

# South East Main Street Stimulus!

## KINGSTON SOUTH EAST MAIN STREETS STRATEGY

October 2016

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# 1. SUMMARY

The community and council of Kingston S.E. have a vision to grow as a popular tourism and lifestyle destination. Thriving Main Streets - where people want to be - is part of this vision and this Main Streets Strategy has been developed to work towards this aim.

Kingston S.E. is unusual for a small regional town in that it has two well established Main Streets – Agnes Street and Hanson Street – several hundred metres apart. Holland Street links the two and also has several shops and businesses along its length.

The Main Street Strategy relates to Agnes, Holland and Hanson Streets and has defined a vision for the Main Streets, which is:

*using practical, low cost techniques, stimulate thriving Main Streets where people want to be, and that enhance Kingston's appeal as a lifestyle and tourist destination.*

To realise this vision, eight stimulus strategies have been developed. These eight strategies include a series of detailed recommendations and projects that Kingston District Council, working with the business and wider community, could undertake within the next five years to achieve the vision. The proposed strategies are:

## Strategy 1: Age Friendly Town and Main Streets

*Designing for older and younger people is an essential factor in meeting Kingston's vision as a lifestyle and tourism destination. It's also a progressive strategy that can help keep Kingston ahead of competitors.*

## Strategy 2: Seaside Parklets (Leading to the Sea)

*Parklets are 'pop-up' public spaces that add public meeting space and outdoor dining space in Main Streets. Kingston's Parklets can be designed in all styles and colours and could help lead visitors through Kingston's three Main Streets towards the beach – a journey that can be confusing for first-time visitors.*

## Strategy 3: Distinctive Coastal Streetscapes

*New trees, plantings and street furniture in a distinctive coastal style will add greenery and interest and vibrancy to the streets.*

## Strategy 4: Support Strategic Redevelopments

*Agnes, Holland and Hanson Streets have little vacant land, but a handful of development and potential redevelopment sites do exist.*

## Strategy 5: Designing Streets for People

*Designing our Main Streets around human comfort and access is absolutely critical, even more so for a tourist economy where visitors want interesting, authentic and vibrant places to spend time.*

## Strategy 6: Maximum Visibility

*A new approach to signage is required - on the approach to town, at the edge of town, and in the town and Main Streets.*

## Strategy 7: Three Streets in One

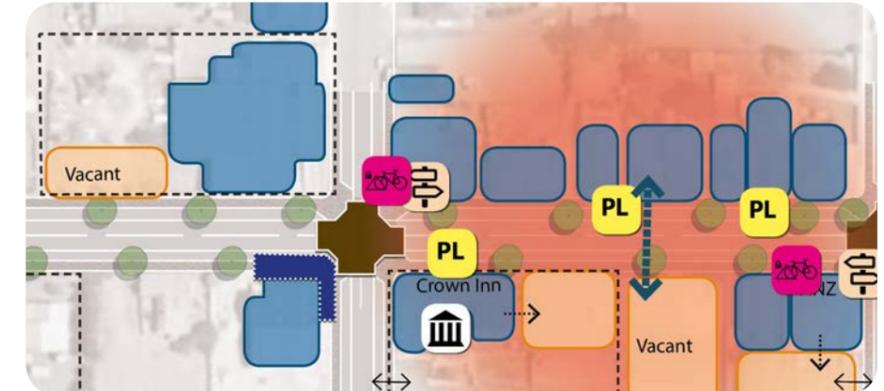
*Having two (in fact three) Main Streets is certainly a challenge. But it is also an opportunity, which speaks to the town's history of 'Kingston Town' and 'Government Town' and offers more than one Main Street experience to locals and visitors.*

## Strategy 8: Lighter Quicker Cheaper

*There are many projects and strategies that can be started now, and implemented with local resources, to make progress on the Main Street and town vision.*

The vision and strategies were derived from technical investigations, best practice knowledge, and also from a successful series of engagement activities undertaken for this project. The engagement programme involved Councillors, staff, business people and the wider community and was very well attended. It involved:

- Production of an engagement framework focused on collaboration with and empowering the local community.
- Site visit and elected member briefing to generate initial ideas and gain early feedback.
- Distribution of a flyer and posters designed to inform and invite the local community to take part in future events.
- 'Moving Minds' Tour where stakeholders were guided through examples of successful Main Street projects in Adelaide and the Adelaide Hills.
- 'Place Check' event where quantitative and qualitative information was collected through structured conversations held at the Main Streets with local residents.
- Well-attended workshops which was an interactive discussion forum for local residents.



# INTRODUCTION

## 2. INTRODUCTION

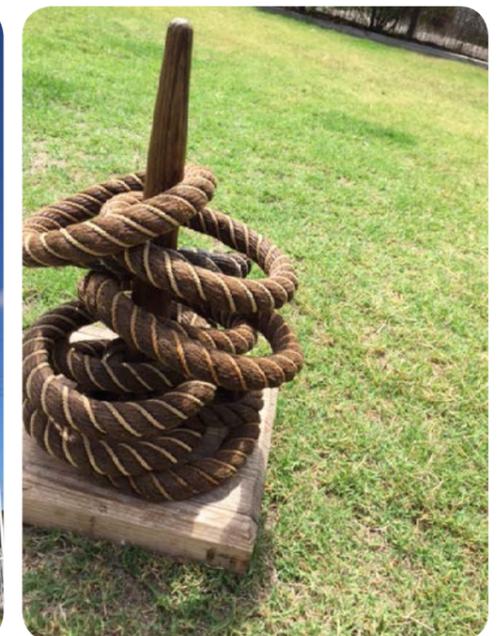
### A POSTCARD FROM KINGSTON S.E.

The district of Kingston is branded as the 'Gateway to the South East Coast' of South Australia. Its main town, Kingston S.E., is located on Lacedpede Bay and has more than 2,000 residents. Kingston S.E. is a three-hour drive from Adelaide and is the first settlement beyond the spectacular Coorong, the estuary of Australia's most important river, the Murray. Beyond Kingston S.E. is the town of Robe 30 minutes to the south. At Kingston S.E. travellers can also head east or south-east in the directions of Naracoorte or Mount Gambier.

Aside from its good location, Kingston S.E. boasts a quiet beachside lifestyle, a strong fishing heritage (including a renowned rock lobster industry), and other attractions including the former Cape Jaffa Lighthouse and Larry the Lobster, one of Australia's 'big things' and a popular stopping point at the northern entrance to the town.

Kingston S.E. is a tourist town and busy during holiday periods. The tourism sector supplements an economy servicing the residential population which includes many retirees, and the district's agriculture and fishing industries.

Kingston S.E. has a motivated leadership and an active community who desire for the town to prosper and grow. Part of this vision is to improve the town's Main Streets and make them more vibrant.



Icons and character of Kingston S.E.

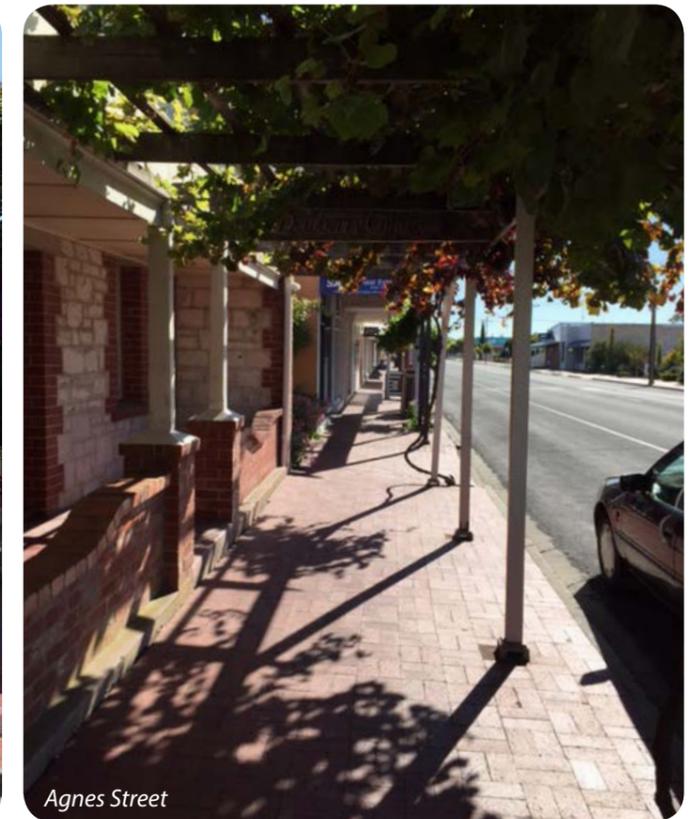


## A TOWN WITH TWO 'MAIN' STREETS

The establishment and development of Kingston S.E. in the mid to late 19th century is an interesting story featuring different surveyed settlements established by developers and by the government. Each settlement picked up its own name - Lacepede Bay, Maria Creek, Rosetown and Port Caroline existing alongside 'Kingston' – and the early business centre along Agnes Street was soon competing with another centre around the government settlement at Hanson Street. Name changes continued in the 20th century when the town gained its title of Kingston S.E. to differentiate from the Kingston located along the River Murray.

The two 'Main Streets' of Agnes Street and Hanson Street also remain today, with more businesses on Holland Street linking the two (and in fact even forming a third Main Street hub).

While presenting a challenge to conventional planning, where Main Street activity is often best contained to one or two busy blocks, this quirk of history is an opportunity to present more than one Main Street retail offering and more than one experience to locals and visitors. This is something that most small towns cannot do.



## MAIN STREETS AS PLACES FOR PEOPLE

Historically Main Streets were the social and economic hubs of all towns and cities in Australia. Clusters of businesses and vital services attracted the community to shop, undertake daily tasks and connect with each other and their environment.

Over time much has changed – not least the ability to travel further, and the growth of shops into larger shopping centres. This has affected all Main Streets, but not equally. Main Streets in regional towns such as Kingston S.E. have arguably been less impacted by these changes, and retain more shops and services than many city Main Streets. Of course in other ways regional Main Streets and their economies remain under great pressure.

At the same time the Main Street of a regional town is often one of the most desirable and picturesque places to be (and if it's not, it should be), supporting the contemporary emphasis on quality of life, and on tourism.

Physically, Main Street design has for a long time been focused around cars and trucks. This has often resulted in wide spans of bitumen, few street trees, and little that encourages people to linger.

Public spaces need to be rethought of as places for people to be in, as well as places to travel through. This is now being recognised locally, nationally and internationally. There are a variety of publications that support the redesign and retrofit of our Main Streets (and residential streets) to designs that are less car dominant. There are many examples to look at in South Australia, including Prospect Road and Gawler Street, Mt Barker, both visited in the investigation stage of this project.

Main Streets have always remained spaces for social interaction but the design has changed

to accommodate meeting for coffee rather than just casual chats outside the shops. Today's Main Street environment needs to be safe and provide something unique and interesting, and be attuned to human behaviour in order to attract people and encourage them to spend money and spend time together. Some of the things successful Main Street's have in common today are:

- Attract people and attract them to stay.
- Safe and comfortable, often with improved environmental qualities that support increased outdoor dining and trading.
- Easy to access and get around – more than parking, this means easy walking, cycling, PT and easy street crossings.
- Reduced vacancies and increased turnover
- Increased property values and rental returns.

