

# KILCOY STREETSCAPE

## REVITALISATION

MASTER PLAN REPORT

December 2023



# Acknowledgement of Country

Our team acknowledges the important role Aboriginal and Torres Strait Islander people play within the design, arts and placemaking community.

Our team acknowledges the Jinibara people, the traditional owners of the unceded lands on which the Kilcoy Streetscape Revitalisation project stands.

We acknowledge their continuing connection to the land, sea and community, and pay our respects to Jinibara peoples' lore, culture, customs and creation spirits.

We pay respect to their elders and community leaders past, present and emerging.

“ We go back to some streets more often than others... Maybe a street unlocks memories, or offers expectations of something pleasant to be seen, or the possibility of meeting someone old, or someone new... Because some streets are more pleasant than others, we go out of our way to be on them. ”

- Allan B. Jacobs, "Streets: Old Paradigm, New Investment"

Prepared for



Project Team



AECOM Australia Pty Ltd



Four fold Studio

Quality Information

### Revision History

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All plans, sections, perspectives and imagery contained within this report are indicative artists impressions to illustrate conceptual ideas only and are subject to further stakeholder consultation, detailed design and approvals.

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# Introduction

## MASTER PLAN

Kilcoy has an interesting past – but an even brighter future full of opportunity.

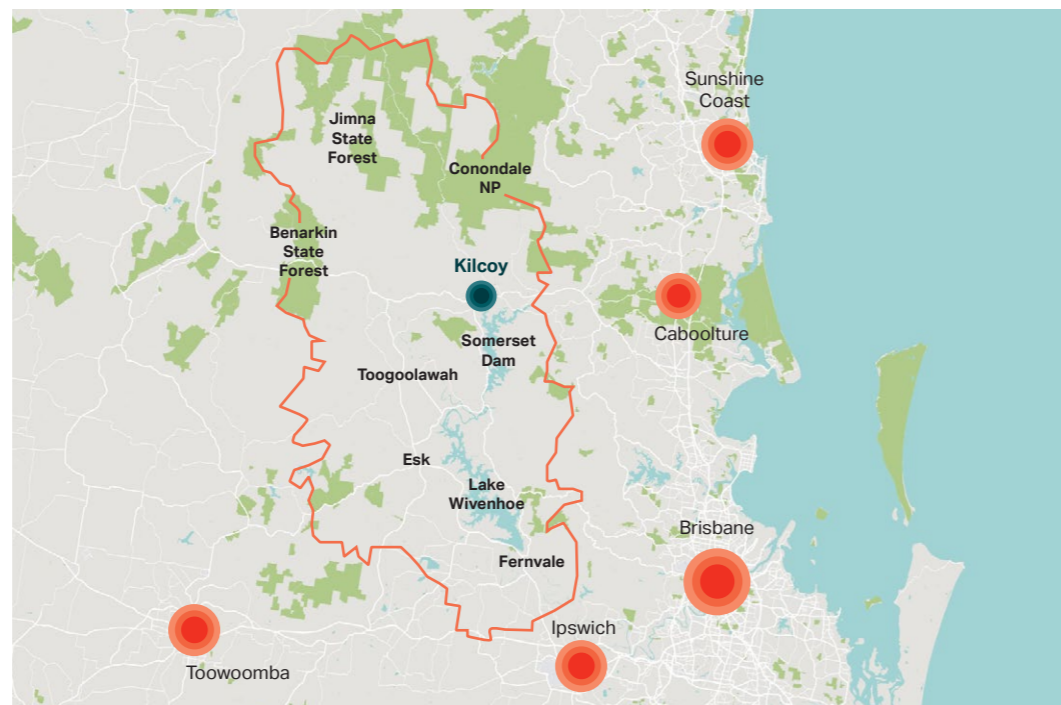
Somerset Regional Council (Council) embarked on a collaborative process with the Kilcoy community to transform the identity, character and quality of the town centre and leave a lasting positive legacy. This approach allowed time for the Council and community to co-define the challenges and opportunities and co-design an aspirational vision and master plan that creates a distinctive and attractive place that supports local businesses and attracts locals and visitors to stop and stay longer.

The Kilcoy Streetscape Revitalisation Master Plan Report defines the critical issues for Kilcoy and provides a clear and compelling rationale for the proposed changes to the town centre. The master plan illustrates the long-term vision and specific initiatives that promote the gateways and sense of arrival, provide a new town green to act as a central heart and shady, green and safe connections designed with people in mind.

This shared vision and master plan provides a foundation for the Council, business owners and residents to work together to implement the priority outcomes in a staged and sequenced way for the benefit of Kilcoy.

## LOCATION

Kilcoy is situated at the gateway to the Somerset Region. Its located on the D'Aguilar Highway, 94 kilometres north west of Brisbane, 49 kilometres west of Caboolture. It has a rural setting with natural features including the Lake Somerset to the south and Conondale National Park and Jimna State Forest to the north and Benarkin State Forest to the west.



Kilcoy Location Map



Kilcoy Town Centre

## LEGEND

- 1 William Butler clock tower monument
- 2 Kilcoy Sports Centre
- 3 Kilcoy Visitor Information Centre
- 4 Kilcoy Aquatic Centre
- 5 Kilcoy State School
- 6 Bus Stop
- 7 ANZAC Park
- 8 Silky Oak Park
- 9 Yowie Park
- 10 Post Office
- 11 Ambulance
- 12 Medical Centre
- 13 Kilcoy Library
- 14 RSL and Memorial Hall
- 15 Police
- 16 Free 20 hr camping
- 17 Aston Park
- Public toilets
- Study Area

# One Understanding Kilcoy



## 1.1 About Kilcoy

Understanding Kilcoy in its broader context, including its people, employment, industries and relationship with other places in the region provides valuable insights into the drivers for the future and opportunities that can be leveraged.



**836**  
Private Dwellings with an average number of 2.6 people per household



**1,996**  
Population



**\$450,000**  
Median house price



**38**  
Median age



**49.3%**  
of Somerset residents travel outside of the region for work



**Cultural Diversity**  
English (32.0%)  
Australian (30.8%)  
Filipino (20.1%)



**35.4% employment in the Meat Processing industry**  
Other Key Industry of Employment includes: Beef Cattle Farming 2.5%, Aged Care Residential Services 2.5%, Primary Education 2.3%

REFERENCE: ABS 2021 Statistics.  
Website: <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL31527>

# 1.2 A Rich History

The township of Kilcoy resides within the Somerset Region. The area has strong ties to agriculture, environment, heritage and tourism, contains important vegetation and forest, areas of high scenic and landscape amenity and hosts key water catchments for southeast Queensland.

Kilcoy sits in the heartland of the Jinibara people, a traditional name derived from the Jini or lawyer cane that grows on Mount Kilcoy. The language of the region is Duungidjawaund which covers part of the Somerset and Moreton Bay region.

In 1841 Evan MacKenzie from Kilcoy, Scotland, began grazing sheep in the area with his brother, Colin MacKenzie, and together they ran the Kilcoy Station. The property changed hands several times before Louis Hope became sole owner of Kilcoy Station, where he lived until 1900.

The township of Kilcoy was surveyed and the first parcel of land was sold in 1888. Four years later the Post Office was opened, under the name of Hopetoun Post Office, after Louis Hope. The township was known as Hopetoun until 1908 when it reverted to the original name of Kilcoy.

On the 22nd February 1912, Kilcoy Shire Council was formed and remained in existence until amalgamation with Esk in 2008.

The Post Office, the Exchange Hotel and the Clock Tower are some elements of the town from those early days that are still very evident today. However the Victory Theatre a long standing landmark burnt down in 1980. In October 2019 the town celebrated the 100th anniversary of the William Butler Memorial Clock. Butler was manager of Kilcoy Station in 1871 and was known as "The Grand Old Man." He was reportedly respected by local Aboriginals, and nearby Winya (now the name of a nearby town) is the name they used for him.

The town was once connected to Brisbane via the Caboolture rail line, opening in 1913 and operated until the 1960's. The railway was responsible for hauling much of the primary goods produced in the region and was a lifeline until the advent of the motor vehicle and connected highways.

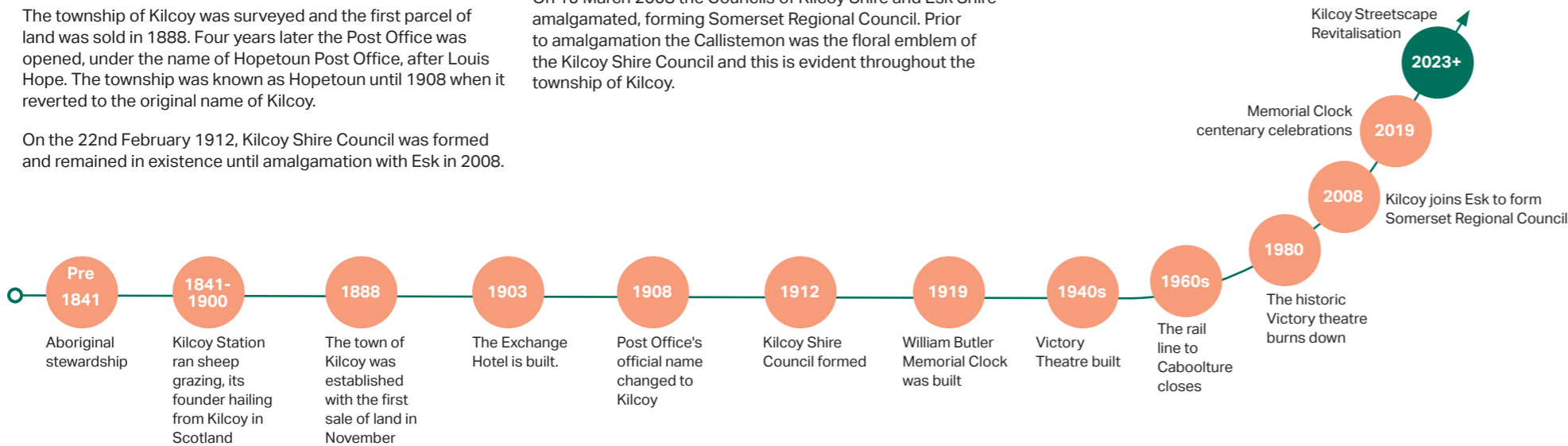
On 15 March 2008 the Councils of Kilcoy Shire and Esk Shire amalgamated, forming Somerset Regional Council. Prior to amalgamation the Callistemon was the floral emblem of the Kilcoy Shire Council and this is evident throughout the township of Kilcoy.



The William Butler Clock Tower looking East on William Street.



Kilcoy Post Office and horse drawn mail coach.



Kilcoy Station from Rose Street

# 1.3 Site Appreciation

The Kilcoy town centre has a rich heritage and character with a thriving local resident and business community that provides a robust foundation for revitalisation. The photos in this section identify the unique features to be enhanced and key issues that need to be addressed as part of the master plan. Notably, there is a need to address the dominance of car and truck movements on the D'Aguiar Highway and improve town life for the locals and visitors.

## FEATURES



The Yowie is a strong part of Kilcoy's identity



Place making through stories, providing users with a richer experience



Historic buildings provide a strong street character



The bus stop area has potential as a town park



Kilcoy's rural context provides the town with a country character upon approach



Historic clock tower presents an opportunity as a focal point and place to activate



Public realm, streetscape and placemaking upgrades can help to create a more vibrant place



Yowie Park is very popular with tourists and residents

## ISSUES



Arrival into Kilcoy lacks gateways



Cattle trucks dominate the street



Underused space in the town centre presents opportunities to create new places for people



Truck and RV parking is lacking



Recent road upgrades are vehicle focused and present opportunities for pedestrian friendly improvements



Wide road reserves present opportunities to integrate shade and create new places for people



Improving walkability and the pedestrian environment will benefit visitors



Aston park and ANZAC park are underutilised as open space and for RV use

# 1.4 Site Analysis

## THE STREETScape REVITALISATION SITE ANALYSIS OF KILCOY

The streetscape site analysis plan is a strategic assessment of Kilcoy's existing physical, social, and environmental attributes.

This evaluation informs the design process of streetscapes, considering factors such as traffic flow, pedestrian movement, land use, historical context, natural elements, and infrastructure.

By scrutinising these elements, the plan identifies opportunities and challenges, guiding the formulation of effective design solutions that align with the community's needs and aspirations.

The analysis lays the foundation for a thoughtful and contextually sensitive streetscape design that maximises functionality, aesthetics, and the overall improvement of the public realm in Kilcoy.

## FINDINGS

The site analysis identified that Kilcoy has a topological level difference of approximately 20m from its highest point to the west, at the intersection of William Street and Rose Street, down to its lowest point to the east, along the Seib Street interface with the Kilcoy Creek. This level change creates an opportunity to capitalise on the views and vistas both internally and externally to the Kilcoy master plan study area.

There is a hierarchy of traffic movement through Kilcoy, with a highway that meanders through the town centre of the town. The D'Aguiar Highway is a State controlled road which means that it is outside of Somerset Regional Council's jurisdiction. All items related to speed, traffic calming, pedestrian crossing require discussions and approval from the relative State agencies.

The Somerset Regional Council Planning Scheme identifies a number of land use zones within the study area. It is important to note that not all land owners have adopted these land uses and the area still reflects the existing site use, primarily residential.

Importantly the area around Kilcoy Creek is flood affected and the flood hazard and resilience of these spaces need to be considered in the master plan.

There are a number of public amenities located within the study area, inclusive of from public toilets, open space parkland and streetscape meeting points.

