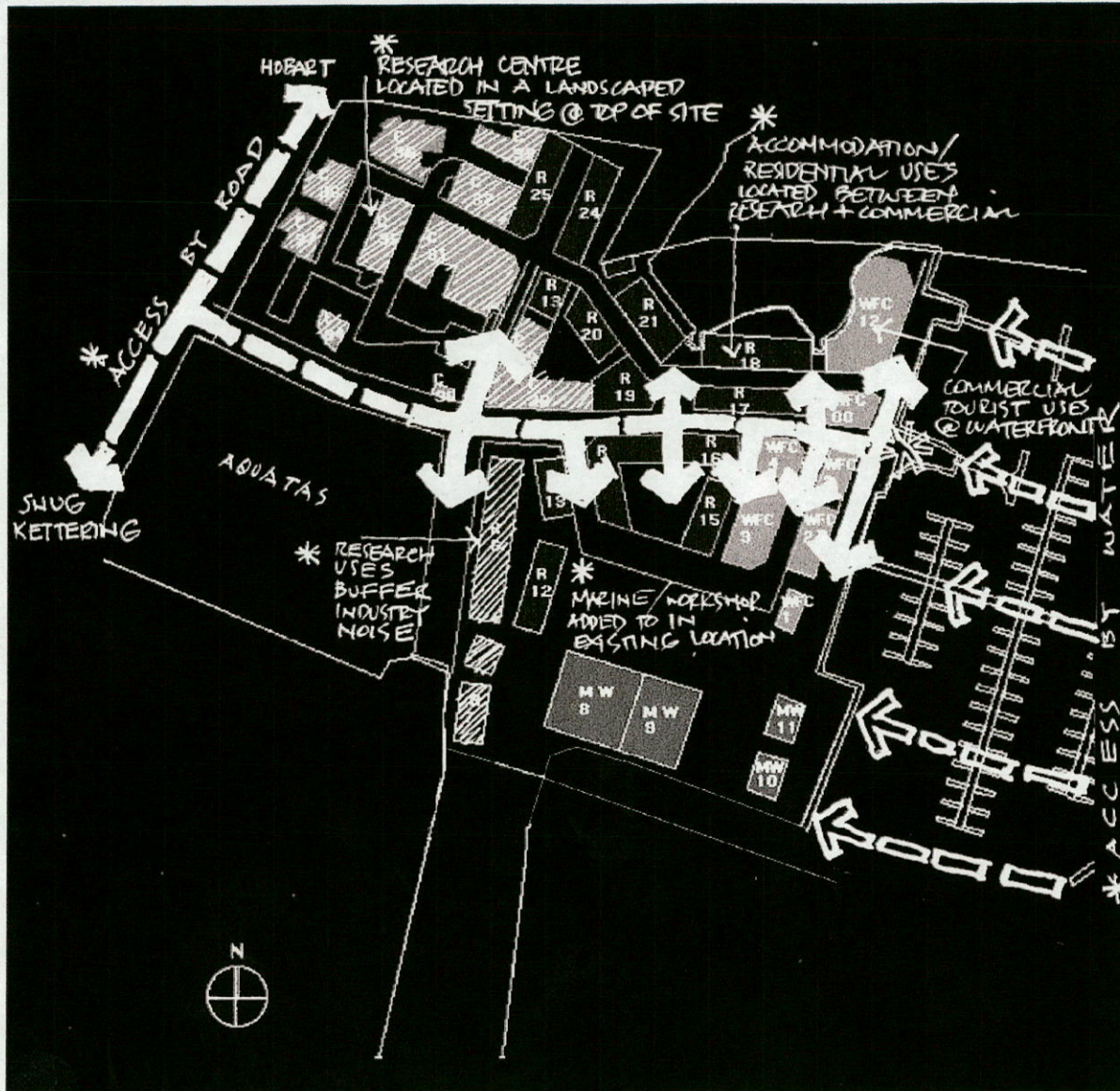
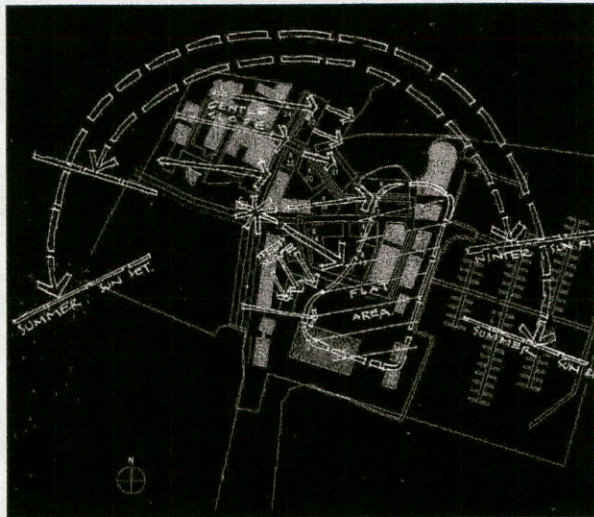
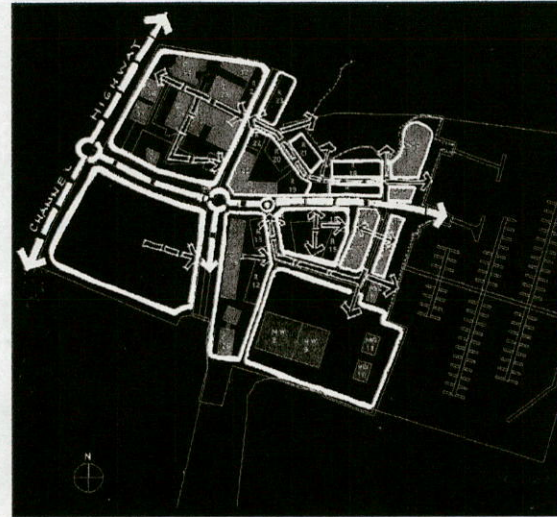


Fig. 4

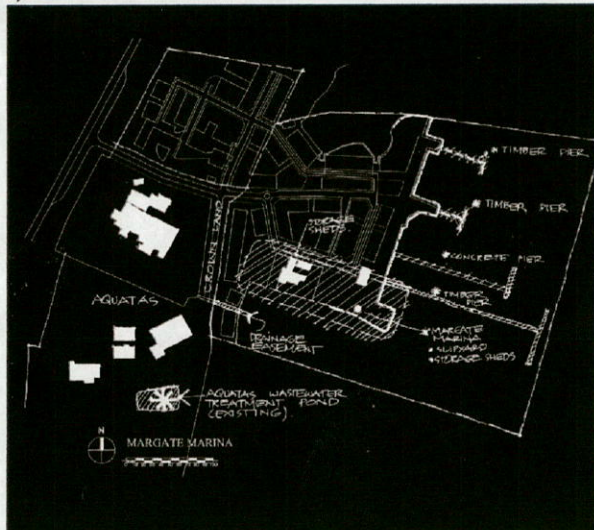




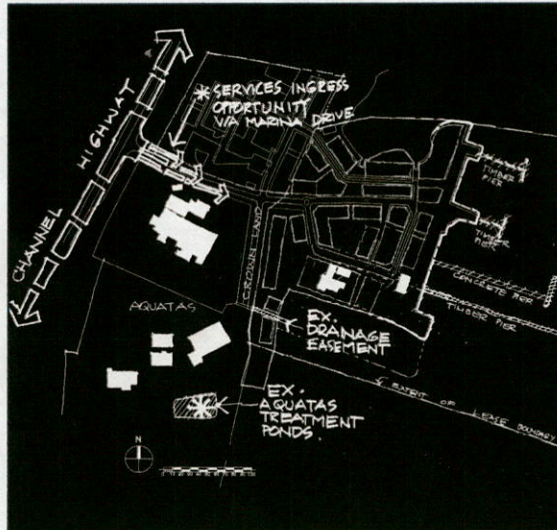
i)



ii)



iii)



iv)

Fig. 5

## 2.2 Site Analysis

Some of the particular constraints and opportunities that will affect this development include:

### i) Topography, Landscape and Orientation

#### Constraints

- Existing vegetation constrains the locational opportunity of additional built form
- Careful evaluation of site needs to be made to maximise views and aspect

#### Opportunities

- Existing landscape offers a natural setting for new built form
- Northerly orientation offers good sun exposure
- Opportunity for good views over Northwest Bay.

### ii) Access and Connections

#### Constraints

- Road access to waterfront facilities
- Access off Channel Highway needs upgrading

#### Opportunities

- Public Transport service will be improved as a result of this development
- Access to water will be improved for boat owners as well as tourists via new infrastructure provisions (roads, boat ramps, boat maintenance services etc.)

### iii) Existing Built Form and Uses

#### Constraints

- Adjoining industrial uses need to be integrated for seamless transition
- Existing built form lacks meaningful contribution

#### Opportunities

- Existing uses provide more variety and opportunity for mix of uses

### iv) Provision of Services

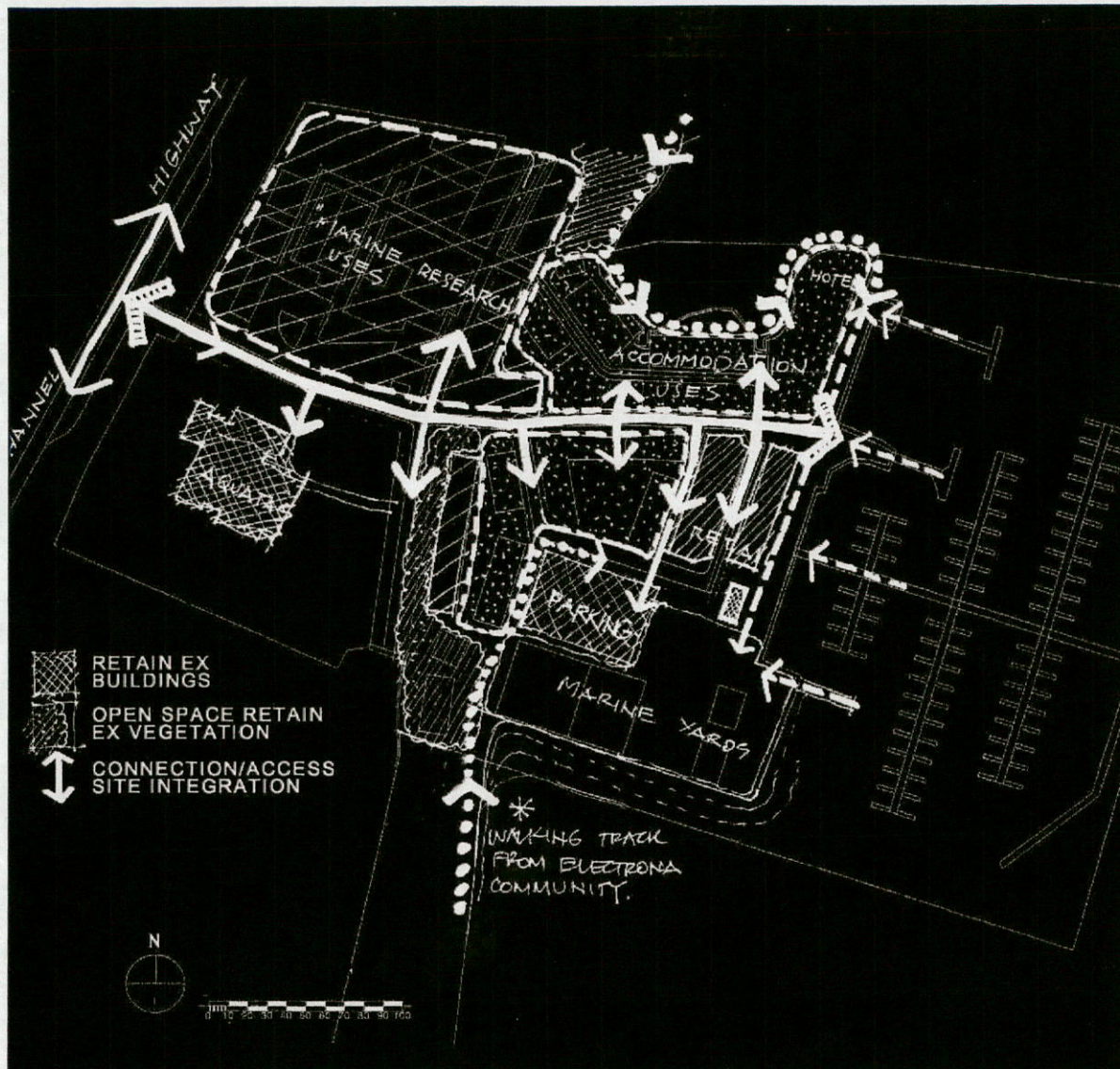
#### Constraints

- Lack of available sewerage services
- Adjoining waste water treatment system is inefficient