There are many different techniques that can be applied in a Main Street strategy that respond to this emerging best practice approach to street design. They range from larger scale reconstructive works, to smaller and more-easily implementable ideas.



Gawler Street, Mount Barker



Gawler Street, Mount Barker



Prospect Road, Prospect



Prospect Road, Prospect

# MAIN STREET CONTEXT

## AGNES STREET



Regular street trees (ornamental pear) exist, but their growth has is limited by overhead power lines and planting/ground conditions



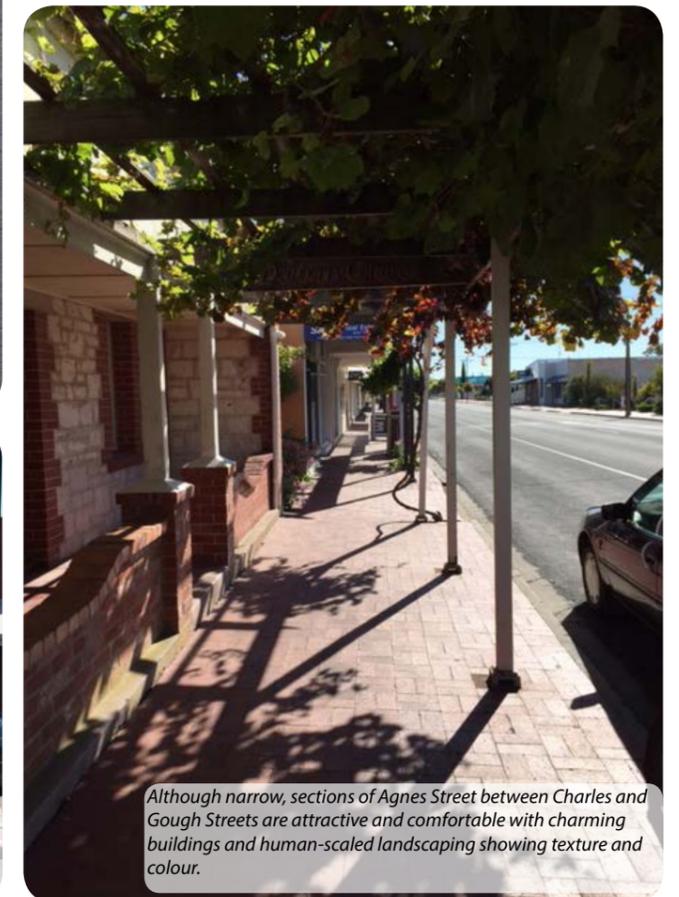
The core Main Street block of Agnes Street with shops located mostly on the Northern side and the Crown Inn opposite. The roadway is wide (11m) and open all along the Main Streets, allowing easy parking but little greenery, shade or safe street crossings.



Root barriers are positioned around many trees to protect footpath infrastructure.



The Crown Inn pub on the corner of Agnes Street and Charles Street



Although narrow, sections of Agnes Street between Charles and Gough Streets are attractive and comfortable with charming buildings and human-scaled landscaping showing texture and colour.



An old rail reserve offers a shortcut between Agnes and Holland/Hanson Streets, but no footpath exists to make the route popular



Profusion of signs at the entrance to Agnes Street from East Terrace (Southern Ports Highway)



Fortunately, only one development has broken the pattern and set buildings away from the street, replacing them with car parking. This section is among the least attractive along Agnes Street.

## MAIN STREET CONTEXT

### HANSON STREET



Foodland supermarket, the largest in town and earmarked for expansion



Lions Park, near the foreshore



The Royal Mail Hotel has the same owners as the supermarket next door, offering opportunities for integrated redevelopment over time



Some businesses have embraced the public realm already

## MAIN STREET CONTEXT

### HOLLAND STREET



The Agnes/Holland intersection is an important point where a direction change is needed to continue between the main streets. The roundabout is difficult to navigate for the many boat trailers and RVs that visit the town. Signage is present but difficult to take in when navigating for the first time.



Council's modern offices are located on Holland Street at James Street, opposite the IGA supermarket



IGA supermarket opposite Kingston District Council offices. Shops are relatively spread out across Kingston's two/three main streets

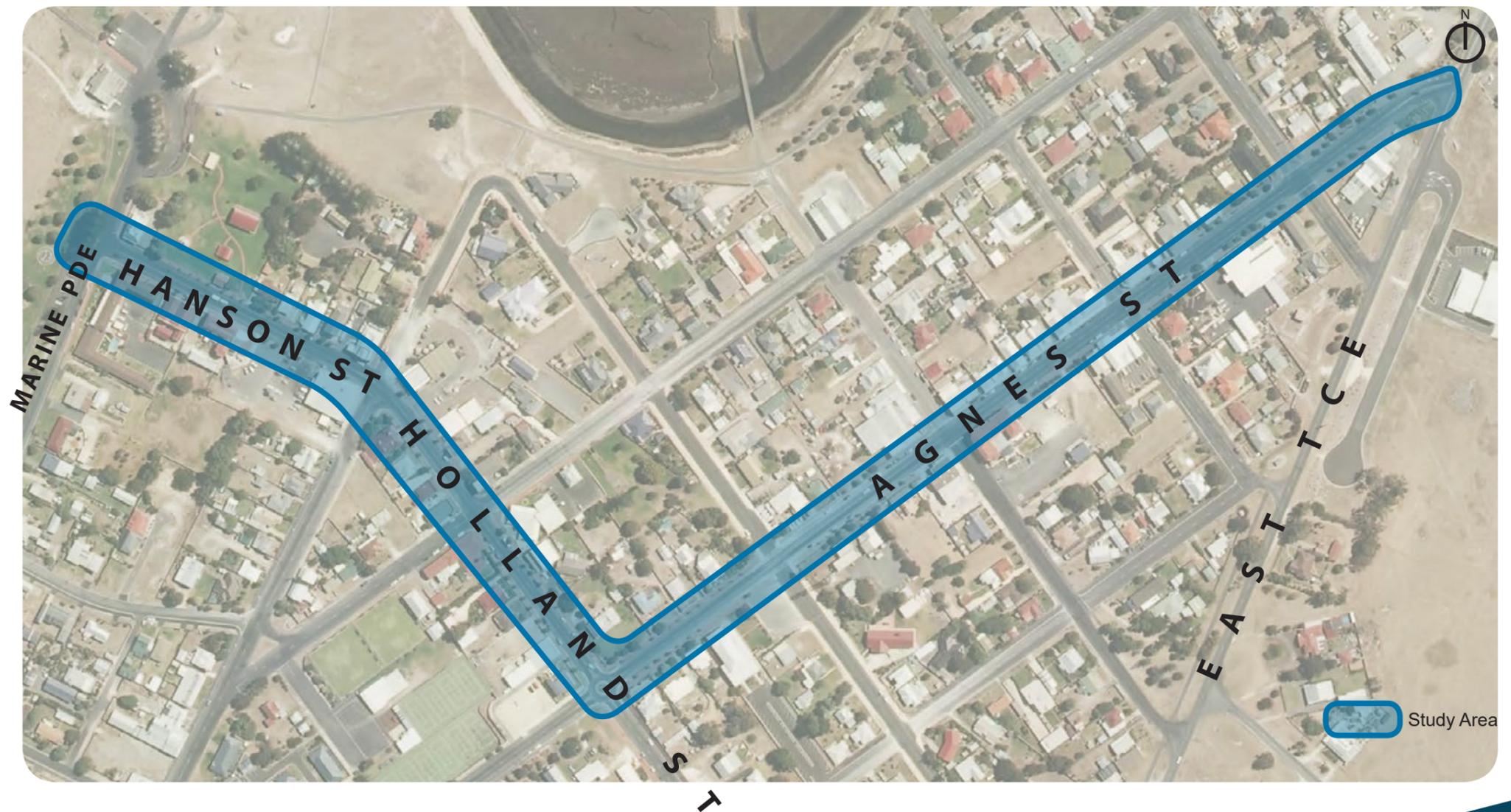
## KINGSTON S.E. MAIN STREET STRATEGY: PROJECT OBJECTIVES

In the context of Kingston District Council's strategic vision as a tourism and lifestyle destination, and the Main Street revitalisation trend, the following key objective was set for the project:

**TO ESTABLISH A VIBRANT TOWN CENTRE/S THAT WILL HELP DRIVE TOURISM, RETIREMENT LIVING, POPULATION GROWTH AND ECONOMIC DEVELOPMENT.**

Specific objectives of the project were to outline:

- *An exciting and robust vision for the revitalisation of the town centre and Main Streets*
- *Streetscape master plans incorporating Agnes, Holland and Hanson Streets*
- *Movement, Linkages and Connectivity improvements*
- *Focus on creating Streets for People (traffic calming and improvements to the pedestrian environment)*
- *Wayfinding and signage*
- *Cultural interpretation and celebration of heritage characteristics*
- *Parking review and opportunities (including recreational vehicles and trucks)*
- *Quick wins and short term activation opportunities*
- *Disabled and all ages access*
- *Materials palette including suggestions for Public Art opportunities, gateway markers and signage, street infrastructure and furniture, planting*
- *Accessibility and appearance of amenities*
- *Integration of Water Sensitive Urban Design approaches and other sustainability initiatives*
- *Power lines, street lighting, and stormwater infrastructure*



# STRATEGIC CONTEXT

# 3. STRATEGIC CONTEXT

## DRAFT KINGSTON DISTRICT COUNCIL STRATEGIC PLAN 2016-2026

The Draft Kingston District Council Strategic Plan 2016-2026 is a vision for the community and council which focusses on making Kingston S.E. a popular **tourist and lifestyle destination**. The town centre and Main Streets get a number of references in the plan's goals (below), underlining how important Main Streets are to a regional town's economy and community:

- A vibrant destination where people want to live, raise their family, move to, retire or holiday.
- A thriving town centre populated by locals and visitors lingering and enjoying local shopping, alfresco dining, open spaces and beautiful streetscapes.
- A range of well-planned public spaces, designed with a strong sense of identity and purpose.
- An active community with lots of clean spaces for walking, cycling and other recreational activities.
- A community with a shared vision, a sense of pride and common objectives for the future.
- A community working together to achieve sustainable growth and economic prosperity.

This Main Street strategy is identified as a priority project within the strategic plan, to be followed up with Mains Street upgrades from 2018.

## LIMESTONE COAST REGION PLAN (2011)

The South Australian Government's Limestone Coast Region Plan is a volume of the SA Planning Strategy and aims to guide future land use and development within the Limestone Coast Region, where Kingston District Council is located.

Relevant to a future vision for Kingston S.E., the Region Plan cements its status as a commercial and service centre along the Limestone Coast. The plan aims to reinforce Kingston as one of the 'premier coastal and recreational fishing destinations' in the region, whilst still retaining the coastal living and holiday appeal of the town.

