

PENOLA TOWN CENTRE CONCEPT DESIGN

JUNE 2021



Acknowledgement

We would like to acknowledge that Penola is located on the traditional lands of the Pinchunga people. We respect the cultural beliefs of the Pinchunga people and their spiritual relationship with Country.

The development of the Penola Town Centre Concept Design has been led by Wattle Range Council with significant guidance and input from the Penola community.

REVISION	DATE	STATUS	CHECKED
G	03 June 2021	Final Report	WK/CB
F	31 May 2021	Final Report	WK/CB
E	26 May 2021	For Council Endorsement	WK/CB
D	20 January 2021	For information	WK/CB
C	29 October 2020	For information	WK/CB
B	23 October 2020	For information	WK/KP
A	15 October 2020	For information	WK/KP



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1.0 Background

1.1 Introduction

Penola is uniquely placed within the Limestone Coast as a key destination within the Coonawarra region. The town is located 388 kilometres south-east of Adelaide, close to Mount Gambier and the Victorian border and the local area boasts several unique tourist destinations including The Mary MacKillop Interpretive Centre, Petticoat Lane, world-renown wine region and cellar doors, as well as unique landscape features including Green Rise Lake.

Penola is a compact local centre with a population of approximately 1,500 residents, which services the surrounding region. The local centre character of Penola is supported with a mix of commercial and retail properties, cafes, health and community services.

The Penola Town Centre Concept Design aims to create a best practice approach to planning and development in Penola. The objective of the framework is to build upon existing planning strategies and reports to deliver an integrated approach to the enhancement of the town centre as well as encouraging new development opportunities, projects and placemaking approaches.

The framework is intended to support and reinforce the development controls contained in the Council's Strategic Land Use Planning. These guidelines are not prescriptive but are intended to provide ideas and opportunities that maintain and enhance the town character.

This document combines detailed site analysis, community feedback, as well as initiatives from key stakeholders and the Council.

The framework intends to create a visionary 'big picture' masterplan that demonstrates the potential of the town centre of Penola. The aim is that regeneration and future development is aligned, consistent and meets the community's vision for Penola.

The framework enables:

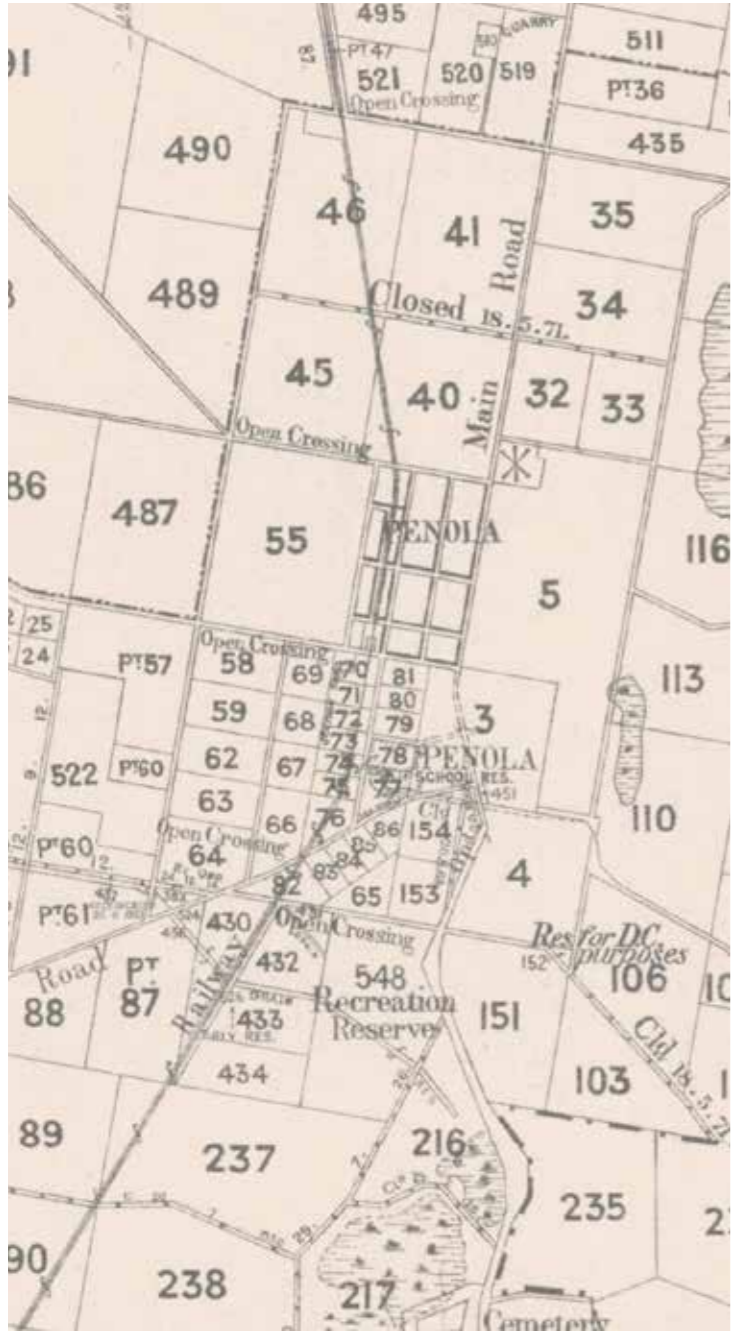
- Council and property owners to **identify potential opportunities** and new partnerships which will enable a coordinated approach for the town centre
- Guidance of Council's public **infrastructure investment** decision making
- Enhance and **protect the unique character** of the town centre, encouraging increased activation
- Encouragement for further **economic development** opportunities and investment in the area
- To recognise the **cultural history**, past and present of the Pinchunga people and the wider region
- Integrate and support Council's Disability Access and Inclusion Plan
- Review, upgrade and development of the existing **facilities to meet future community needs**
- Adequately **reflect feedback** from stakeholder and community consultation
- Improve **pedestrian movement and safety**
- Promote the use of **local and native species**, water sensitive urban design, innovative themes, and structured tree or shrub planting
- Identify ways to continue to **enhance and promote public art** into the town centre
- Provide a design that is **responsive to community** input