## SITE ANALYSIS PLAN

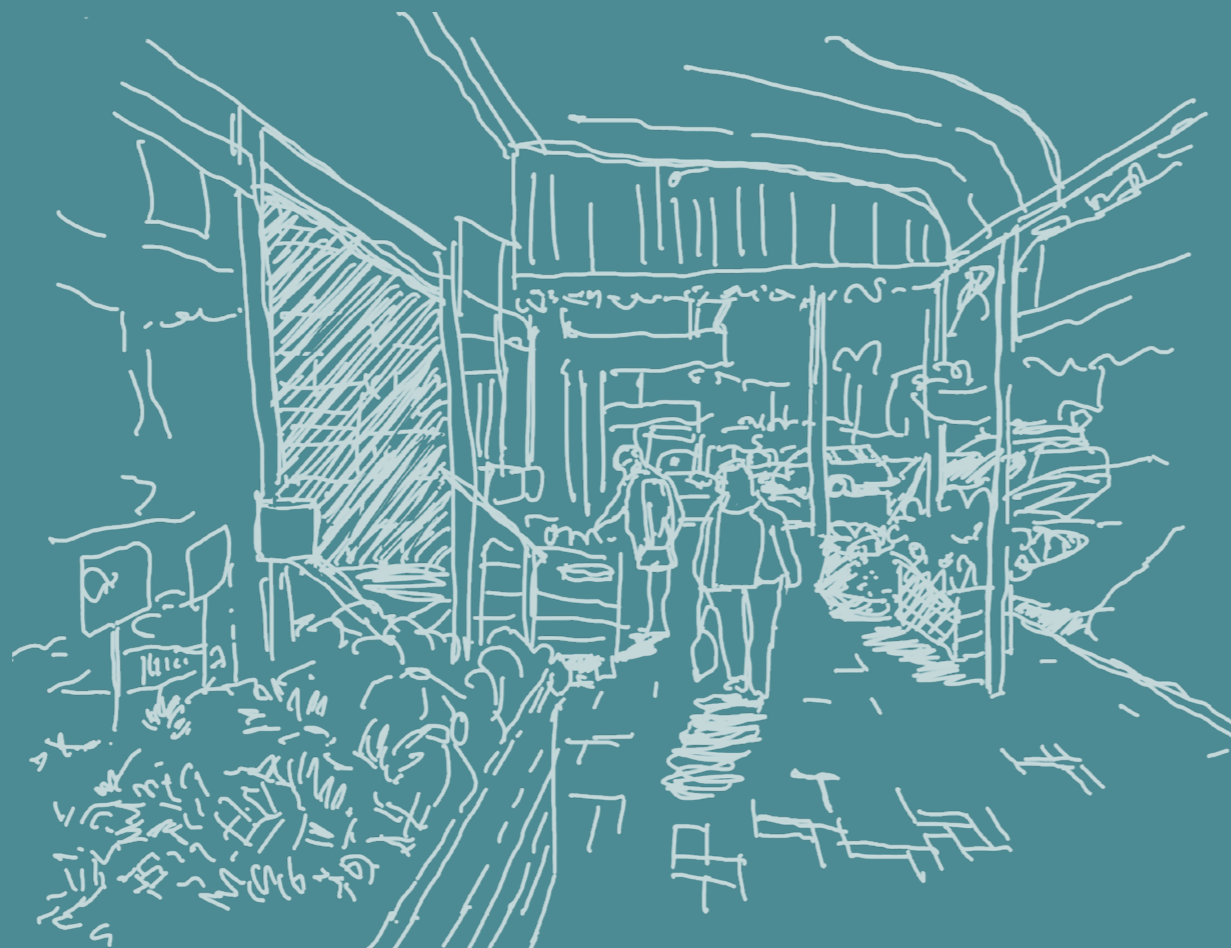


### LEGEND

- Views and vistas
- Topography (10m contours)
- Prevailing wind
- Public toilet
- Significant trees
- Movement**
  - Highway
  - Local Road
  - Footpath
  - Pedestrian refuge
- Planning Scheme Zoning**
  - Centre
  - General Residential
  - Community facility
  - Recreation and Open Space
  - Study Area



# two Engagement Outcomes



## 2.1 Engagement Process

Community engagement underpinned the project and the approach provided opportunities for local residents, workers and business owners to co-define the challenges and opportunities and co-design the vision and master plan.

The engagement activities occurred between May and September 2023, allowing sufficient time to raise the profile of the project and ensure the community had opportunities to 'have their say'.

The engagement program was divided into two phases and there were several community and stakeholder touch points. They included:

### PHASE 1 Place Positioning + Engagement

- Online engagement #1
- Trader door knock
- Stakeholder breakfast
- Market pop-up #1
- Co-design workshop

### PHASE 2 Master Plan Development

- Online engagement #2
- Market pop-up #2
- Final community feedback session

For further details on the engagement process, refer Appendix B.



Counsellor briefing



Market pop up #1



Business breakfast



Co-design workshop



## 2.2 Engagement Findings

This section provides a summary of the engagement activities and the valuable feedback we heard that helped to shape the master plan.

### PHASE 1 Place Positioning + Engagement

- Trader door knock**  
 Date: 10th May 2023.  
 During the trader door knock, the team visited over 20 local traders. The trader door knock was primarily an opportunity to build rapport with local business owners and to invite them to attend the breakfast. It was also an opportunity to promote the online engagement.
- Online engagement #1**  
 Date: 10th of May -10th of June 2023.  
 The Online Engagement #1 was hosted via council's website in the form of a survey. It featured 10 questions and the survey was open from the 10th of May to the 10th of June. The online survey was promoted to local school students. Over 150 responses were received, inclusive of Year 12 and 8 students in the area. This information is of significant value to the project team in terms of understanding the perspective of the region's youth, a demographic group traditionally under-represented in traditional engagement processes.

#### KEY FINDINGS

- Top 4 reasons for visiting Kilcoy were:**
  - I live here (80%)
  - I do my shopping here (51%)
  - I eat here (44%)
  - I enjoy parks and open space (42%)
- Kilcoy's main assets are:**
  - Kilcoy's strategic position close to natural assets
  - Yowie theme and town identity
  - Local history and signage strategy
  - Great places to eat and gather
  - Local, friendly and proud community

- Stakeholder breakfast**  
 Date: 23rd of May 2023, held at the Kilcoy Visitor Information Centre. Approximately 35 people attended this session including local businesses, stakeholder groups, Councillors, Council staff and members of the community. The breakfast ran for 90 minutes and served to clearly introduce the project and explore aspirations for the future.
- Market pop-up #1**  
 Date: 27th of May 2023, at the monthly Yowie Markets. Members of the project team were available for the duration of the markets from 7am-12:30pm. The pop-up featured a number of activities encouraging community to share their thoughts and ideas. Over the course of the day the team had more than 50 conversations with interested stakeholders who were visiting the markets along with stall operators.

#### KEY FINDINGS

- Kilcoy's main opportunities are:**
  - Increasing amount of parking, including disability options
  - Create safer road crossing points using features like refuge islands
  - Reduce the speed through town and/or divert truck route
  - Increased signage and wayfinding elements.
  - Increase accommodation options, such as B&B's
  - Create a caravan/RV park with facilities.
  - Increase trees and greenery through town, features like hanging baskets.
  - Places to sit
  - Businesses open longer, encourage some to open on a Sunday

- Co-design workshop**  
 Date: 7th of June 2023. The Co-design workshop was an important touch point, were over 40 attendees representing a variety of local backgrounds participated. This session was an opportunity to unpack the ideas and aspirations gathered to date and to start looking at way this information could be translated through on the group improvements.

#### KEY FINDINGS

- All groups identified key gateways as D'Aguiar Highway near Seib Street as well as Kennedy Street**
- The town heart was identified as D'Aguiar Highway / Hope Street precinct. This area contains the aquatic centre, sport facilities and Yowie Park. Another area was the D'Aguiar Highway / William Street precinct. One group suggested that this area as a visitor heart rather than local**
- In terms of key destinations, common selections were the visitor information centre, The Exchange Hotel, The Stanley Hotel, Kilcoy Quality Meats, CJs Pastries, Coff & Co and Yowie Park.**
- Core precincts were marked along William Street, Mary Street through town and to the south**
- Key linkages predominately focused on the D'Aguiar Highway. Conversations were had around how young people move around the street and that walking to school is popular in Kilcoy**

### PHASE 2 Master Plan Development

- Online engagement #2**  
 Date: Open from the 24th of July -11 of August 2023.  
 Was hosted via council's website in the form of a survey. It featured a number of questions with supportive imagery to depict key messages of the draft master plan. There were 40 survey responses, with responses suggesting a medium level of support for the master plan.

#### KEY FINDINGS

- Support for increased greenery and streetscape amenity. It was suggested that there could be more done to increase colour and vibrancy throughout the design including through planting**
- Support for dedicated RV parking, however some suggested that it may not be in the best place (proximity to amenities and shopping)**
- Room for improvement around the proposed reduction of parking spaces, with many noting that finding a park is already a challenge**
- Concerns expressed toward tree build outs reducing parking spaces and potentially impairing truck and vehicle visibility**
- Concerns that the master plan provides insufficient number of crossings on Mary Street, having an impact on pedestrian safety while crossing on Mary Street**

- Market pop-up #2**  
 Date: Held on 29th of July 2023, held at the monthly Yowie Markets.  
 Members of the project team were available for the duration of the markets from 7am-12:30pm. The focus was to drive interest in the Draft Master Plan, answer any questions relating to it and drive traffic through to the "Have Your Say" survey. Overall engagement was positive with familiar faces stopping by to give their general approval of what they have seen. This was combined with a good cross section of the community, that we had previously not spoken to at past engagement sessions.

#### KEY FINDINGS

- The most talked about aspects of the Draft Master Plan were:**
  - Walkability - The community really like the idea of a town park and how it simplified the network of roads and traversing footpaths
  - Crossings – The amount, type and locations of crossing was discussed keenly
  - Street nooks and build outs – The introduction of seating and shade trees were very popular
  - William Street Service Rd (North) - The removal of the entrance and replacement with planting to William Street service Rd (north) was again very popular

- Final community feedback session**  
 Date: Held on the 14th September 2023 in Kilcoy. This was the final engagement touch point. The purpose of the workshop was to present the draft master plan to the community in further detail, and in alignment with the feedback received through the survey. It provided an opportunity for the community to share further feedback on the draft, specifically their areas of support and areas of concern. The workshop also served to assist in planning for the next steps, including what actions should be taken to amend the plan in alignment with stakeholder feedback.

#### KEY FINDINGS

- Overall positive support for the master plan on an whole;**
- Areas of support;**
  - Greenery - Support expressed toward tree lining of streets, providing shade and the increase in overall greenery within the town centre
  - Car Parking - Support expressed for parallel parking as a safe option as well as the inclusion of space for RVs
  - Eastern Gateway - Support expressed for the Eastern Gateway, noting it as an area of priority
- Areas of concern;**
  - Car Parking - Concern expressed toward the loss of car parking with a request for a return to 45-degree parking
  - Accessibility/ Visibility - Concern expressed toward access from RV parking to shops and amenities, as well as visibility screened by trees

# three A Vision for Kilcoy



## 3.1 What Makes a Great Place?

“Footfall is key to achieving thriving, successful town centres” (National Review of Town Centres External Advisory Group Report, 2013). The best way in which footfall can be achieved is through residential activity. People living in town centres activate its shops and facilities and generate a vibrant life within the town centre both day and night.

Australian studies conducted by Mike Cullen in 2012 found that:

- The highest retail rents are found in high streets and not in malls;
- If a high street has the same foot traffic as a mall it generally out performs the mall;
- Streets encourage and promote entrepreneurship and incubator businesses to a greater degree than malls;
- Even if the retail space is the same, high streets provide more employment opportunities than malls;
- Town centre retail delivers between 2 to 5 times more non-retail employment than that of malls; and
- Streets activated by retail attract high value non-retail businesses and entrepreneurship

### BUT KILCOY IS A RURAL TOWNSHIP

While we recognise that Kilcoy is a rural township, and the main street is not envisioned as a 'high street,' it is important to note the value that effective and vibrant streets offer.

The Project for Public Spaces is a non-profit organisation based in New York. Led by Fred Kent, they provided planning, design and education on strengthening communities through the creation and maintenance of public spaces.

Kent has defined the tangible and intangible elements that

typically characterise a place in terms of 4 areas;

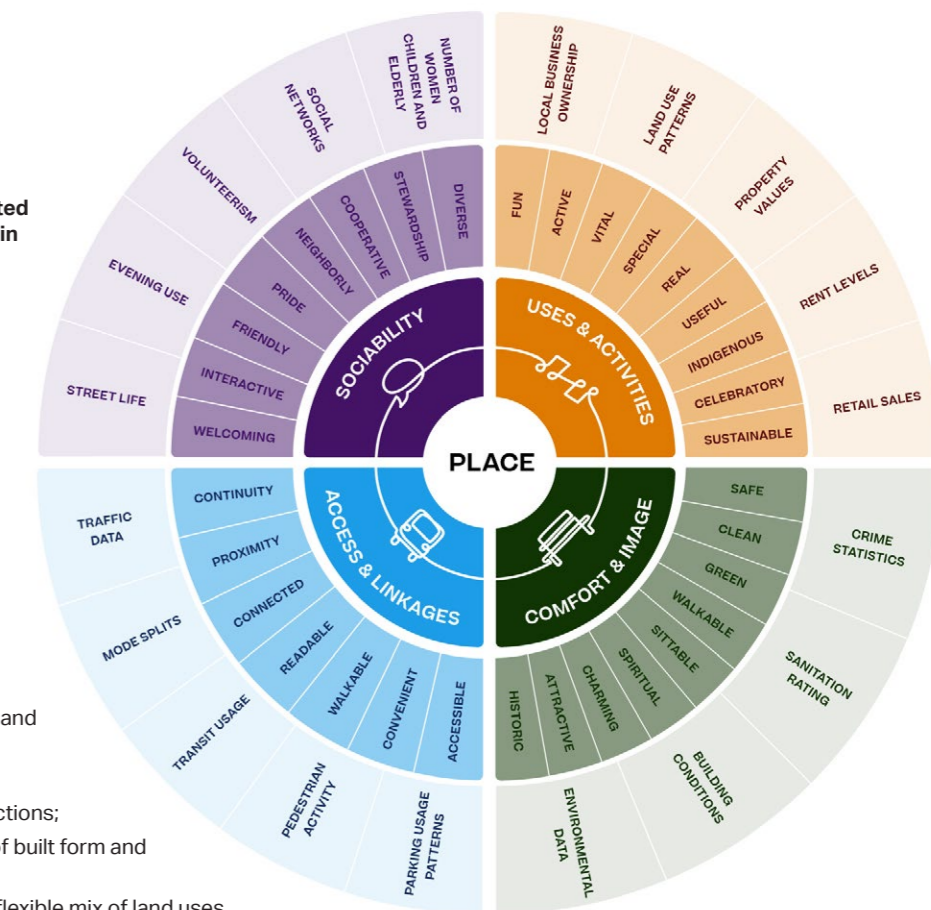
- Sociability (intangible);
- Uses and Activities (tangible);
- Comfort and Image (intangible); and
- Access and Linkages (tangible).

**What is important is that tangible and intangible elements can be differentiated but that both are of equal significance in making a place work.**

The key attributes that make for a successful place are defined in relation to these 4 main elements.

This framework has informed the approach taken in evaluating the revitalisation and public design opportunities for Kilcoy. The following Design principles underpin the vision for Kilcoy:

- Walkability – safe, attractive, comfortable (shade/shelter) people-oriented and multi modal routes;
- Accessibility;
- Diversity – of uses, activities, places and destinations;
- Safety – traffic and personal;
- Legibility – signage and clear connections;
- Sense of place/identity - character of built form and heritage, views and vistas; and
- Vibrant and economically resilient – flexible mix of land uses



## 3.2 Vision

### A VISION FOR KILCOY

Developed in partnership with the local community and stakeholders, the Vision sets the scene for the identity and experience of Kilcoy in the future.