#### Opportunities

- Project will deliver improved services to the area including wastewater, stormwater, retail and tourism





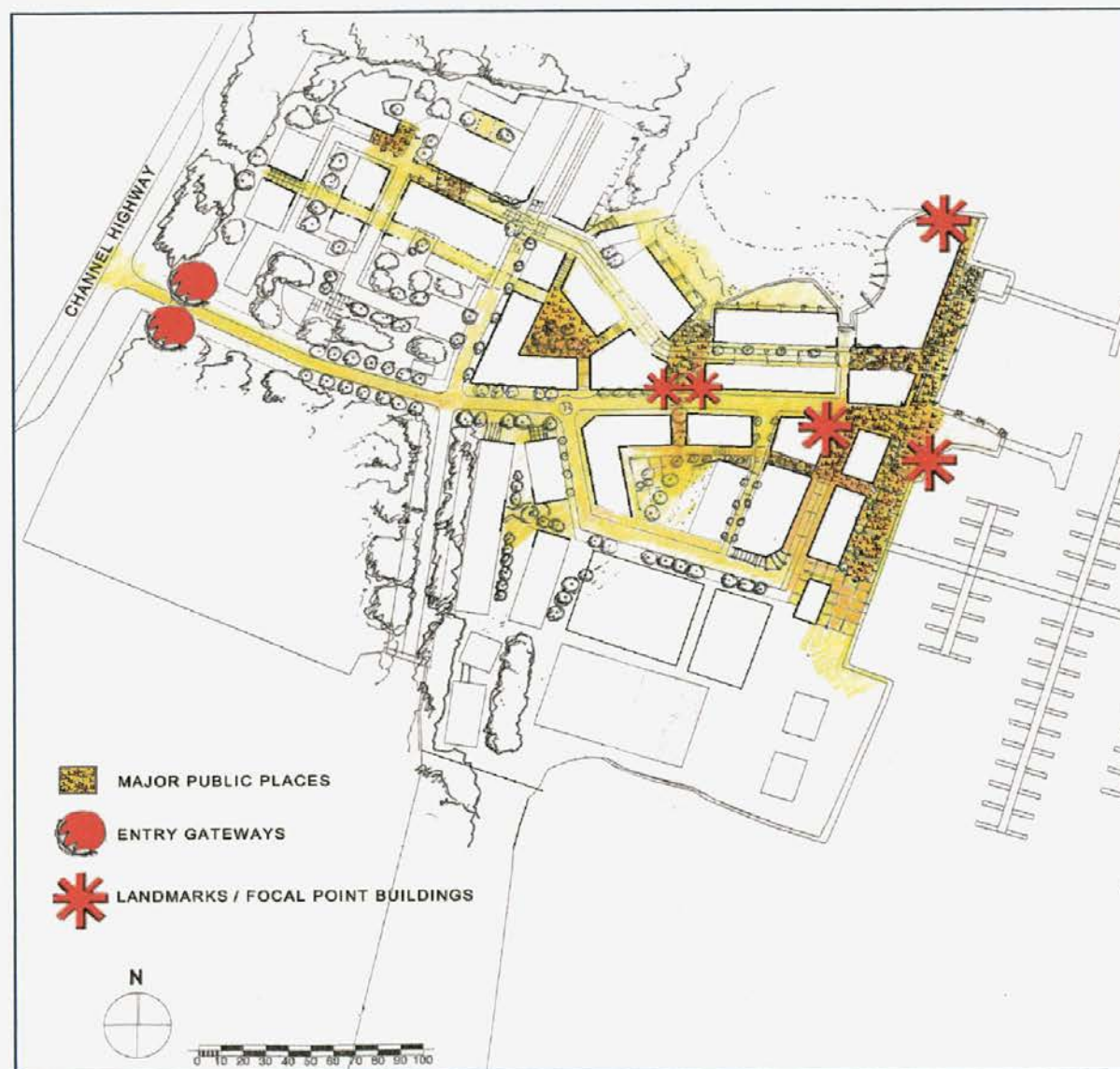
### 2.3 Integration

This plan seeks to create a flexible structure which integrates:

- The existing land uses with those proposed by use of mixed use development to make a seamless transition (mixed use development allows for mixes of marine commercial/retail, residential/accommodation and research/industrial uses within the blocks and in some cases on different levels of the building.
- "Activity areas" such as existing marine yards and existing chandlery with the proposed boardwalk retail/reception/entertainment uses in a pedestrian friendly manner.
- The existing Aquatas area to the West.
- The main access street with the proposed accommodation/reception commercial and industrial research identified by providing entry markers along the procession from the Highway to the waterfront.

Fig. 6





## 2.4 Place Making

To create a variety of human-scaled people places and spaces with emphasis on the public domain. Create:

- Public recreation areas for active and passive users
- A pedestrian-oriented boardwalk along the wharf front with wide verandah/awning over footpath with room for other activities, eg. street performers, temporary stalls and cafe tables.
- A landmark at the water front for people to identify and navigate by that is able to act as a node for community celebrations
- Identifiable features on building frontages that express the unique character of Margate Marina.
- Lanes and streets enclosed by buildings 2-3 storey high, with different characters.
- Central block parking courts that are easily accessible and closely located to resident, business and visitor needs.

Fig. 7



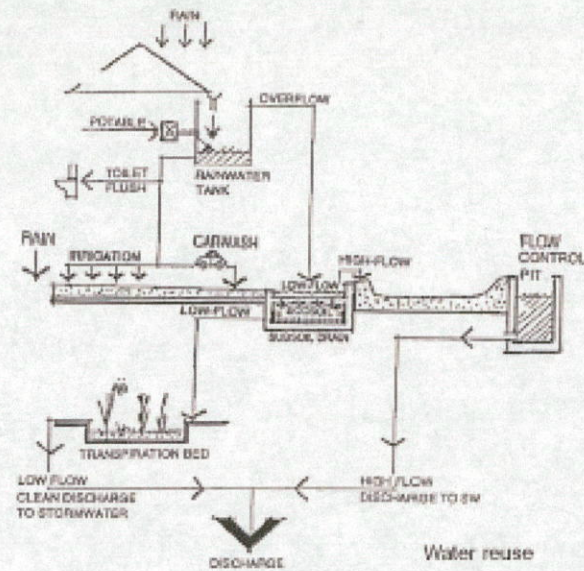
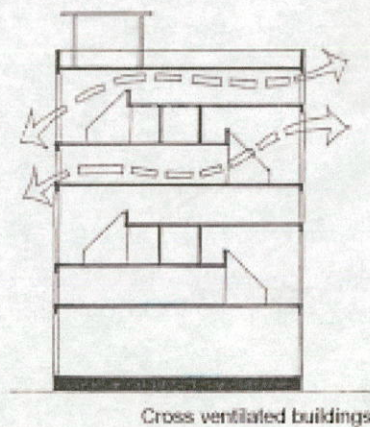


Fig. 8



## 2.5 A Sustainable Development

A variety of techniques will have been used within the development of the Master plan to ensure the sustainability of this project. They include:

- Maximise northerly orientation
- Make best use of prevailing conditions
- Reduce the necessity for vehicular traffic through the site

Some other aspects that will be covered as part of further development of the design of the marina includes;

- Reuse and catchment of rainwater
- Retention and filtration of stormwater run off
- Treatment of waste water
- Use of a building guideline strategy that includes use of sustainable materials in construction and use of solar power
- Use of Solar panels for powering of public amenities
- Landscaping that is sympathetic to the existing geography with selection of predominantly native vegetation

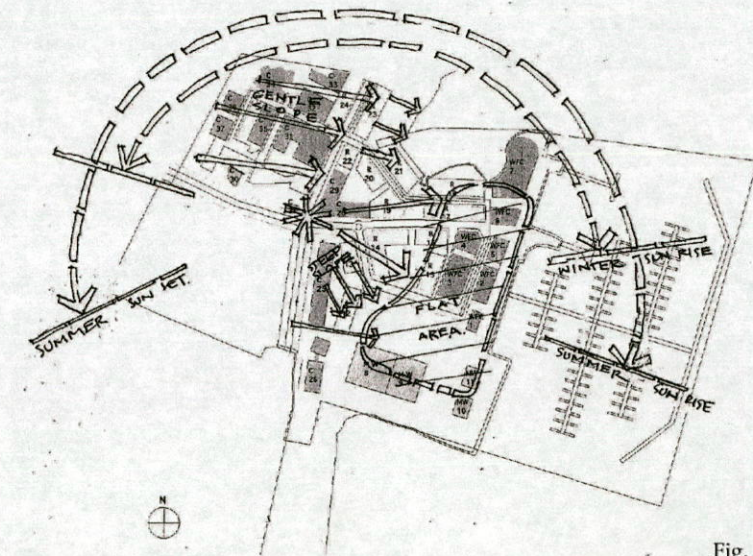


Fig. 9



### 3.1 Master Plan Concept

The master plan is based on the principles previously identified in section 2, to create a fully integrated mixed use centre - one where pedestrian friendly, entertainment, commercial, cultural and residential uses co-exist and benefit from their interaction. It must be reinforced that the centre will only thrive if the pre-conditions for commercial activity - parking, access, pedestrian traffic and quality streets are given priority.

Major features of the concept include:

- an integrated public transport/pedestrian amenity system
- a more flexible, less congested, road system
- a generally mixed use development
- public recreation areas are focused around the wharf area, the bay, parks accessible as part of the Australian Institute of Marine Technology and of the central residential area
- A waterfront retail/entertainment area which is the public domain, 24 hours accessible which connects the residential/business and commercial areas

### 3.2 Development Principles

- establish strong connections with the existing landscape (greens and waterways) and the use of the new development
- create a flexible framework for future growth
- create strong and attractive public domain
- encourage mixed use development (waterfront retail/commercial, retail/residential) where possible to improve vitality and viability of the centre
- ensure ready access and circulation of public transport (water and road)
- ensure adequate parking within easy access of facilities
- create public places, civic focus and people places taking advantage of short and long views and proximity to open space/water frontage
- respond to realistic market demand in staging
- ensure an attractive and appealing entrance way from Channel Highway
- Create a highly visible and urban character so that the centre is easily recognisable

## The Master Plan

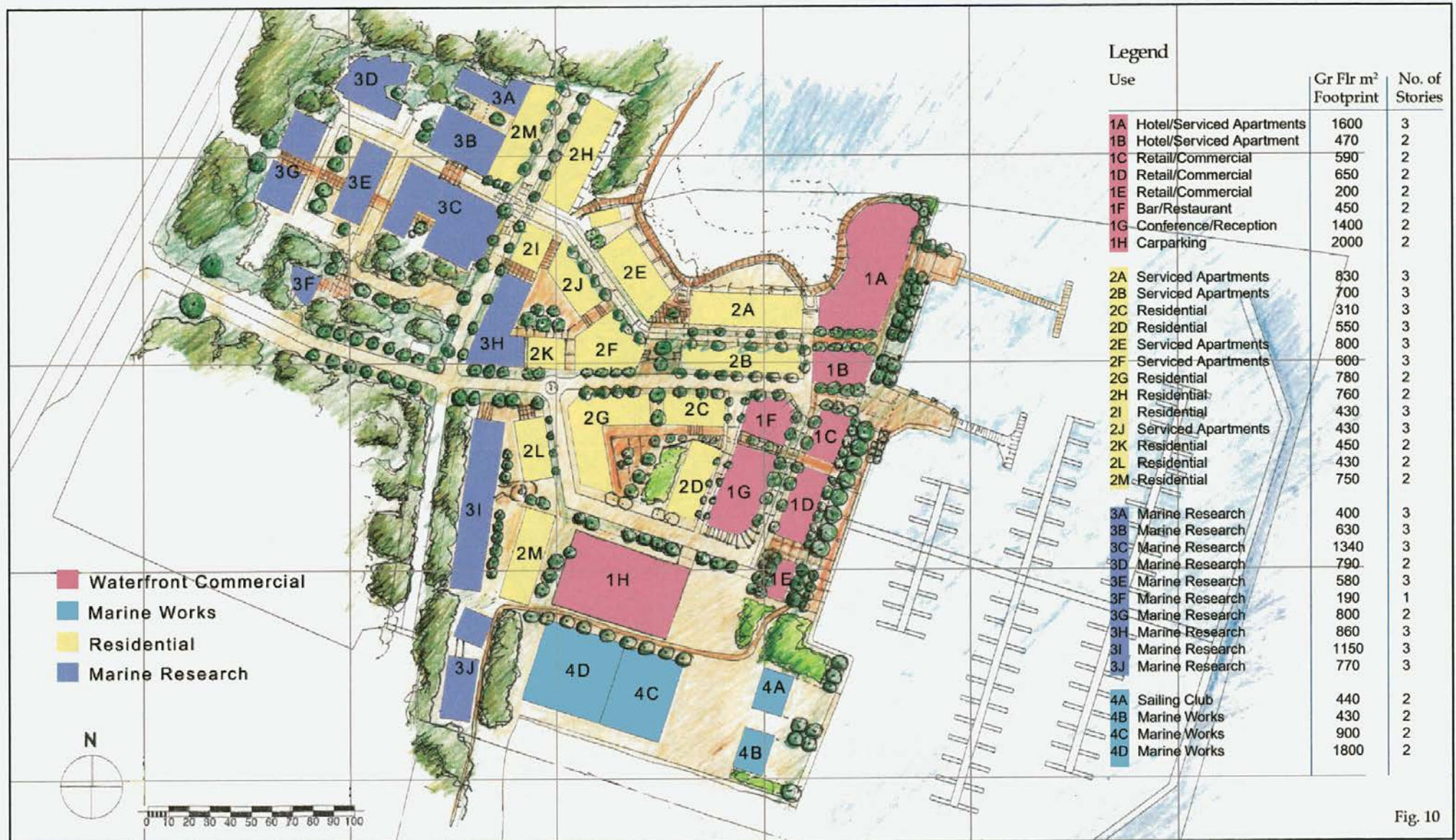


Fig. 10





Fig. 11

Landscape Concept Plan - Waterfront Option 1



Fig. 12





Fig. 13



Fig. 14

### Waterfront Landscape Option 2

Some of the key features of this concept include:

- A random interplay of native vegetation along the foreshore
- A variation in heights and density of plantings with respect to building heights and form to minimise the visual impact of the buildings from the water
- Extension of plantings to the jetty and boardwalk facilities to create a unique landscaped waterfront experience
- An organic freeform arrangement of landscaping to soften and merge built and natural environment.

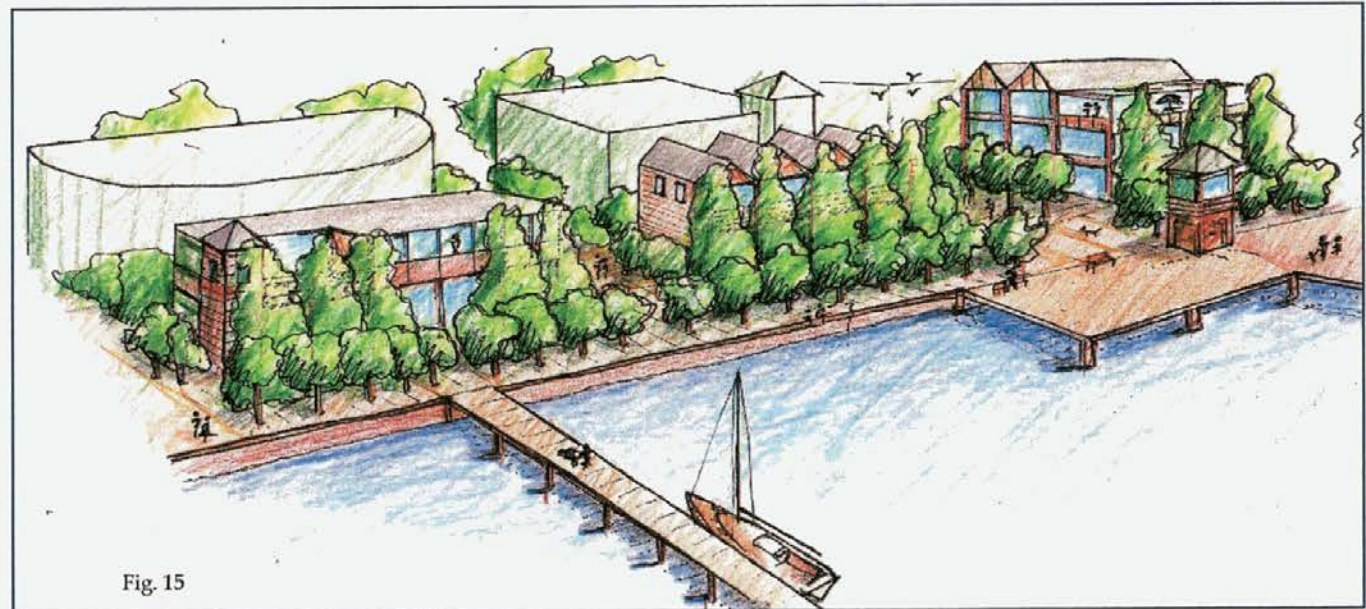


Fig. 15





Fig. 16

### Waterfront Landscape Option 3

Some of the key features of this concept include:

- A structural system to support vegetation along the waters edge. This will be designed to reduce the impact of prevailing winds so that trees are able to reach maturity
- The structure will be designed to reduce visual impact from the river while providing a rythm and structure in keeping with that expressed by the built form.
- Elements that will enclose some areas to create a more intimate environment while in other areas there will be a clear opening out onto the waterfront to maintain accessibility to the river
- A variety in vegetation and planting to compliment the existing natural vegetation



Fig. 17



Street Elevations



Fig. 18



Plate 2

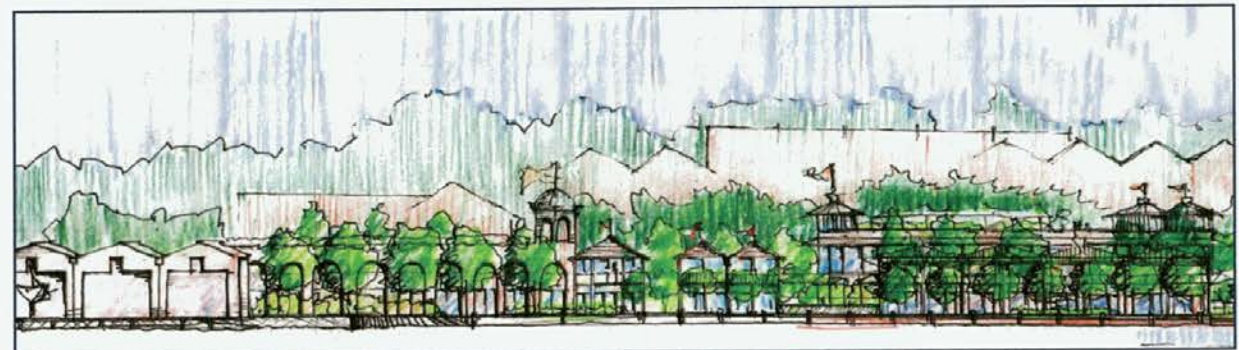


Fig. 19

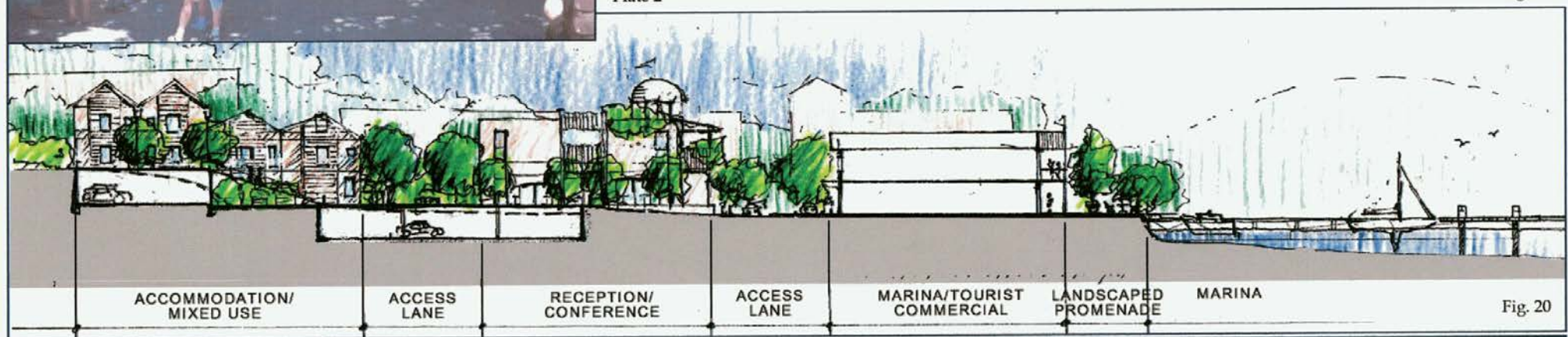


Fig. 20



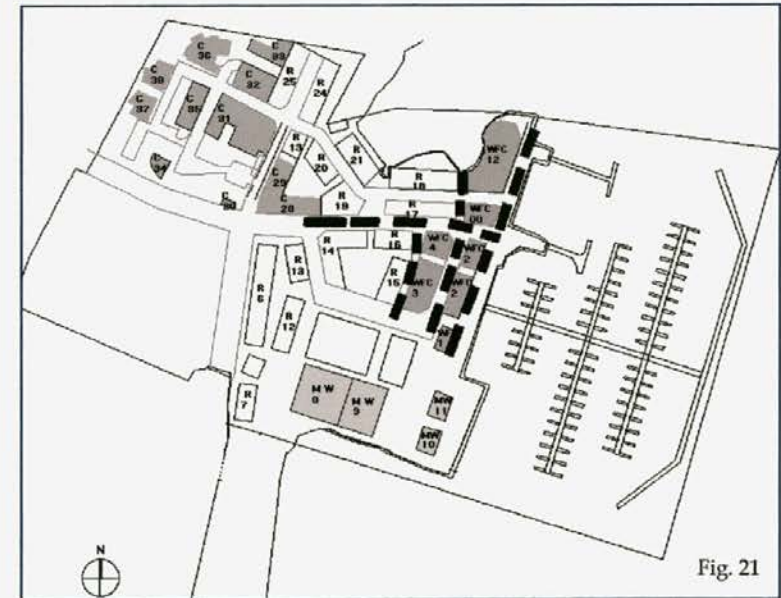


### 3.2 Street Character / Atmosphere

These images evoke the desirable characteristics of the street environment.

Features include:

- wide public footpaths with pedestrian shelter
- main streets to be wide enough to accommodate two lanes of traffic, parallel parking, wide footpaths and landscaping
- a diversity of building types and styles with a common vocabulary
- buildings to be broken into a series of vertical elements to create a vertical street rhythm
- emphasis (height and detail) of building corners
- 2-3 storey building heights to maintain a "human scale"
- visual links with water frontage highlighted by building forms
- a mix of entertainment, retail, cultural, recreational, commercial and residential opportunities to increase the richness and diversity of uses.