The Region Plan contains several general policies around town centres, main streets, development and design that are relevant to this strategy, the most applicable being:

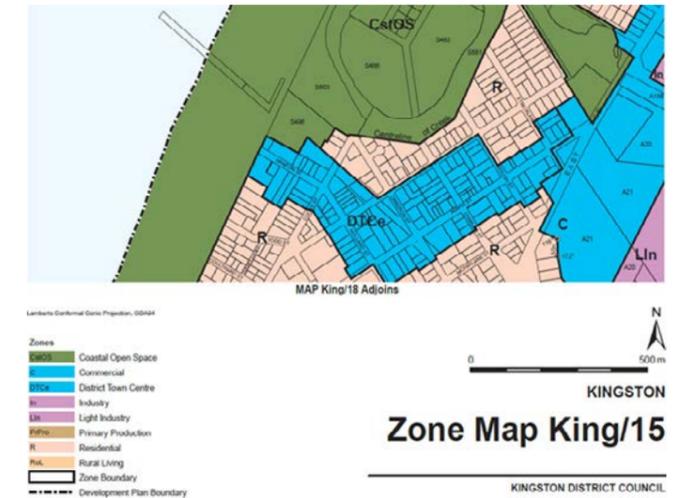
- Reinforce those elements (natural and built) that contribute to the unique character and identity of towns, including landscapes, building design, streetscape design and built heritage.
- Establish and retain distinct and attractive entrances to towns.
- Retain town centres as the focus of retail, commercial, recreation, entertainment, community and civic activities...
- Encourage active lifestyles by providing: "a range of open space, sport and recreation facilities in towns and throughout the region" walking and cycling facilities in towns, giving consideration to the needs of people of different ages and physical and intellectual abilities
- Develop safer towns by incorporating the principles set out in *Designing Out Crime: Design Solutions for Safer Neighbourhoods, using Crime Prevention Through Environmental Design (CPTED) principles...*
- Apply WSUD principles to all new development and public open spaces, and encourage their application in existing development.

## KINGSTON DISTRICT COUNCIL DEVELOPMENT PLAN

The Development Plan allows for a town centre that accommodates a large range of facilities to serve the local community and visitors from the surrounding district. Agnes Street, Holland Street and Hanson Street are located within the District Town Centre Zone. Forms of development foreseen in this zone includes banks, hotels, supermarkets, health facilities, restaurants and shops. Medium density residential development is also allowable within the zone, however should not impede on current or future retail activity within the zone.

The top of Agnes Street is included in Policy Area 1 'Highway'. Development within this area should focus on providing motor services, such as motels or mechanic services.

New development undertaken in the zone should consider the character and style of heritage places within the zone.

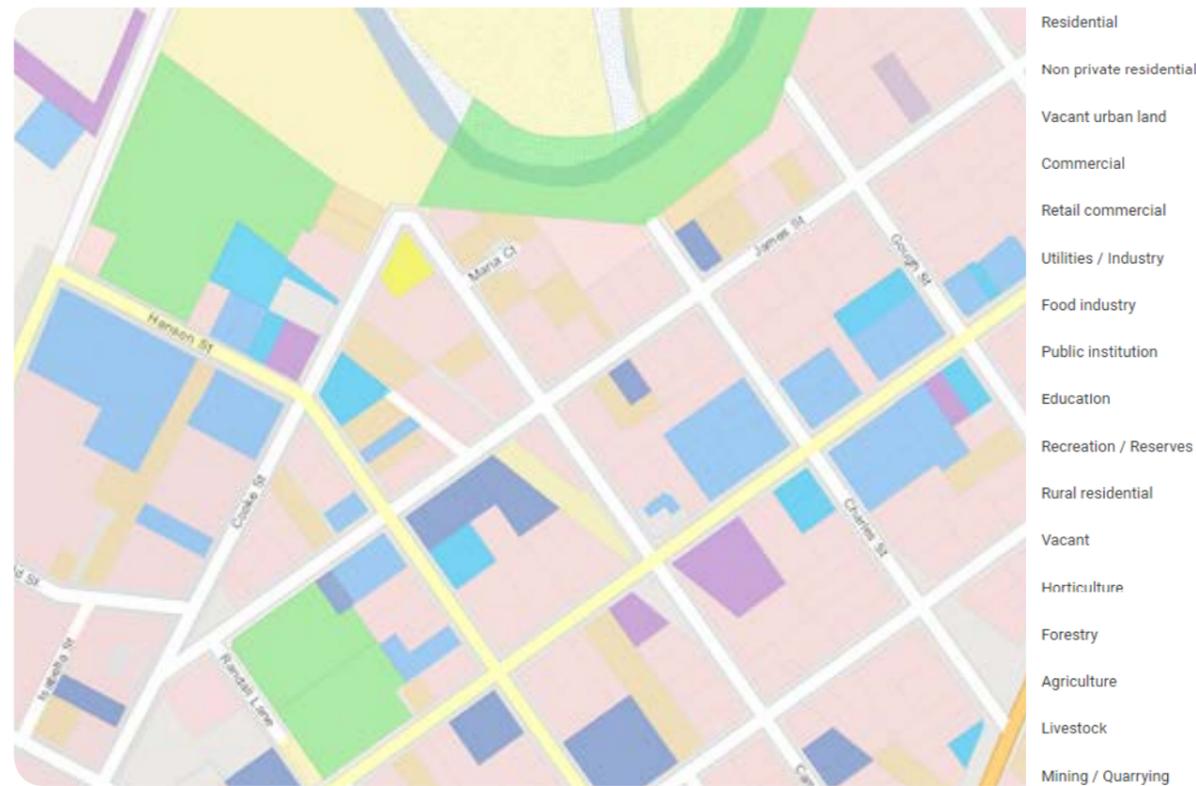


## LAND USE CONTEXT

On Agnes Street there are approximately 15 shops, two cafés, and the Crown Inn within a cluster between Gough and Charles Streets. There is a block of undeveloped land next to the Crown Inn. This is the biggest concentration of retail and commercial activity within the town. Other houses and businesses are located either side of this area. There is a smaller group of shops and other businesses providing services (e.g. mechanic) near East Terrace.

On Holland Street, there is a café, laundrette and office located near the roundabout with Agnes Street. Closer to Hanson Street is the Council offices, a bank, Swampy's Marine Tackle and houses.

There is another cluster of shops and services located on Hanson Street, including the Foodland supermarket which has plans for expansions in the future. Additionally, the Post Office, Royal Mail Hotel, houses and cafés are located within this area. Lions Park, opposite the Royal Mail provides public open space and linkages to the sea.



*A land use map of Kingston S.E. town centre shows that there is a cluster of retail and commercial land uses on Agnes Street, around Gough and Charles Streets, and further down the main street on Hanson Street between Cooke Street and the ocean frontage. It is also evident that the area facing East Terrace has a cluster of development providing services to the public. Source: Location SA viewer, 2016*

## DEMOGRAPHIC CONTEXT

Data from the 2011 ABS Census for Kingston SE (including Rosetown, Wyomi and Pinks Beach) shows that there were 1,612 residents living in the area. The data also provides the following snapshot of the region:

- A median age of 50, compared to 39 in all of South Australia;
- Of 702 in the labour force, 46.9% employed full time, 39.2% employed part-time, compared to 56.7% and 31.6% in South Australia respectively;
- Unemployment rate of 3.7%, lower than the 5.7% in South Australia;
- Median income of \$1,646 for those with children and \$1,375 without, lower than the median for South Australia of \$2,130 with children and \$1,906 without;
- 57.6% of private dwellings were occupied and 42.4% of private dwellings remained unoccupied, compared to 88.1% of private dwellings being occupied and 11.9% being unoccupied in South Australia.

The snapshot shows that in comparison to South Australia, Kingston SE has a small yet older than average population. Kingston SE enjoys a low unemployment rate, however has a lower rate of participation than South Australia due to the high number of retirees in the region. There are a large number of homes in the region that serve as holiday homes or holiday rentals, leading to low occupancy rates.

# INVESTIGATIONS + ENGAGEMENT

# 4. INVESTIGATIONS + ENGAGEMENT

A variety of engagement and investigation steps were undertaken, their combined purpose being to:

- identify and explore issues and opportunities for the future of the Main Streets
- educate and share knowledge about what makes a successful Main Street
- get people involved and get local 'ownership' of the project.

Where possible the team combined technical investigations with engagement, to save time but also to boost the knowledge sharing and ownership aims. A summary of investigations and highlights of outcomes follows.

## ENGAGEMENT FRAMEWORK

A short engagement framework was prepared at the commencement of the project. This confirmed the principles, objectives and techniques for engagement, with additional details about the responsibilities for undertaking each engagement task.

We used the International Association for Public Participation (IAP2) public participation spectrum (right) as a reference as this is considered to be industry 'best practice'.

Within the Kingston S.E Main Streets project we aimed to **collaborate** with and **empower** the community. This (maximum) level of public engagement impact is reflective of the importance of the Main Streets within the town, the already established ownership and use of the space by the community (which is relatively small) and the potential level of interest in their future improvements.

## SITE VISIT + ELECTED MEMBER BRIEFING

We visited Kingston S.E. in November 2015 to commence the project. A presentation and discussion of project aims was had with Elected Members, before a walking tour with council staff. First impressions are always important (putting ourselves in the shoes of genuine tourist visitors!) and the first visit generated a list of initial ideas which were set out and used for early feedback. The visit also enabled the team to review traffic and transport issues in person.

*An early idea emerging from the visit was the opportunity to expand footpath dining space (currently constrained) by introducing parklets.*

## PUTTING THE WORD OUT

A flyer was prepared and distributed to members of the Kingston S.E. community. The purpose of the flyer was to **inform** the community about the project and its aims, and also to **invite** interested stakeholders to take part in a series of engagement events in early 2016.

Agnes Street is one of Kingston's two main streets

**KINGSTON S.E.**  
*Main Street Stimulus!*

Kingston District Council is exploring ways to make Agnes, Holland and Hanson Streets more attractive, more vibrant, and support local businesses

**WORKING WITH THE COMMUNITY**

Kingston District Council is working with the community to enhance Kingston's appeal as a tourism and lifestyle destination. Making Kingston's main streets more interesting and more successful is an important part of this strategy.

Council wants to work with businesses, landowners and the community to improve Agnes, Holland and Hanson Streets. We want to make our main streets better places for locals, and encourage visitors to spend more time in our town.

Improvements could include more space for seating and outdoor dining, new signage and landscaping, public art, events, and better access for older and younger members of the community.

A Masterplan will be developed, containing short and long term ideas to improve the streets.

**GET INVOLVED!**

If you are a business operator, resident or landowner along Agnes, Holland and Hanson Streets or have a special interest in the project, we'd love to hear from you!

Early 2016, Council will be hosting a number of events where you can get involved. These are listed on the reverse side of this leaflet.

