

WEST END STAGE 1 PUBLIC DOMAIN PLAN

PREPARED FOR
NEWCASTLE CITY COUNCIL
07 AUG 2017
SECOND DRAFT



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1.0 INTRODUCTION

NEWCASTLE CITY COUNCIL IS IN THE PROCESS OF PREPARING PUBLIC DOMAIN PLANS (PDPS) FOR SEVERAL PRECINCTS IN NEWCASTLE CITY CENTRE TO ALIGN WITH THE STATE GOVERNMENT AND DEVELOPMENT PROJECTS CURRENTLY UNDERWAY, OF WHICH THE WEST END - STAGE ONE - PUBLIC DOMAIN PLAN IS ONE.

1.1 PROJECT BACKGROUND

RELATIONSHIP TO OTHER PROJECTS AND STUDIES

In 2014 Minister for Transport and the Hunter, announced the first stage of the heavy rail line truncation at Newcastle Station and the re-introduction of Light Rail to Newcastle. The NSW Government has made a commitment to complete the Newcastle Interchange and Light Rail works by 2019. These projects along with changes proposed in the draft Newcastle Urban Renewal Strategy will see an exciting transformation of the West End precinct into the Newcastle central business district over the long term.

The proposed public domain plans for this area will help position the west end as the city's future CBD, implementing improvements such as a tree lined road network, increased pedestrian spaces, public transport hub, allocated bike lanes, and promoting specific physical improvements around Birdwood Park and Cottage Creek.

SITE LOCATION AND DEFINITION

The West End precinct is located between Tudor Street and Union Street and is the western gateway into Newcastle city centre. The West End Public Domain Stage 1 is the key public open space within the West End Precinct.

The Public Domain Stage 1 study area includes a mixture of parkland, being Birdwood Park and little Birdwood Park, and surrounding streetscape improvements of King Street, Parry Street and adjoining slip roads and access streets surrounding these. Importantly it does not include layout of King Street and proposed safe separated cycleway routes. *(Please refer to "Figure 1 Site location and context plan").*

1.2 VISION

WEST END PRECINCT

The vision for the West End precinct is one of an emerging central business district that provides a welcoming gateway for the city centre. The West End vision includes:

- Intense land use with a commercial core zoning, creating a thriving employment node for the city
- Buildings 45m to 90m in height
- An important transportation hub (Newcastle transport interchange, main road linkages and bus interchange)
- A tree lined streetscape providing a welcoming amenity, wayfinding, shade and a reduced heat island effect
- A walkable precinct with great pedestrian links and amenity
- Separated cycleway network through the precinct
- Great wayfinding between the key precinct nodes of:
 - Newcastle transport interchange (and bus interchange)
 - Honeysuckle West future development sites
 - Cottage Creek
 - Marketown Shopping Centre and
 - Birdwood and Little Birdwood parks

WEST END PUBLIC DOMAIN: STAGE 1

The vision for this public domain plan will be about creating connectivity, legibility and spaces for the community, residential, business and visitors, to enjoy.

A re-imagined Birdwood and Little Birdwood Park will bring greater vibrancy to the precinct and support the surrounding developments, existing businesses and residential community. The parks will showcase and be embedded with smart technology elements to create a premier Smart City Park for the City Centre. The improved wayfinding and tree lined streetscape through the precinct will facilitate connectivity between the key nodes and help make the West End precinct a walkable area.



- Legend**
- West End Precinct Boundary
 - West End Stage 1 Public Domain Site Boundary

Figure 1 Site location and context plan

1.3 STRATEGIC POSITIONING

ALIGNMENT WITH NEWCASTLE URBAN RENEWAL STRATEGY:

The West End Public Domain Stage 1 project is located in Newcastle's West End. The West End is positioned to become the city's future CBD and the public realm in and around Birdwood Park is located at its heart and set to become the primary civic space in this precinct. In recognition of its importance, Birdwood Park is identified as one of 10 special areas within the CBD.

Special areas were identified in recognition of their location, attributes, size and/or development potential. They have the potential to realise specific outcomes with respect to built form and/or public domain that could make major contributions to the distinct character of each activity node.

The Newcastle Urban Renewal Strategy provides significant guidance for the outcomes being sought in this project through:

- Vision
- 9 Guiding Principles
- 17 Place-based, economic and transport Initiatives which underpin the Urban Renewal Strategy;
- 10 Special Areas with supporting guidance and outcomes as specified in the City Centre DCP;

This guidance has been supplemented with the project brief for this project as prepared by Council. This brief includes reference to additional city-wide outcomes such as public art, smart technology and public domain manuals.

The following objectives for the project have synthesised these outcomes into a concise list which will be used to guide the development of the public domain plan.

WEST END PUBLIC DOMAIN OBJECTIVES:

OVERALL OUTCOMES

1	Interpret and reinforce important civic elements of the city structure, including:
	a. Birdwood Park as an important city park ;
	b. As a gateway into Newcastle City Centre;
	c. A sense of arrival in the West-End Precinct; and
	d. King Street as one of two east-west green links with a strong landscape character for the city.
2	Reinforce, improve or develop the specific and distinctive character of this location including:
	a. maintain and improve cultural and heritage elements through design and interpretation;
	b. consider adaptive reuse of landscape or existing structures where applicable;
	c. provide for the future role of West End as the city's CBD; and
	d. connect with the future natural / green character of Cottage Creek .
3	Integrate Birdwood Park and Little Birdwood Park with adjoining streets and public spaces to create a significant and cohesive public domain precinct through strong built edge, less vehicular dominance and additional street planting.
4	Identify opportunities for incremental acquisition of public open space to ensure the precinct is well served as it evolves into a commercial core precinct.
5	Strengthen the spatial definition of streets and parks through landscape and public realm responses to enclose the park and contribute to the creation of an outdoor room within the city.
PARKS	
6	Redesign Little Birdwood Park and Birdwood Park to create an attractive, safe and enjoyable place for recreation including:
	a. diversify the users of the space;
	b. upgrade the amenity to activate the site; and
	c. create an allowance for activation spaces.
7	Maintain adequate sunlight to Birdwood Park

PUBLIC REALM / STREETScape	
8	Promote outcomes that reinforce safety and amenity in the public domain including:
	a. Providing legibility throughout the public domain that minimises pedestrian and vehicular conflict;
	b. Ensuring clear sight lines are maintained and adequate lighting is included for safe use of the space day and night;
	c. Consider CPTED principles to redirect the anti-social behaviour of areas like Little Birdwood Park; and
	d. Integrated lighting, way finding and signage as per the City Centre Public Domain Technical Manual
9	Identify public realm and streetscape outcomes that contribute to the delivery of active street frontages and active footpaths .
10	Furniture, materials and tree selection to:
	a. deliver high-quality public domain outcomes;
	b. consider the longevity and maintenance of materials and furniture design; and
	c. be in accordance Newcastle City Council City Centre Public Domain Technical Manual and the Street Tree Selection Manual.
11	Embed public spaces, park and streetscapes with:
	a. smart technology elements;
	b. equitable access design principles; and
	c. public art locations.
ACCESS AND MOVEMENT	
12	Strengthen and improve pedestrian and cycle connections:
	a. between the park and adjoining development.
	b. through the park and streetscapes of the precinct;
	c. between the park other key destinations including:
	– the Cottage Creek corridor;
	– the river foreshore; and
	– the new transport interchange at Newcastle.

13	Consider reconfiguring slip roads on either side of King Street (and potentially Parry Street) as shareways with greater landscape areas to increase the expanse of Birdwood Park and improve pedestrian usability. Some design considerations include:
	a. maintain vehicle access to building frontages;
	b. reduce the carriageway width of King (access road) and Parry Streets and extending the park edge;
	c. consider raising the street to the footpath level with special paving or marked areas to delineate between vehicle and pedestrian areas;
	d. decrease the amount of hard surface road and providing more permeable paving, particularly in parking areas;
	e. provide new landscaped areas and additional street trees; and
	f. restrict new vehicle entries from all streets (access to carparking and loading areas should be via rear lanes).