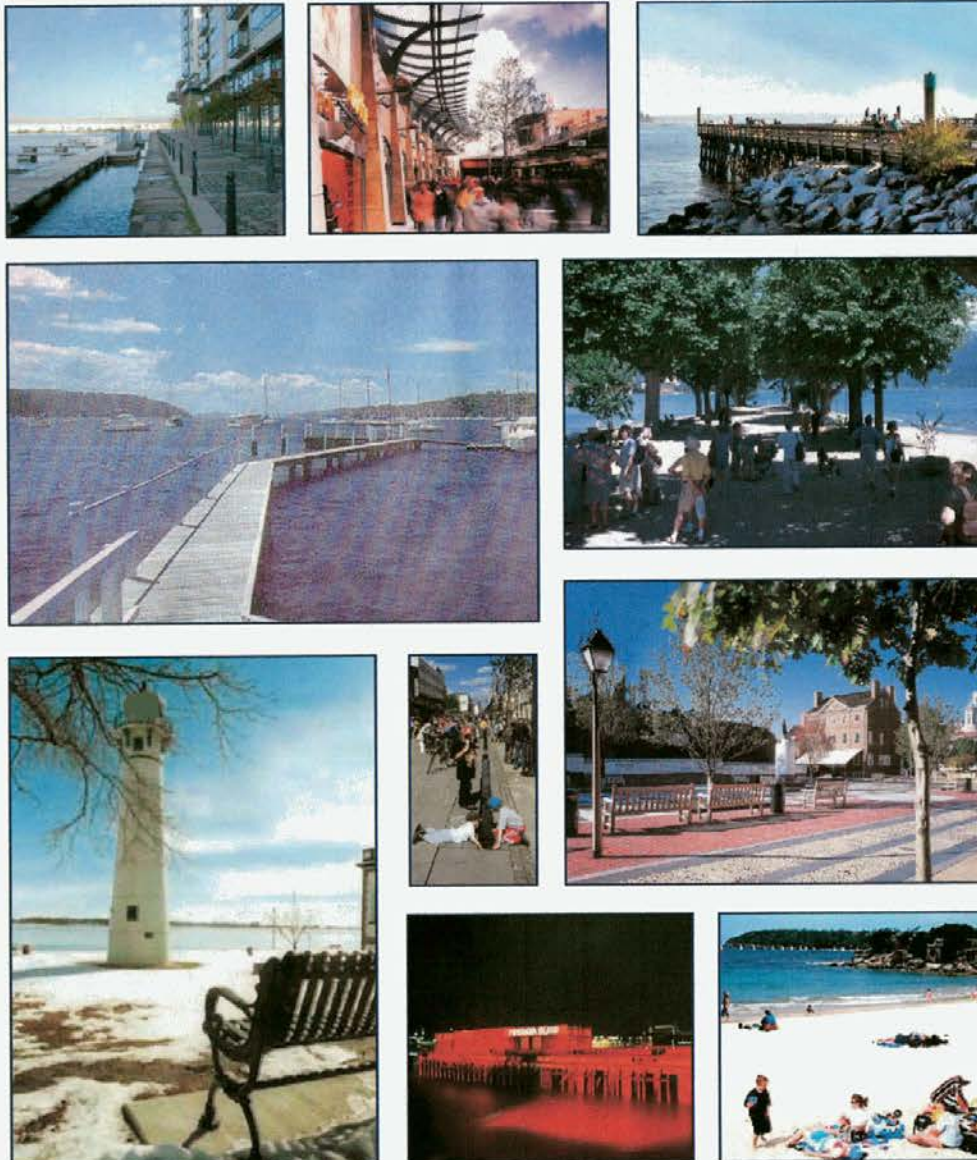


Plate 4

### 3.3 Urban Spaces and Places

These images reflect some of the desired places and spaces that will be created by the master plan. These include some of the main areas that will be focused on:

- i) waterfront commercial
- ii) residential/accommodation
- iii) marine/research
- iv) marina oriented commercial uses
- v) convention/conference/reception facilities

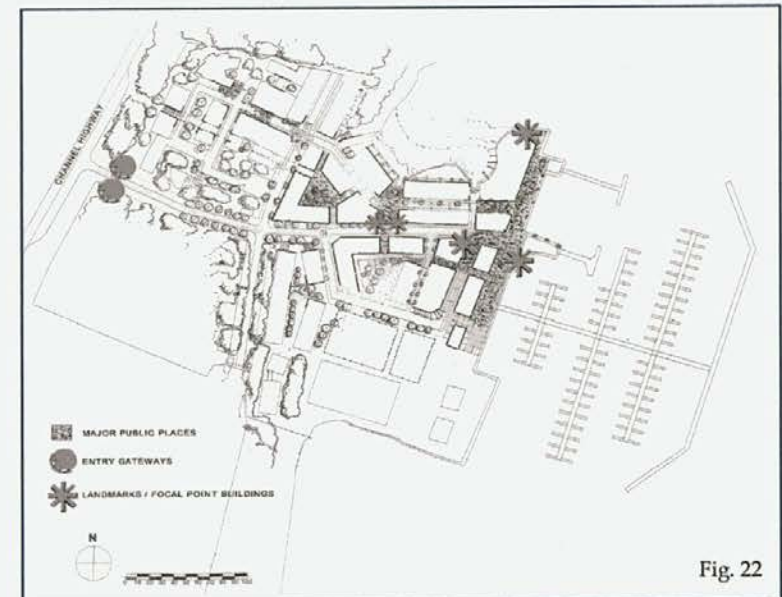


Fig. 22









Plate 6

### 3.5 Entertainment and Recreational Uses

Some of the main focuses include the wharf frontage, the beach-bay, the pub and the convention/conference centre. Some of the ways that these are to be highlighted and identified is by:

- creating visual connections through building forms and street layout
- enabling use of facilities to overlap with commercial interests

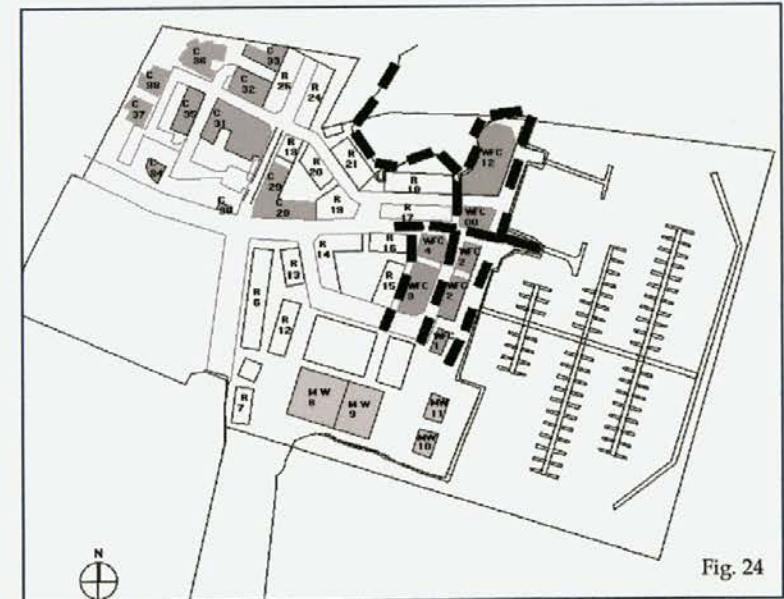


Fig. 24





Plate 7

### 3.6 Public and Cultural Use

These images aim to show the type of character of the civic and cultural facilities. These include:

- public and cultural facilities seeded throughout the centre, eg. research facilities, maritime library, start box for yachting races, boat ramp,
- strong interaction between cultural uses, commercial and entertainment uses in the centre
- potential for conference/convention centre to hold activities complimentary to the local events, eg. culinary events, seasonal celebrations
- banners, signs, public art, entertainment and lighting to enliven the streetscape.

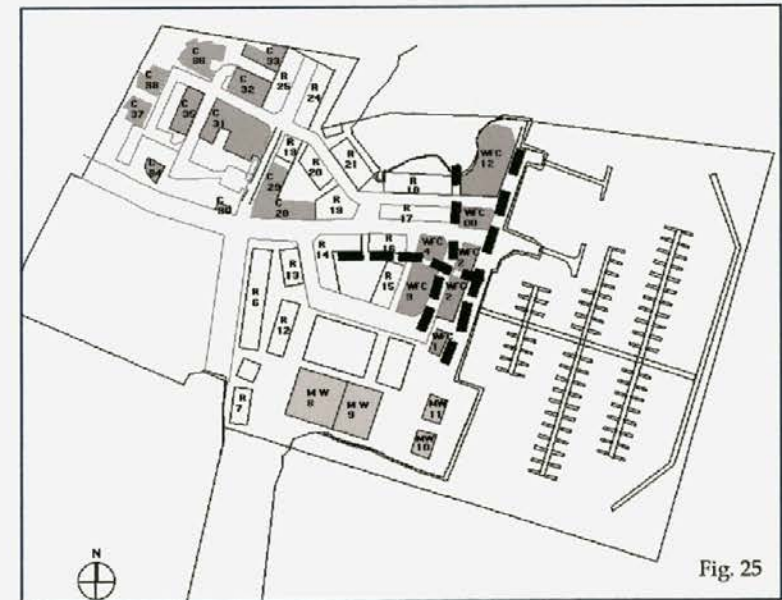


Fig. 25



### Examples within the Master Plan

These are some examples of entertainment, recreation, public and cultural use.

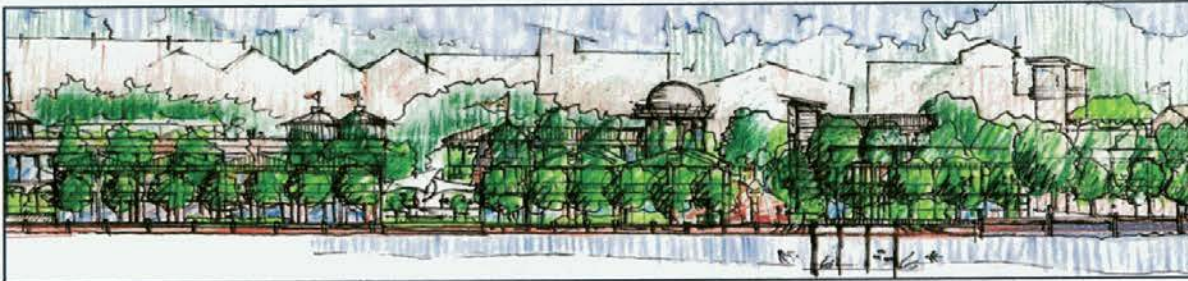
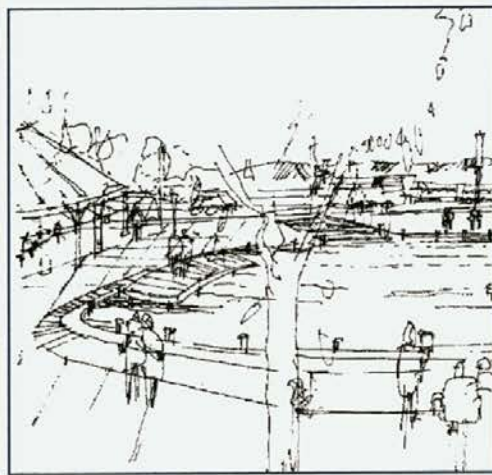
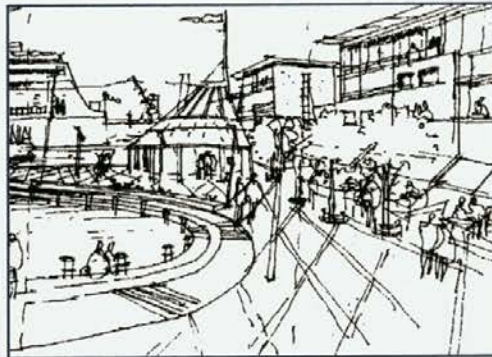


Fig 26





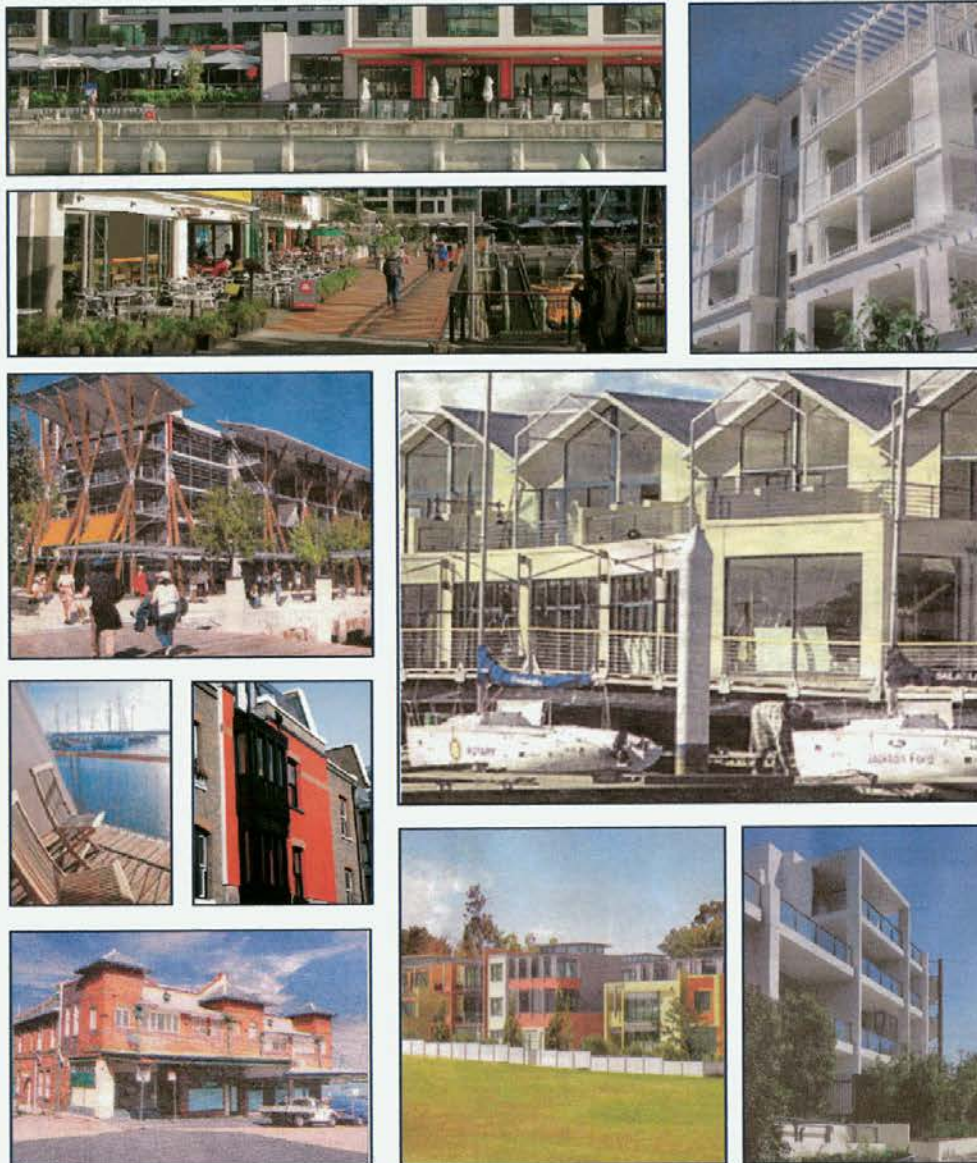


Plate 8

### 3.7 Built Form Character

These images illustrate a range of building forms which may be appropriate for various parts of the mixed use centre and which will contribute to the character of the centre. Key features include:

- mixed use commercial/residential opportunities
- two and three storey residential apartments over retail/commercial space
- two and three storey residential apartment buildings
- two storey town houses and town homes
- extensive street parking to enhance the public domain
- the provision of a limited palette of front building treatment to contribute to the character of the public domain
- standard building setbacks

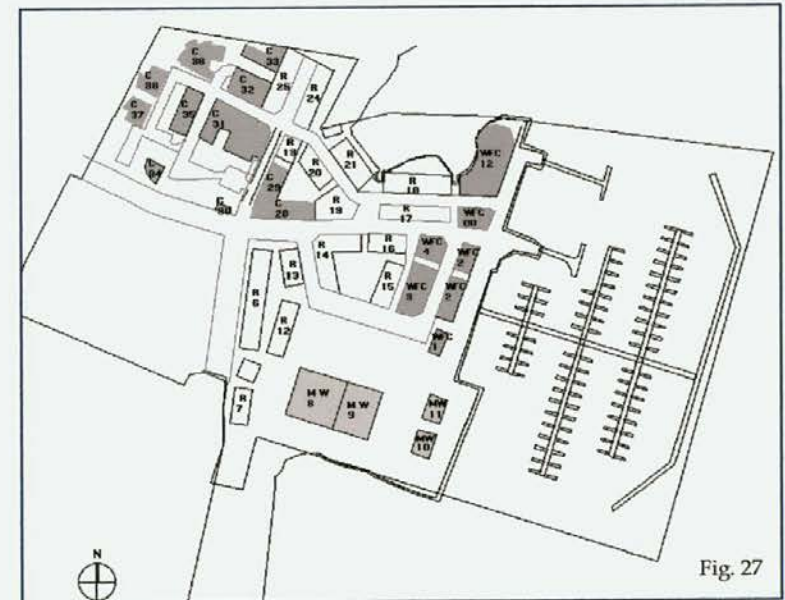


Fig. 27

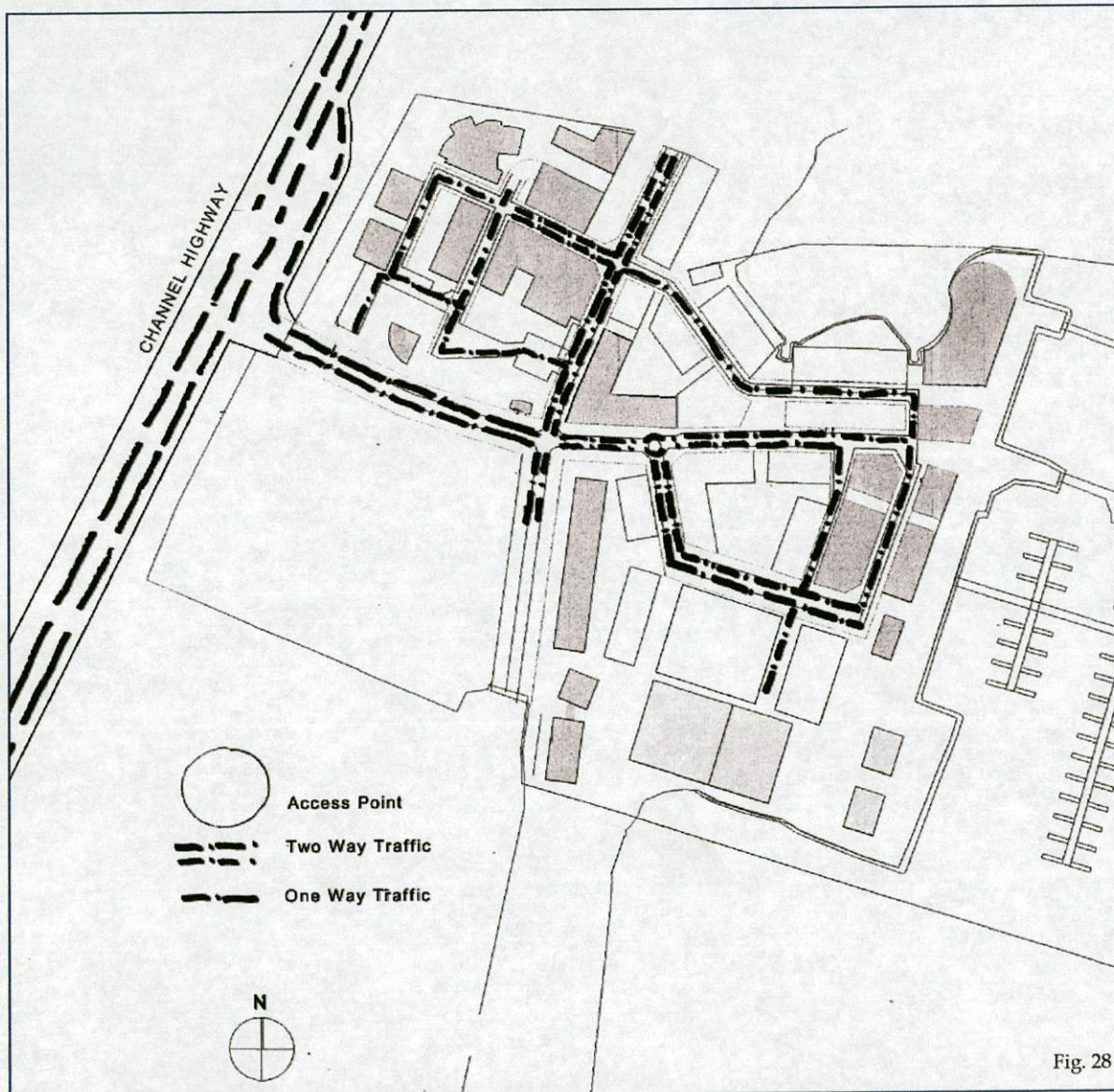


## 4.0 Circulation Strategy

## 4.1 Vehicular Traffic

In general the traffic movement is intended to:

- distribute traffic through the mixed use area
- provide alternative routes to major attractions/parking areas
- slow traffic passing through the lower part of the centre
- create connectivity between all proposed components of the development
- encourage and facilitate the use of public transport (road and water) and park and walk facilities





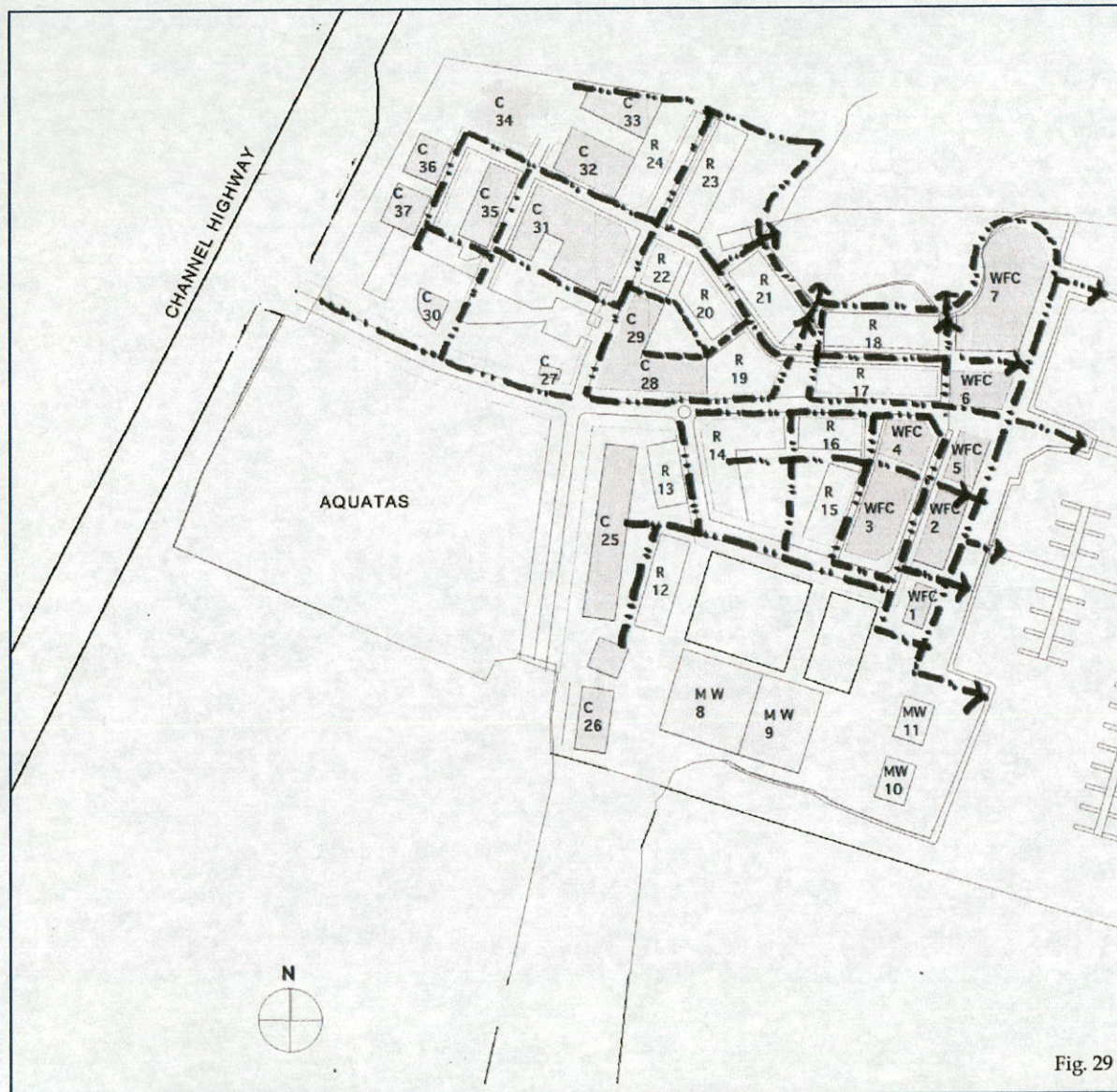


Fig. 29

#### 4.2 Pedestrian Amenity

The master plan is based on optimising pedestrian amenity. The major objectives are to:

- encourage and facilitate pedestrian movement through the area
- ensure the optimum safety and security in all the pedestrian environments
- connect with and facilitate the use of public transport to the maximum degree possible

To achieve this the following principles are proposed:

- wide footpaths with mandatory provision of awnings/verandahs on both sides of main streets
- short stay parking and bus/taxi only zones to protect the footpath environment from moving vehicles
- traffic calmed environment through the major public used areas
- direct connection between major streets in the development
- provision of rest areas and gathering places in central locations open to the sun and views to the marina or of landscaped areas
- provision of pedestrian paths through parking courts providing access to parked vehicles and through-block links to other streets
- extensive street plantings to soften the environment and provide shade and window protection but allow sunlight access to key pedestrian areas
- provision of ample street lighting and mid-block lighting to enhance security
- encouragement of mixed use residential development to assist with "eyes on the street"
- pedestrian spaces and places connect with and focus on bus stops to encourage use of public transport.