The framework takes into consideration the unique physical, cultural and environmental factors of Penola. The document explores the capacity of the town centre and considers how existing and proposed development can combine with open spaces, the public realm and vehicular access to enhance and revitalise Penola.

The implementation of the desired outcomes presented in this document will be dependent on funding and collaboration between Council, private landowners and DIT.



Aerial of Penola 1927



1.0 Background

1.2 Project Focus Area

The Penola Town Centre Draft Concept Design is focused on the area defined by Bowden Street, Queen Street, Riddoch Street, Portland Street, Petticoat Lane and Roden Lane. The project focus includes the Prince of Wales Hotel, Town Square and Royal Oak Hotel. Whilst the consultation engagement, site analysis and masterplan have considered wider links, the primary scope area is highlighted alongside.

 Project Focus Area





2.0 Vision

2.1 Vision for Penola

Penola will become a magnet for locals, day-trippers and visitors. A quick trip from Mount Gambier, a weekend getaway from Adelaide or passing through, the town centre is a gateway to exploring Penola and the Coonawarra region of South Australia.

Wide footpaths allow people to wander around the town. The town square and numerous outdoor dining areas encourage people to relax or rest after having enjoyed a day in the region, a cycle, cellar door or a walk along the numerous stunning trails that start from Penola.

The Mary MacKillop Interpretive Centre and Petticoat Lane, showcase the rich, local history of the area. While pubs, restaurants and other hospitality venues enable people to enjoy the local produce and wines of the region. At the same time, the commercial centre, recreational facilities, schools and open spaces support the community.

The happy chatter of locals, cyclists, tourists and international visitors fills the town centre. With the opening of the bypass, the rumble of traffic and trucks in the mainstreet is replaced by conversations and quiet discussion in response to the wider variety of stories, histories and narratives associated with Penola. The incredible life of Mary MacKillop, the rich culture of the Bungandidj people and the stories of the settlers, pioneers, poets and explorers who lived in Penola are woven into the fabric of the town.

Around every corner, there are new tales to tell, historical facts to learn, cultural spaces to explore and numerous cafes and restaurants to enjoy.

The trees and garden beds throughout the town create a distinct landscape setting. The town centre and footpath upgrades and attractive open spaces encourage people to stay.