CONNECTING KEY CITY DESTINATIONS

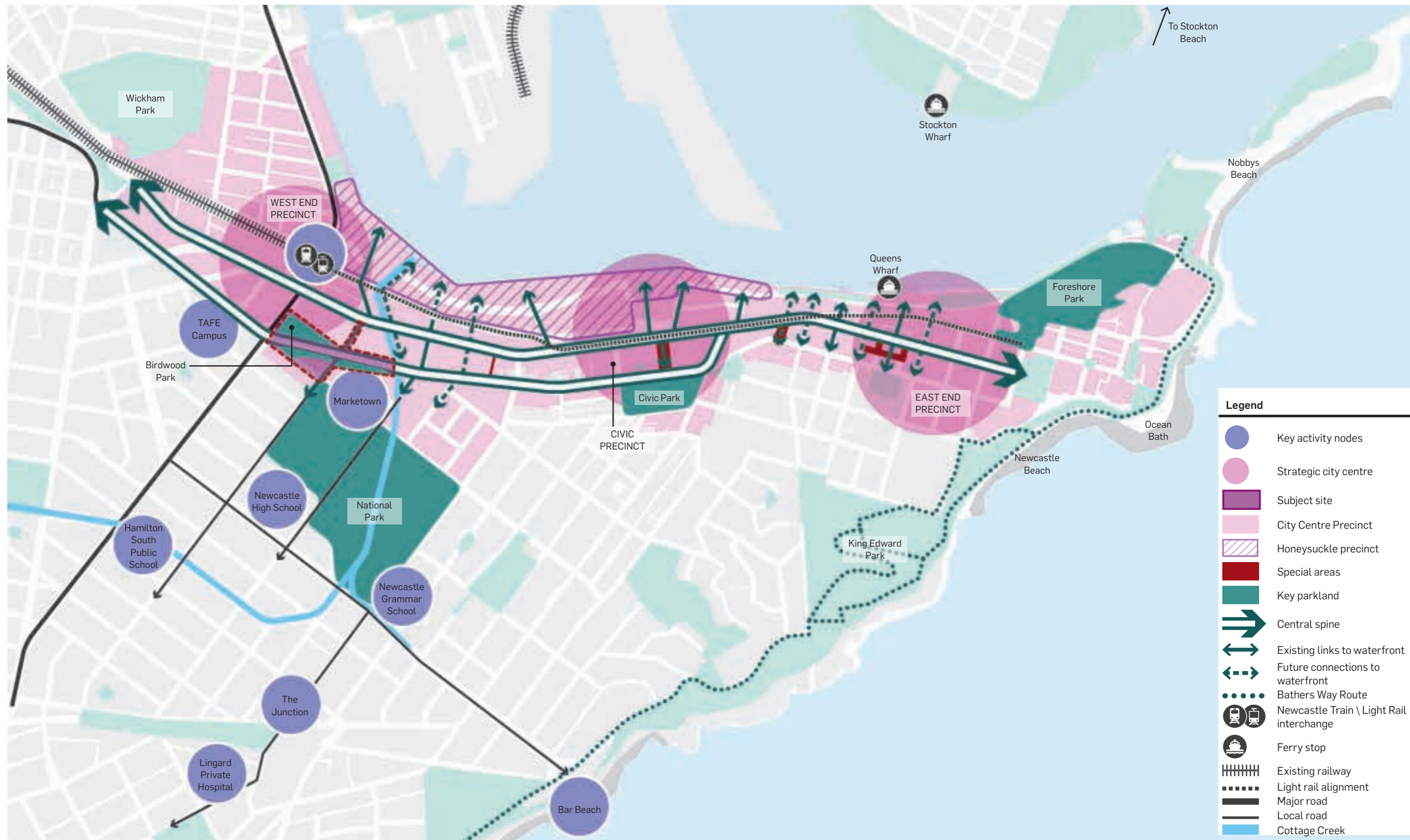


Figure 2 Birdwood Park Strategic Context

2.0 SITE ANALYSIS & CONTEXT

BIRDWOOD PARK HAS A LONG HISTORY AS A KEY PUBLIC SPACE IN NEWCASTLE'S CITY CENTRE. UNDERSTANDING THIS HISTORY AND INTERPRETING IT WITHIN ITS NEW ROLE AS THE HEART OF THE WEST END WILL BRING NEW LIFE TO THIS IMPORTANT SPACE.

2.1 SITE HISTORY

HISTORICAL OVERVIEW

Birdwood Park was established on the 27th February 1890 when an area of approximately 3 acres was gifted by the Australian Agricultural Company to the Municipality of Newcastle to be used for 'public recreation'. The reserve soon became known as the West End Park. Improvements to the park were made by the Council with newspaper references announcing its 'beautification'. This work continued with a 1918 reference warning vandals not to 'destroy the trees, flowers and plants in the park'.

Field Marshall William Riddell Birdwood, a veteran commander of the Gallipoli campaign, visited Newcastle in April 1920. Although there is no mention of a visit to the park, Birdwood Park has a strong relationship with the adjacent heritage listed 1910 Army Drill Hall, the location of military recruitment during World War I and II. It is likely that West End Park was renamed Birdwood Park in his honour shortly after his visit.

An extension of the park had been proposed on a number of occasions. Evidence points to this being successful in 1945, with the addition of a triangular piece of land. The land, along with the proposed installation of new children's play equipment totalled £8,000.

Birdwood Park has been both a geographic and cultural gateway to inner Newcastle. The park features prominently in the city's history for hosting circus, carnivals, charity events, picnics and other social activities. In 1947 it also became host to a baby clinic during the baby boom, which was located in a former air raid shelter located on the southern side of the park.

The location of the park also provided a meeting area for patrons attending events at the then nearby Greater Newcastle Stadium. The stadium, which opened in 1938 and operated for 26 years, could seat 4000 patrons and held a variety of entertainment events and boxing matches.

Birdwood Park was also a prominent site for industrial and socio-political rallies and gatherings during the 1940s, in particular during the 1949 Coal Strikes. The Coal Strikes were significant in that it was the first time the Australian Military had been used in peacetime to disrupt industrial action. Newspapers documented rallies of up to 15,000 (see "Key Events" on the following page).

The 1970s saw a major change to the park with the realignment of King Street (known at the time as State Highway 10A). Community resistance to the road was vocal, with a significant spike in references to the park in local papers. This resistance was centred around future traffic concerns and the removal of 17 large fig trees (which would have likely been included to the current heritage listed trees in the park) in March 1973. A defining image of the community action was an elephant (from a travelling circus) taking on the excavators (refer images opposite). During this development, the air raid shelter was also demolished (see image).

No significant changes were made to Birdwood Park apart from the installation of public art, developed by local Hunter Institute of Technology students, which highlights local indigenous motifs, the parks role as a mustering area for World War 2 soldiers and the Coal Strike period. Most recently a public art seat was installed in the park directly in front of the Drill Hall in 1999. The art seat is titled The Sitting Stone and was created by John Turier.

Birdwood Park continues to build on this tradition hosting the cabaret Circus Avalon in a big tent for the upcoming Newcastle Fringe Festival.



Figure 3 1960 Map showing proposed new highway
Source: UoN Cultural Collection - Hunter Photo Bank

AERIAL PHOTOS



Figure 4 Aerial Photograph in 1966
Source: Newcastle Local Studies Library



Figure 5 Aerial Photograph in 1974
Source: Newcastle Local Studies Library



Figure 6 1910 Map of Newcastle showing West End Park
Source: UoN Cultural Collection - Hunter Photo Bank

KEY EVENTS

- 1890 Australian Agricultural Company gifts a 3-acre reserve which becomes known as West End Park
- 1892 Newspaper references Newcastle Council 'beautifying' the park
- 1910 Army Drill Hall is completed
- 1918 Newspaper references to West End Park gardens of trees, flowers & plants in the park.
- 1920 General Birdwood visits Newcastle – soon after the park is renamed in his honour.
- 1931 First reference to enlarging the park by the Mayor
- 1930/40s Numerous references to carnivals, circus's and charity social events held in Birdwood Park
- 1938 Greater Newcastle Stadium opens nearby
- 1940s Significant socio-political rallies occur in the park
- 1945 Extension of the park to include triangular piece of land and new play equipment
- 1947 WW2 Air Raid Shelter commences role as a baby clinic
- 1949 Major coal strikes with large union and ALP meetings held in Birdwood Park. Community rally activities such as anti-war meetings prior to World War 2
- 1950 Birdwood Park considered for War Memorial Site, however was dismissed due to future DMR plans
- 1972-73 Major demonstrations in the park against removal of tress and roadway construction
- 1973 King Street deviation opened
- 1999 The Sitting Stone art seat installed



Birdwood Park (centre right) Source: Lost Newcastle/Facebook



View South of Birdwood Park. Source: Trove



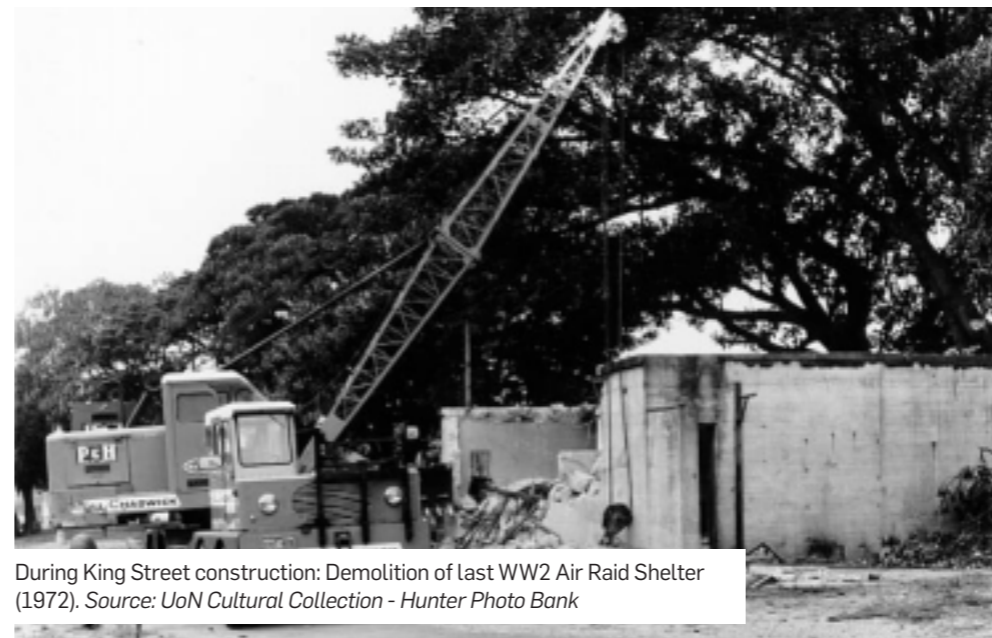
ALP rally during 1949 coal strike: View looking east, with Drill Hall in background. Source: Trove



ALP rally during 1949 coal strike: View looking west. Source: Trove



During King Street construction: Abu the elephant in 1973. Source: Newcastle Herald



During King Street construction: Demolition of last WW2 Air Raid Shelter (1972). Source: UoN Cultural Collection - Hunter Photo Bank



Aerial view of Little Birdwood Park and Stadium (sawtooth roof) with tip of Birdwood Park at left. Source: Lost Newcastle/Facebook

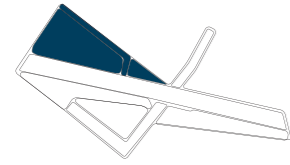
2.2 SITE CONTEXT

LOCAL CONNECTIVITY



Figure 7 Birdwood Park Local Connectivity

2.3 PHOTOGRAPHIC AUDIT



PARRY STREET, NATIONAL PARK STREET AND KING STREET (HIGHWAY)



Open lawn area is framed by trees (however succession planting blocks sight lines to adjoining area) and reduces usable area



Poor legibility due to winding pathway along King Street edge of park



Park entrance at National Park and King Street intersection is dominated by concrete and bitumen and has no function



Planting blocks sight lines while providing little visual or physical protection from adjoining traffic



Fig trees within open parkland block sight lines



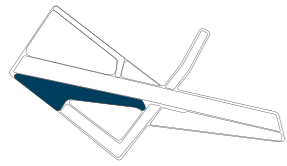
Lack of facilities within parkland



No pedestrian amenity along King Street slip road is contrasted by figs which provide shade and define park edge