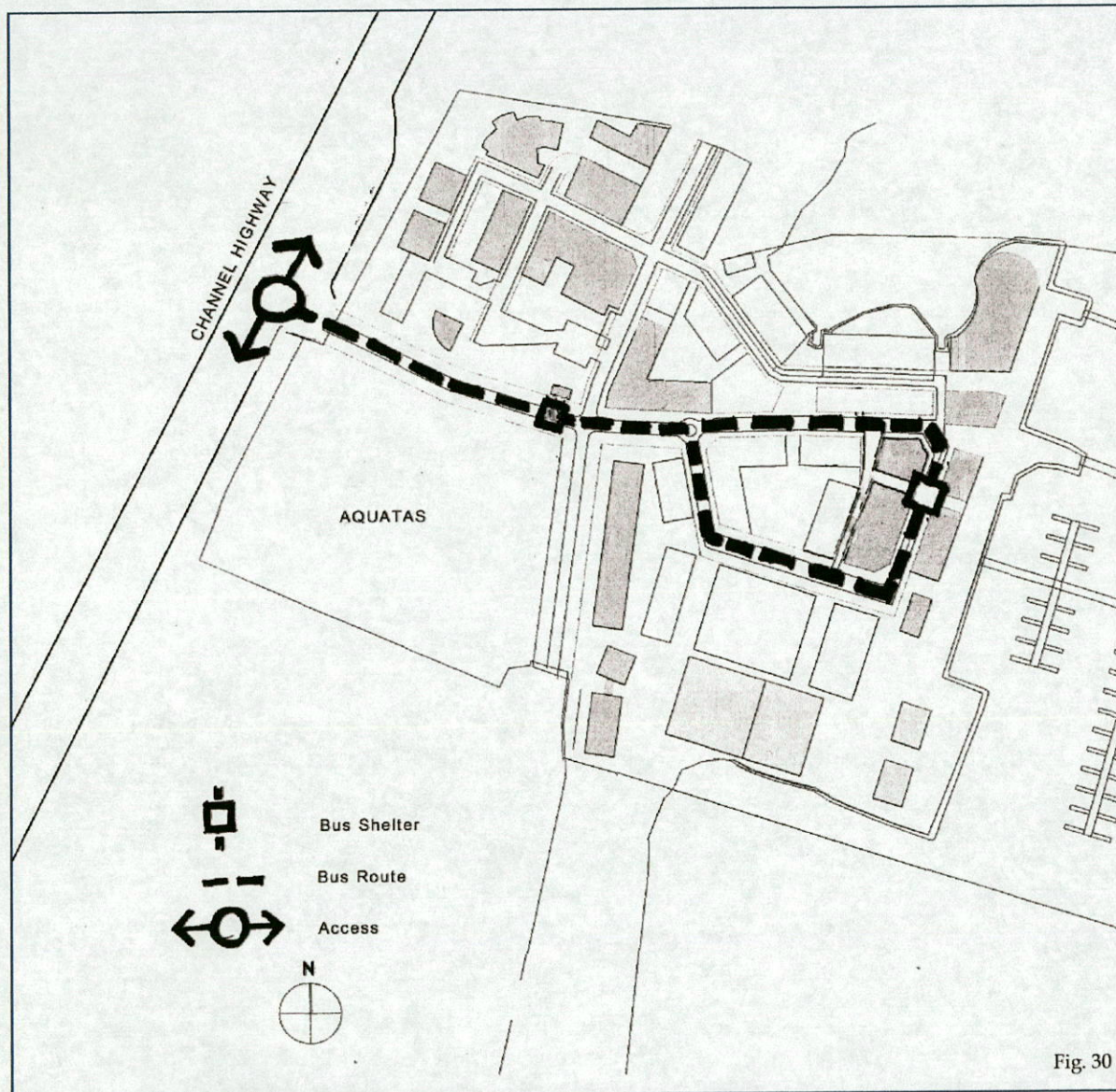


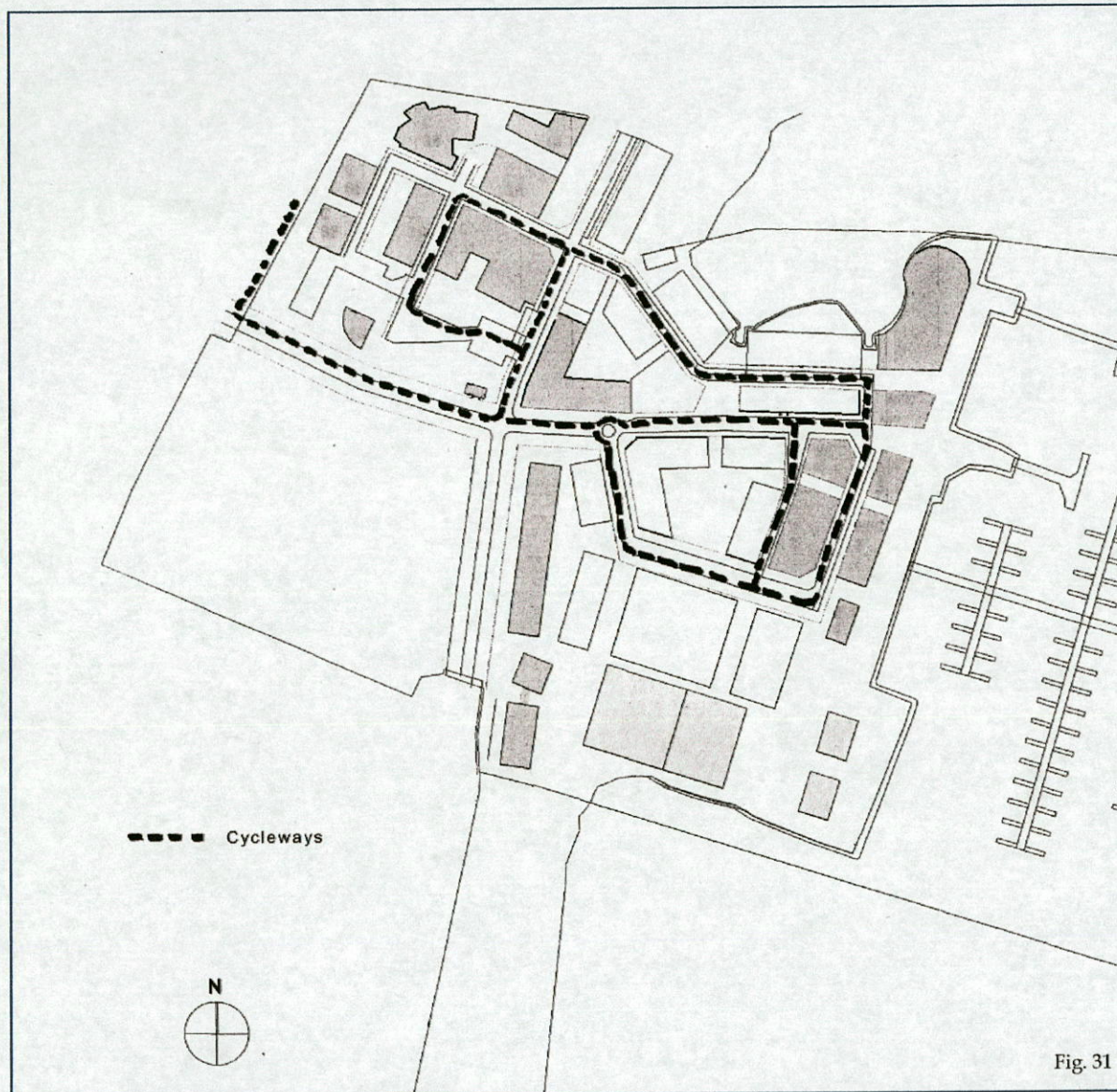
Fig. 30

### 4.3 Public Transport

Use of public transport is encouraged/facilitated in a number of ways. These include:

- provision of jetties able to accommodate local ferries and vessels such as the Peppermint Bay cruiser
- provision of sheltered bus stops throughout the centre



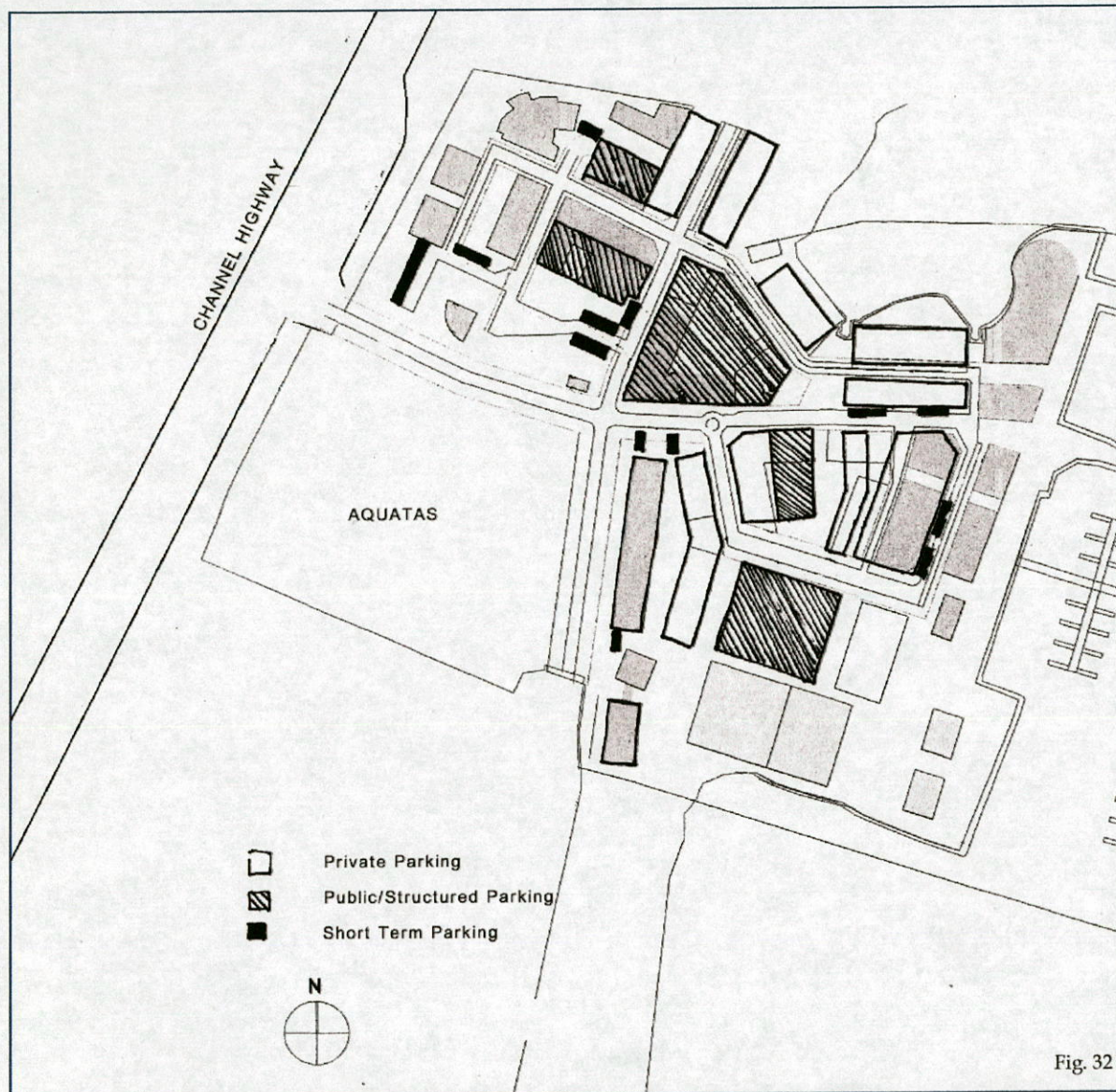


#### 4.4 Cycleways

Cycleways should be clearly demarcated from the entry at Channel Highway and continued to the boundary of the site/entry where there should be a merging of modes via a provision of an enhanced public environment. The highly connective road system proposed, in addition to traffic calming and wide footpaths should substantially enhance the general cycle environment.

Fig. 31





#### 4.4 Parking

Parking is considered in two categories

- Public and private parking

Parking areas and access lanes should be considered as an integral part of the public domain and not as residue or service only areas. They should be characterised by:

- Good Landscaping
- Clear, concise, safe, pedestrian environments
- Where possible active uses and shop frontages should be encouraged to create a safe environment

Public parking will be accommodated in a central parking structure near the reception facility and with easy access to the boardwalk.

Accommodation/residential parking is provided as basement parking for each building.

Servicing: Should be available from the main road frontages but not be permitted on the boardwalk area.

Fig. 32



## 5.0 Implementation &amp; Staging

## 5.1 Land Use Strategy

This plan illustrates a notional distribution of land uses compatible with the proposed master plan with key uses also indicated. Some of the principle features of this plan includes:

- Extensive improvements and addition to existing marina facilities.
- Provision of mixed use retail/commercial and cultural uses accessing the waterfront
- Provision of a variety of different residential apartments and housing including serviced apartments
- Focal use of conference centre and pub/hotel at the centre of the site
- Mixed use residential/commercial development along main streets
- Provision of external spaces and landscaped spaces with room for recreation
- Adequate parking spaces located conveniently around the site
- The provision of campus facilities for the Australian Institute of Maritime Technology.