#### VISION:

*Kilcoy is a welcoming rural town that sits at the doorstep to the Somerset region and exemplifies all that the region has to offer. The town centre is a vibrant place for people and business framed by green parklands and active community destinations that are linked by shaded and safe streets and pathways. Its unique identity and rich heritage is told through the character of the place and community events that are engaging for locals and visitors alike and ensure it's a place that people are proud of and want to spend time in.*



Gateway to Region



Scenic Nature



Rural Township



Community Pride and Ownership



## 3.3 Design Objectives

The Vision is supported by four design objectives that provide focussed and measurable outcomes for the proposed revitalisation.

1

### A place of celebration

The Kilcoy community is proud of their town and identity. The streets are rich with local history and heritage, embedded in both literal and creative ways. These moments of discovery and surprise create a positive experience for locals and visitors alike.

2

### Green and Cool

Kilcoy is transformed through the introduction of street trees and landscaped areas providing green, cool and shaded connections that enhance the rural identity of the town centre and provide for comfortable journeys. The greening also strengthens the links between the main street and surrounding parks that frame the town centre.

3

### A must-stop destination

Kilcoy is perfectly positioned as a gateway to the Somerset Region and its treasured natural assets whilst also being a destination in its own right. The town centre is highly accessible and provides for easy walking and parking for locals and visitors to access services and businesses while also accommodating convenient parking for RVs and larger vehicles.

4

### Places for people

Kilcoy provides places for people by creating generous footpaths, wayfinding signage, safe road crossings and interesting public spaces and civic heart for locals and visitors to gather. The master plan balances the vehicular movement function of the D'Aguilar Highway and ensures that the impacts are ameliorated.

# four Master Plan



## CHILDERS STREETScape PROJECT

Childers is a rural centre with approximately 1,638 people in the southern hinterland of the Bundaberg Regional Council area. The town centre provides a range of business, retail and employment services set amongst the historic streetscape. The Bruce Highway runs through the town and supports the expansion of export opportunities for local food and manufactured products and its capacity to attract and service tourists and business travellers.

The Childers Streetscape Project has been carried out using a staged approach over a fifteen year period and has enhanced its reputation as an attractive country town. The final \$1.2 million section of the streetscape project was completed in late 2015 with the final line marking, directional signage, installation of footpath furniture and garden beds providing the final polish to a job that has attracted positive community and trader feedback. The upgrade to the Childers CBD had seen Council deliver a transformation of the streetscape to recapture its heritage, coupled with modern characteristics.

In addition to the streetscape project, a new playground and recreational area was also provided with the inclusion of earthworks, paths, a single set of swings, a barbeque and two covered picnic shelters.

The Childers Streetscape Project was identified by the local Chamber of Commerce with the primary aim of attracting

visitors and also providing additional facilities for local residents. The project received joint funding from the State Government and Bundaberg Regional Council. The State Government contributed \$500,000 to the final design stage of the project with the Council meeting the remaining \$700,000 of cost for the project. The local Chamber and traders in the town centre have long petitioned to have the area upgraded from both a safety and beautification perspective. The total cost of the project amounted to more than \$3 million.

### Learnings for Kilcoy

- The local chamber of commerce in partnership with local traders played a critical role in identifying the need for the streetscape works and petitioning the project to go ahead.
- The project delivered positive outcomes both in terms of practical safety for pedestrians and motorists as well as using landscaping interventions to enhance the appearance of the streetscape.



Childers (Source: Bundaberg Regional Council)



Childers (Source: Bundaberg Regional Council)

## A Case for Change

# 4.1 Framework

## OVERVIEW OF THE FRAMEWORK

In order to achieve the vision, the master plan has identified key ideas and initiatives that will transform the town centre. The framework groups these ideas and initiatives thematically to clearly illustrate the outcomes and benefits. These include:

- **Precincts and Connectivity:** provides a conceptual understanding of the main precincts and destinations in the town centre and benefits of connecting them via the street and park network
- **Access and Movement:** provides for a highly legible pedestrian and cycle network connecting the key destinations and improving safety and wayfinding
- **Software and Place Activation:** provides opportunities for interpretative signage and temporary events to celebrate the place
- **Streetscape and Public Realm:** provides opportunities for new public spaces, streetscape upgrades and planting that highlight the civic heart, arrival points and gateways and enhance the overall identity and character of the town
- **Parking:** provides for the location and type of parking to address the needs of residents, businesses and visitors to Kilcoy.

For further details on the framework analysis, refer Appendix B.



- Precincts and Connectivity**
- Civic Core Precinct
  - Parks Precinct
  - Role and function of Aston Park:
    - passive surveillance
    - activation
  - Community Precinct
  - Connectivity



- Access and Movement**
- Pedestrian crossing
  - On road cycle lane
  - Pedestrian paths
  - Gateways



- Software and Place Activation**
- Small event
  - Street Festival/Markets
  - Heritage/audio trail with QR code linking to an immersive virtual reality or audio trail (i.e.: locals and elders telling stories of the Kilcoy now and past, stories of country) \*Indicative locations



- Streetscape and Public Realm**
- Main Street upgrades
  - Buffer planting
  - Residential zone upgrades
  - Local streets:
  - Town Park
  - Street nooks: places to meet, sit, pause, observe
  - Minor place moment
  - Amphitheatre/stage for small events (Option 1 in Aston Park, Option 2 in Yowie Park)



- Parking**
- Bus stop
  - Truck Parking
  - RV Parking
  - New on-street car parking
  - Motorbike Parking

# 4.2 The Master Plan

## THE STREETScape REVITALISATION MASTER PLAN FOR KILCOY

The streetscape master plan is a comprehensive urban design strategy that has envisioned the aesthetic, functional, and social enhancement of Kilcoy's town centre streets and public spaces.

It outlines a cohesive vision for the physical environment, encompassing elements such as street verges for pedestrian movement, parking, trees and planting, wayfinding, signage, street furniture, and overall layout.

This plan integrates considerations for pedestrian safety, accessibility, sustainability, and cultural identity, fostering a harmonious blend of urban life and infrastructure.

By balancing the needs of mobility, commerce, and aesthetics, the streetscape master plan for Kilcoy strives to create a vibrant, people-centric environment, that encourages community interaction, economic vitality, and an improved quality of life, for locals and visitors alike.

The master plan will transform the identity, character and quality of the town and leave a lasting positive legacy by achieving the following outcomes;



## MASTER PLAN

SCALE 1:4000 @A4



### LEGEND

- 1 Eastern Gateway inclusive of feature entry signage
  - 2 Off street RV day-use only area and potential future public toilet
  - 3 Town map and vertical gateway elements (I.e: Recycled timber power poles/railway sleepers)
  - 4 Improvements to William Street service lane including footpath upgrades, street trees and place making
  - 5 Raised pedestrian crossings within services lanes
  - 6 Buffer planting and vertical trellis elements with creepers to Service Lanes along D'Aguiar Highway
  - 7 Town Green and Central Gateway: 'KILCOY' signage wall and trellis, community notice board, planted mounding, lawn and seating
  - 8 Existing public toilet and bus stop to be retained
  - 9 New 45 degree angle on street parking
  - 10 Pedestrian crossing
  - 11 Pedestrian crossing with planted build outs (low planting to maintain sight lines)
  - 12 Improvements to Mary Street retail zone including paved verges, street trees build outs and place activation
  - 13 Improvements to Mary Street residential zone including turf verges, footpaths, street trees build outs and place activation
  - 14 Improvements to Hope Street including turf verges, footpaths, clearer truck parking, pedestrian crossing and refuge, street build outs
  - 15 Improvements to Yowie Park including amphitheatre and staggered replacement of shade trees and improved Market layout
  - 16 Western Gateway including town map
  - 17 Improvements to Silky Oak Park including amphitheatre, fitness stations, nature play elements, pump track/ learn to ride track, improved path connections with distance markers, picnic/bbq shelters, seating, lighting, parallel parking and bollards
- Study Area
- Refer enlargement focus area plans for more detail

# Parking Space Analysis

## VEHICLE PARKING RESEARCH METHODOLOGY

In order to ascertain the correct amount of existing parking spaces, a count was taken using a combination of recent aerial photographs combined with ground truthing. We determined a formal parking space to be defined with painted lines and an informal parking space to be legal or unsigned without lines. Informal parking spaces were measured in a linear fashion at 6 metres by 3 metres per space. We then zoned the town into areas via logical use case. These numbers were then compared with an accurate count from the masterplan to determine the total loss/gain ratio.

The car park analysis resulted in a net positive car parking strategy across the master plan extent. The breakdown is as follows;

TOTALS	Existing	Proposed	Actual Difference	Outcome
Car Parking Spaces (Formal and Informal)	305	309	4	+1%
Motorcycle	7	7	0	0%
Formal RV and Long Vehicles Spaces	4	15	11	275%

It is important to note that these figures are subject to further stakeholder consultation, detailed design and approvals.

For further details on the car parking analysis, refer Appendix C.



## GIN GIN STREETScape PROJECT

Gin Gin is a district centre with a population of 5,064 and is regarded as the north-western gateway to the Bundaberg Regional Council area. The centre provides business, employment and community services to the surrounding rural communities. The Gin Gin centre straddles the Bruce Highway and plays an important role in servicing both surrounding residents and busy highway traffic travelling through the town.

The Gin Gin Streetscape Project was completed in 2011 and included the construction of new footpaths, pedestrian refuges, safety barriers, roadway signage and wheelchair-friendly footpaths, walkways and parking. The project also included the installation of storyboards highlighting the local history of the area.

Stage 1 of the project involved the installation and replacement of storm water drainage to help mitigate flooding in the CBD area. Stage 2 involved the provision of improved disability access to town facilities and the reconstruction of footpaths between Milden and Walker Streets. The final stage of the project involved the beautification of the CBD's public areas, parks, garden and the median strip.

The Gin Gin Streetscape Project was a \$3.55m project with funding shared between the Federal Government (\$1.8 million), State Government (\$750,000) and Bundaberg Regional Council (\$1 million).

### Learnings for Kilcoy

- Storyboards within the centre median strip promote the rich heritage of the area.
- High quality public realm treatment within a central median strip on the Bruce Highway with car parking, attracts visitors to stop and spend time in towns.



Gin Gin (Source: Tourism and Events Queensland)

*A Case for Change*

# 4.3 Focus Areas

## THE STREETScape REVITALISATION MASTER PLAN FOR KILCOY

A number of focus areas have been identified to provide a closer look at the specific outcomes in the master plan. This section includes illustrative plans and sections together with character imagery to describe the intent of the area and expected outcomes.

The focus areas include:

- Eastern Gateway and RV Parking
- William Street
- Central Gateway
- Mary Street
- Western Gateway and Yowie Park



## Eastern Gateway and RV Parking

### ENLARGEMENT PLAN

SCALE 1:1000@A4

#### LEGEND

- 1 Town map and vertical gateway elements (ie: Recycled timber power poles/railway sleepers)
- 2 Potential future public toilet
- 3 Pedestrian crossings
- 4 Off street RV parking area
- 5 Amphitheatre/stage for small events



### CHARACTER IMAGES





# William Street

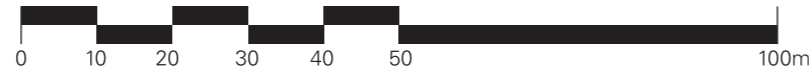
## ENLARGEMENT PLAN

SCALE 1:1000@A4



### LEGEND

- 1 Raised pedestrian crossings within service lane
- 2 Buffer planting and vertical trellis elements with creepers to Service Lanes along D'Aguilar Highway
- 3 Signage totem for shops in the service lane
- 4 Central Gateway: 'KILCOY' signage wall, planted trellis
- 5 Town Green: community notice board, town map, lawn seating and planted mounding to provide buffer from road environment
- 6 Existing public toilet and bus stop to be retained
- 7 New 45 degree angle on street parking. West end of William Street could be closed off for markets or festivals
- 8 New vehicle entry to northern William Street service lane



## CENTRAL GATEWAY: CONCEPTUAL ELEVATION

Not to Scale



## TOWN GREEN: TYPICAL SECTION

Not to Scale



## CHARACTER IMAGES

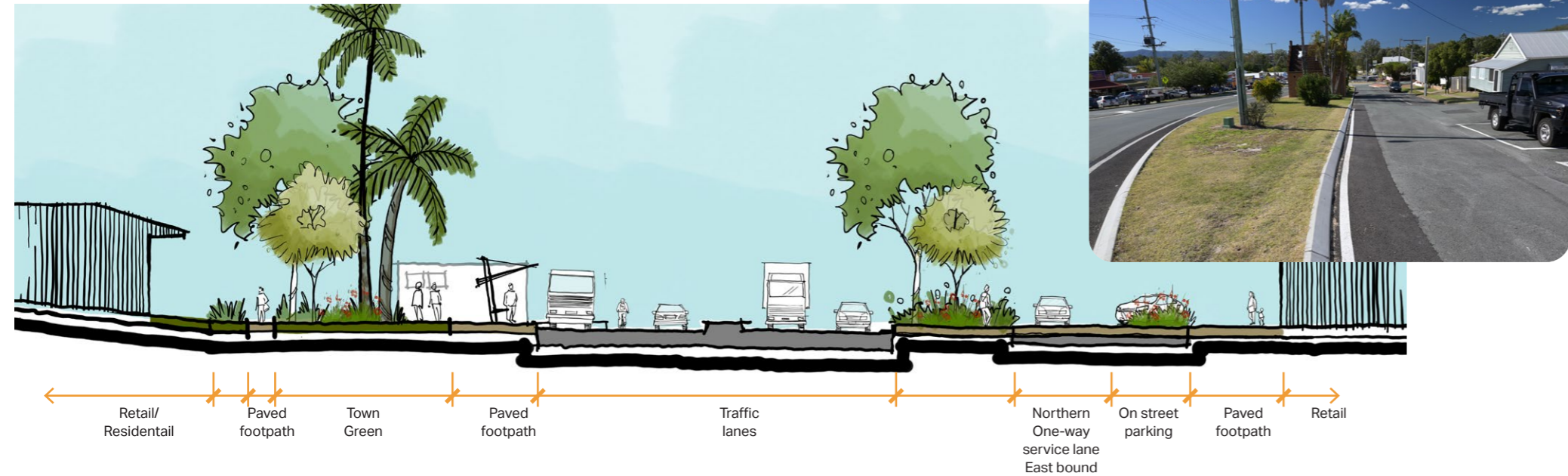
These images were selected by the community during engagement activities.