Parking adjacent to Birdwood Park



PARRY STREET, NATIONAL PARK STREET AND KING STREET (HIGHWAY)



Historical fig tree planting marks original boundary to park



King Street access road turn-around



Lack of pedestrian amenity to King Street access road



Parry Street dead end



Planting and curved pathway result in poor pedestrian legibility



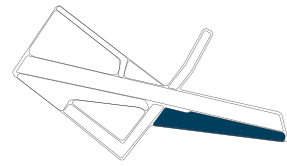
Recent development creating active uses to take advantage of amenity setting



Parry Street and King Street



King Street access road dead-end has poor pedestrian connectivity and amenity



**LITTLE BIRDWOOD PARK
(SOUTH OF KING STREET)**



Entrance Signage



Little Birdwood park pedestrian connections and seating areas poorly located and don't continue connections



Camphor Laurels line little Birdwood Park along King Street access road



King Street access road adjacent to Little Birdwood Park provides local access only



Slip road entrance to Markettown carpark and King Street access lane results in pedestrian/vehicle conflict



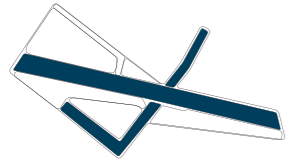
Taxi rank on King Street access road with poor pedestrian waiting area, abandoned trolleys and no natural surveillance



Loading area for Markettown shopping centre off King Street access road



Entrance to Markettown is partly concealed and provides no activation or casual surveillance of park



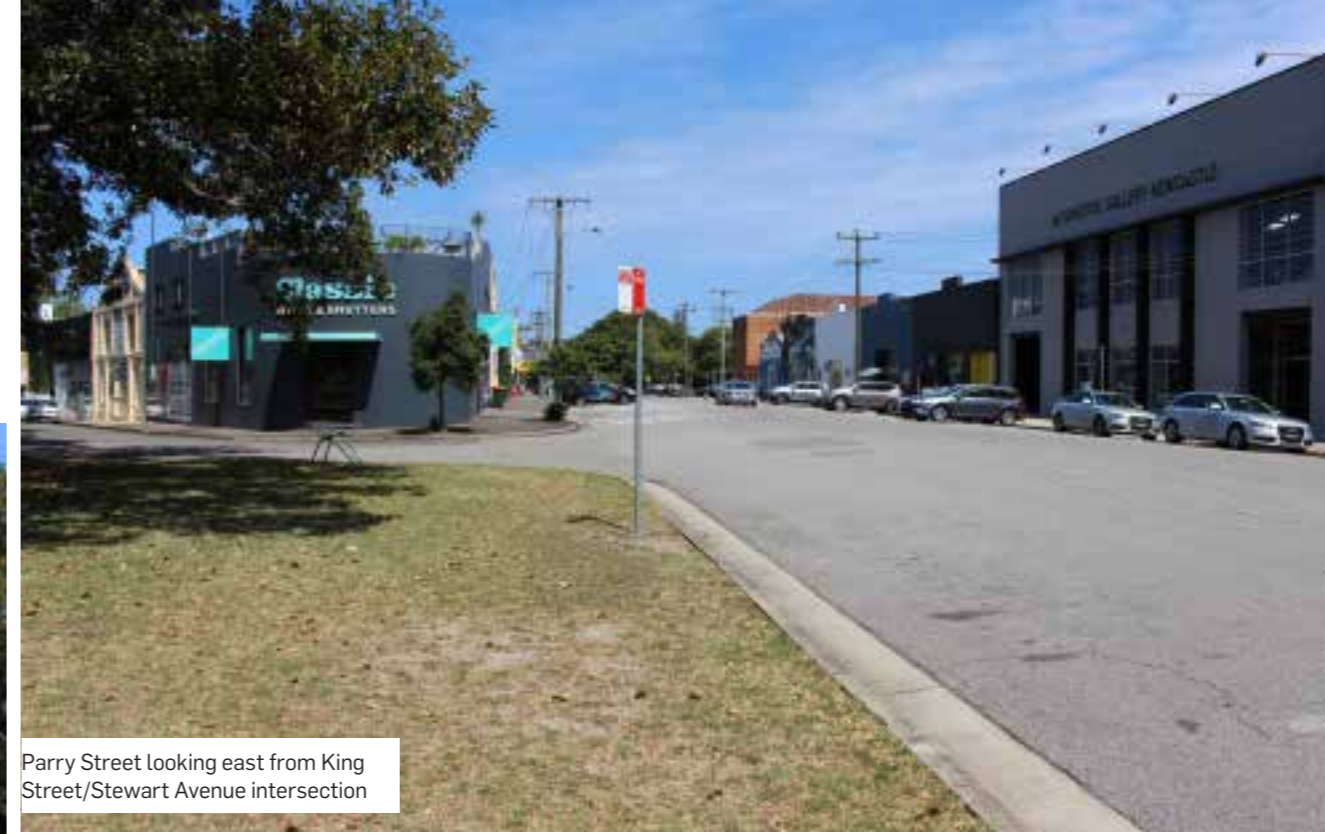
**PARRY STREET, NATIONAL PARK STREET
AND KING STREET (HIGHWAY)**



Public Art in King Street Median



Existing King Street does not create gateway character



Parry Street looking east from King Street/Stewart Avenue intersection



King Street and Stewart Street intersection at Birdwood Park



Parry Street footpath is cluttered with services, driveways and no pedestrian amenity



Overhead wires dominate streetscape along National Park Street



National Park Street has single sided tree planting








Parry Street is not a through street, over scaled and poor pedestrian amenity

2.4 SITE ANALYSIS OBSERVATIONS

SITE CONSTRAINTS - A FRAGMENTED PARK

Legend

-  Site boundary
-  Softscape area
-  Major barrier
-  Secondary barrier
-  Minor barrier

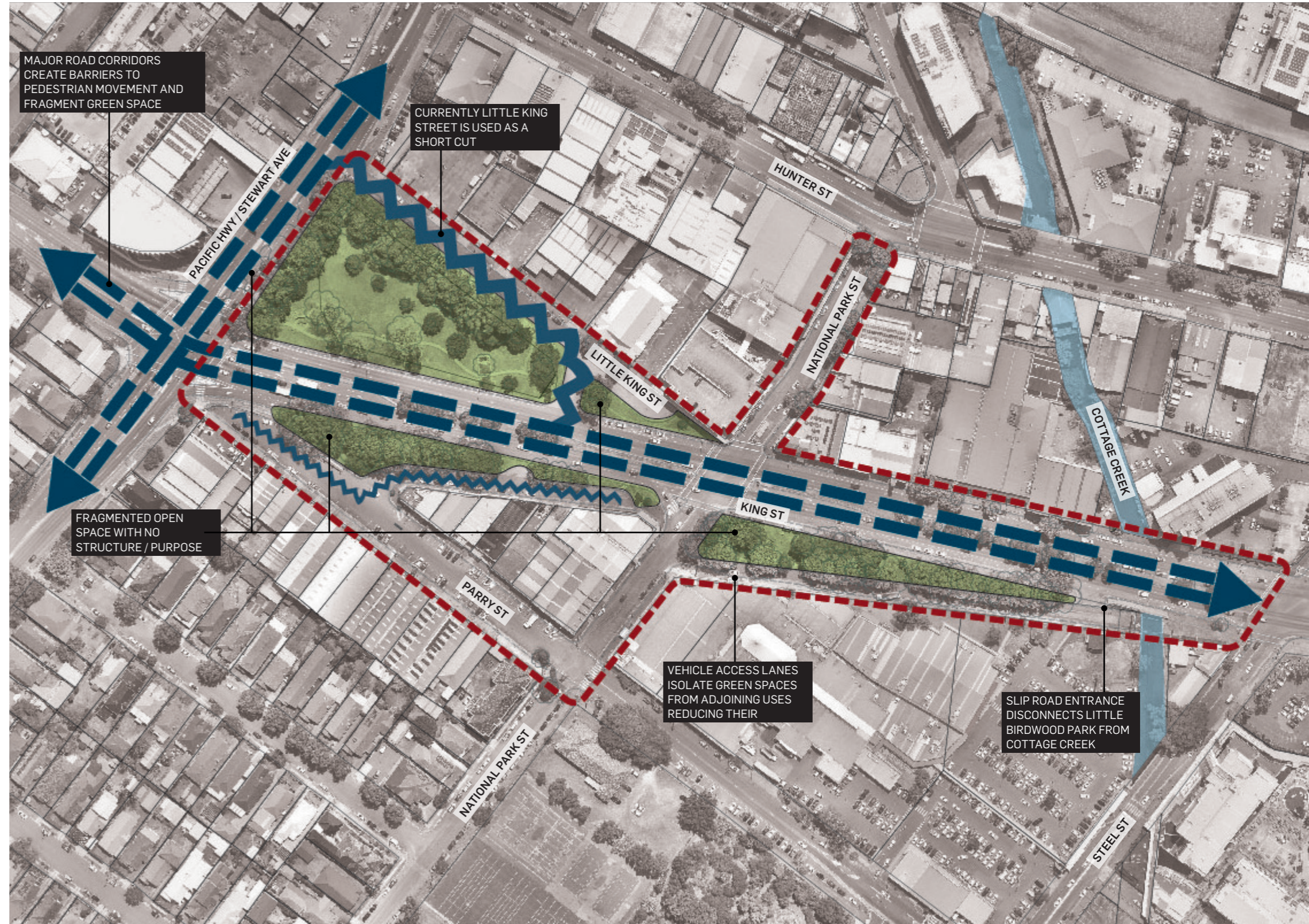


Figure 8 Site Analysis - Fragmented Park

VEHICLE MOVEMENT & ACCESS

- Legend**
-  Site boundary
 -  Main road & primary pedestrian spine
 -  Primary vehicle road
 -  Vehicle access - rat run
 -  Vehicle access - servicing
 -  No through road
 -  Busy local roads
 -  Calm local roads
 -  Driveway access