**CONTACT INFORMATION / REGISTRATION**

For more information or to register, please contact the Kingston District Council Office by phone or email on 8767 2033 or [Info@kingstondc.sa.gov.au](mailto:Info@kingstondc.sa.gov.au)

**WHATS ON...**

**'MOVING MINDS' BUS TOUR**

Business owners and community leaders are welcome to come on a bus tour led by main street gurus from Jensen Planning + Design. You will have the opportunity to learn about main street designs and receive business improvement tips. There are a limited number of spaces available for this tour of successful main streets around Adelaide. Registration due 5<sup>th</sup> February.

**WHEN:** Monday 15<sup>th</sup> Feb 2016  
**WHERE:** Meeting time and place to be advised on registration.

**PLACE CHECK**

Come along and walk the main streets with our team. Tell us what you think about the main streets, including what you think works well, where it might not work well and where you think the opportunity for improvement exists. Come yourself or send your brightest, we want to hear your best ideas. All are welcome. No need to register, just come along!

**WHEN:** 2pm Sunday 21<sup>st</sup> Feb 2016  
**WHERE:** Meet outside the Kingston Town Hall, 53 Agnes St.

**MAIN STREETS WORKSHOP**

This is an opportunity for landowners, businesses and community members to get together, share ideas and identify your top priorities for improving Kingston's main streets. All are welcome. No need to register, just come along on the night!

**WHEN:** 4pm - 6pm Sunday 21<sup>st</sup> Feb 2016  
**WHERE:** Kingston Town Hall, 53 Agnes St.

**DRAFT MASTERPLAN**

Input from these events will be used to help prepare a Draft Masterplan for Agnes, Holland and Hanson Streets. During April to May 2016 the Draft Masterplan will be made available to the community for your feedback.

**CONTACT INFORMATION / REGISTRATION**

For more information or to register, please contact the Kingston District Council Office by phone or email on 8767 2033 or [Info@kingstondc.sa.gov.au](mailto:Info@kingstondc.sa.gov.au)

Kingston S.E. is home to several heritage buildings and attractions, not all of which are easy to find!



## MOVING MINDS TOUR

The first community engagement exercise was a 'Moving Minds' tour of successful Main Streets.

A group of 20+ business owners, councillors, staff and community members travelled to Adelaide on 15th February 2016 for a guided tour which took in successful (and changing) Main Streets at:

- Main Road, Nairne
- Gawler Street, Mount Barker
- Waymouth, Leigh and Bank Streets, Adelaide Prospect Road, Prospect.

The tour was led by Jensen Planning + Design Director, Michael McKeown, supported by local staff from Mount Barker District Council who generously guided the visitors through their Main Street improvement experiences at Mount Barker.

In our view, you can't beat the 'touch and feel' factor of visiting projects - not just reading about them. As the name suggests, the 'Moving Minds' tour aimed to broaden thinking around how Main Streets are developing and how businesses and communities are utilising the public realm. The tour also helped build momentum for the project and widen the number of participants.

Our observations were particularly focussed on features and trends we felt were relevant and important opportunities for Kingston's Main Streets:

- Outdoor dining and parklets - of various designs and functions
- Main streets in regional towns
- The benefits of landscaping and tree planting
- Public art
- Outdoor retail displays to boost business and street appeal
- Different hardscape and softscape design features and styles
- Streets for people - the importance of designing people-friendly streets and places
- The importance of activity on the street
- Lighter quicker cheaper - doing more with less, and doing it now!



New outdoor dining, Main Road, Nairne



Town Piano, Gawler Street, Mt Barker



New parklet outdoor dining, Main Road, Nairne



Stephen Street outdoor gallery, Mt Barker



'Minimalist' parklet, Waymouth Street, Adelaide



Bank Street parklets, Adelaide



Seating, landscape and street retail display, Prospect Road



Seating, Prospect Road

## PLACE CHECK

A 'Place Check' is a structured method of analysing a street or other public place. It uses a series of questions and scores to establish quantitative and qualitative data about: What works well? What doesn't work? And what should change in a Main Street? It's a 'health check' for a street, and has been tailored by Jensen Planning + Design to respond to the local context, and also to be accessible to the community.

The Kingston S.E. Main Streets Place Check was held on 21st February 2016, less than a week after the Moving Minds Tour. The Place Check had been advertised on the information flyer and over 30 people attended to share their feedback. A fantastic turnout!

The Place Check started at Agnes Street, before moving to Holland Street and then Hanson Street. At each location a structured conversation was held and comments recorded into the Place Check worksheet. The results were later analysed and major opportunities summarised.



## WORKSHOP #1

On the same day as the Place Check, Jensen Planning + Design facilitated a workshop at the Kingston Town Hall. The Place Check group was doubled in number for the workshop, which just shows the strong local interest and energy available to underpin the Main Streets' future success.

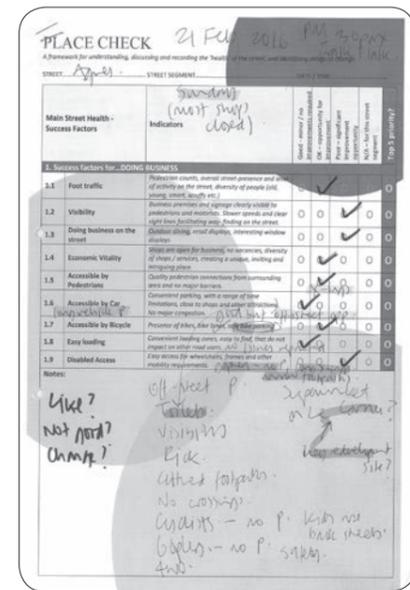
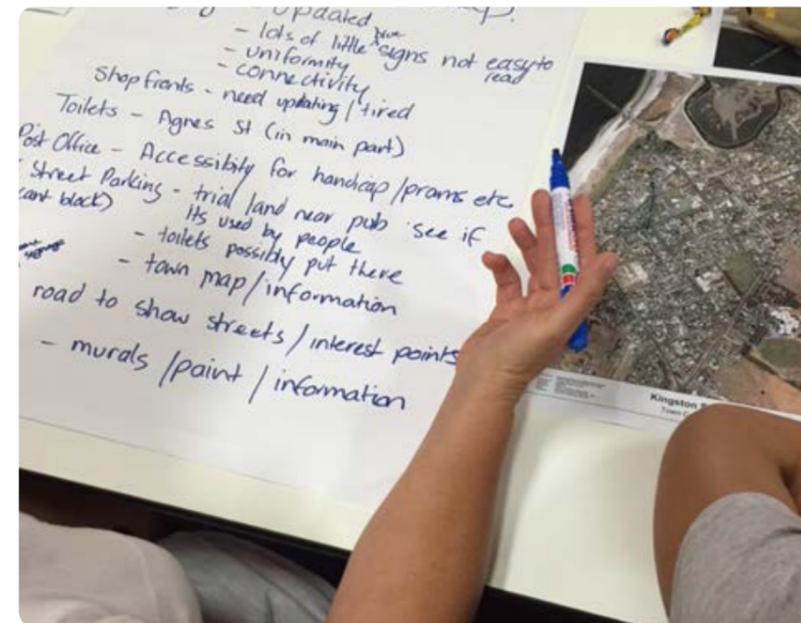
The workshop was an interactive discussion-forum, where everyone was encouraged to participate. Results from the Moving Minds Tour and also some early findings from the Place Check were presented. Ideas and examples from other Main Street projects were shown in order to illustrate the possibilities for the Kingston S.E. area, but the main focus of the session was a 'Big Ideas Brainstorm' of possible strategies for the main street.

The workshop generated much enthusiasm from the attendees, and also showed a large interest from the community in the work that has been done to date, and what is to come in the future. Feedback generally reflected what we had already heard in the Place Check and Moving Minds Tour. Significant additional discussion also emerged on new issues including:

- The future of Larry the Lobster – important icon but in disrepair with various ideas about new locations
- Interpretive signage to highlight historic buildings
- Some public building have no identifying signage
- Possible adventure playground near the foreshore
- Importance of the RV Park (also at foreshore) and access to it.

## Major opportunities identified at workshop

Agnes street	Holland Street	Hanson Street
Sunday trading	Improved line marking on roads	Bike parking
Clearer shop and town signage	Opportunity for parklet	Bike track signage
Increased outdoor dining	Recycling bins	Improved intersection visibility
Improved pedestrian crossings	Introduce public art	Long vehicle parking at supermarket
Long vehicle parking	Gopher crossing and parking	Public seating
Off street parking opposite shops	Long vehicle parking	Pave footpath outside supermarket
Increased bike/gopher parking	Business and shop signage	Gopher parking
Widen footpaths	Seating outside Council	Interpretive signage for historic places
Increased seating areas	Install street trees	Pedestrian crossing post office to supermarket
Public toilets		More colour!
Parklets for outdoor dining		
Improved intersection visibility		
Stobie pole art		
Recycling bins		
Street trees and plantings		



Kingston S.E. Place Check scoring sheet

## DRAFT MASTERPLAN

A draft Masterplan was released to the community for comment. Consultation ran for four weeks, from early July to the 15th of August 2016.

As part of the consultation, posters advertising the draft Masterplan concepts and encouraging people to attend the second workshop were displayed across the town, in local businesses and Council Offices.



Draft Masterplan consultation poster

## WORKSHOP #2

Following the release of the draft Masterplan to the community, Jensen Planning + Design facilitated a second workshop, again at the Kingston Town Hall. Approximately 25 people including local residents, tourism representatives and Councillors were in attendance, with a smaller number of representatives from local businesses.

The workshop included a presentation on the Draft Masterplan followed by small group discussion. The group were posed the following questions:

- Which of the 8 Main Street Strategies do you think are the most important, and why?
- What improvements or changes could be made to the Strategies?
- How do you think the community can work together to implement the Strategies?

The workshop generated a large amount of discussion on the proposed changes to the Main Streets.

**Feedback from the community was largely positive**, with some further suggestions to the Masterplan including:

- removing the bollards from the plans as they would be too restrictive
- ensuring ramps are safe for gopher and wheelchair users
- temporary parking locations to offset loss from parklets
- bigger walls / signs at the end of Agnes Street including both the roundabout and modified Anges/Holland Street design as options
- including planter boxes and poles with flags along the Main Streets
- signage that includes sites of Indigenous significance and to various other major locations (e.g. 1 min to beach).

In addition to the feedback received at Workshop #2, four written submissions to the draft Masterplan were provided by local businesses, the Kingston Community School and local residents.

The feedback was varied, and included:

- suggestion for providing a pedestrian crossing at Holland Street linking Kingston IGA and Kingston District Council offices.
- more seating along main streets
- setting criteria for deciding parklet locations and management of parklets
- businesses/building owners to maintain a high level of presentation
- designated parking areas with appropriate signage for caravans
- signage on heritage buildings to educate public on historic uses
- supporting the need for improved signage into the town
- supporting the need for an improved bike network, parking and signage
- more trees, seats and rubbish bins along the Main Streets
- concerns relating to the design of kerb build-outs near Kingston Post Office and impacts on parking / loading (subsequent advice from Tonkin Consulting was that parking impacts are expected to be minimal, and other issues such as stormwater capacity can be addressed at the detailed design stage).