The main street of Penola is a destination and a tourist trailhead from which to sample the myriad of experiences, stories and histories that Penola and the Coonawarra have to offer.





a wonderful
place of nooks
and crannies
filled with history
and rich stories

3.0 Consultation Summary

3.1 Summary

As part of the community consultation process, WAX Design and the Wattle Range Council facilitated an on site pop-up studio over several days from the (31st July and 1st August), located in Rymill Hall, Penola. Due to the COVID-19 pandemic and social distancing requirements; ticketed sessions were released to the community which allowed for a series of workshops with smaller groups of up to 10 people for 45-minute sessions.

Following on from the on-line survey released for public consultation earlier in the year, this consultation aimed to collect practical 'first hand' knowledge of the town to understand the key priorities based on the feedback that was contained in 197 return surveys.

Sessions ran throughout the day, encouraging participants to become the designer for each session. This was achieved through an interactive process, encouraging the community to work directly with WAX. Participants were asked to consider and reflect on their aspirations, ideas, issues, opportunities and key objectives for the Town Centre framework.

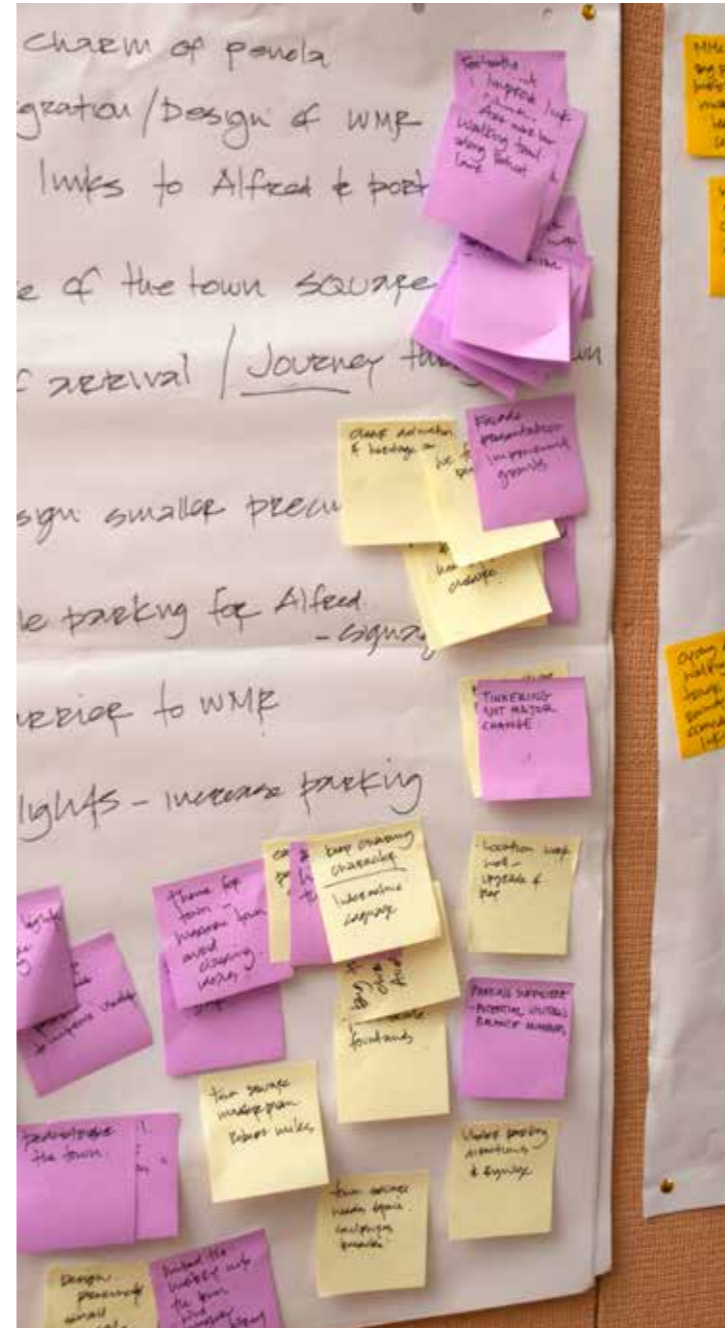
The engagement process comprised of three main parts:

1. An exercise using sticky dots and post-it notes to understand the key project priorities identified as part of the on-line survey and community consultation report from July 2020.
2. A 'cognitive mapping' process to understand the 'look and feel' of design elements such as paving treatments, street furniture, public art and tree planting to guide appropriate responses and selections.
3. A facilitated design workshop to draw out the community's views in relation to issues and opportunities while exploring design ideas in real-time using a 3D model, sketch design and post-it notes. This process enabled WAX to understand the key priorities and projects necessary to drive the development of the framework.