Figure 9 Site Analysis - Vehicle movement and access

PEDESTRIAN ACCESS & CIRCULATION

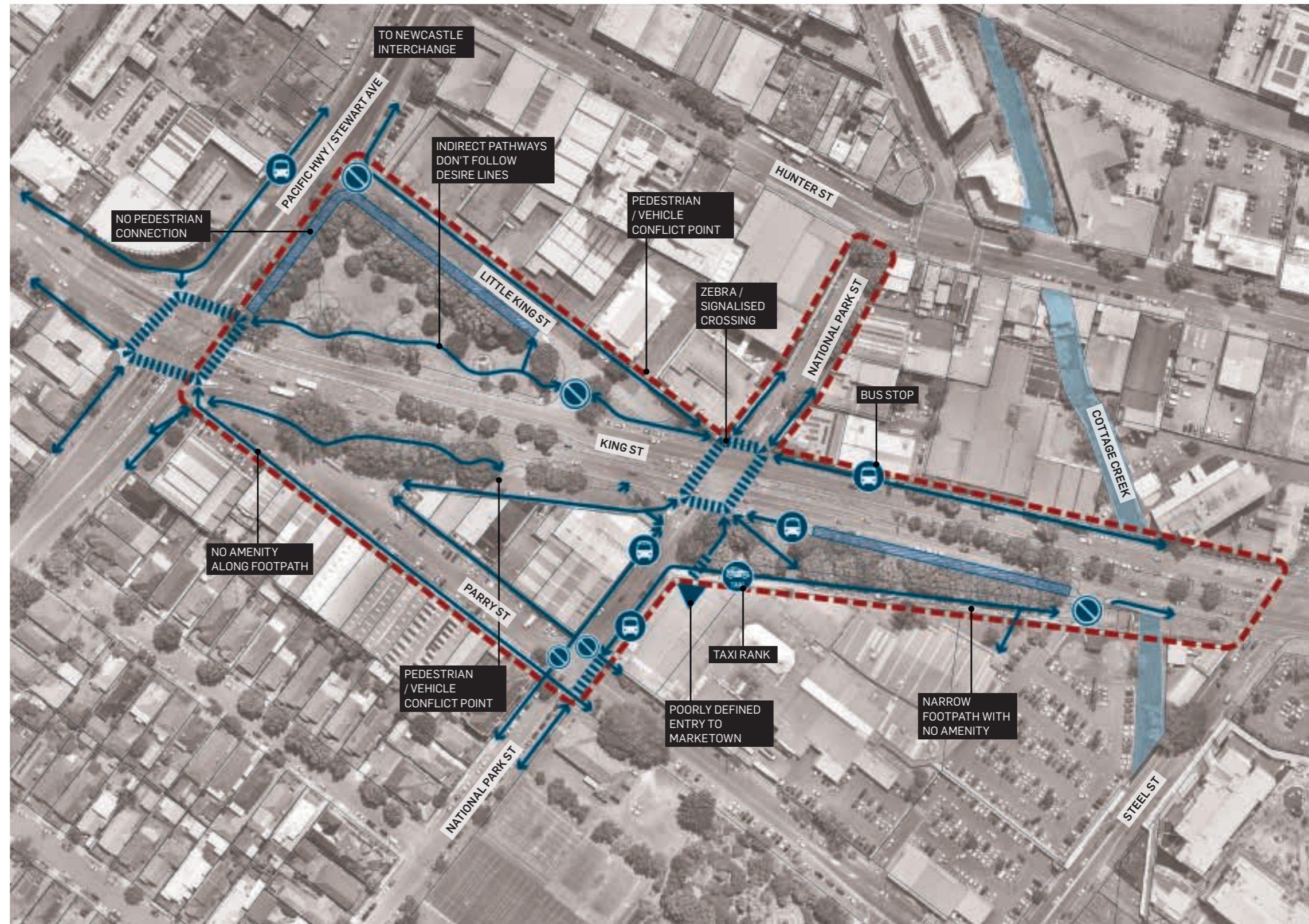


Figure 10 Site Analysis - Pedestrian Access and Circulation

ADJOINING ACTIVITY

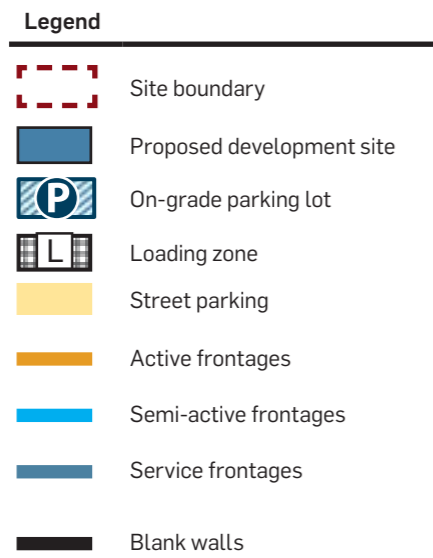


Figure 11 Site Analysis - Active frontages and proposed development

EXISTING VEGETATION & ECOLOGY

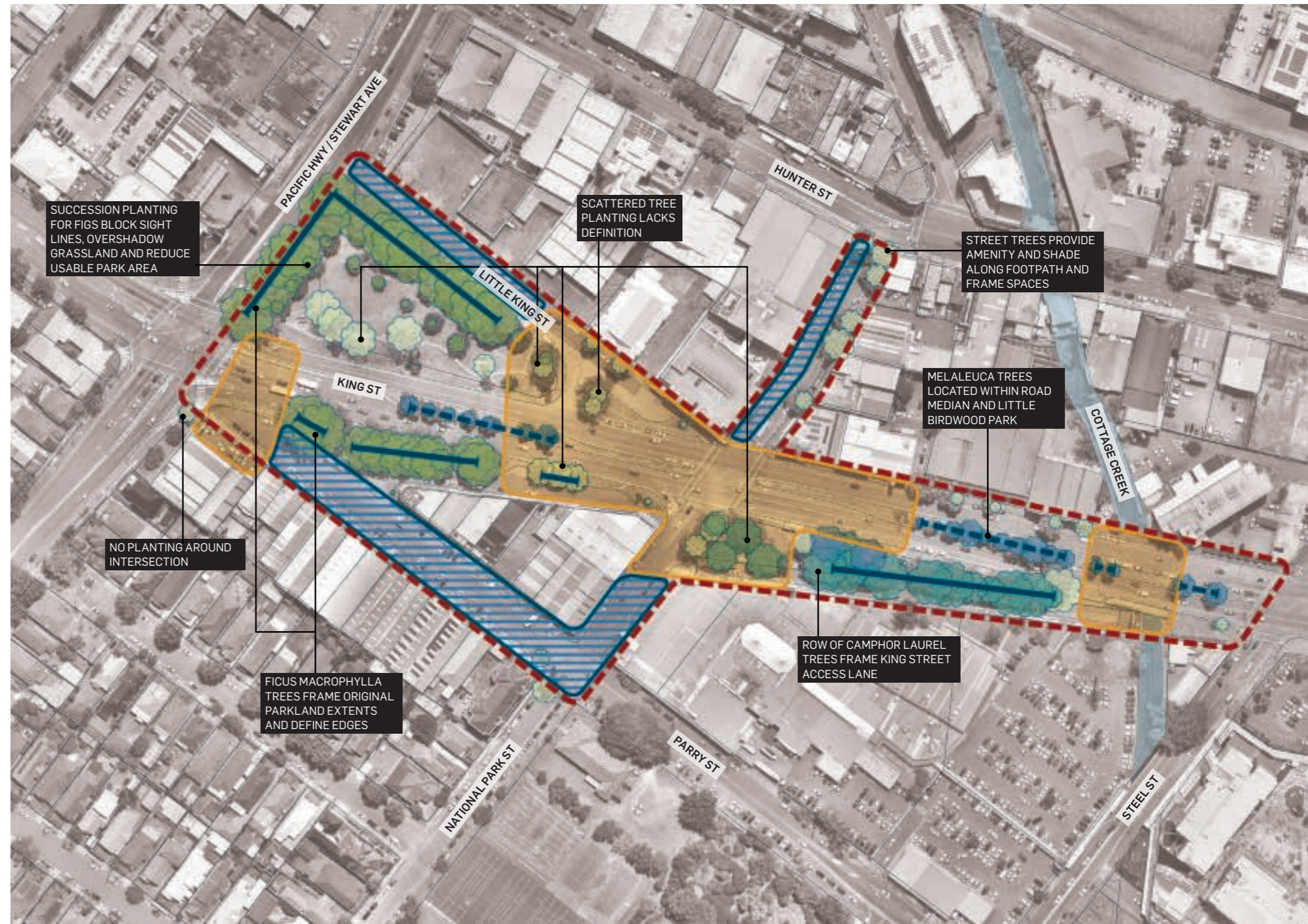
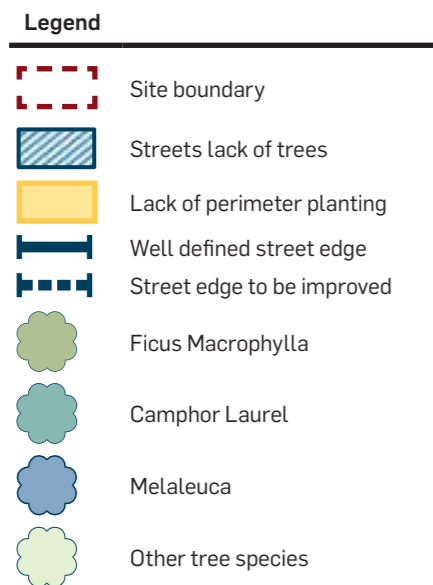