In October 2016 the report was finalised including updates to address several of the points raised through the community and stakeholder consultation process.



- The friendly, warm and cosy atmosphere
- The excellent customer service at the bar
- The high quality of the food and drinks
- The friendly staff
- The location
- The price

# STRATEGIES

**This chapter defines a vision for Kingston S.E.'s Main Streets. It then outlines eight strategies recommended to achieve that vision, including a number of implementable actions and projects to be undertaken over a five year period.**

**VISION FOR KINGSTON S.E.'S MAIN STREETS**

**USING PRACTICAL, LOW-COST TECHNIQUES, STIMULATE THRIVING MAIN STREETS, WHERE PEOPLE WANT TO BE, AND THAT ENHANCE KINGSTON'S APPEAL AS A LIFESTYLE AND TOURISM DESTINATION.**

**STIMULUS STRATEGIES: A SNAPSHOT**

**STRATEGY 1**

**AGE FRIENDLY TOWN AND MAIN STREETS**

*Kingston S.E. is a retirement and a family holiday town. '8 to 80 Cities' (880cities.org) promote the idea that if you are happy leaving an 8 year old, or an 80 year old, alone in your streets, then they must be safe and welcoming and therefore well designed. Designing for older and younger people is an essential factor in meeting Kingston's vision as a lifestyle and tourism destination. It's also a progressive strategy that can help keep Kingston ahead of competitors.*

**STRATEGY 2**

**SEASIDE PARKLETS (LEADING TO THE SEA)**

*Parklets are 'pop-up' public spaces that add public meeting space and outdoor dining space in Main Streets. Kingston's Main Streets are short of this type of public space. Parklets can be introduced for short or longer periods with little street infrastructure changes required. Parklets can be designed in all styles and colours and could help lead visitors through Kingston's three Main Streets towards the beach – a journey that can be confusing for first-time visitors.*

**STRATEGY 3**

**DISTINCTIVE COASTAL STREETSCAPES**

*Kingston's Main Streets have many good street trees but their width and length (1200m combined!) makes the streets feel hot and sparse in places. New trees, plantings and street furniture in a distinctive coastal style will add greenery and interest and vibrancy to the streets.*

**STRATEGY 4**

**SUPPORT STRATEGIC REDEVELOPMENTS**

*Agnes, Holland and Hanson Streets have little vacant land, but a handful of development and potential redevelopment sites do exist. Development of these sites should be encouraged in a way that supports the Main Streets and the strategies outlined in this plan.*

**STRATEGY 5**

**DESIGNING STREETS FOR PEOPLE**

*The days when streets (especially Main Streets) were designed around only cars are over. People make places, and its people (not cars) who spend money and develop communities. Designing our Main Streets around human comfort and access is absolutely critical, even more so for a tourist economy where visitors want interesting, authentic and vibrant places to spend time, not just car parks and fast roads to get in and out as quickly as possible.*

**STRATEGY 6**

**MAXIMUM VISIBILITY**

*Kingston's stretched out retail hubs - and twisting route between - has led to a profusion of signage. Its effectiveness is questionable and might just add to the confusion and 'blandness' (community feedback, not ours!). A new approach to signage is required - on the approach to town, at the edge of town, and in the town and Main Streets. New signage must be bold and relevant and distinctive, but not brash or generic.*

**STRATEGY 7**

**THREE STREETS IN ONE**

*Having two (in fact three) Main Streets is certainly a challenge. But it is also an opportunity, which speaks to the town's history of 'Kingston Town' and 'Government Town' and offers more than one Main Street experience to locals and visitors.*

**STRATEGY 8**

**LIGHTER QUICKER CHEAPER**

*With 1200m of Main Street, a full streetscape makeover is neither affordable or even desirable. We don't want to wait for years without action and pavers alone don't make a thriving business precinct. There are many projects and strategies that can be started now, and implemented with local resources, to make progress on the Main Street and town vision.*

## STRATEGY 1

### AGE FRIENDLY TOWN AND MAIN STREETS

Kingston S.E. is a retirement and a family holiday town. '8 to 80 Cities' (880cities.org) promote the idea that if you are happy leaving an 8 year old, or an 80 year old, alone in your streets, then they must be safe and welcoming and therefore well designed. Designing for older and younger people is an essential factor in meeting Kingston's vision as a lifestyle and tourism destination. It's also a progressive strategy that can help keep Kingston ahead of competitors.

Designing an age friendly town and age friendly Main Streets means designing for people of all ages, but with a focus on those who are most vulnerable users of streets, including the young, the old, and disabled people.

#### GOPHERS

For older people, designs have to take account of the increasing use of gophers to get around town including to access important Main Street destinations such as supermarkets, post office and pubs. Gophers are ridden on footpaths, and on the road. There is a need to **ensure a suitable clear-footpath width** to allow for gophers to pass pedestrians safely. **Intersections can also be improved** to allow easy and safe crossings between streets (for example by ensuring good quality 'pram ramps' at all intersections). **Gopher parking** at destinations along the Main Street might also be considered. This could be incorporated into footpath-widening areas proposed around some intersections (see Strategy 5. Designing Streets for People).

#### SAFE WALKING AND CYCLING

Designing for younger people - including kids holidaying with their families - means designing for good quality walking and cycling in and around the Main Streets. Children and families often cycle on footpaths and so improving street crossings at key intersections will make it easier for kids to get around. **More bike parking** at Main Streets will also make it easier to cycle the town, as will **clearer signage and new connections** between the Agnes, Holland and Hanson Streets and existing off-street paths around Kingston S.E.

**Connections between Agnes Street and the Maria Creek bikeway could be improved along Charles Street. A new path connecting Agnes Street to Holland Street via Memorial Park** (former rail reserve) would create a new bike and walking

friendly shortcut between these Main Streets. At Hanson Street, **improved connections and signage along Cook Street (north)** to connect to the Maria Creek bikeway would improve cycle access to this Main Street. These connections would make it easier for families (and others) to access Main Street shops and cafes while out on cycle trips around town.

#### SEATING

Other improvements benefiting all - but especially older people - would be **more seating around the Main Streets**, but also **new seating at rest points** between the Main Streets. For example, **seating on Agnes Street near the Holland Street roundabout** would create a good rest for walkers between Agnes Street shops and Holland and Hanson Streets. Similarly, seating **outside the Council offices** would be a good stopping off point for journeys to and from Hanson Street.

#### ACTIVE AND HEALTHY COMMUNITIES

These age friendly initiatives all support a more physically active and healthy community generally. We might even promote a pet friendly environment by providing **dog bowls on drinking fountains at the Main Streets** to encourage dog walkers to visit the Main Streets on their regular walks around town.



Gophers are a regular sight on Kingston S.E.'s streets



Clear wayfinding signage with distance and travel times indicated



Bike parking can be fun



Seating clustered on a Main Street

**MAJOR WALKING/CYCLING/GOPHER CONNECTIONS**



-  Major offstreet paths (existing)
-  Opportunities for improved connections
-  Major on-street cycle routes
-  Opportunity for bicycle/gopher parking

*Opportunity for improved walking/ cycling/ gopher route with on and off-street paths and signages*

## STRATEGY 2

### SEASIDE PARKLETS (LEADING TO THE SEA)

*Parklets are 'pop-up' public spaces that add public meeting space and outdoor dining space in Main Streets. Kingston's Main Streets are short of this type of public space. Parklets can be introduced for short or longer periods with little street infrastructure changes required. Parklets can be designed in all styles and colours and could help lead visitors through Kingston's (three) Main Streets towards the beach – a journey that can be confusing for first-time visitors.*

Parklets have been used in many Main Street upgrade projects and increasingly in regional towns. *We propose a series of parklets along Kingston's Main Streets* to provide new public seating, along with outdoor dining and retailing opportunities. Together these will promote community interaction and help grow businesses in town.

The design inspiration for the seaside parklets comes from brightly coloured beach huts. A beach hut-style gable end is constructed on one end of the parklet. Importantly, this acts as a wind break to shelter the seating areas within the parklet itself. The parklet can be furnished with deck chairs, umbrellas or flags, or simply fitted out with tables and chairs to provide outdoor dining space for cafes, bakeries or hotels. Planting including trees in pots, or floral displays are integrated into the parklet design as is bench seating and feature lighting inside and on the outside of the parklet to make it stand out as a night-time location.

The parklets are brightly coloured to make them visible from a distance. Locations must be carefully chosen to coincide with enterprising businesses in all three Main Street areas.

Additional parklets (or similar elements) might be located at the Agnes Street entrance on East

Terrace and possibly the Agnes/Holland Street roundabout to help connect the places along the street. It is important that parklets are located near businesses or community buildings that are keen to experiment with the new space and will take ownership and maintain the parklets.

Kingston's seaside parklets could be locally built as a community project and this might help make them styled and designed in a way that fits with the laid back nature of the town. *Installing the parklets in time for next summer would be a great achievement and help put Kingston on the map.*

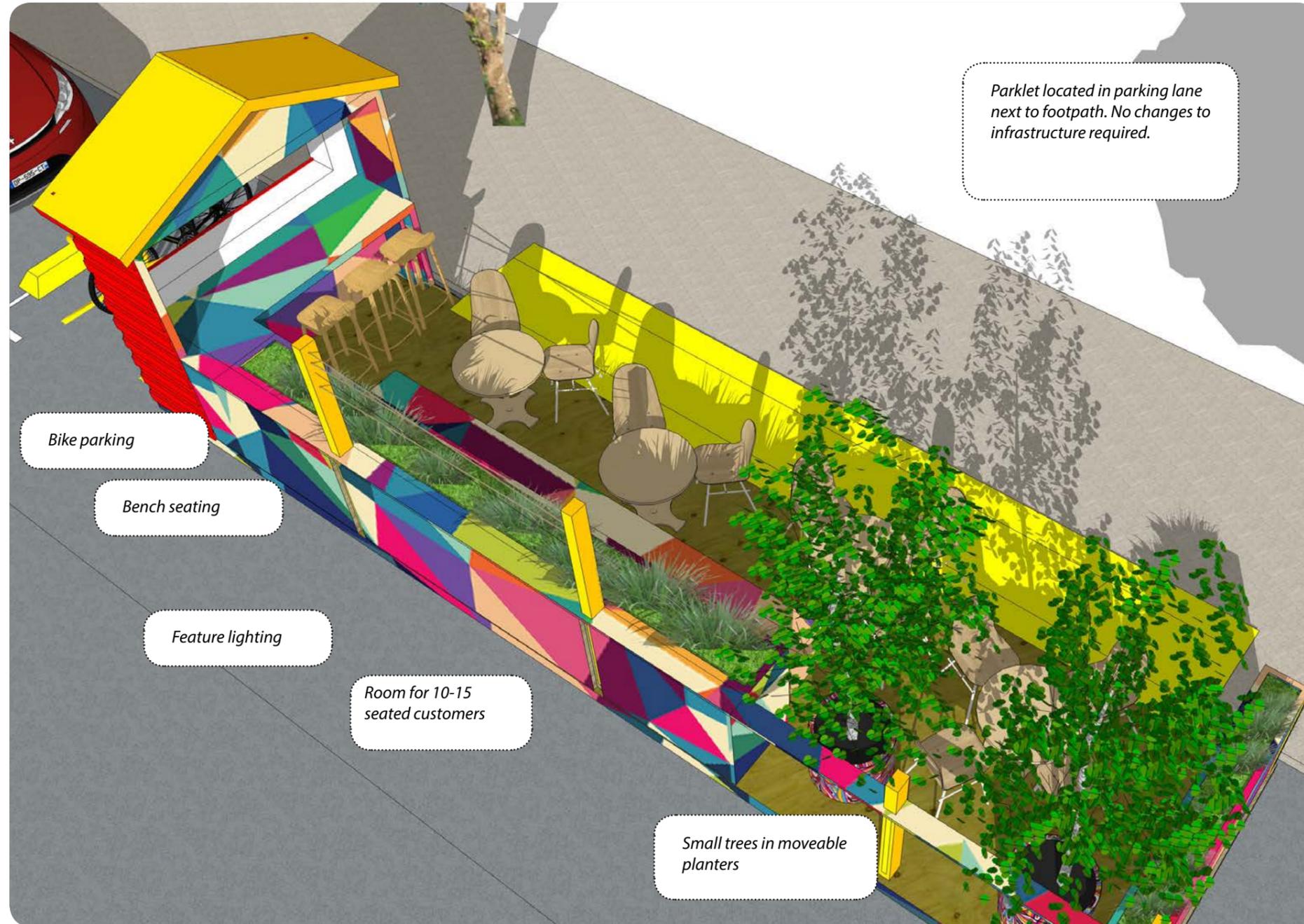
Possible locations for the first parklets include at Agnes Street outside a café, bakery or the Crown Inn hotel. At Holland Street outside Bliss café or council's offices. At Hanson Street a location outside Foodland supermarket, Royal Mail Hotel or a café on the north side of the street are possibilities.