Fig. 33



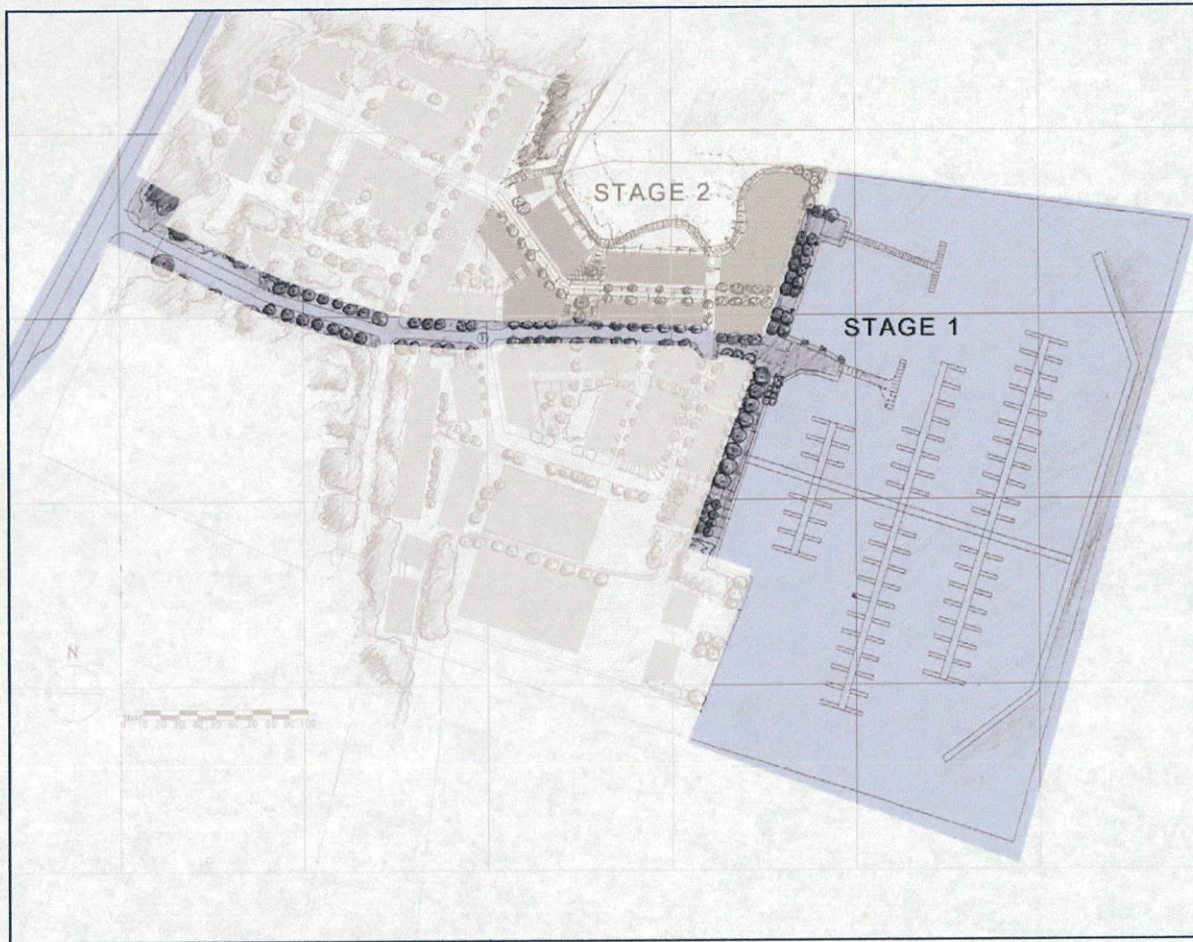


Fig. 34

### 5.2 Stage One

Stage one represents the development that may reasonably occur within the first year or so of the plan. This should run partially concurrently with the following stage of the plan. The precise timing and type of development will depend upon:

- Market acceptance of overall concept
- Market perception of needs and demands
- Other off-site activities by nearby landowners/developers
- Success in attracting key development early (eg conference centre operator)

It is envisaged that a substantial part of the central service road and supporting road network will be constructed during this phase. The marina and shoreside works will be completed and the basic structure of waterfront development will be constructed.



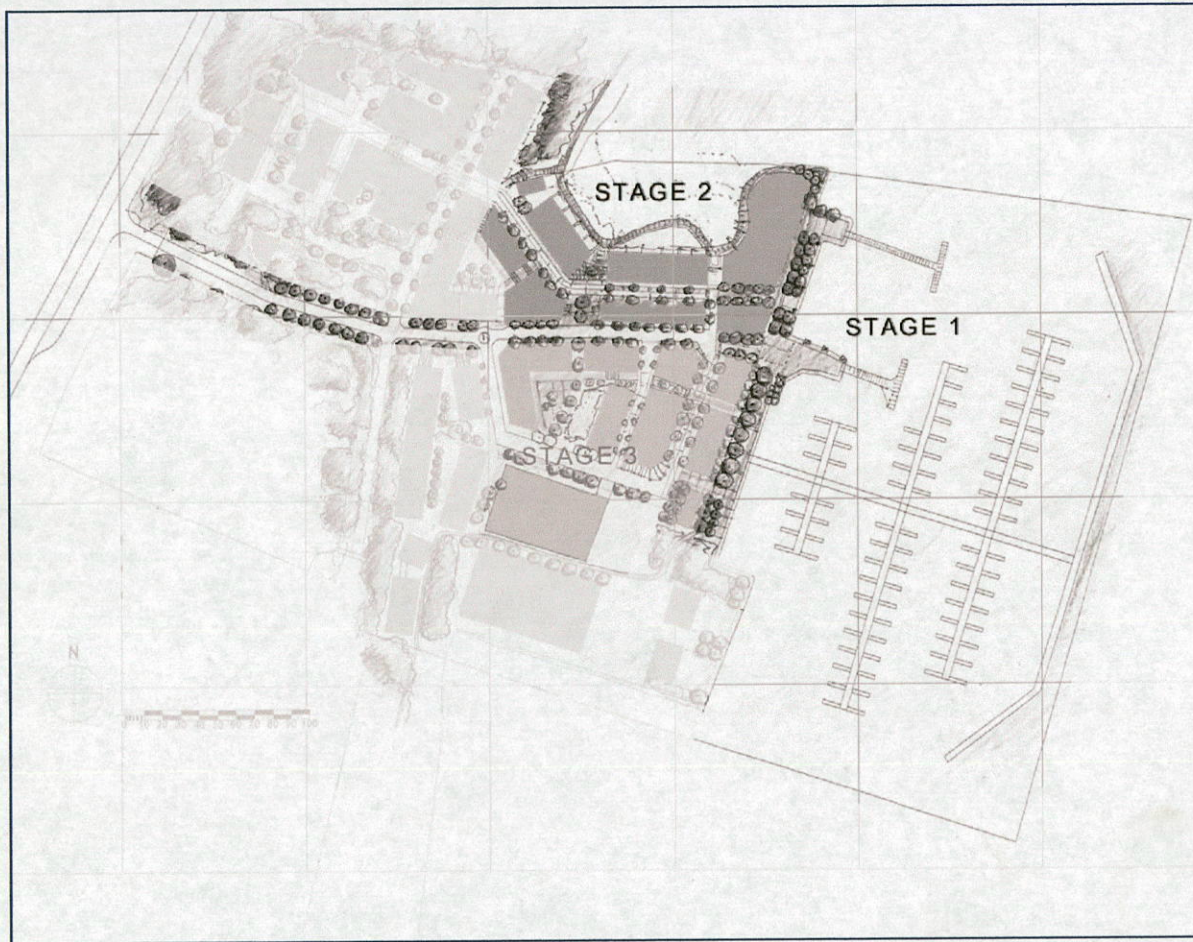


Fig. 35

### 5.3 Stage Two

The development of this stage will depend largely on:

- Market demand
- Involvement of major landowners

This stage of the development will be comprised of mixed use residential development and serviced apartments which will generate greater interest and activity within the area. This development is to front on to the arterial road and open out alternatively onto the bay. This also involves the construction of adequate underground parking facilities for these activities.



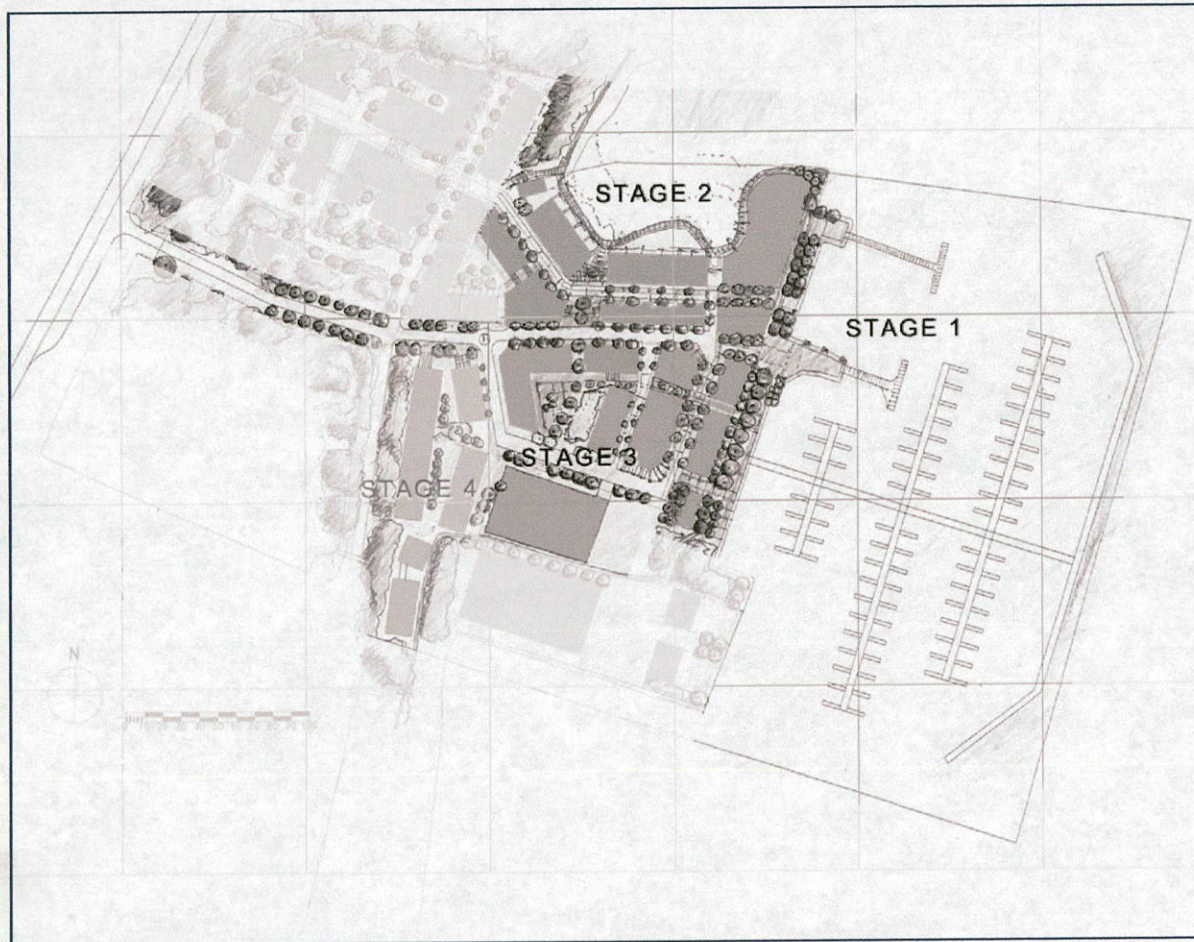


Fig. 36

### 5.4 Stage Three

This development stage will largely depend upon:

- Market demand
- The success of previous stages
- Interest in operation of conference centre

This stage involves the construction of the conference centre, more mixed use and residential development inclusive of some publically accessible green space. This is also where the construction of the main waterfront development is to progress with the construction of a mix of retail/commercial fronting the marina and additional roads.

Further infrastructure that is required includes roads, parking and landscaping.