# William Street: Service Lanes

## TYPICAL SECTION A

Not to Scale

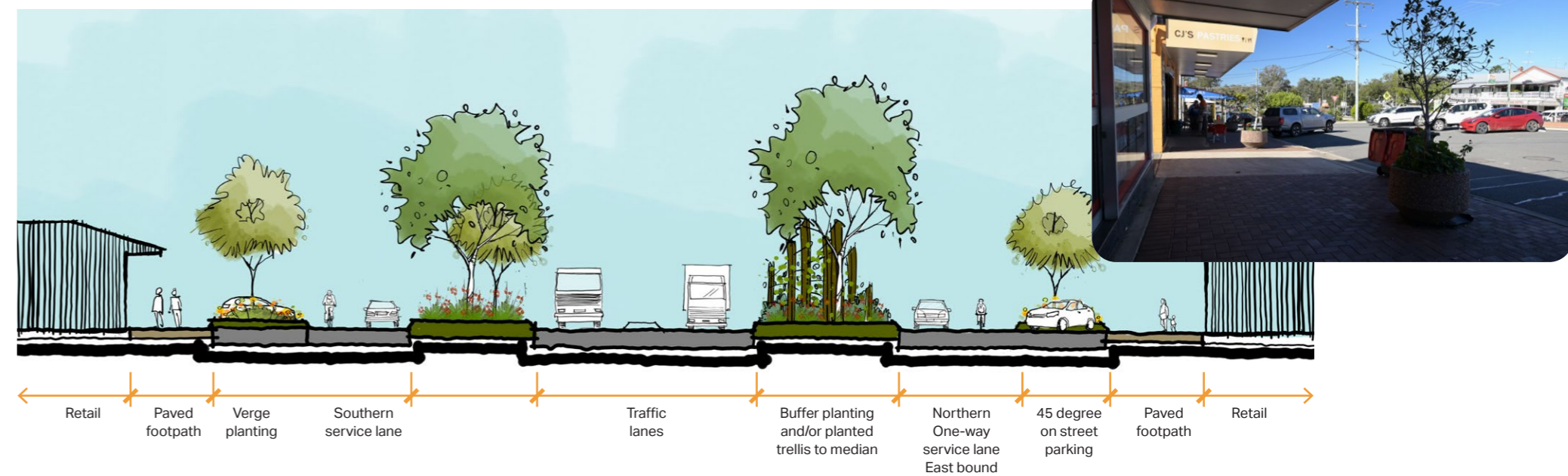


## CHARACTER IMAGES



## TYPICAL SECTION B

Not to Scale



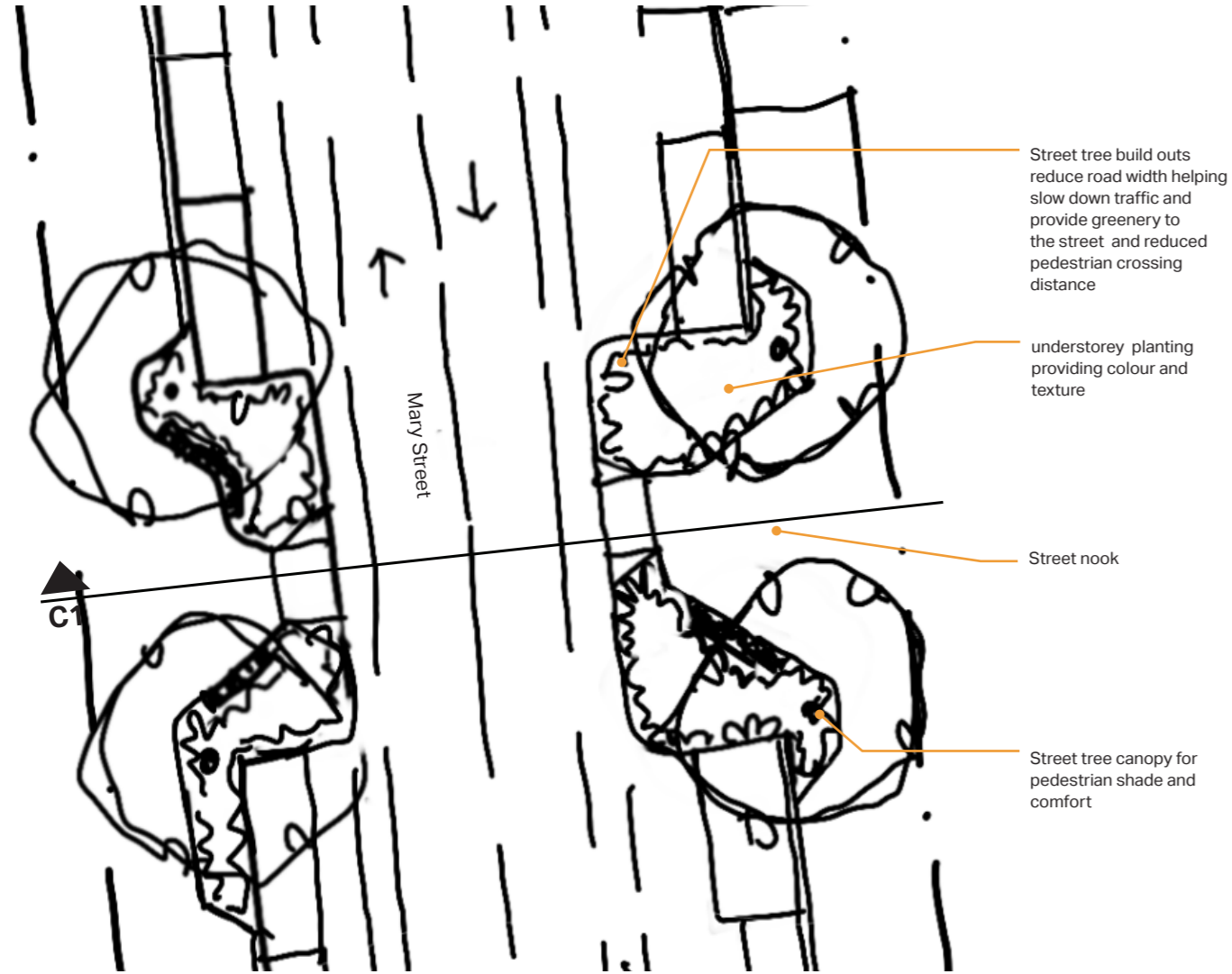
## CHARACTER IMAGES



# Mary Street

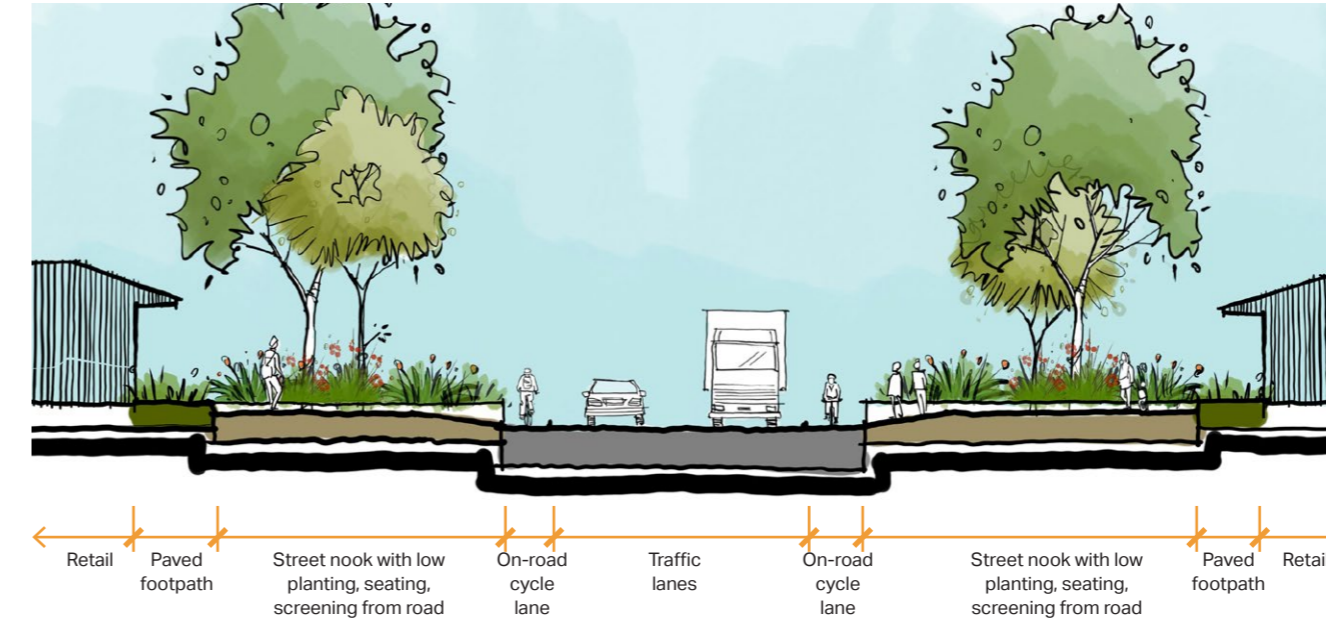
## ENLARGEMENT PLAN: REDUCE CROSSING DISTANCE

1:250



## TYPICAL SECTION C1: REDUCE CROSSING DISTANCE

Not to Scale



## CHARACTER IMAGES



# Western Gateway and Yowie Park

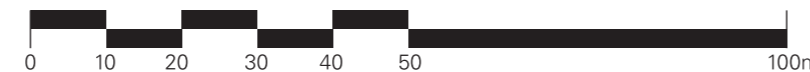
## ENLARGEMENT PLAN

SCALE 1:1000@A4



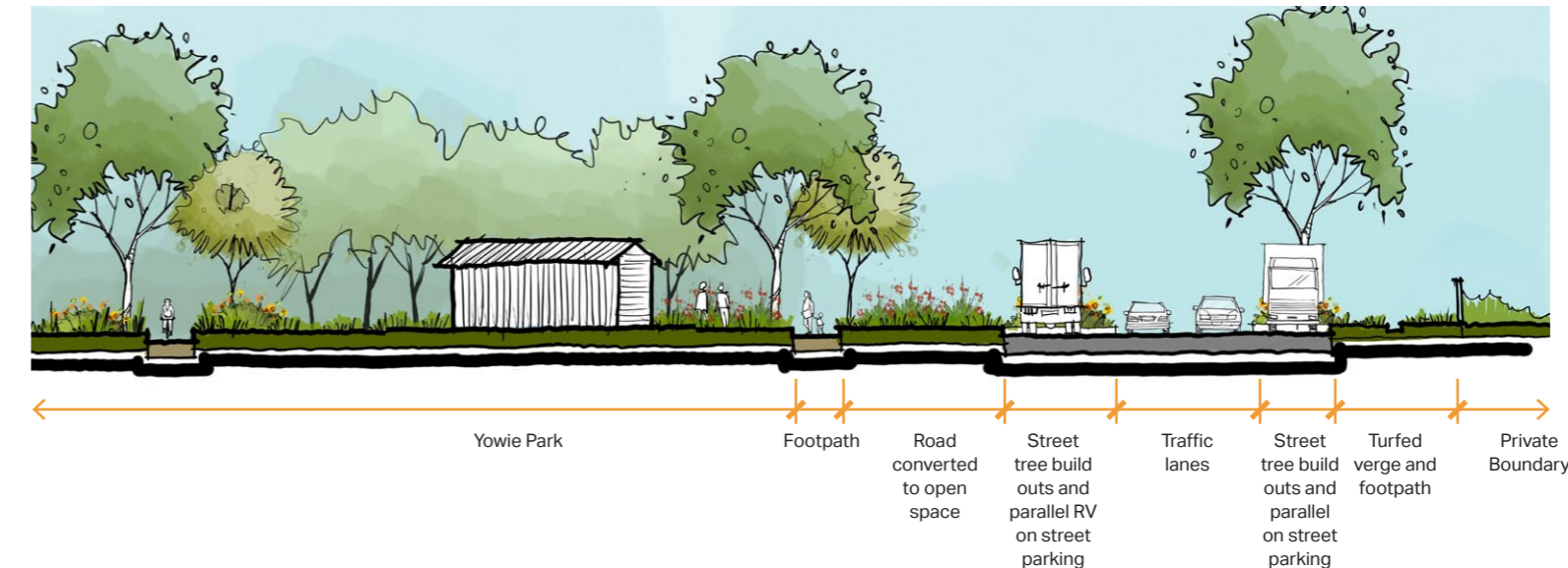
### LEGEND

- 1 Improved Hope Street including turf verges, footpaths, clearer truck parking, pedestrian crossing and refuge, street build outs
- 2 Improvements to Yowie Park including amphitheatre and staggered replacement of shade trees and improved market layout
- 3 Western Gateway including town map
- 4 On street RV parking
- 5 Truck parking
- 6 Retain existing turn left lane into the carpark, maintaining clear view sight lines.



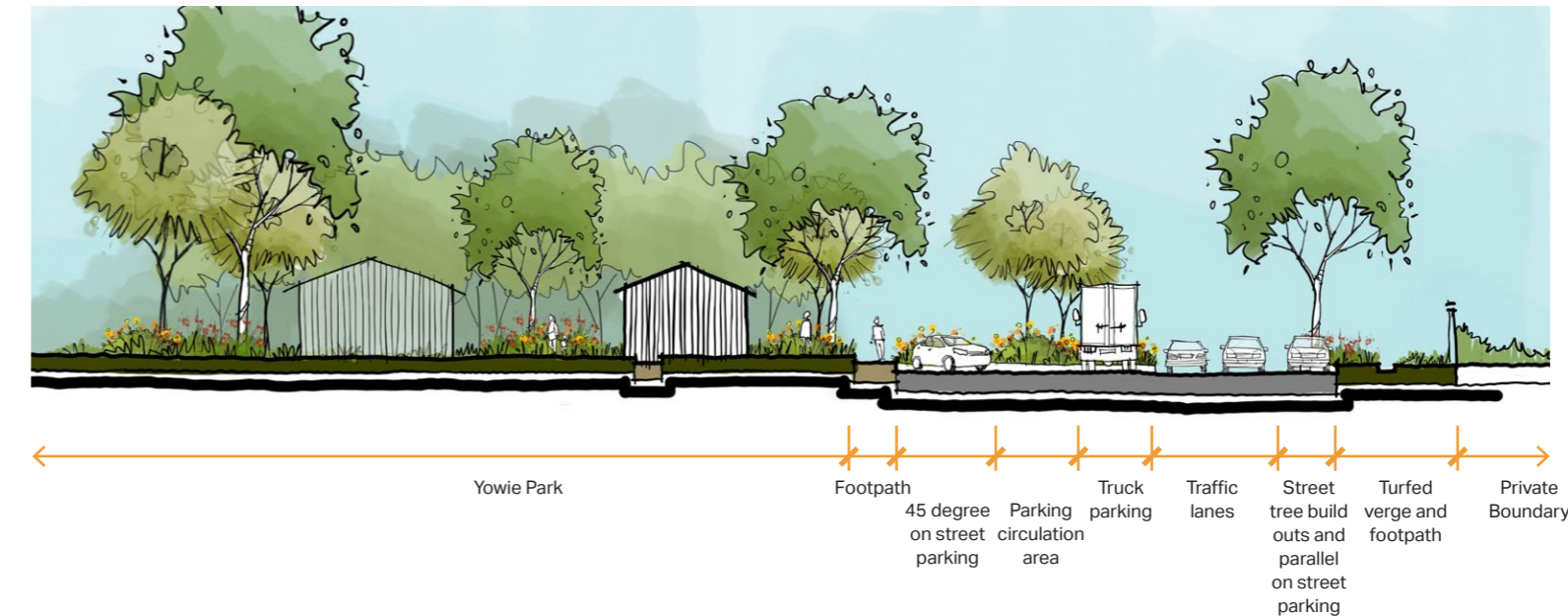
## TYPICAL SECTION D

Not to Scale



## TYPICAL SECTION E

Not to Scale



# five Implementation & Next Steps



## 5.1 Implementation & Next Steps

### IMPLEMENTATION

The Kilcoy Streetscape Revitalisation presents a bold vision and master plan for the town centre.