Parklets are not designed to last forever. Instead parklets are ideal for making a rapid, practical and noticeable change that don't rely on major infrastructure works or major expense.

Selection criteria for priority parklet location needs to be developed in consultation with local businesses, noting that successful parklets rely on willing partners to ensure active use and maintenance.

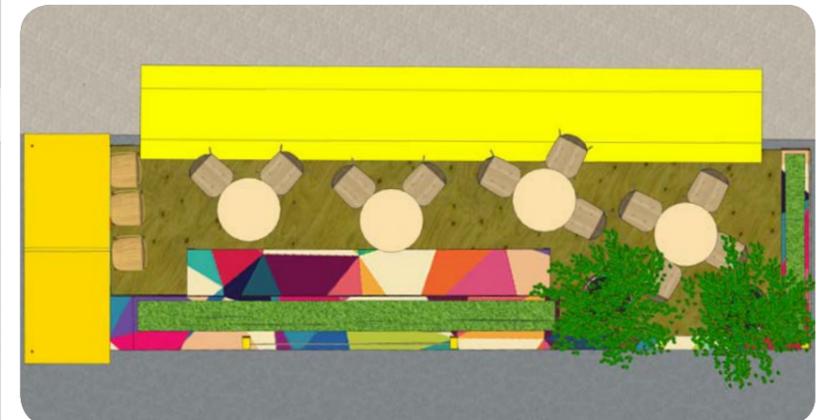


# KINGSTON S.E.: PARKLET CONCEPT DESIGN



*Beach hut inspired gable and acts as windbreak and bright colours makes parklet visible from a distance*

*Timber-clad construction*



*Flexible space for outdoor dining/ pop-up gallery/ small event space*

### STRATEGY 3

#### DISTINCTIVE COASTAL STREETSCAPES

Kingston's Main Streets have many good street trees but their width and length (1200m combined!) makes the streets feel hot and sparse in places. New trees, plantings and street furniture in a distinctive coastal style will add greenery and interest and vibrancy to the streets.

#### LANDSCAPING

**Additional tree planting** through the Main Streets will add greenery and shade, making the streets more attractive and comfortable places to be. New trees could be located inside the car parking lane which will make the streets feel less wide, and shade parking spaces as well. Trees and other planting could be located in **pots or raised planter beds** as another strategy to implement change quickly. Some existing street trees within the footpath have performed poorly. **Replacing these failed trees** with new trees of the same species (*Pyrus* - ornamental pear) should be relatively easy to achieve.

**Additional coastal plantings** could be inspired by native and coastal species. Use of succulents and other drought tolerant plants that have attractive floral forms could be a distinctive and unusual planting style. **Planter boxes** to house new landscaping could be a good way of introducing improved streetscapes without requiring major changes to footpath design.

#### WATER SENSITIVE URBAN DESIGN

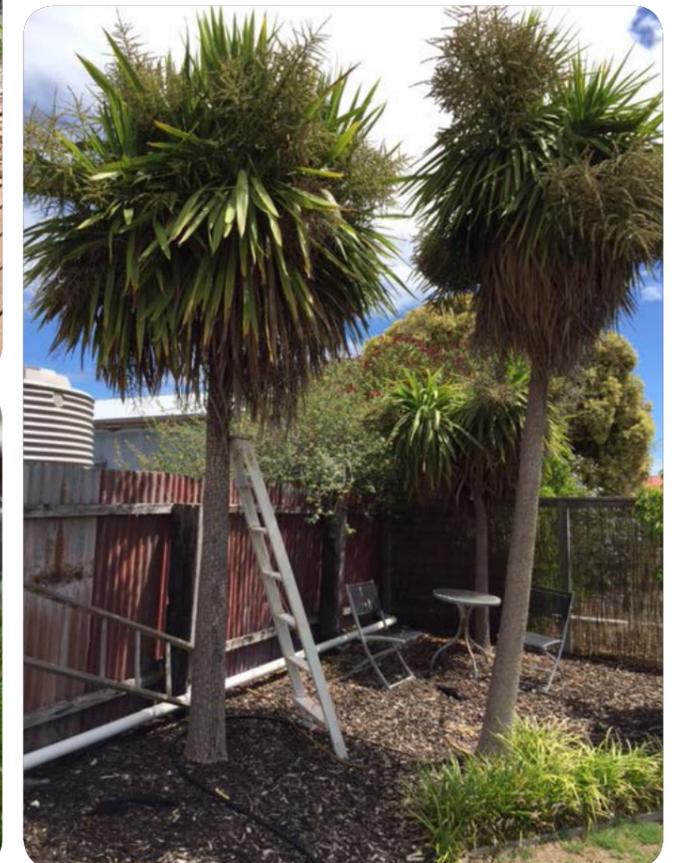
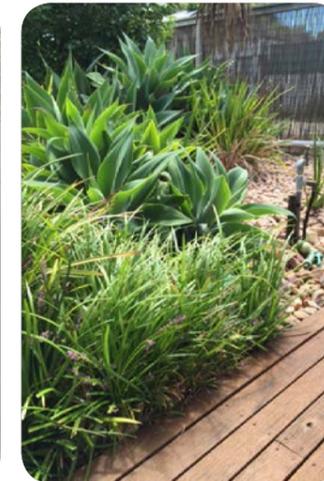
Where possible, new plantings might be combined with rain gardens or other WSUD techniques. Rain gardens collect and filter stormwater, are good for growing plants, and could supplement the Main Street's very limited stormwater infrastructure.

#### FOOTPATHS + FURNITURE

Most footpaths in Kingston's Main Streets are in good condition. Only a couple of areas require **footpath upgrades including around the Foodland supermarket, and a short section of Agnes Street just west of Charles Street**. Continuing with the brick paver style would be appropriate. Additional **street furniture including bins and recycling bins and seating** should be added.

#### PUBLIC ART

Public art is major opportunity, particularly if art is well supported by the community. A **sculpture outside Kingston District Council's building** would be a good place to start.





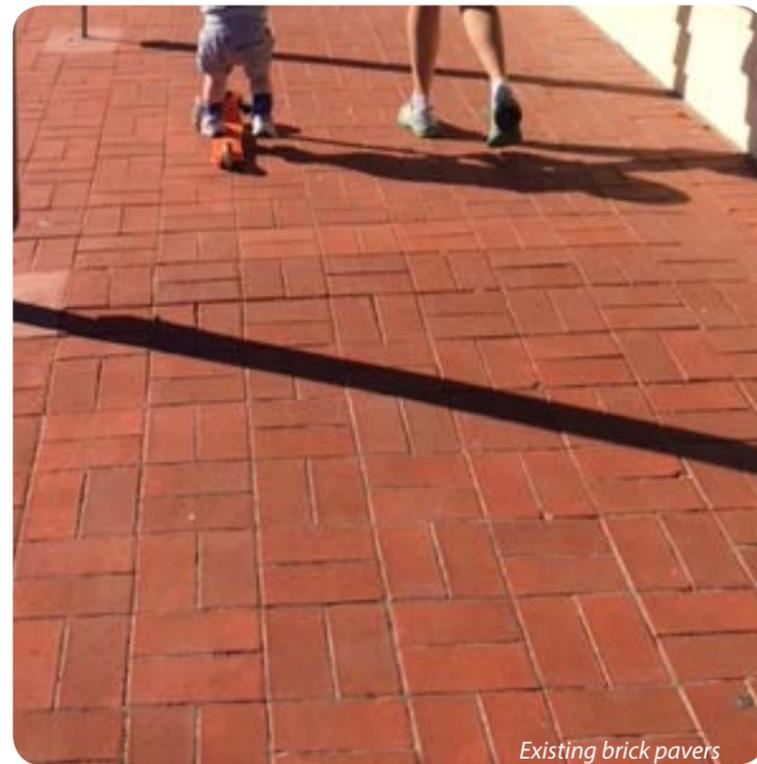
*Water-wise coastal tolerant planting like Echim species are especially beneficial to drawing insects and birds into gardens.*



*Planter box with mosaic decoration*



*Many endemic species are superbly placed to survive with less water while providing attractive amenity value like Leucophyta brownii.*



*Existing brick pavers*



*Site responsive art installation*

## STRATEGY 4

### SUPPORT STRATEGIC REDEVELOPMENTS

*Agnes, Holland and Hanson Streets have little vacant land, but a handful of development and potential redevelopment sites do exist. Development of these sites should be encouraged in a way that supports the Main Streets and the strategies outlined in this plan.*

#### SUPERMARKETS

Expansion of the Foodland supermarket at Hanson Street is a short term opportunity to improve the retail offer for Kingston residents and tourists, and bring new life and investment into the Hanson Street hub.

Foodland has room to expand into the carpark surrounding it. The fact that Foodland and the Royal Mail Hotel are in the same ownership provides increased opportunities to integrate and share off street car parking. *Reducing the driveway crossovers into this carpark from three to two would improve the streetscape on Hanson Street as well.*

Redevelopment of the Foodland supermarket should ensure that the building remains located on the street and the street frontage along Hanson Street is as active and interesting as possible, and the pedestrian entrance to the supermarket must be predominantly accessible from Hanson Street (and not moved to the back of the car park).