During the consultation process, over 80 community members became part of the design process; this consultation process also included engagement with the Mary MacKillop Memorial School students to ensure a diverse range of age groups had been engaged with.

After consolidating feedback from stage one of the community consultation, a draft concept design report was developed and presented to Council 19 January 2021 to release for community consultation. The draft report was released for comment on 18 February 2021 via a survey to obtain feedback. As part of the consultation process, WAX facilitated a community presentation and Q&A session at Rymill Hall, Penola on Thursday 4 March 2021. The session was attended by 55 community members who provided feedback on the design.

Public feedback closed on 16 March with a total of 57 survey responses received. The majority of respondents strongly or moderately agreed with the direction and intent of the draft concept design.

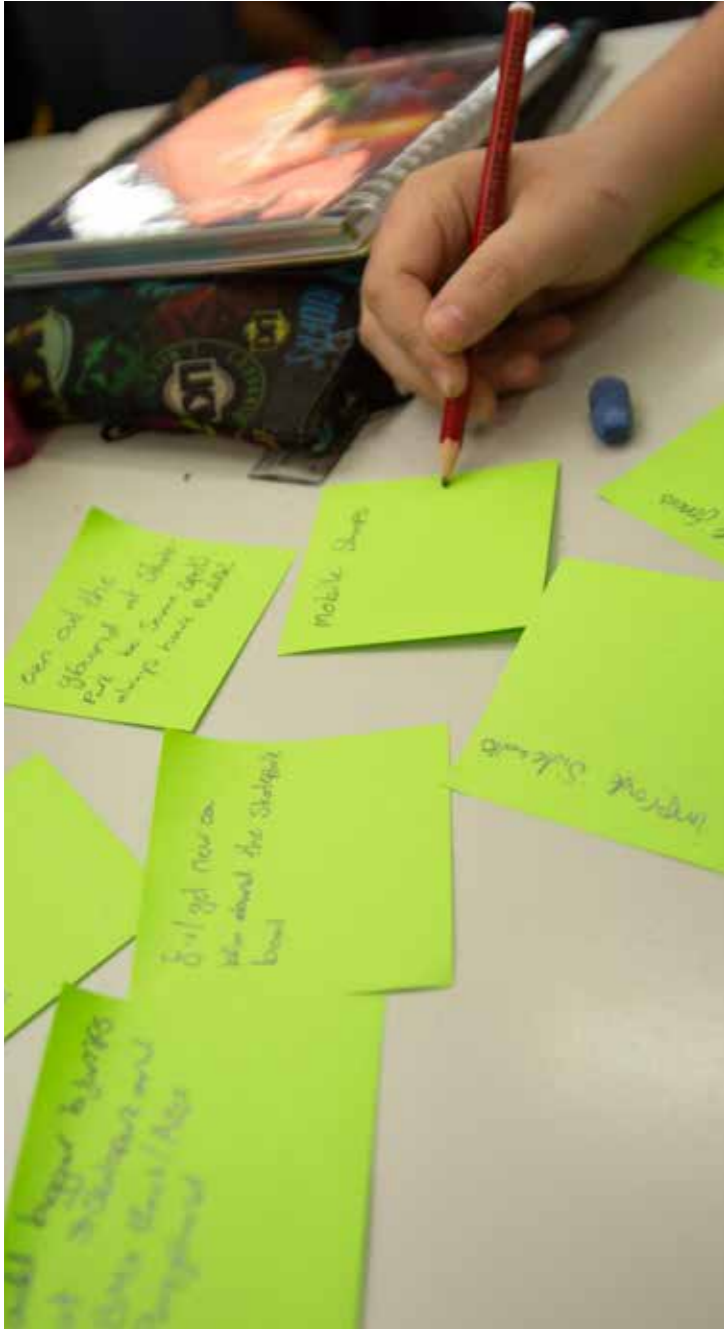


197 Original survey submissions

15 Community design workshops

80+ Community members provided feedback

30+ School students from Mary MacKillop Memorial School



3.0 Consultation Summary

3.2 Planning Priorities

The community consultation report from July 2020 identified twenty-four key project objectives. These ranged from improved accessibility, providing spaces for socialisation to creating flexible event spaces and reinforcing a sense of arrival.