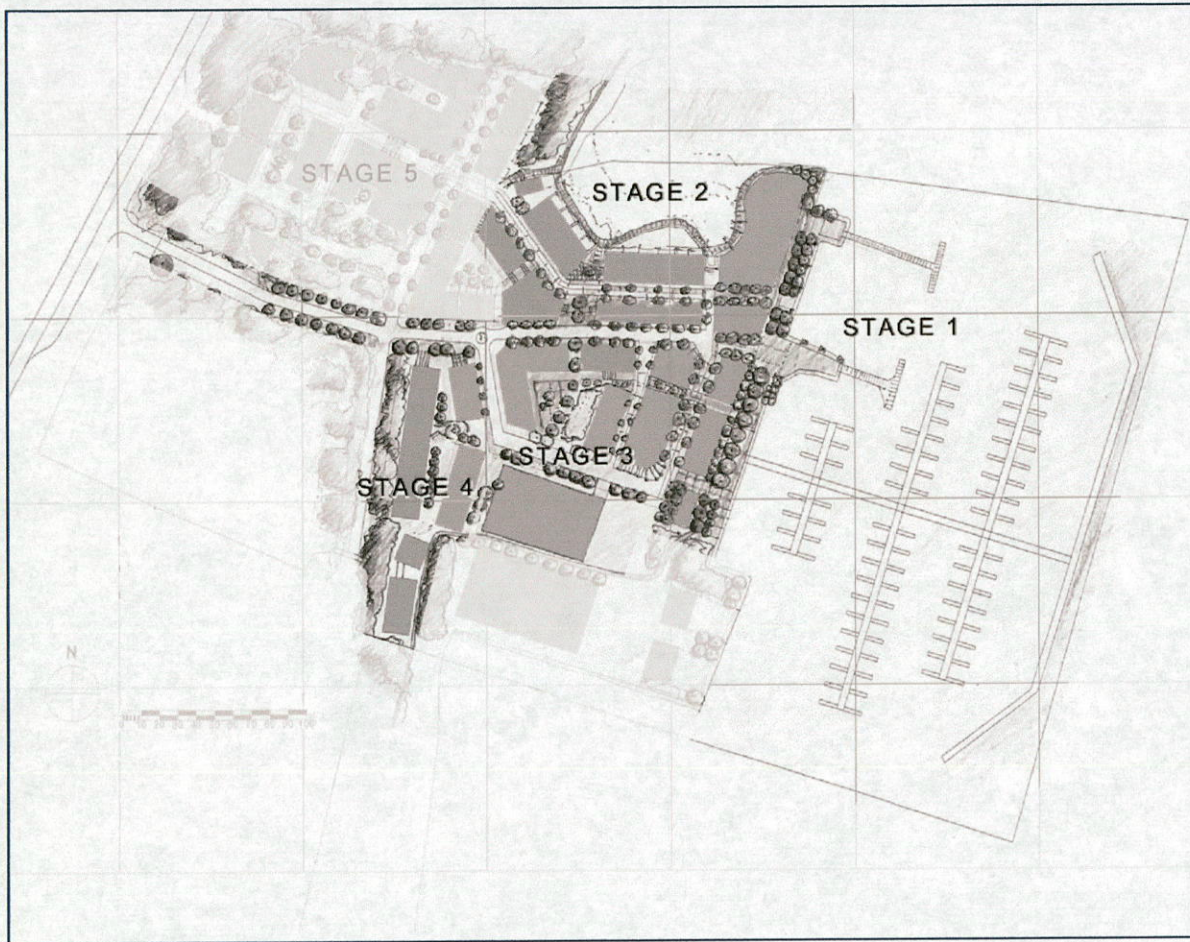


Fig. 37

### 5.5 Stage Four

As with stage 3 development depends upon:

- Market demand and
- The success of previous stages

Development of this stage involves construction of commercial areas and mixed use residential as well as parking and infrastructure.



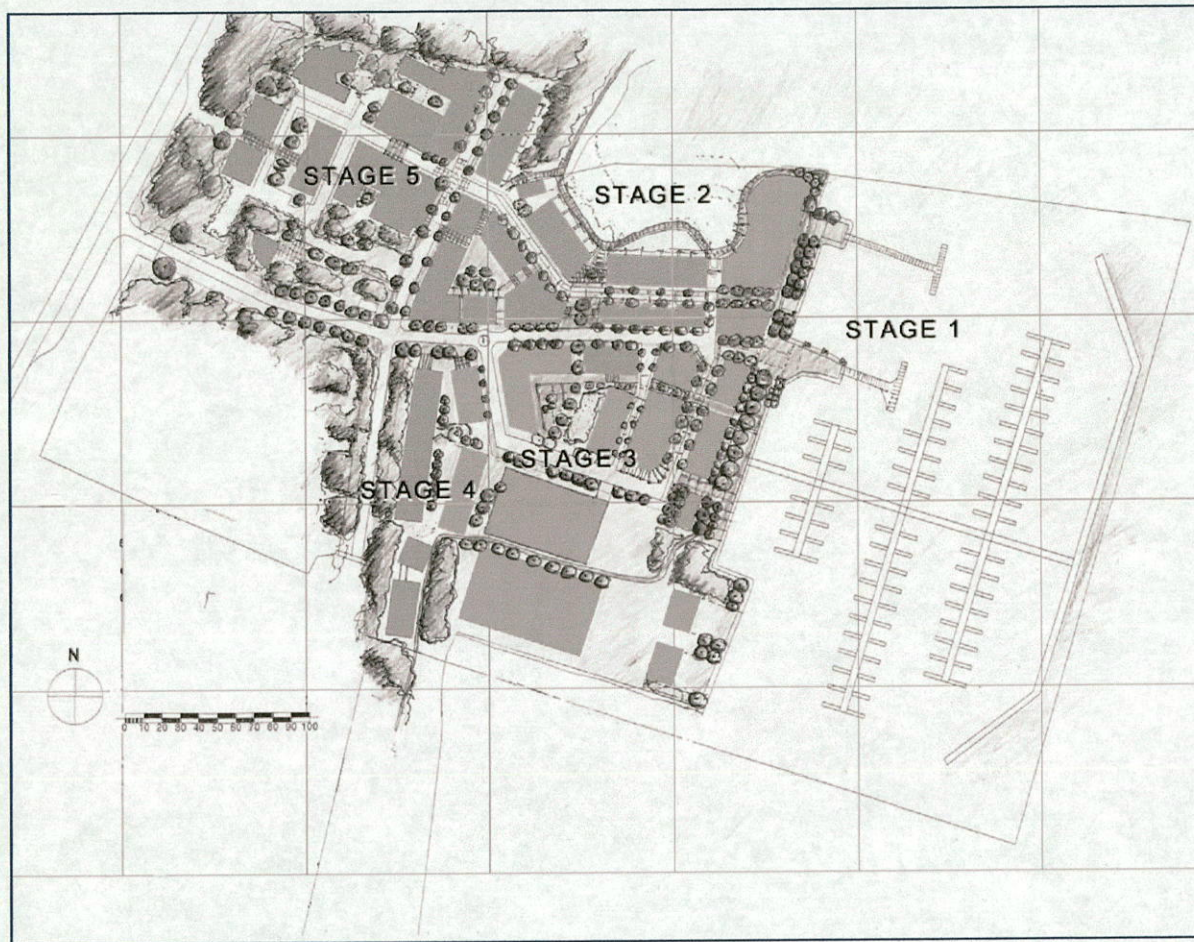


Fig. 38

### 5.6 Stage Five

Stage 5 development is dependant upon:

- Interest in participation of research body
- Success of previous stages

This stage involves the construction of the Australian Institute of Maritime Technology. It also involves the infill of remaining areas.



### 5.7 Implications for Policy

This master plan will have a variety of policy implications for the future. It will require;

- A strong commitment to the development of the public strategy by council and developers
- Preparation and implementation of strong development guidelines and controls to ensure appropriate building scale and form
- Preparation and implementation of a plan which will ensure appropriate levels of roads, parking and other infrastructure are delivered at the appropriate time and in compliant construction
- A flexible and negotiable partnership between Council, owners and developers to ensure that the best possible outcome is achieved with all development (consider a development authority)
- The ability to always keep the big picture in view while handling the detail and vice versa
- The capacity to carry out ongoing negotiations with government and the private sector with respect to traffic, public transport, drainage issues and employment generating development
- This plan assumes that buildings over two (2) storeys will be accepted subject to the appropriate design controls

### 5.8 Recommendations for Future Work

Further works that are required are as follows:

- Traffic modelling which will lead to the final road layout design including the intersection with Channel Highway
- Parking analysis to confirm amount and location of parking
- Cultural planning which will further refine the most appropriate community and cultural facilities, locations and design briefs
- Landscape/public domain documentation for all areas including waterfront, bay area, streetscapes (including Channel Highway link), park areas and carparking
- Engineering consultation for hydrology of marina.
- Preparation of development guidelines to control development throughout the centre in height, intensity, building form and ESD policy
- Preparation of public routes ( pedestrian ways) through private land.



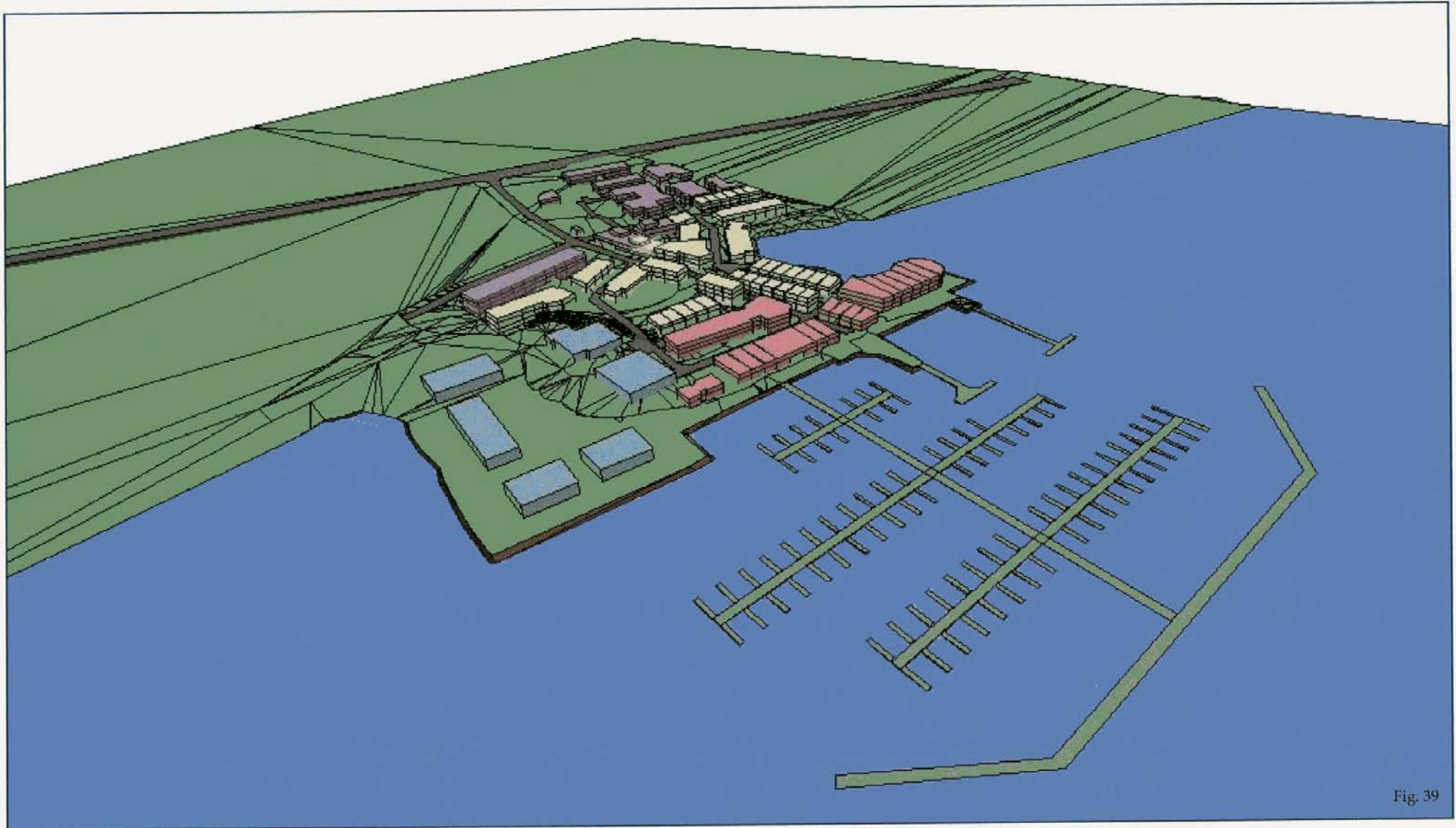


Fig. 39