Figure 12 Site Analysis - Ecology and landscape features

EXISTING FEATURES & ACTIVITIES

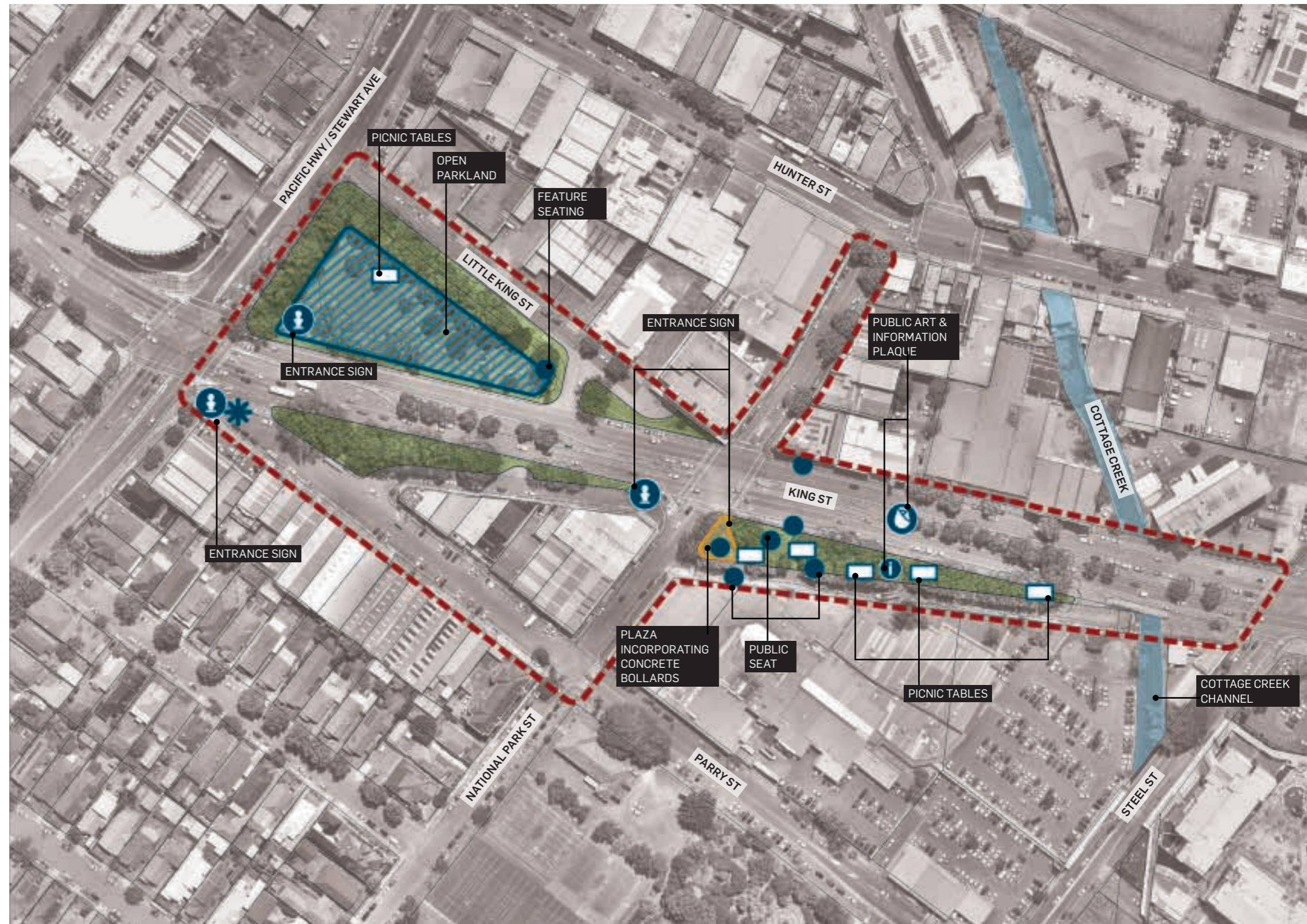
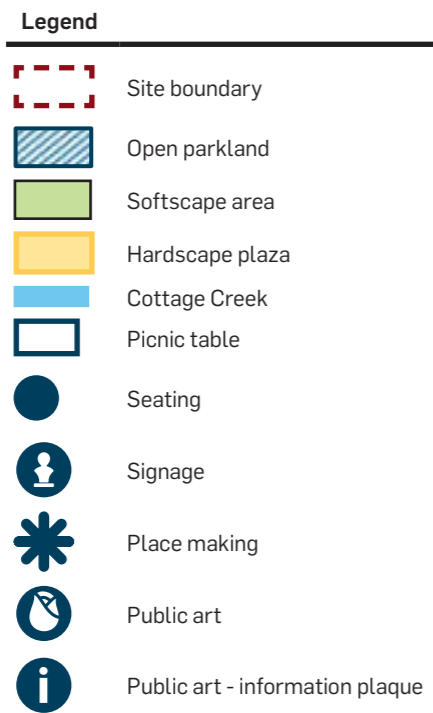


Figure 13 Site Analysis - Park activation and features

3.0 DESIGN DIRECTION

3.1 BIG IDEAS

CELEBRATE THE PAST

Retain and celebrate the local heritage through artwork and interpretation.



LOOK TO THE FUTURE

Respond to the future role of the West End as a major Civic Place for the new CBD.



PROVIDE OPPORTUNITIES FOR:

Cultural, recreational, social, leisure, environmental



3.2 DESIGN STRATEGIES & OPPORTUNITIES

COMPLETE THE PATHWAYS

Connected network of pedestrian pathways along key desire lines define and activate the edges



CALM THE EDGES

Reduce pedestrian and vehicle conflicts



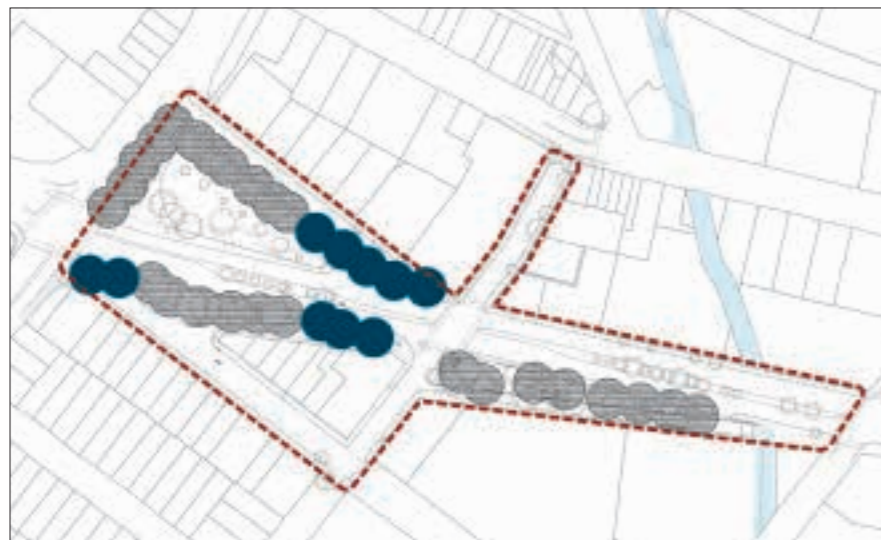
ACTIVATE ADJOINING DEVELOPMENT

Program active uses in adjoining development with active uses that will enliven the edges



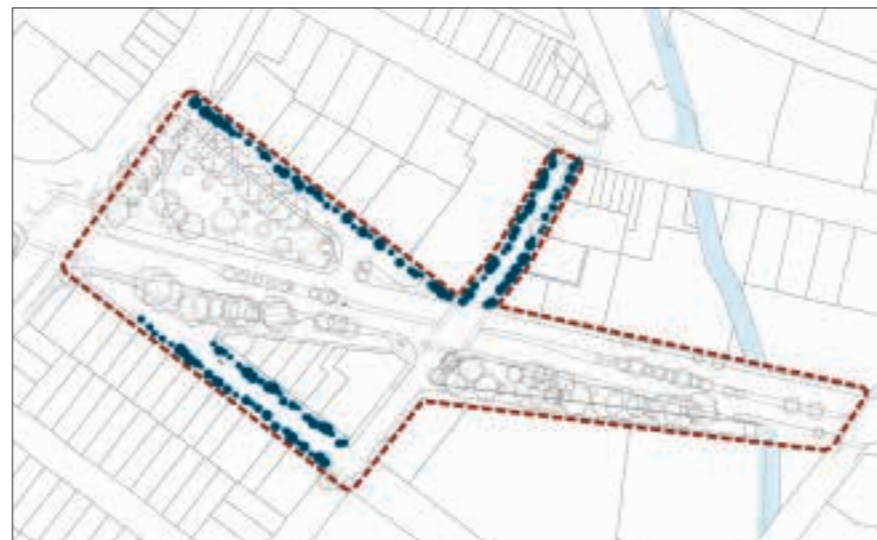
A GREEN FRAME

Complete the green frame of Birdwood Park



GREEN THE STREETS

Implement street tree planting to provide shade and amenity for pedestrians



AN ARRIVAL BOULEVARD

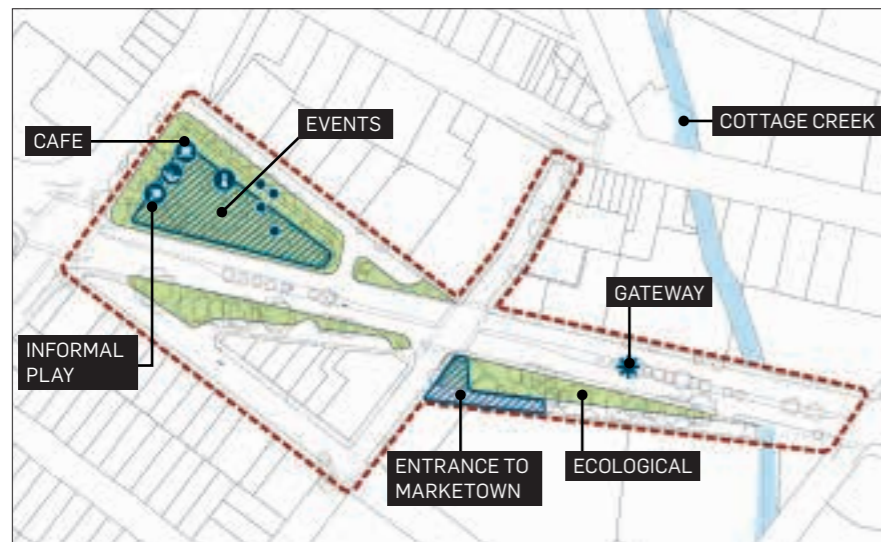
Create a City Centre Gateway through boulevard planting along King Street



3.3 PLACE MAKING

CREATE A SERIES OF DESTINATIONS

Provide a series of attractions around the edges of Birdwood Park to attract a variety of users at different times of the day and week