The community were asked to select the six (6) most important opportunities. The following represent the top priorities from the communities feedback.

Other feedback was provided concerning the desired 'look and feel' of Penola. The community indicated their preference for material and facilities in the public realm. This information was collected to assist in the development of a style guide to support the delivery of the concept plans.

Further detail is provided in Sections 6.0 and 7.0 of the framework report.



Improve Cycling Infrastructure

Key Considerations

1. Review locations to support wider cycling connections, including nodes to connect to the rail corridor and a potential future wider cycling network.
2. Encourage a low-speed environment along the mainstreet to allow shared use activities.
3. Provide legible and visible cycling wayfinding signage to promote cycling connections across Penola and the Town Centre.
4. Provide bicycle parking at strategic locations along the mainstreet and in open spaces with bike maintenance stations.
5. Promote Penola as a cycling hub for exploring the Coonawarra and the Limestone Coast.

Town Entry Statement

Key Considerations

1. Reinforce the sense of arrival from bypass to encourage increased visitation to Penola (outside of project scope).
2. Develop entrance features and designs that reflect the character, landscapes and community value of Penola.
3. Review opportunity for smaller entry statements to Church Street to create a defined entry gateway to the mainstreet precinct.

Street Activation and Outdoor Dining

Key Considerations

1. Increase opportunity for outdoor dining and congregation spaces along Church Street.
2. Review on-street car parking and potential to allow more footpath activity, cafe tables and chairs etc.
3. Review opportunity for outdoor dining to Riddoch Street to support existing hospitality land uses.
4. Review opportunities to provide infrastructure to support temporary road closures to facilitate events and street parties.

Public Art

Key Considerations

1. Suggest key locations for public art that increases street art and activation.
2. Review opportunities for art activation with a blend of traditional and contemporary displays.
3. Explore opportunities to integrate local stories, histories and narratives into the public artworks



Improved Footpaths

Key Considerations

1. Provide high-quality footpath surfaces to reduce issues with existing slippery or low quality paving
2. Consider low maintenance materials
3. Establish footpaths that provide generous and continuous access along and across the mainstreet, ensuring that pathways are continuous and accessible for people of all abilities
4. Improve ease of pedestrian crossing across the mainstreet by incorporating new crossing points and improved signage
5. Connect car parking areas from Bowden Street, Arthur Street, Riddoch, Alfred Street, Portland Street and Young Street, facilitating a 'park n' wander' approach
6. Improve pedestrian connections to the eastern side of the town to improve connections to Mary Mackillop Interpretive Centre and Petticoat Lane

Activate Building Facades

Key Considerations

1. Review opportunities for activation to existing buildings including after dark and static displays
2. Provide locations to increase community public art

Other priorities that feature highly included;

- Street Lighting
- Town Wayfinding and Signage
- Natural Shade and Tree Planting
- Interactive and Social Spaces
- Bespoke Street Furniture and Wayfinding
- Flexible Event Spaces

4.0 Strategic Plan

4.1 Issues and opportunities

WAX worked collaboratively with the community to better understand the issues and opportunities associated with Penola and how the framework could resolve or enhance these aspects of the Town Centre. Several of these aspects built on the findings of the community survey.