The delivery relies on the Somerset Regional Council and key stakeholders working together to deliver the outcomes that benefit Kilcoy.

The master plan includes a number of focussed areas and initiatives. These are as follows:

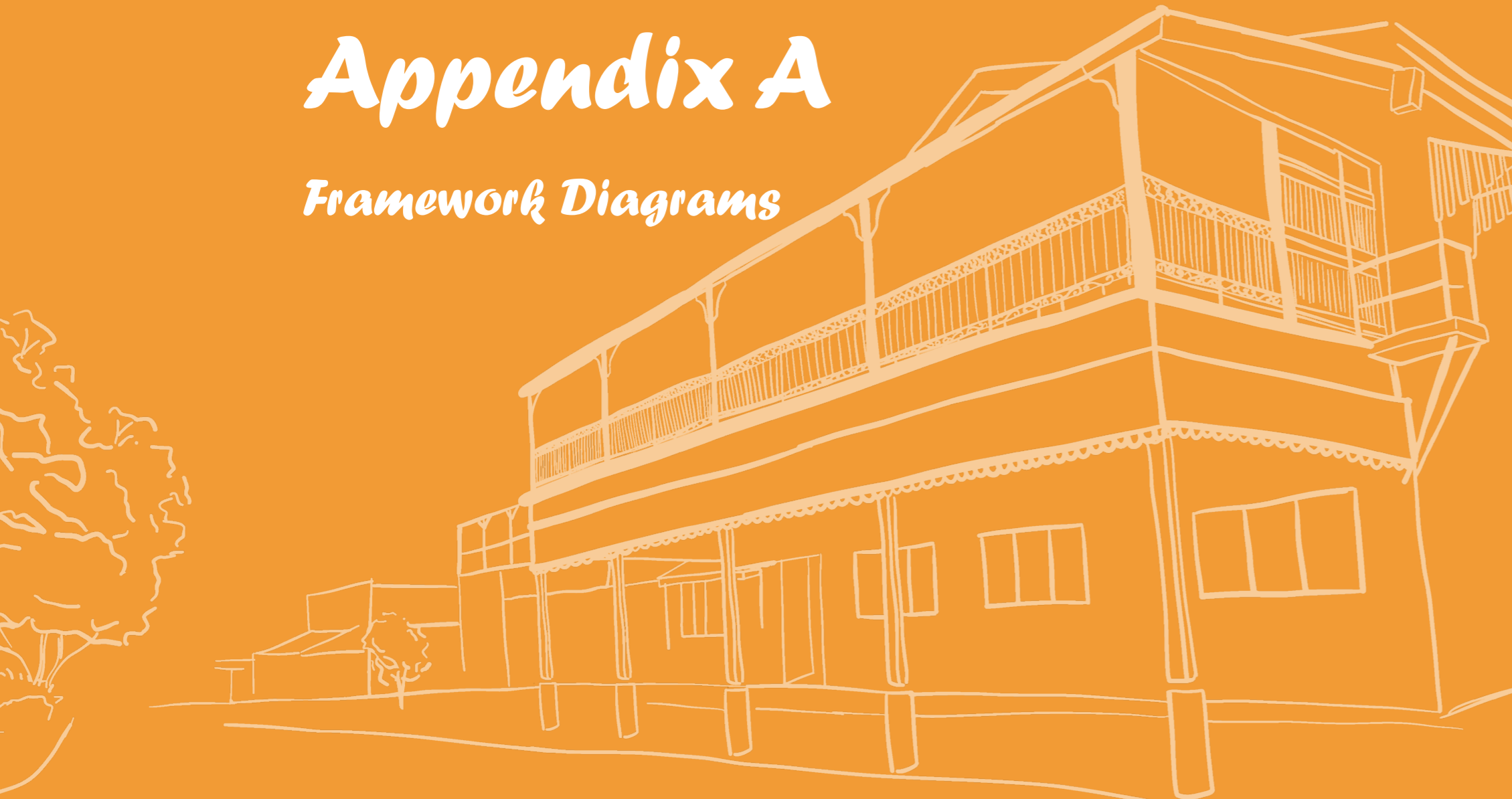
FOCUS AREA	DESCRIPTION
Mary Street Dedicated Pedestrian Crossings	<ul style="list-style-type: none"> <li>Dedicated Pedestrian Crossing Points</li> <li>Street tree build out pilot project</li> <li>Car parking changes</li> </ul>
William Street Upgrades	<ul style="list-style-type: none"> <li>Footpath widenings</li> <li>Street nooks</li> <li>Car parking changes</li> <li>Buffer Planting</li> <li>Traffic Movement changes</li> <li>Wayfinding</li> </ul>
Eastern Gateway and RV Parking	<ul style="list-style-type: none"> <li>Footpath widenings</li> <li>Street nooks</li> <li>Car parking changes</li> <li>Buffer Planting</li> <li>Traffic Movement changes</li> <li>Wayfinding</li> </ul>
Silky Oak Park Improvements	<ul style="list-style-type: none"> <li>Sport and Recreation opportunities</li> <li>Carparking formalisation on-street</li> </ul>
Yowie Park and Streetscape Improvements	<ul style="list-style-type: none"> <li>Gateway Arrival Experience</li> <li>Signage and wayfinding</li> <li>Car parking changes (RV and long vehicle)</li> </ul>

### NEXT STEPS

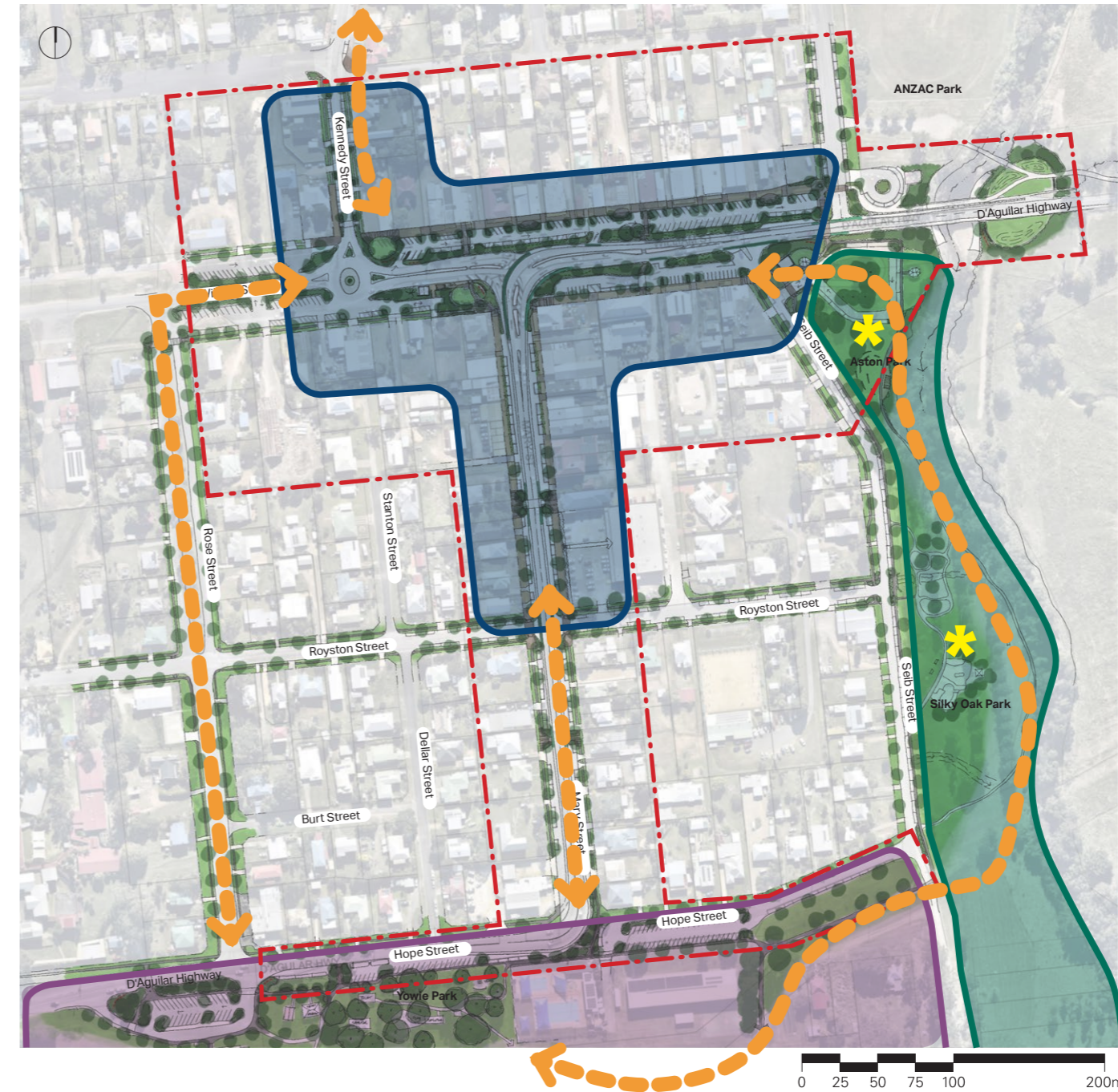


# Appendix A

## Framework Diagrams



### Precincts and Connectivity



#### LEGEND

##### Precincts

Civic Core Precinct

Parks Precinct

Role and function of Aston Park:  
- passive surveillance  
- activation

Community Precinct

Connectivity

Study Area

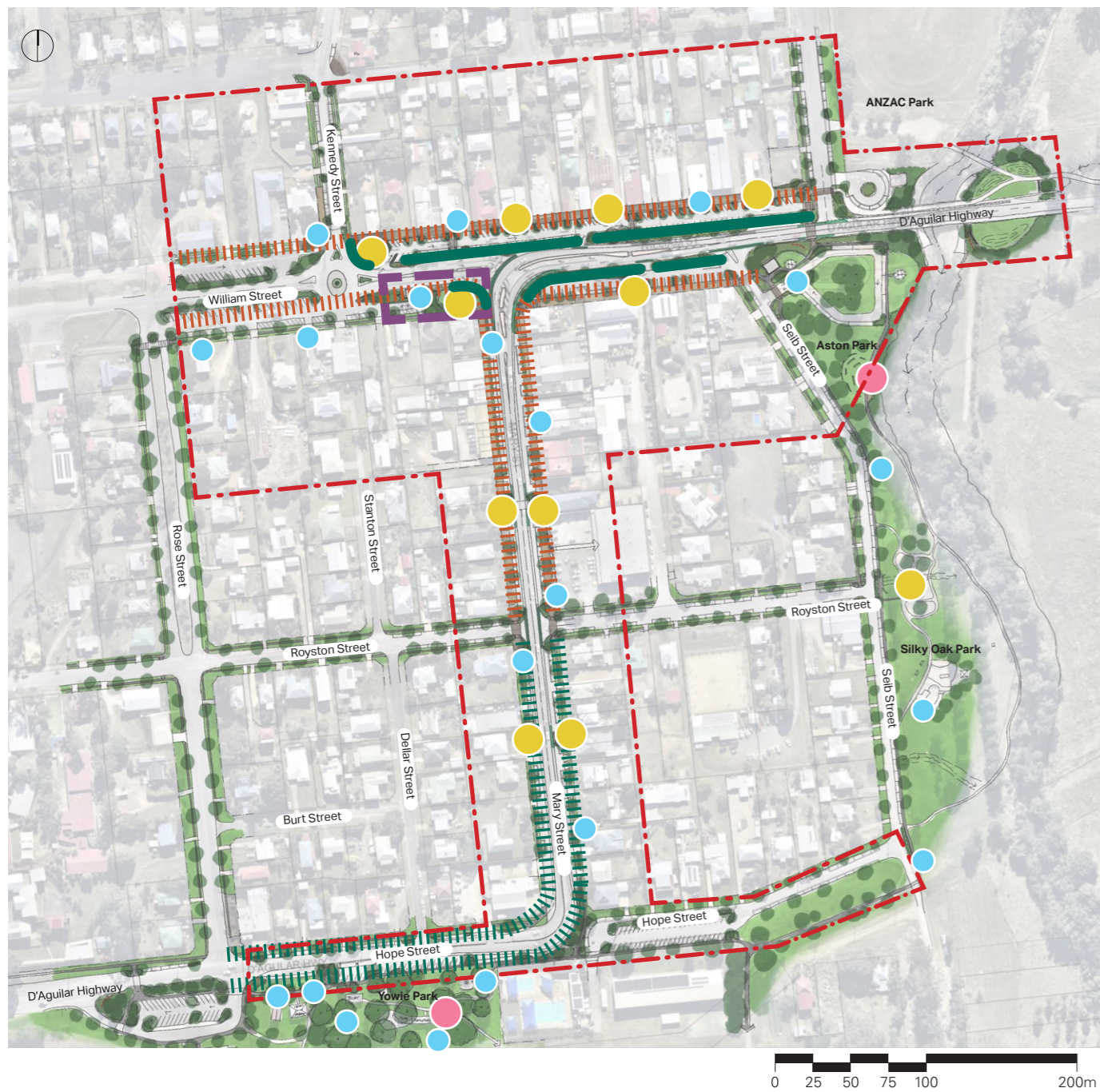
# Access and Movement



# Software and Place Activation



# Streetscape and Public Realm



## LEGEND

- ||||| Main Street upgrades:
  - paved verge
  - street trees in build outs
  - gardens with understory planting
- Buffer planting
- ||||| Residential zone upgrades:
  - footpaths and turf verge
  - street trees in build outs
- Local streets:
  - street trees and/or footpath improvements
- Town Park
- Street nooks: places to meet, sit, pause, observe:
  - seating
  - screening from road
  - shade
  - feature lighting
  - integrated art
  - way finding and/or interpretive signage of Kilcoys' history, art and culture (Integrated with existing heritage trail)
- Minor place moment:
  - interpretive signage and/or integrated art
- Amphitheatre/stage for small events (Option 1 in Aston Park, Option 2 in Yowie Park)
- Study Area

# Parking



## LEGEND

- Large Vehicle Stopping/Parking**
  - Bus stop
  - Truck parking
  - RV parking
- Car Parking**
  - New on-street car parking
  - Motorbike parking
- Study Area



# Appendix B

## Framework Diagrams

### Engagement Process

Community engagement underpinned the project and the approach provided opportunities for stakeholders to co-define the challenges and opportunities and co-design the vision and master plan.