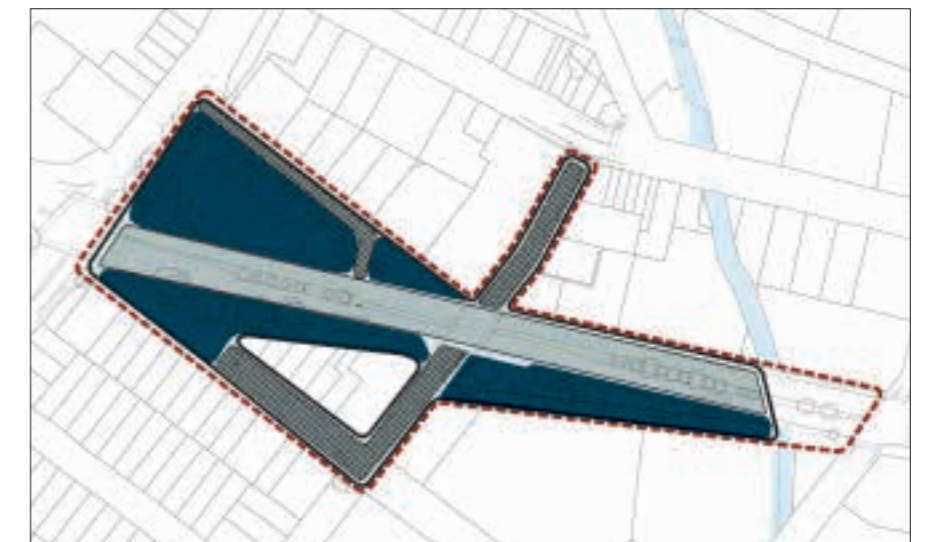
MAXIMISE AMENITY

Identify opportunities to reclaim amenity for the future heart of the CBD



A UNIFIED PRECINCT

Unite the streets, parks and shared spaces into a single precinct through a unified suite of materials



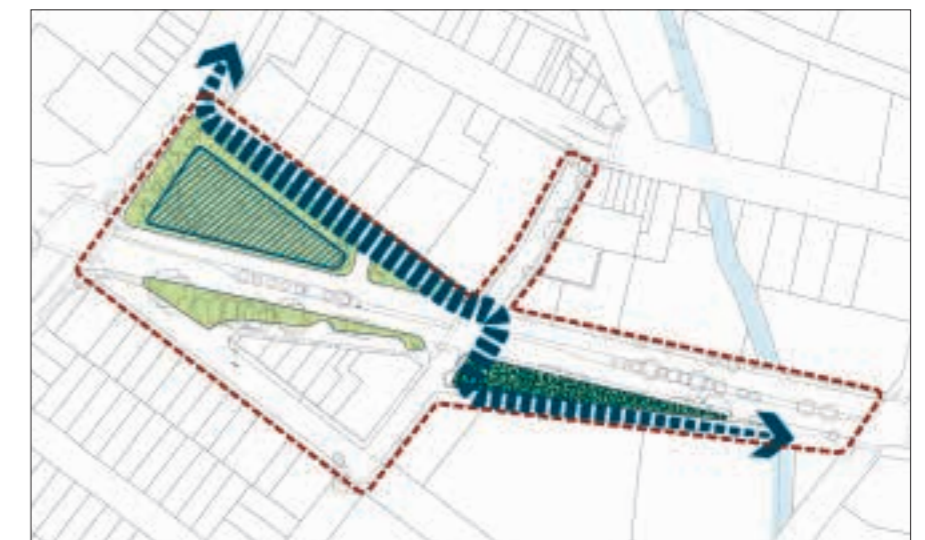
ONE BIG PARK

Reclaim the historic boundaries of Birdwood Park



CREATE DISTINCTIVE PLACES

A civic green, ecological parkland and linear creek are all connected by a people street



3.4 CREATE A SENSE OF PLACE & BELONGING

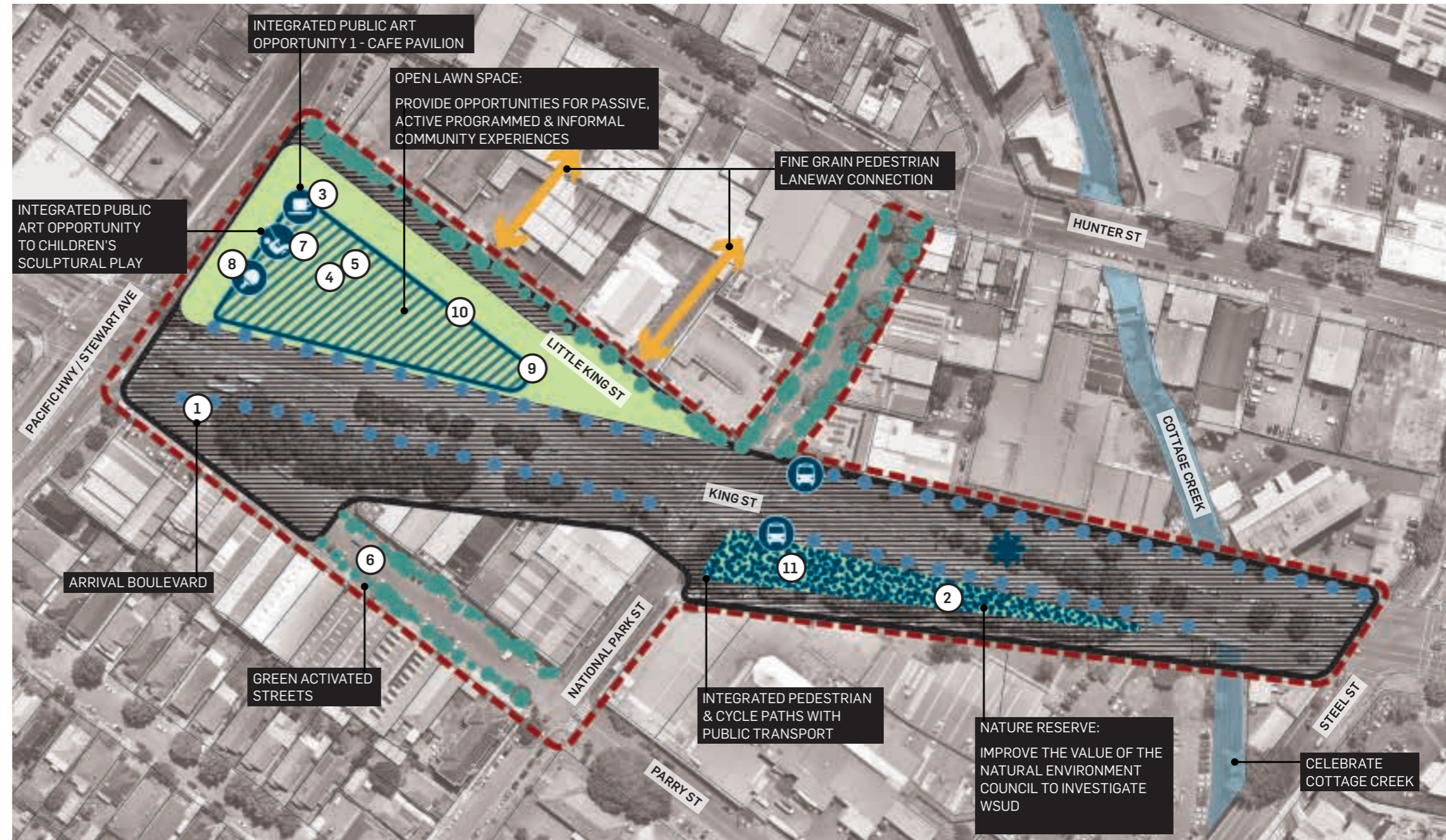


Figure 14 Preliminary sketch concept plan

3.5 PLACE MAKING PROGRAMMING OPPORTUNITIES



4.0 PUBLIC DOMAIN MASTER PLAN & FRAMEWORK

THIS SECTION OF THE REPORT DESCRIBES THE VISION FOR THE WEST END STAGE 1 PUBLIC DOMAIN AND SETS OUT THE KEY PRINCIPLES AND ELEMENTS OF THE PUBLIC DOMAIN IN A SERIES OF FRAMEWORK DIAGRAMS.

4.1 WEST END STAGE 1 – PUBLIC DOMAIN STRATEGIC DIRECTION

OVERALL PRECINCT STRATEGY:

- Acknowledge Birdwood Park as an important city park;
- Reinforce King Street as a gateway into Newcastle city centre with a strong landscape character;
- Maintain and improve cultural and heritage elements;
- Provide an urban park for the future role of West End as the city's CBD;
- Connect with the existing and future natural and green character of Cottage Creek;
- Integrate Birdwood Park and Little Birdwood Park with adjoining streets and public spaces to create a significant, cohesive design for the precinct;
- Redesign the parks and streetscapes to reinforce safety, provide clear sight lines and improved lighting;
- Identify public realm outcomes that contribute to the delivery of active street frontages;
- Furniture, materials and tree selection will deliver high quality public domain outcomes in accordance with the Newcastle City Council City Centre Public Domain Technical Manual and Street Tree Selection Manual;
- Strengthen and improve pedestrian and cycle connections between key destinations and through the park and
- Where possible decrease the amount of hard surface road and provide new landscape and pedestrian friendly spaces;
- Integrate Smart City elements into the public domain;
- Address anti-social behavior through CPTED principles.

THE BIG IDEAS:

1. **Celebrate the Past:** retain and celebrate the local heritage through artwork and interpretation;
2. **Look to the Future:** respond to the future role of the West End as a major Civic Place for the new CBD.
3. **Provide Opportunities for:** Cultural, recreational, social, leisure, environmental



Figure 15 Illustrative Public Domain Plan

4.2 ACCESS & MOVEMENT FRAMEWORK

LEGEND







-  Pedestrian Park Connections
-  Pedestrian Internal Park Loop
-  Pedestrian Enhanced Streetscape Path
-  Pedestrian Improved Street Crossing
-  Future Laneway Connection
-  Enhanced / New Pedestrian Plaza Spaces



Figure 16 Access and Movement Framework

4.3 STREET TYPOLOGIES

LEGEND



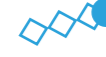


-  Gateway - King Street
-  Connection - National Park Street
-  Event - Parry Street
-  Local Access - King Street Access Streets
-  Shared Street - Access Driveway



Figure 17 Street Typologies Framework Plan

4.4 KEY PUBLIC SPACES & PLACES FRAMEWORK





KING STREET - CITY CENTRE GATEWAY:

The King Street spine marks a place of arrival. The place where you feel like you have transition from the suburban to the urban. The historic threshold to the city centre.