Kingston's IGA supermarket, were it to expand, should similarly be developed in a form that supports the Main Street.

#### VACANT LAND, AGNES STREET

At Agnes Street a vacant block next to the Crown Inn is a prominent development site. In fact this land has attracted community and Council

interest already. While some have suggested this land could be developed as a park or a location for public toilets, this site remains the most obvious for new retail or business development in the Main Street. A new retail or mixed use building located on the site would have a great benefit to this side of the Main Street which is currently lacking in activity except at the two street corners. Any new building should be consistent with a Main Street environment by being built directly to the street (with no setback), and incorporating an awning, regular windows and doors for retail displays, and other design features.

The Crown Inn could also develop and grow along Agnes Street into its side carpark.

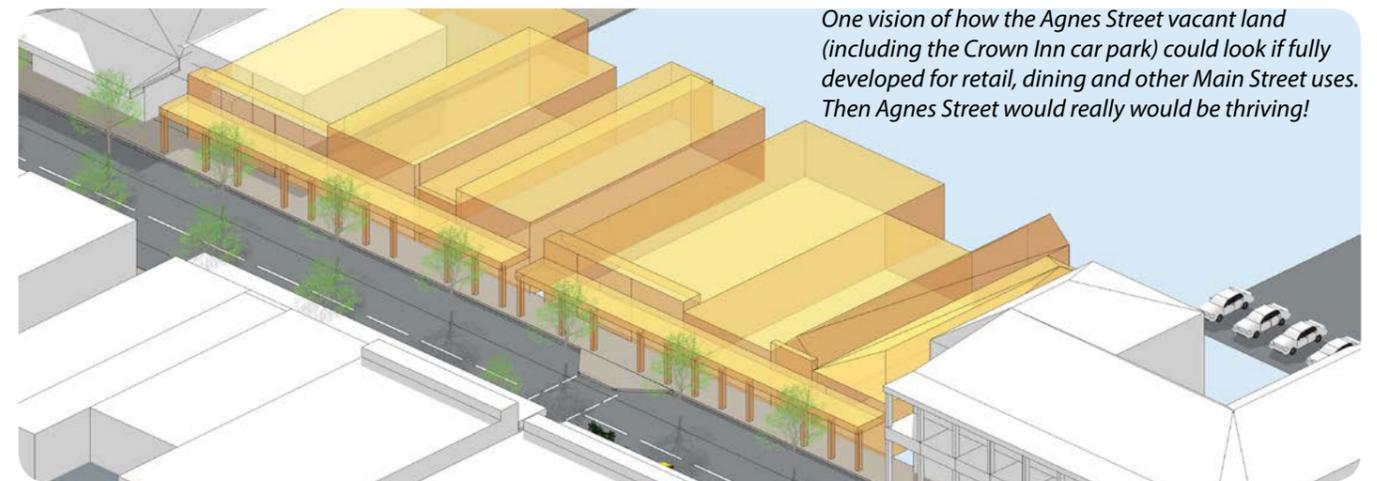
Development of the vacant block could include a new off-street car park to the rear of any building. Ideally this car park could be connected from Charles Street via the Crown Inn car park and over time an interconnected off-street car parking area could exist all the way between Charles Street and Gough Street. This technique has been used successfully at other Main Streets around Adelaide to provide good access to off-street car parking without interrupting the Main Street frontage.

Across the street the LeCornu Garage is a large site with additional vacant land next door. If the garage ever closed or relocated this site provides another major redevelopment opportunity.

#### STRATEGIC LAND USES

Strategic land uses choices to be promoted, that would enhance the Main Streets and the Kingston community, include increased medical/health care uses. Excellent medical facilities will only strengthen Kingston's appeal as a retirement (and family) destination.

*Council should work with the supermarket owners – and other landowners of development/redevelopment sites - to ensure excellent redevelopment outcomes with a building and site designs that are both convenient to use and consistent with a Main Street environment.*



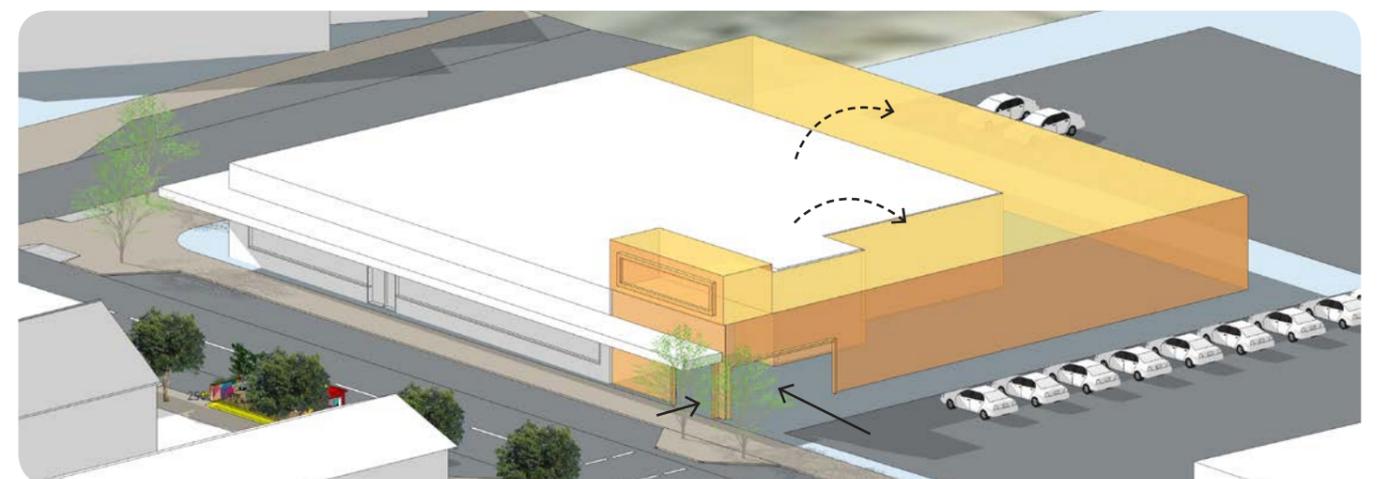
*One vision of how the Agnes Street vacant land (including the Crown Inn car park) could look if fully developed for retail, dining and other Main Street uses. Then Agnes Street would really be thriving!*



AGNES STREET VACANT LAND



FOODLAND SITE, HANSON STREET



*Expansion of the Foodland supermarket must retain a strong relationship to Hanson Street. This concept includes a new highly visible entrance on Hanson Street (also with direct car park access). Supermarket expansion on two sides greatly increases the floorspace.*

## STRATEGY 5

### DESIGNING STREETS FOR PEOPLE

The days when streets (especially Main Streets) were designed around only cars are over. People make places, and who spend money and develop communities. Designing our Main Streets around human comfort and access is absolutely critical, even more so for a tourist economy where visitors want interesting, authentic and vibrant places to spend time, not just car parks and fast roads to get in and out as quickly as possible.

While Kingston's Main Streets have level, well paved footpaths, there are a number of simple improvements that can be made to make the Main Streets more walkable and more comfortable.

#### INTERSECTION IMPROVEMENTS

Perhaps most significantly, *changes to intersection design at Agnes/Gough Street, Agnes/Charles Street and Hanson/Cooke Streets* will make it easier to access these Main Streets and cross between shops and parking.

The design concept involves widening footpaths at these intersections to shorten the crossing for pedestrians (and cyclists and gophers). Such a design would improve visibility for drivers by bringing the give way line further out and making it easier to see beyond parked cars on the Main Streets. Other changes around intersections could include changes to materials, bollards or 'fencing', street trees, and introducing more brightly coloured pavement treatments, either to emphasise pedestrian crossing areas or to brighten up the whole intersection.

Some years ago engineering concept designs were prepared for similar intersections improvements. Our plans build upon these ideas.

#### MID-BLOCK CROSSINGS

In addition to intersection improvements, *mid-block crossings at Agnes Street and Hanson Street are recommended* to help people get around the Main Streets more easily. The design of these mid-block crossings are kerb build-outs on either side which will shorten the crossing for pedestrians.

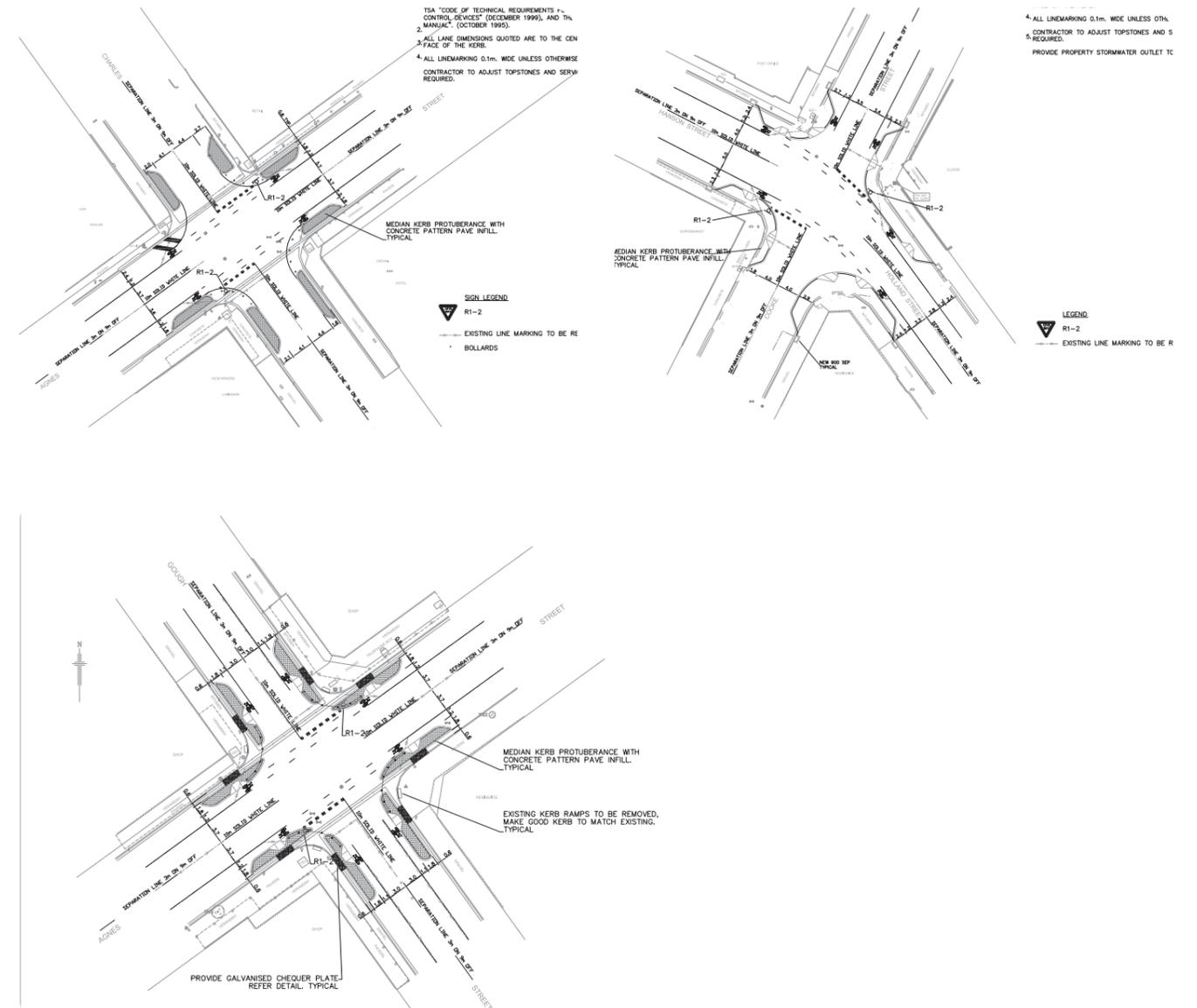
While some have suggested that angle parking be introduced to the Main Streets, there is insufficient width to introduce angled parking without removing parking on one-side. One-way streets are notoriously bad for retail, removing half of all passing trade and causing unnecessary traffic movements as cars have to take circular routes to avoid one-way streets.