The entire engagement phase was run between the 10th of May and 14th September 2023, allowing for the collection of highly comprehensive content and ensuring ample opportunity for community and stakeholder input.

The engagement program was divided into two phases and throughout the engagement, there were several community and stakeholder touch points. They included:

#### PHASE 1 Place Positioning + Engagement

- **Online engagement #1:** Was hosted via council's website in the form of a survey. It featured 10 questions and the survey was open from the 10th of May to the 10th of June. The online survey was promoted to local school students. Over 100 responses were received from Year 12 and 8 students in the area. This information is of significant value to the project team in terms of understanding the perspective of the region's youth, a demographic group traditionally under-represented in traditional engagement processes.
- **Trader door knock:** The trader door knock was held on the 10th May during which the team visited over 20 local traders. The trader door knock was primarily an opportunity to build rapport with local business owners and to invite them to attend the breakfast. It was also an opportunity to promote the online engagement.
- **Stakeholder breakfast:** The stakeholder breakfast was held on the 23rd of May at the Kilcoy Visitor Information Centre. Approximately 35 people attended this session including local businesses, stakeholder groups, Councillors, Council staff and members of the community.

The breakfast ran for 90 minutes and served to clearly introduce the project and explore aspirations for the future.

- **Market pop-up #1:** Market pop-up engagement occurred at the monthly Yowie Markets on the 27th of May. Members of the project team were available for the duration of the markets from 7am-12:30pm. The pop-up featured a number of activities encouraging community to share their thoughts and ideas. Over the course of the day the team had more than 50 conversations with interested stakeholders who were visiting the markets along with stall operators.
- **Co-design workshop:** The co-design workshop was an important touch point, held on then 7th of June. There were over 40 attendees representing a variety of local backgrounds. This session was an opportunity to unpack the ideas and aspirations gathered to date and to start looking at way this information could be translated through on the group improvements.

#### PHASE 2 Master Plan Development

Throughout phase 2 of engagement, there were several community and stakeholder touch points. They included:

- **Online engagement #2:** Was hosted via council's website in the form of a survey. It featured a number of questions with supportive imagery to depict key messages of the draft master plan.
- **Market pop-up #2:** Market pop-up engagement occurred at the monthly Yowie Markets on the 29th of July. Members of the project team were available for the duration of the markets from 7am-12:30pm.
- **Final community feedback session:** Held on the 14th September 2023 in Kilcoy. This was the final engagement touch point.



Councillor briefing



Co-design workshop

# Engagement Findings

## PHASE 1 Place Positioning + Engagement ONLINE ENGAGEMENT #1

Over 150 people completed the online survey via Council's website. Of those submissions, 84% were Kilcoy residents, and 33% are either business owners or work in the town.

In terms of the reasons for visiting Kilcoy, the top 4 responses were:

- I live here (80%)
- I do my shopping here (51%)
- I eat here (44%)
- I enjoy Kilcoy parks and open space (42%)

The high percentage of respondents staying in Kilcoy longer than 6 hours is likely due to employment or education. Discounting the greater than 6 hours option, it can be inferred that those visiting for other purposes are spending between 30 minutes and 2 hours in the town.

95% said that they move through town by car, 50% also stated that they walk.

When asked to describe the identity of Kilcoy, the responses ranged in community sentiment. Key themes included:

- Responses agreed that the town has changed in many ways over time. It has seen business and population growth as well as an increase in multiculturalism and tourism. They also acknowledge that with this growth, there has not been enough increase in housing, parking and other infrastructure to support it.
- The traffic and trucks have also had a negative impact on desirability of being in town. This is mostly in terms of the smells and effluence that comes from having them travelling through the centre of town making it an undesirable place to be as a pedestrian. In saying that,

through conversations with stakeholders there is a general recognition that trucks are part of the life blood of Kilcoy and that they are necessary for the prosperity of town.

The survey also asked respondents to consider the assets of Kilcoy and what would encourage people to visit more often. Community answers have been synthesised and outlined in the table below.

### What's your impression of Kilcoy?

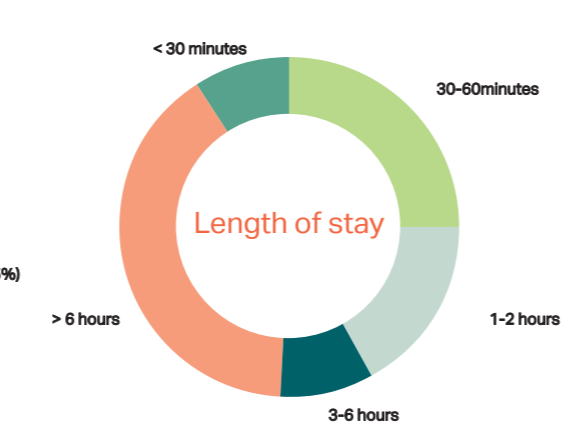


Ultimately, online engagement revealed that Kilcoy is a friendly and multicultural community with strong relationships and history. The town does however need consideration toward accommodating growth, improving amenity and prioritising pedestrian accessibility.

### What is your reason for visit?



### How long do you typically stay?



As part of Phase 1 of the engagement process, the Kilcoy community were asked to share the town's unique assets and opportunities. The answers have been synthesised in the following table.

Assets	Opportunities
<ul style="list-style-type: none"> <li>• Kilcoy's strategic position close to natural assets including Somerset Dam, Jimna and surrounding national parks is a significant asset to the township.</li> <li>• Yowie theme as being central to the town's identity.</li> <li>• Local history is a major asset particularly the signage strategy that has been developed by the local historical society.</li> <li>• Great places to eat and gather including local pubs and cafes.</li> <li>• Having a local hospital.</li> <li>• Strategic location of the township as the perfect place to stop off on your way through to other destinations.</li> <li>• Local friendly community who are proud of the town and its history.</li> <li>• Major employers in the area including Global Foods.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved housing options including the amount and type of homes.</li> <li>• Multicultural representation. With a diverse population there is an opportunity to harness this to create a welcoming place for all.</li> <li>• Encourage new businesses, particularly in local vacancies. This is a key tool for encouraging local tourism and economic growth.</li> <li>• Encourage local businesses and facilities to open longer, in-turn increasing the length of time people would be willing to stay in town.</li> <li>• Improved tourist facilities including accommodation for short-term stays.</li> <li>• Opportunity to link-up with the existing rail trail to leverage the tourism opportunities that come with that.</li> <li>• Improvements to the caravan and RV facilities in town including long-vehicle parking and supporting amenities.</li> <li>• Better manage truck traffic either through diversion, slowing through traffic or the development of an effluent dump.</li> <li>• Improved pedestrianisation of the centre including having designated cross-points across the highway.</li> <li>• Improved wayfinding throughout town including gateways, signage to key destinations in the main street precinct.</li> <li>• Increased greenery throughout the streetscape.</li> <li>• Allocate spaces for respite throughout the central area including comfortable seating areas including shade and planting away from vehicle traffic.</li> </ul>

“ Shops have become less inviting, parking is more challenging in the town centre. Our community has become more multicultural and we need to embrace and welcome this. Still has a small town community feel that welcomes people. ”

“ The town has become more multicultural, and more tourists on weekends using the dam. The grey nomads in caravans love stopping and looking through the shops. The only downside are the smell of the cattle trucks and the brown waste that runs out the back of them through our town. ”

**PHASE 1** Place Positioning + Engagement  
**STAKEHOLDER BREAKFAST**

The Stakeholder Breakfast aimed to gather a strong understanding of who Kilcoy is, what their assets are and where the opportunities lie. They were also asked to write a 10-year vision for Kilcoy in the form of a postcard to their future self.

Participants expressed that the Kilcoy community is defined by multiculturalism, friendliness, close knit relationships, Yowie theme and town pride.

In terms of Kilcoy's strengths, the racecourse and equine precinct, farming and agriculture, key town location and local heritage were identified consistently across the groups.

There were a variety of key opportunities suggested. These include:

- Increasing amount of parking, including disability options.
- Create safer road crossing points using features like refuge islands.
- Reduce the speed through town and/or divert truck route.
- Increased signage and wayfinding elements.
- Increase accommodation options, such as B&B's.
- Create a caravan/RV park with facilities.
- Increase trees and greenery through town, features like hanging baskets.
- Places to sit.
- Businesses open longer, encourage some to open on a Sunday.

Generally, participants expressed concerns regarding truck movement through town and the impacts of effluent. It was proposed that trucks either bypass town or are able to access a wash down facility before entering town. A reduction of speed and consideration of safety in road crossing were also expressed as priorities.

Through the 10-year vision activity, participants were asked to write a postcard to themselves, as if they were visiting Kilcoy in the future, describing how the town has changed. Themes of greenery, walkability, road safety, parking and food and drink offering.

A common inclusion was footpath dining and places to enjoy a coffee. There was consistent use of words like 'vibrant', 'welcome' and 'green'.



*“ I love that I can walk around the town safely, shaded and surrounded by greenery and enjoy the many eateries. I love all the Yowie related traits, play areas and fun activities. I like to sit on the variety of benches to enjoy my coffee and decide which shop I'm going into next or which restaurant I will eat at. ”*

*“ Town is green and inviting with seating to stop and chat. Easy access for prams and old people. No trucks, easy to cross the streets. Lovely gardens on all of the median strips. Artwork throughout the CBD depicting our history and traditional owners. A beautiful town. ”*

**PHASE 1** Place Positioning + Engagement  
**MARKET POP-UP #1**

The pop-up encouraged market goers to complete the survey, identify the identity of Kilcoy and to share their big ideas for the future.

Most who participated focussed on the big ideas rather than town identity. Key themes from the pop-up included:

- Walkability, particularly children on their journey to and from school.
- Long vehicle parking across town and at the visitor information centre.
- Wayfinding and signage.
- Trees and greenery across town.
- Safety and crossing points.
- Improved layout of the Yowie markets.
- Keep Yowie Park the same as it is already working really well.



**PHASE 1** Place Positioning + Engagement  
**CODESIGN WORKSHOP**

The co-design workshop was an opportunity to share the findings from the engagement undertaken to date and to begin exploring how opportunities identified could be translated through hardware and software improvements throughout town. Attendees had an opportunity to work with other participants and representatives to start drawing up what some of these ideas might look like on the ground in Kilcoy.

The workshop opened with an overview of engagement undertaken to date and a summary of the key insights gathered so far. Following this, the design team discussed the extent of the project and what elements could be influenced as part of the master plan process.

Participants were separated into four groups to complete three interrelated activities.

The first activity looked at the current Kilcoy experience. Using maps of Kilcoy, each group was asked to consider and mark the following town features:

- Where are the gateways?
- Where is the town 'heart'?
- What are the key destinations?
- What are the key linkages? In responding to this, consider what are the destinations you are connecting?
- How would you define the different precincts in town?

Groups were also asked to consider how different users may experience the town and if this changes any of their answers. This prompt was focused on getting them to not just think about their own desires, but to consider the perspective of the whole population.

There was a significant level of consistency between the groups for activity one. These insights have been summarised below:

- All groups identified key gateways as D'Aguiar Highway near Seib Street as well as Kennedy Street.
- The town heart was identified as D'Aguiar Highway / Hope Street precinct. This area contains the aquatic

centre, sport facilities and Yowie Park. Another area was the D'Aguiar Highway / William Street precinct. One group suggested that this area as a visitor heart rather than local.

- In terms of key destinations, common selections were the visitor information centre, The Exchange Hotel, The Stanley Hotel, Kilcoy Quality Meats, CJs Pastries, Coff & Co and Yowie Park.
- Core precincts were marked along William Street, Mary Street through town and to the south.
- Key linkages predominately focused on the D'Aguiar Highway. Conversations were had around how young people move around the street and that walking to school is popular in Kilcoy.

The second activity, building on discussions from the first activity, asked the groups to consider hardware opportunities for the future. This included trees, wayfinding and crossing options.

As with the first activity, there was alignment in the work produced by each group. Tree cover consistently marked along Mary Street, William Street, Hope Street and D'Aguiar Highway. There was also desire for increased crossing points to encourage pedestrian safety. Signage was proposed at the previously identified gateways into town.

The map on the opposite page (page 21) demonstrates the most common suggestions across the groups for addition of these elements.

Following the discussion on hardware options, activity three focussed on the software opportunities for the future. This included activation methods such as outdoor dining and events. The groups were asked to brainstorm their answers on brown paper.

Key activation themes surrounded history, multiculturalism, Yowie and food and drink.