Key design principles include:

1. A linear gateway that the motorist will move through;
2. Avenue Tree planting;
3. Formal hedge planting to both sides of King Street;
4. Proposed smart pole lighting
5. Punctuated with large scale public art work that highlights the arrival points to Birdwood Park and Little Birdwood Park.



Key Plan

LEGEND

- | | |
|---|---|
| ① | Active play space: ping pong + sculptural play elements |
| ② | Park cafe, public toilet, council storage & Smart City communication room |
| ③ | Open lawn |
| ④ | Birdwood Park plaza |
| ⑤ | National Park Street planting upgrades |
| ⑥ | King Street Park |
| ⑦ | Parry Street landscape upgrade |
| ⑧ | King Street South shared zone |
| ⑨ | Marketown Entrance Plaza |
| ⑩ | Little Birdwood Park |
| ⑪ | Council to investigate WSUD for Little Birdwood Park |
| ⑫ | National Park Street intersection upgrade |
| ⑬ | Cycle access only |

Figure 18 Key Spaces and Place Framework Plan



3D VIEWS - AERIAL



3D VIEWS - BIRDWOOD PARK CAFE & PLAY SPACES



BIRDWOOD PARK: LOCAL URBAN PARK

A LOCAL OPEN SPACE FOR THE FUTURE RESIDENTS AND WORKERS OF THE WEST END. ONE THAT IS DISTINCTLY URBAN IN CHARACTER.

Birdwood Park will become the heart of the future West End CBD. The public realm design aims to provide a platform for cultural and civic events. The master plan will create energy by providing activities and destinations to draw people in. The design responds to the existing cultures, climate and day and night time activities and will provide physical openness and accessibility for all.

The spaces have been designed to be flexible, adaptable, activated, safe and welcoming.

Key design principles include:

1. To create a layered public realm framework that ensures the park is punctuated by a series of small, medium and large scale events. The events will encourage pedestrian movement from one end to the other, drive activation and provide the infrastructure for local activities and celebrations.
2. Design a memorable pedestrian place, defined by:
 - a. Formal avenue of shade trees (existing and proposed);
 - b. Open flexible central parkland;
 - c. Bespoke Park Café (with toilets and Council Storage & Smart City communication room) and terrace;
 - d. Central promenade with feature pedestrian scale lighting;
 - e. Feature paving that draws people through the space;
 - f. High quality furniture;
 - g. Integrated public art
 - h. Smart City elements.
3. Celebrate the heritage value of the space as a place for community gathering is retained through the creation of central open space which is flexible and usable for events and meeting spaces. Heritage trees are incorporated with new planting.
4. Provide an activated and safe environment
5. Respond to the park role as a major civic place

LEGEND

- ① Potential location for public art
- ② Table tennis pods (active space)
- ③ Sculptural play elements
- ④ Cafe + public toilets + council store room & Smart City communication room
- ⑤ Existing fig trees + perimeter planting added
- ⑥ Open green space
- ⑦ Internal park path
- ⑧ Gateway tree planting
- ⑨ Shrub planting under trees
- ⑩ Low hedge against King Street
- ⑪ Bespoke seating / benches
- ⑫ Pedestrian lighting spaced between trees
- ⑬ Proposed RMS - REF road configuration
- ⑭ Deciduous tree grove to park entry
- ⑮ Raised pedestrian crossing
- ⑯ Existing parking



Key Plan



Figure 20 Birdwood Park Concept Plan

BIRDWOOD PARK: ARRIVAL PLAZA

Birdwood Park Arrival Plaza is a transitional space from the surrounding streetscapes (corner of King Street and National Park Street) to Birdwood Park. The public domain plan will create a small-scale pedestrian plaza that incorporates public art, lighting and seating benches along the primary path into Birdwood Park.

The space is divided up into two zones that can accommodate different programs and activities.

LEGEND

- ① Raised pedestrian crossing
- ② Proposed deciduous tree grove
- ③ Birdwood Park entrance plaza
- ④ Potential location for public art
- ⑤ Existing street trees
- ⑥ Existing Melaleuca trees
- ⑦ Existing parking
- ⑧ Proposed street trees
- ⑨ Existing street trees



Key Plan



Figure 21 Birdwood Park Arrival Plaza Concept Plan



**NATIONAL PARK STREET
REVITALISATION:**

The proposed streetscape upgrades along National Park Street will provide an enhanced pedestrian amenity along this key connection back to Hunter Street.

Key design principles include:

- 1. New street tree planting and rain gardens;
- 2. Pedestrian blisters at the intersection with Parry Street;
- 3. Smart poles;
- 4. Upgraded pavements
- 5. Formalized planting at the interfaces with Birdwood and Little Birdwood Parks.



Key Plan



3D VIEWS - BIRDWOOD PARK EASTERN ARRIVAL



3D VIEWS - BIRDWOOD PARK ENTRANCE PLAZA



LITTLE BIRDWOOD PARK:

EMBRACE AND ENHANCE THE EXISTING NATIVE VEGETATION AND PROXIMITY TO COTTAGE CREEK INCORPORATE OPPORTUNITIES FOR LOCAL STORMWATER TREATMENT AND ADDITIONAL NATIVE VEGETATION.

Little Birdwood Park will become unified with Birdwood park through consistent paving, furniture, lighting and planting. The master plan proposes to remove the roadway between Officeworks and National Park Street, replacing it with an arrival plaza to Markettown providing an opportunity to activate the frontage to King Street.

Key design principles include:

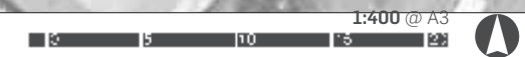
1. Improve the value of the natural environment with sustainable planting;
2. Incorporate sculptural landform, environmental artworks;
3. Formalise the arrival plaza to Markettown
 - a. Provide clear sightlines to the entrance of the shopping centre
 - b. Incorporate accent trees, seating benches and pedestrian scale lighting to the plaza
 - c. Upgrade the connection to the bus stop on King Street
4. Improve pedestrian connection to Cottage Creek and east of the creek;
5. Inclusion of Smart City elements.



Key Plan



Figure 22 Little Birdwood Park Concept Plan



PARRY STREET: CREATIVE HUB

PARRY STREET IS ALREADY A HUB OF CREATIVE ENERGY AND BUSINESSES. STREETScape IMPROVEMENTS AND IDENTIFICATION OF UNDERUTILISED AREAS WHICH COULD BECOME NEW PUBLIC SPACES PRESENT THE OPPORTUNITY TO FOSTER THIS CREATIVE ENERGY INTO THE PUBLIC REALM.

Key design principles include:

1. New street tree planting and community gardens;
2. Smart Poles;
3. Upgraded pavements
4. Reduced road surfaces that have been reclaimed as additional green parklands

The restructured street cross section provides a wonderful opportunity to close the street down to vehicular traffic for weekend markets and street festivals and celebrations.

LEGEND

- | | |
|---|---------------------------------|
| ① | Low hedge to King Street verge |
| ② | Shared pedestrian/cycle path |
| ③ | Proposed deciduous tree |
| ④ | Existing figs |
| ⑤ | Car parking |
| ⑥ | Proposed realigned intersection |
| ⑦ | Street tree planting |
| ⑧ | Shared zone |
| ⑨ | Existing trees |
| ⑩ | Proposed trees |
| ⑪ | Seating bench |
| ⑫ | Proposed street trees |
| ⑬ | Proposed pedestrian crossing |
| ⑭ | RMS proposed road alignment |
| ⑮ | Proposed taxi bays |
| ⑯ | Existing bus stop |
| ⑰ | Cycle access only |



Key Plan

Figure 23 Parry Street Concept Plan





KING STREET

PARRY STREET

NATIONAL PARK STREET

4

14

17

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3D VIEWS - PARRY STREET MARKET DAY



3D VIEWS - MARKETOWN FORECOURT & ALFRESCO DINING



5.0 DESIGN ELEMENTS





5.1 LIGHTING

NOCTURNAL PLAN

LEGEND

- ① Cafe/restaurant lighting
- ② Temporary cinema/outdoor cinema
- ③ Pedestrian lighting (4m)
- ④ Multi directional pole top lights (8m)
- ⑤ Up-lighting to public art
- ⑥ Strip lights to edge of bench seats
- ⑦ Stud lighting on edge of path
- ⑧ Cycle access only



Figure 24 Nocturnal Plan

LIGHTING CONTINUED...

The issues of safety and amenity cannot be separated. People's perceptions of safety are influenced by factors such as visual comfort, way-finding, and the ease with which objects and places can be recognised.

Good lighting should enhance the transformation from day to night. In doing this, it should produce positive changes that enrich people's experiences and enhance their comfort within of the city.

The vision for the West End Stage 1 lighting design is to include a variety of layers for lighting that covers all users of the space with a distinctive lighting design and a seamless extension of the adjacent street lighting. This will be achieved by several designed elements including:

- Smart Pole and traditional street lighting
- Up lighting of heritage trees
- Low level pedestrian scale pole top lighting
- Integrated lighting into the public domain elements (seating benches, bollards, café, art work) and
- Event lighting (multi directional pole top light fittings).



5.2 GREEN SPACE

The City of Newcastle acknowledges that trees are an important urban asset that provide environmental, aesthetic, cultural, wayfinding and economic benefits for the city centre. Trees also offer a contrast with the building facades that dominate most city streets, soften traffic noise, screen unwanted views, reduce glare and provide shade during the warmer months of the year.

The objectives for West End Stage 1 Public Domain will be to retain the existing establish Ficus Sp. Trees. These street trees are the predominant element that defines the green character and reinforces the historical Birdwood Park boundaries as well as the gateway to the Newcastle's city centre. The existing Camphor Laurel and Melaleuca sp. Will be retained and expanded upon within Little Birdwood Park.