#### LIGHTING

Kingston District Council has recently received funding to upgrade the lighting at the East Terrace entrance to the town.

#### OTHER STREETS FOR PEOPLE IMPROVEMENTS

Instead, improving intersections, adding mid-block crossings, providing additional street trees for shade, seating, signage and other additions will help define parking areas and also combine to create a lower speed environment through the Main Streets. All in all, these changes will help make the Main Streets more people focussed and more pedestrian friendly.



Earlier concept designs for Kingstons South East intersections

## AGNES STREET CONCEPT DESIGN (LOOKING EAST TOWARDS GOUGH ST)



*Intersection upgrades at Gough and Charles Streets, and a mid-block crossing.*

## AGNES STREET CONCEPT DESIGN (GOUGH STREET INTERSECTION LOOKING WEST)



The Gough Street intersection has been previously flagged with stormwater constraints. Footpath build-outs may consist of islands connected to the footpath with checkerplate panels or similar. Bollards or similar to be designed as a entry statements to the Agnes Street Main Street core.



Proposed pedestrian-focussed intersection improvements at Charles Street.

## HANSON STREET CONCEPT DESIGN



Upgrades to the Hanson/Cooke Street intersection will make it easier and safer for all street users. Widened footpaths around the intersection make the crossing for pedestrians/cyclists/gophers much shorter and clearer. For traffic, give-way lines are brought forward, improving visibility beyond parked cars and around the bend in the road. New trees and landscaping enhances the gateway to the Main Street, as do coloured pavement treatments across the intersection. All design changes help slow traffic and improve the quality of the environment.

A new mid-block pedestrian crossing greatly improves the pedestrian environment. While not required on traffic terms, a zebra-crossing should be considered for pedestrian-priority reasons.



Two parklet locations have been identified, and new street trees, landscaping, street furniture, art and signage will further develop the Hanson Street Main Street.

## 6. MAXIMUM VISIBILITY

Kingston's stretched out retail hubs - and twisting route between - has led to a profusion of signage. Its effectiveness is questionable and might just add to the confusion and 'blandness' (community feedback, not ours!). A new approach to signage is required - on the approach to town, at the edge of town, and in the town and Main Streets. New signage must be bold and relevant and distinctive, but not brash or generic.

### LARRY THE LOBSTER

A major opportunity exists around the future location of Larry the Lobster. While Larry is in disrepair and his future is uncertain, the fact remains that 'big things' like Larry are a major attraction for traveller visitors around Australia. One option could be to **relocate Larry to Apex Park**, a location where he would be highly visible to traffic on the Princes and Southern Ports Highways, but also close to the gateway to the town of Kingston S.E. and its Main Streets.

From his prominent position in Apex Park, Larry would no doubt encourage many travellers on the Princes Highway to turn left, stop in and take a selfie. From there it's just one further short step for these visitors to enter Agnes Street and spend extra time and money in Kingston.

### SIGNAGE + WAYFINDING

The signage question for Kingston S.E. is more than just the Main Streets. A separate project is underway to introduce new tourist-oriented signage on the approaches to the town. **Distinctive signage also needs to be updated at the entrance to the Main Street precinct at the junction of Agnes Street and East Terrace.** This signage (or landscape elements) could take a lead from the other design initiatives being introduced in the Main Street, e.g. the seaside parklets.

Within the Main Streets **signage should be simplified and many signs removed. Retail signage on some shops and businesses could be overhauled** and brought up to date. But the most important thing is that shops and businesses are open and clearly appear to be open for business. Some important civic buildings such as the Old Town Hall have no signs at all and this should **be rectified**.

Visitor signage should be reserved for important visitor infrastructure and attractions, like toilets and car parking. **New visitor signage is needed**, emphasising the routes and connections between the Main Streets.

One easy to implement idea would be to **utilise the many stobie poles along Agnes, Holland and Hanson Street as a canvas for colourful, distinctive signage (and distance/time marked trails)** through the Main Streets towards the beach. **Stobie pole signage** might also be used to **indicate locations that are good to park long vehicles, caravans and boat trailers**.

In addition, **interpretive heritage signage at key buildings** such as the post office should be introduced to provide tourist interest. Pictorial signs to help foreign tourists will increasingly be needed and signage should be combined with other landscape features to create curiosity and intrigue and draw visitors in without necessarily explaining everything in long detail.

Signage and wayfinding should capitalise on the branding initiative run by Kingston District Council to avoid it becoming quickly superseded.



## STRATEGY 7

### THREE STREETS IN ONE

*Having two (in fact three) Main Streets is certainly a challenge. But it is also an opportunity, which speaks to the town's history of 'Kingston Town' and 'Government Town' and offers more than one Main Street experience to locals and visitors.*

Improvements should initially be concentrated in the core Main Street blocks where most of the activity is. Each Main Street core should be announced with signage theming or landscape treatments, perhaps around the upgraded intersections at street corners bounding the Main Streets. The cores are linked with other scattered business and community buildings, over time new developments might link the streets closer together. The stobie pole art program would further link together the three streets.

### AGNES / HOLLAND ST ROUNDABOUT - CURRENT



*The existing roundabout is difficult for larger vehicles to negotiate and the pedestrian crossings are poorly defined.*



### AGNES / HOLLAND ST INTERSECTION - ALTERNATIVE CONCEPT



### AGNES / HOLLAND STREET INTERSECTION ALTERNATIVE CONCEPT

The existing roundabout at the junction of Agnes and Holland Streets was subject to community feedback. It is currently difficult for caravans and RVs to negotiate, possibly discouraging tourists to visit Holland and Hanson Streets on their journeys through Kingston S.E.

The alternative concept (left, bottom) replaces the 4-way roundabout with a 3-way T-intersection, closing Holland Street south to traffic. Potential benefits of this alternative design will enable a stronger pedestrian and vehicle connection, providing legibility between the Main Streets.

It provides opportunity for safer pedestrian crossings across both Holland and Agnes Street. Additionally, it allows for the opportunity for greening, including increased ground cover, trees and a pocket park. The pocket park forms a rest area with shade and seating, linking back to Strategy 1 - Age Friendly Town and Main Streets, as it provides a point at which pedestrians can stop on their route through the Main Streets.

The concept is subject to further detailed investigations, including the potential impact it may have on the residents of Holland Street south.

## STRATEGY 8

### LIGHTER QUICKER CHEAPER

With 1200m of Main Street, a full streetscape makeover is neither affordable or even desirable. We don't want to wait for years without action. And pavers alone don't make a thriving business precinct. There are many projects and strategies that can be started now, and implemented with local resources, to make progress on the Main Street and town vision.

The table below turns the eight stimulus strategies into projects, and provides suggestions about how to go about implementing each over a short time period (five years). It also suggests priorities to undertake within one year to get the project moving and results visible for all to see.

		Immediate (Year 1)	Short term (2-3 years)	Medium term (3+ years)
<b>1. Age Friendly Town and Main Streets</b>				
1.1	Improve connections between Main Streets and Maria Creek bikeway through installing wayfinding signage			
1.2	Create a new connection via Memorial Park for pedestrians and cyclists			
1.3	Provide rest points between Main Streets by installing seating at key points along the main streets			
<b>2. Seaside Parklets (Leading to the Sea)</b>				
	With the community and local businesses, design, build and install three parklets at Agnes, Holland and Hanson Streets			
<b>3. Distinctive Coastal Streetscapes</b>				
3.1	Additional street tree planting and replacement of failed trees	Design	Delivery	
3.2	Additional coastal plantings and planter boxes	Design	Delivery	
3.3	Footpath upgrades around Foodland supermarket and Agnes Street west of Charles Street			
3.4	Begin public art programme including sculpture outside Kingston District Council's building			
<b>4. Support Strategic Redevelopments</b>				
	Work with supermarket and other redevelopment site owners to achieve designs that are convenient to use and consistent with Main Street environment			
<b>5. Designing streets for people</b>				
5.1	Agnes Street upgrades including mid-block crossing and intersection upgrades at Charles St and Gough Street. New trees, landscaping and street furniture.	Design	Delivery	
5.2	Hanson Street upgrades including Cooke Street intersection improvements, mid-block crossing and new trees, landscaping and street furniture.	Design	Delivery	
<b>6. Maximum Visibility</b>				
6.1	Relocate Larry the Lobster to Apex Park			
6.2	Design new tourist driven signage on the approaches to Agnes Street			
6.3	Work with local artists to design and install stobie pole signage trail through Agnes, Holland and Hanson Streets.			

## OTHER CONSIDERATIONS IN THE LONGER TERM

**BRANDING** – Kingston South East was not a first choice name for the town, and perhaps not the ideal choice for a attractive lifestyle destination. Kingston has changed its name before. Why not do so again? Kingston On Sea? Kingston Beach? Branding changes incorporating this theme is an alternative if a name change is a step too far.

**STORMWATER IMPROVEMENTS** – Limited stormwater infrastructure exists currently. A number of bores drain stormwater from Agnes Street but there is no connected stormwater system. This has implications and limitations for street improvements including intersection redesign.

**EVENTS** – events bring welcome business and activity to towns and their Main Streets. There are already a number of successful local and regional events at Kingston including fishing and triathlon competitions. Locating and designing event programmes to benefit Main Street businesses should be part of all event planning. Likewise, businesses can tailor their offering to suit event visitors and offer discounts, offers and events of their own to capitalise on increased visitation around events.

**TRAINING FOR TRADERS AND BUSINESS OPERATORS** – Improvements to the physical realm is not enough to make a Main Street work. Businesses including retailers need to get their hour in order too. Retail (including street) displays, online promotions, enthusiasm and willingness to try new things, tailoring opening hours (including Sundays), and working collaboratively with the council, other businesses and the community are all part of making a Main Street work.

# MASTERPLAN

BRINGING IT ALL TOGETHER

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