Some suggestions included:

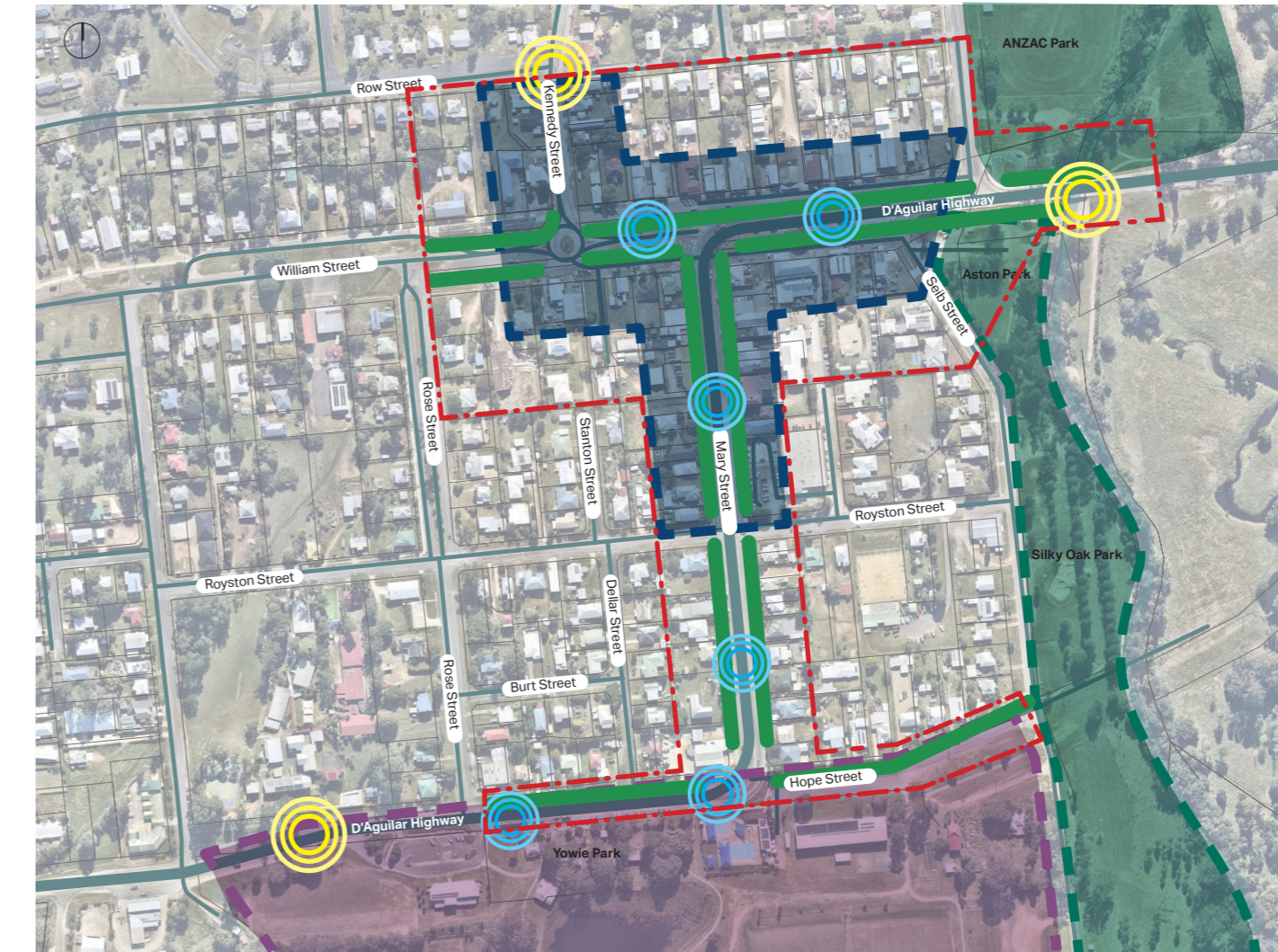
- History and art trail through town
- Multi-cultural events and Festival
- Food trucks/ Beer and BBQ Festival
- Yowie Festival

- Showground activation – rodeo, camp draft, polo etc.
- Timber celebration
- Kilcoy app or QR code for trails
- Christmas carnival and tree

**YOUTH ENGAGEMENT**

In addition to the online survey feedback received, the local school also provided feedback in hard written responses. These responses have been read and common suggestions have been considered during the process.

*CoDesign Workshop: common suggestions and understanding*



**LEGEND**

- Gateways (Yellow concentric circles)
- Street trees (Green line)
- Safe pedestrian crossings (Blue concentric circles)
- Civic Precinct (Blue dashed line)
- Community Precinct (Purple dashed line)
- Parks Precinct (Green dashed line)
- Study Area (Red dashed line)

**CONTINUED...**  
**PHASE 1** Place Positioning + Engagement  
**CODESIGN WORKSHOP**

The words and character imagery were selected by the community during Community Engagement processes.

These have been grouped into three themes that address the challenges Kilcoy is facing, the drivers for change, and the aspirations for Kilcoy's future. The elements provide the foundation for ongoing change and guide the Concept Master Plan.

**Future aspiration**



**PHASE 2** Master Plan Development  
**MARKET POP-UP #2**

Our second market pop-up was held at the end of July, its focus was to drive interest in the Draft Master Plan, answer any questions relating to it and drive traffic through to the "Have Your Say" survey. Overall engagement was positive with familiar faces stopping by to give their general approval of what they have seen. This was combined with a good cross section of the community, that we had previously not spoken to at past engagement sessions. Any negative concerns were addressed and our responses satisfied those enquiries. The common theme of the day continued with previously discussed needs, concerns and desires, with no new topics being fielded suggesting that we have comprehensively covered all areas important to the community.

The most talked about aspects of the Draft Master Plan were;

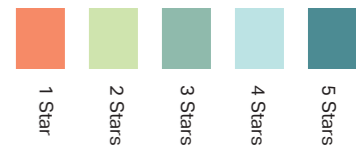
- Walkability – The community really like the idea of a town park and how it simplified the network of roads and traversing footpaths, giving an area of respite and safety whilst simplifying the crossing of William St. The creation of a town centre focal point was also popular, as were the introduction of in ground shade trees throughout the commercial district.
- Crossings – The amount, type and locations of crossing was discussed keenly. The build outs were appreciated as were the number of crossings, with the crossing in Mary St near the GP/Pathology clinic proving popular, as were the crossings provided in William St towards the Schools.
- Street nooks and build outs – The introduction of seating and shade trees were very popular. Very few were concerned about the relocation of parking, understanding that in order to achieve positive outcomes change is required. (Important to note that some consideration should be given to the possibility of short

stay drop off points near key locations for members of the community that need to park close to a business for accessibility, ie near Pathology or Pharmacy)

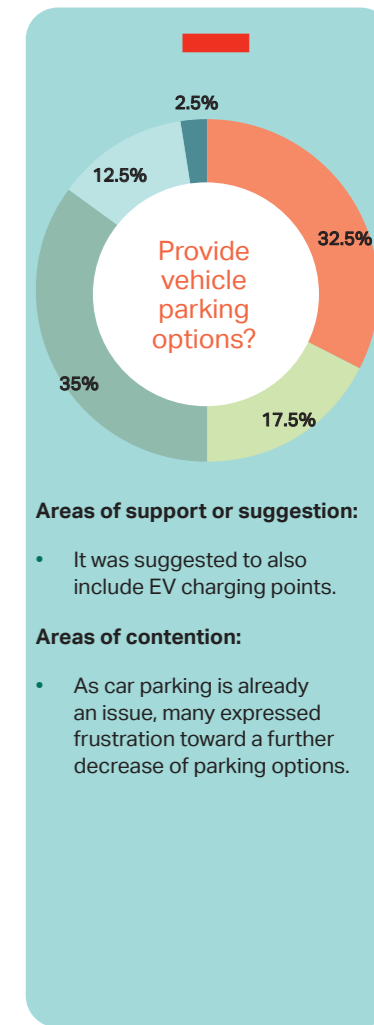
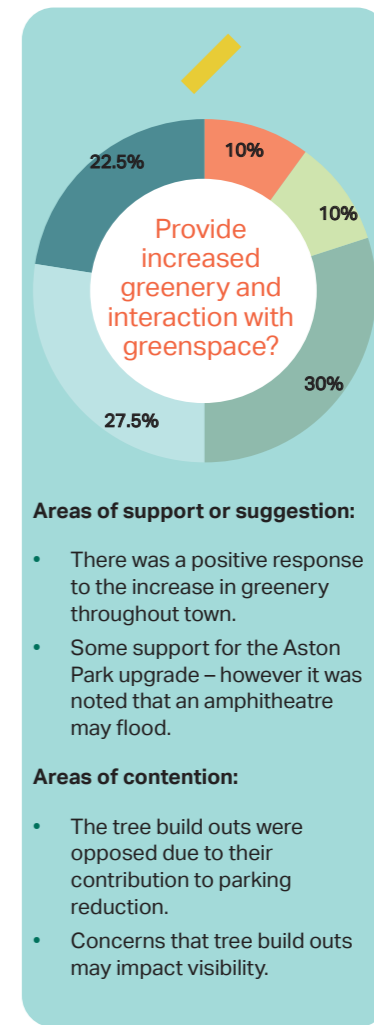
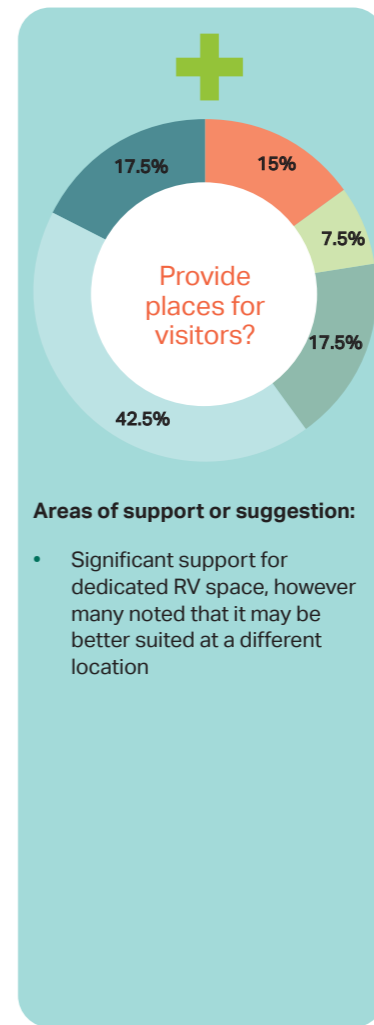
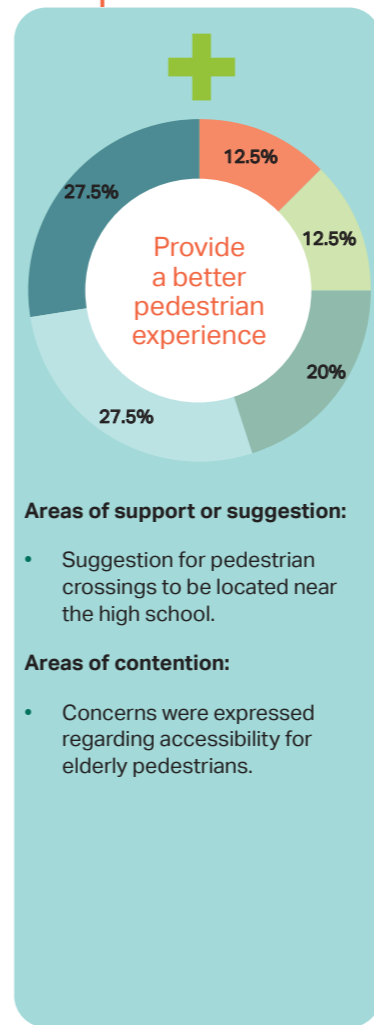
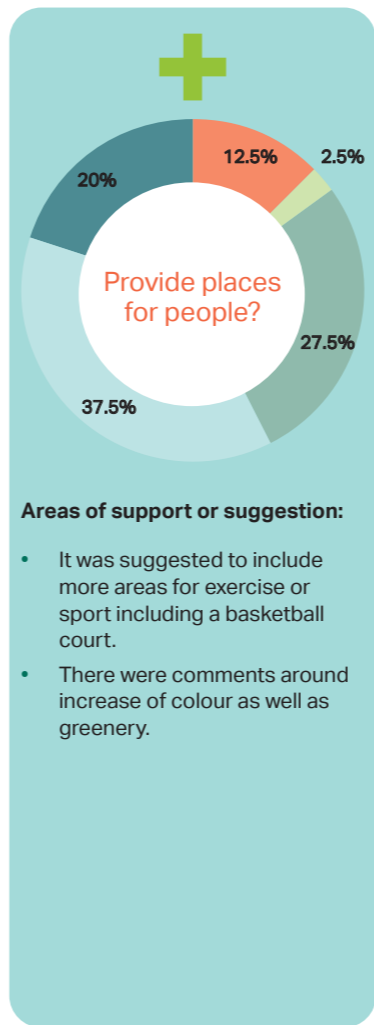
- William Street Service Rd (North) - The removal of the entrance and replacement with planting to William Street service Rd (north) was again very popular. The community did raise that desire to see cars being prevented from travelling the wrong way along the road as is common practice at the moment and raised the possibility of using the design to stop this from happening in the future. Build outs were a hit with the idea of more seating fostering improvements to the less than desirable shops that intersperse the current popular businesses
- Cattle trucks – These were still raised as being the main issue the town faces by a few and to some members of the community none of which the Council is doing will prevent effluent washing off the back and the noise and smell detracting from the town. This issues were discussed at length, including other measures that SRC are taking to prevent this. The majority of the community though believe that the Draft Master Plan addresses many of the concerns and will make Kilcoy far more enjoyable to experience for locals and visitors alike than it currently is.
- The RV Rest Area aka "The Dust Bowl" – The community were very interested in seeing this come to life with it being made to formalised rest precinct and saw it as an important activation that would provided business to the town centre. Quite a few people asked about the timing of when the Master Plan would translate to actual construction and are very keen to see the change happen as soon as possible.