Water Sensitive Urban Design planter beds will be integrated into Little Birdwood Park and along National Park Street. These planter beds will improve the streetscape and treat as much storm water collection as possible before it enters the adjacent Cottage Creek.

All proposed trees species will be selected in accordance with the NCC Newcastle Street Tree Selection Manual. To ensure the 'right tree is planted in the right place'.



5.3 FURNITURE

The City of Newcastle Public Domain Technical Manual (2014) identifies the need for a coordinated suite of furniture for the city centre public domain. Distinctive areas have been identified in the manual to allow for bespoke seating to be installed to express the special nature key spaces within the city centre.

West End Stage 1 will have a site specific seating benches, raised seating platforms, outdoor tables, play equipment and multifunctional sculptural play elements that will provide for individuals and groups of peoples.



5.4 SMART CITY ELEMENTS

The City of Newcastle is an emerging smart city and we are looking at ways to introduce new digital initiatives to our city centre. West End Stage 1 Public Domain Plan will include digital initiatives, such as public wi-fi, smart information panel, smart bin, smart lighting, mobile parking app, and smart crime prevention technology.

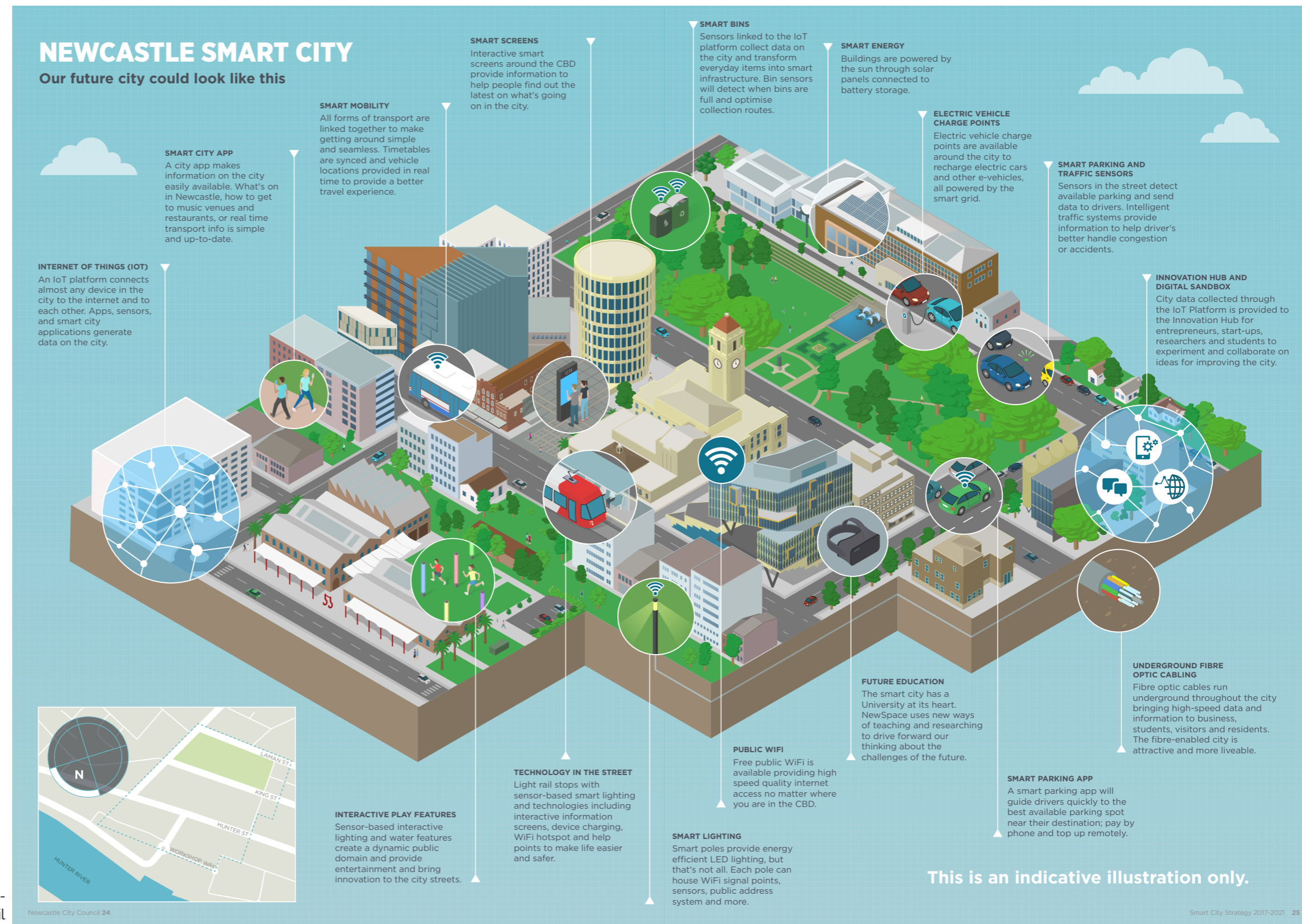
Integration of technology into Birdwood Park and Little Birdwood Park will provide a demonstration project enabling residents and visitors to interact with and experience the benefits of smart city technologies. Smart city initiatives form a key role in enabling urban liveability, cultural activation and economic development for the city centre.

5.5 INTEPRETATION

The integration of smart city technology into Birdwood Park and Little Birdwood Park will provide a platform to tell stories about the local history of the site.

Smart phone apps will be able to communicate both the history of the site along with future public events and celebrations.

Source: Draft Smart City Strategy 2017 - 2021, Newcastle City Council



This is an indicative illustration only.

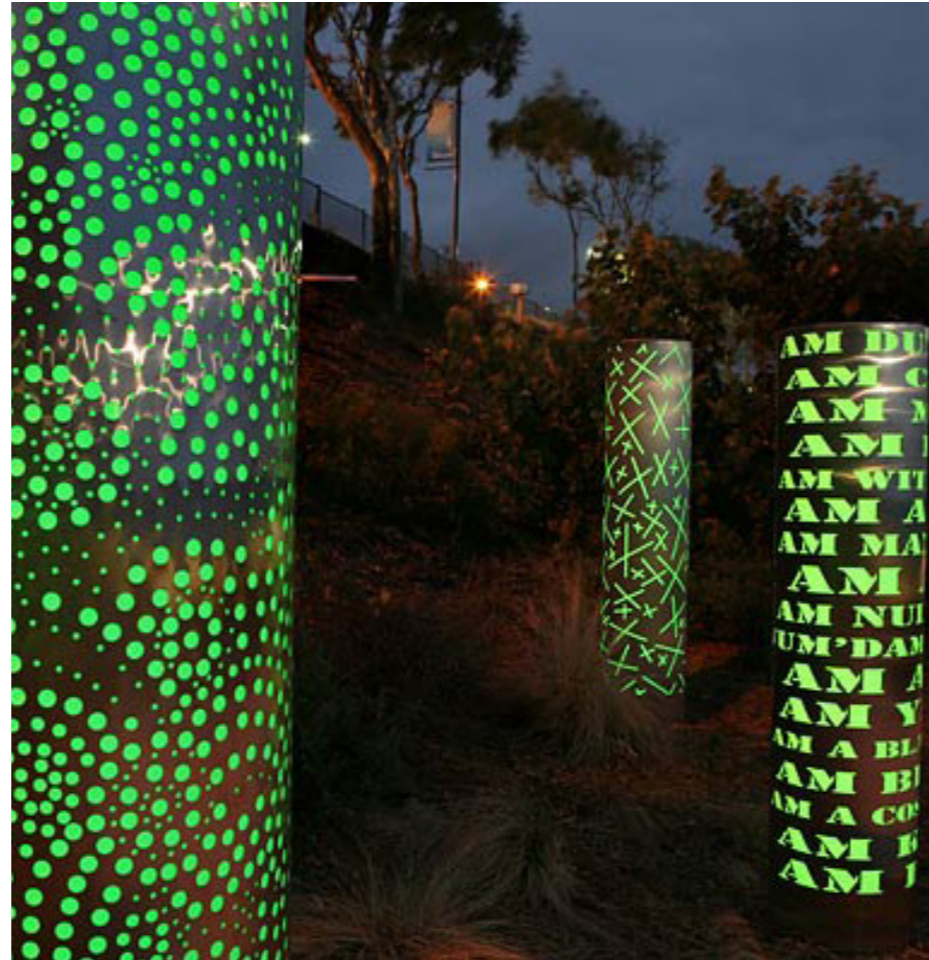
Newcastle City Council 24

Smart City Strategy 2017-2021 25

5.6 PUBLIC ART

The City of Newcastle recognises the cultural and economic benefits that flow from integrating public art into the urban fabric. The overall public art role within our city centre will range from high quality bold works on a large scale to small intricate or delicate works that add texture and intimacy to the urban experience. Public art will create opportunities to integrate a cultural layer into the city centre and enhance and strengthen wayfinding cues for people to navigate through our city with ease.

Birdwood Park and Little Birdwood Park has been identified in the Newcastle Urban Renewal Strategy (2014) and the City Centre Public Domain Plan Technical Manual (2014) as a distinctive place that will incorporate seamless public art into the design of the public domain.



5.7 EVENT OVERLAYS

Events and festivals add to the vibrant atmosphere, cultural layer, activation and in the promotion of the city centre. Events and festivals also bring big economic benefits to businesses in the retail, hospitality and tourism sectors for our city centre. Events also provides engagement of the wider community to create a safe, accessible and people friendly environment for all.

BIRDWOOD PARK EVENT OVERLAY

Birdwood Park has featured prominently in the city's history for hosting circus's, carnivals, charity events, picnics and other social activities (including industrial and socio-political rallies and gatherings during the 1940s, in particular during the 1949 Coal Strikes). The design proposals will facilitate opportunities for passive, active, programmed and un-programmed cultural events.



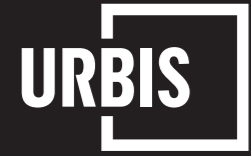
Figure 25 Birdwood Park - Event Overlay Concept Plan

PARRY STREET EVENT OVERLAY

The restructured street cross section of Parry Street provides a wonderful opportunity to close the street down to vehicular traffic for weekend markets and street festivals and celebrations.



Figure 26 Parry Street - Event Overlay Concept Plan



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