**PHASE 2** Master Plan Development  
**ONLINE ENGAGEMENT #2**

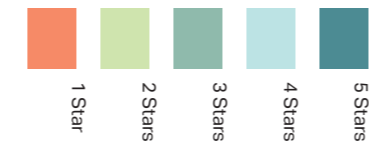
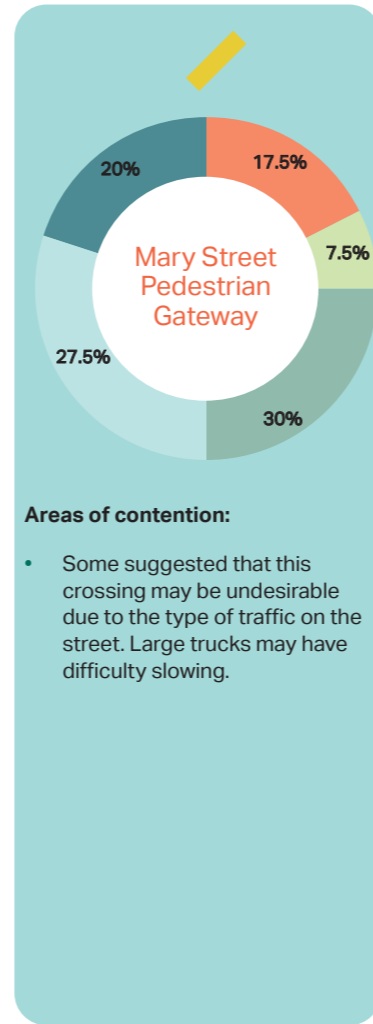
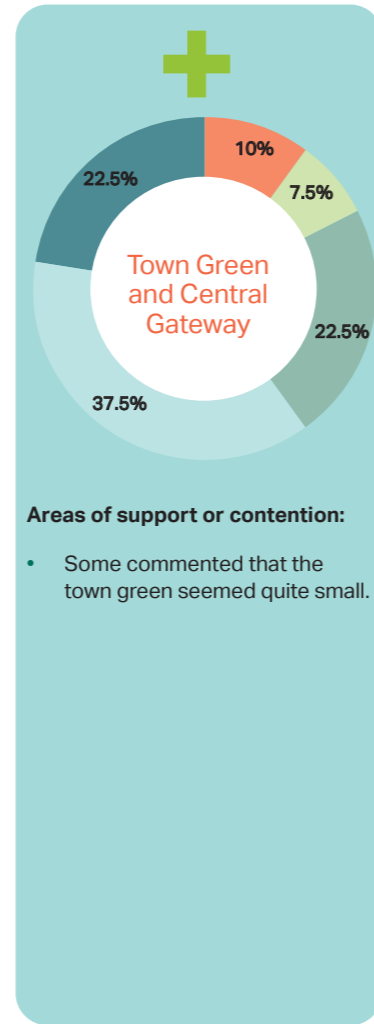
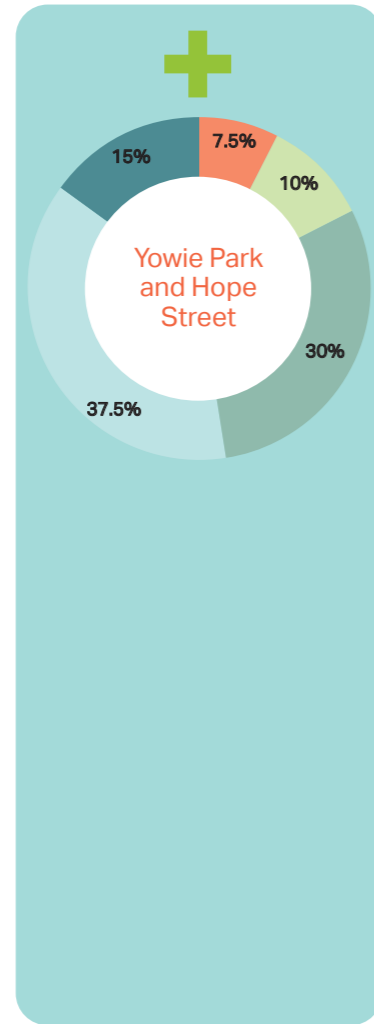
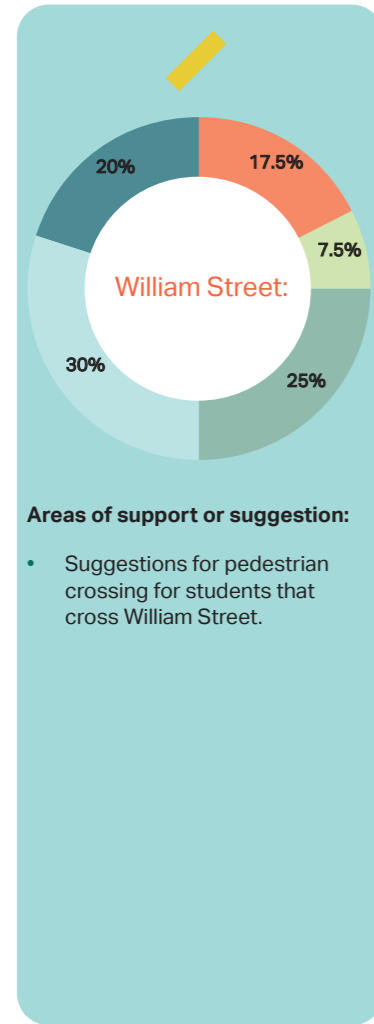
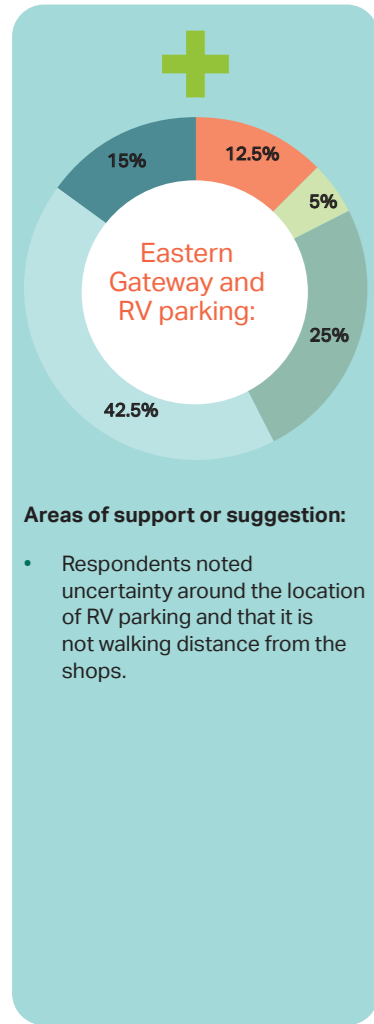
Engagement for the draft masterplan occurred in the form of an online survey hosted on the Somerset Regional Council's "Have your say" page. The survey was open between the 23rd of July and 15th of August, receiving 40 responses. 10 of the 13 questions focussed on assessing how well the master plan achieved a specific outcome on a scale of 1 to 5. These outcomes are as follows.



**How well does the master plan:**



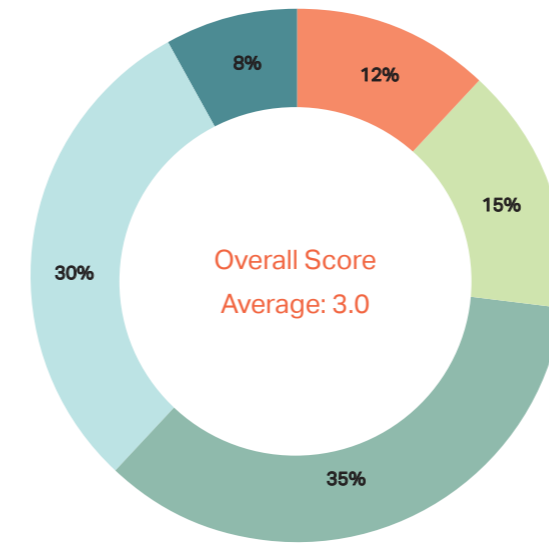
### How would you rate:



### Overall support

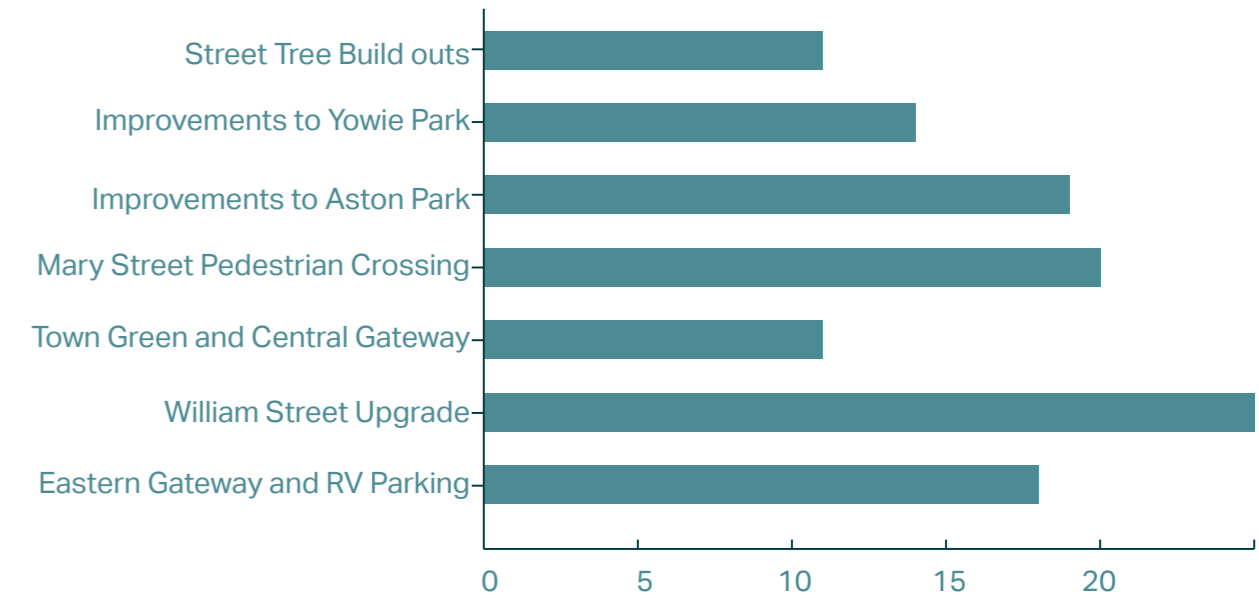
The final questions considered overall support for the master plan and what the priorities for implementation would be.

Scores of 3 and 4 were the most common, accounting for more than 60%. This suggests a medium level of support for the plan. It can be assumed that the majority of the dissatisfaction lies with the reduction of parking availability as this comment was most prominent within the open-ended question.



### Implementation Priority:

The final question was to select 3 top priorities for implementation in Kilcoy. The top priority was William Street Upgrades, with 62% of respondents selecting it for implementation.



## PHASE 2 Master Plan Development FINAL COMMUNITY FEEDBACK SESSION

### Engagement Purpose

Although multiple engagement touchpoints had already been undertaken throughout the duration of the master plan development process, further engagement was determined as necessary. This arose due to the mixed feedback received on the draft plan via the online survey along with low rates of participation in comparison to previous phases of the project. Deeper understanding of community perspectives was required to ensure the master plan responds specifically to the wants and needs of the Kilcoy community. Therefore, another workshop was planned and undertaken on the 14th of September 2023.

The purpose of the workshop was to present the draft master plan to the community in further detail, and in alignment with the feedback received through the survey. It provided an opportunity for the community to share further feedback on the draft, specifically their areas of support and areas of concern. The workshop also served to assist in planning for the next steps, including what actions should be taken to amend the plan in alignment with stakeholder feedback.

### Workshop Overview:

- Prior to the workshop starting, an optional 30-minute Q&A drop in was held for those in the community seeking clarity on specific elements of the draft plan.
- The workshop was attended by approximately 30 community members and project stakeholders including local Councillors. The session ran for 90-minutes and included a range of hands-on collaborative activities to delve deeper into community feedback and explore proposed next steps and potential design amendments.

The project team began by providing a thorough overview of the draft master plan, as well as the feedback that had emerged so far through the online survey and market pop-up. While this information was being presented, workshop attendees were provided with green and pink sticky notes and asked to write down areas of concern and support for elements of the plan. Following this, the group was invited to work with their tables to share their thoughts and see where the similarities and differences in perspective were. Following the small-group table discussions, the conversation was taken back to the whole group to note points of alignment and what the suggested next steps for refining the design should be.

Unfortunately, the group ran out of time so were unable to complete the next activity that was planned which was to progress the designs for the priority precincts.

### Outcomes:

The feedback written on the sticky note was coded against the following categories in order to extract key reoccurring themes:

- Car Parking
- Greenery/ Trees
- Signage
- Pedestrian Crossing/s
- RV Parking
- Eastern Gateway
- Western Gateway
- Northern Gateway
- Aston Park
- Accessibility
- EV Charging
- Other

Although these categories don't cover all points raised by the group, it reflects the most common areas of feedback.

### Areas of support:

The top three areas of support were:

#### 1. Greenery/ Trees – 13 occurrences

Support expressed toward tree lining of streets, providing shade and the increase in overall greenery within the town centre. This included notes about improving the aesthetic appeal of the township.

#### 2. Car Parking – 11 occurrences

Support expressed for parallel parking as a safe option as well as the inclusion of space for RVs. They also suggested that more off-street car parking options would be beneficial.

#### 3. Eastern Gateway – 7 occurrences

Support expressed for the Eastern Gateway, noting it as an area of priority. This included the formalisation of this space to make it more user friendly and the inclusion of specific spaces for RV parking and a town map to assist in wayfinding.

### Areas of concern:

The top three areas of concern were:

#### 1. Car Parking – 18 occurrences

Concern expressed toward the loss of car parking with a request for a return to 45-degree parking. It was noted that people already find it challenging to find parking specifically along Mary Street and that a further reduction would be detrimental for local businesses.

#### 2. Accessibility/ Visibility – 8 occurrences

Concern expressed toward access from RV parking to shops and amenities, as well as visibility for vehicles when making turns.

#### 3. Greenery/ Trees – 7 occurrences

Concern expressed toward the impact of the gardens on visibility, as well as the height of trees in front of business signage. They also requested a reduction of trees on Mary Street as a tool for reducing the net loss of carparking.

A large number of comments fell into the category of 'Other'. These focused on topics like cost of implementation and approvals, heat island effect and concern toward the overall plan.

Although car parking was commonly mentioned in both support and concern, it is worth noting that the support comments on parking did express desire for a reduction in the impact of parking loss and reinforced the need for more parking options.

Other key comments included:

- Requests for a more prominent northern gateway as a key entry marker into town.
- Reconsideration toward location of RV parking and amenities.
- Strong support for Aston Park upgrades.
- Proposed incorporation of wayfinding to direct people to the most appropriate places to park depending on their vehicle type and reason for visiting Kilcoy.

### Recommended next steps:

Following the workshop, the following recommended next steps have been proposed to assist in the refinement of the project master plan.

- Explore the option to increase the amount of parking along Mary Street, whilst not losing the overall objectives of the project including to bring greenery into this space.
- Include further emphasis on wayfinding throughout the township including directing vectors to appropriate carparking spaces and surrounding businesses.
- Strengthen the emphasis on gateways and creating a strong sense of arrival as you enter Kilcoy from all directions.
- Explore options for lower planting and tree species that will prevent visibility to business signage being blocked.
- There was very strong support for the Aston Park upgrade including the formalisation of this space.
- Explore options to screen footpaths and pedestrian corridors from the road including through the use of trellis and arbour structures.



## Car Park Analysis

# Appendix e

## Car Park Analysis

William Street Service Road NORTH EAST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	70	74	4	6%	4
Informal car parking	0	0	0	0%	See figure above
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	2	1	-1	-50%	-1

William Street Service Road SOUTH EAST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	25	25	0	0%	-6
Informal car parking	6	0	-6	-100%	see figure above
Motorcycle	7	7	0	0%	0
RV and Long Vehicles Spaces	0	0	0	0%	0

William Street Service Road NORTH WEST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	12	16	4	33%	4
Informal car parking	0	0	0	0%	see figure above
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	1	0	-1	-100%	-1

William Street Service Road SOUTH WEST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	10	33	23	230%	23
Informal car parking	0	0	0	0%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	0	1	1	100%	1

Mary Street NORTH					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	40 (include 1x loading bay)	39 (include 1x loading bay)	0	-23%	-1
Informal car parking	0	0	0	0%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	0	0	0	0%	0

Mary Street SOUTH					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	28	25	-3	-11%	-3
Informal car parking	0	0	0	0%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	0	0	0	0%	0

Hope Street WEST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	4	38	34	850%	-10
Informal car parking	38	0	-38	-100%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	1	4	3	300%	3

Hope Street EAST					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	30	45	15	50%	-1
Informal car parking	16	0	-16	-100%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	0	0	0	0%	0

Seib Road NORTH and Aston Park RV REST AREA					
Parking Type	Existing	Proposed	Actual Difference	Percentage	Plus / Minus Outcome
Car Parking spaces	0	14	14	1400%	-12
Informal car parking	26	0	-26	-100%	<i>see figure above</i>
Motorcycle	0	0	0	0%	0
RV and Long Vehicles Spaces	0	9	9	900%	9