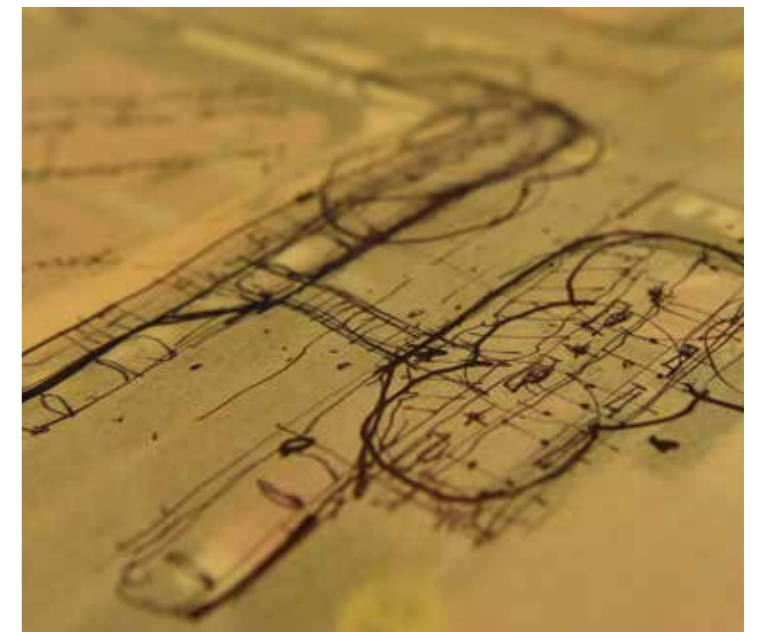
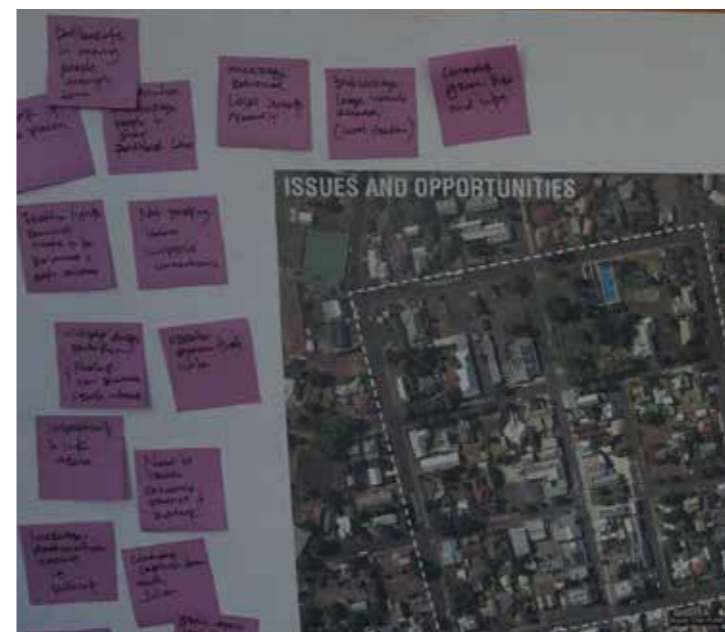
WAX mapped and identified problems, explored potential solutions and facilitated discussions between the community around potential conflicts and solutions which needed to be addressed in the framework and particularly the Town Centre Masterplan Projects (refer Section 6.0).

Some members of the community expressed the desire for leaving things as they are, or limiting change. However, taking action to protect and reinforce the character of Penola is not the same as doing nothing.

Following on from the online survey, community consultation and considerations from the community's discussions, the following masterplan considerations are required to ensure that the unique character and qualities of Penola are retained.

4.2 Masterplan Considerations

1. Improve legibility of wayfinding to reinforce the Town Centre and entry from the bypass
2. Improve landscape amenity to the Prince of Wales car park to support upgraded town entry and sense of arrival
3. Review opportunity for landscaping treatments to create gateway entrance
4. Improve wayfinding to swimming pool and heritage buildings
5. Improve provision of shelter to War Memorial Park to increase large gatherings, community activation and support events
6. Review the design of the junction of Church Street and Arthur Street to support large vehicle turning and encourage RV's and large vehicles to park off the mainstreet
7. Review opportunity for expansion of the skatepark to cater for a range of abilities and increase youth activation
8. Upgrade existing playspace to provide nature-based play focus with a varying range of risk, challenge and diverse play opportunities and inclusion
9. Review conflicts to existing tree planting with car parking and improve access to the visitor centre
10. Review connections across Church Street adjacent to the Prince of Wales Hotel to encourage walkability and activation
11. Upgrade existing toilets and provide high-quality rest stops to encourage visitors to park and explore Penola (changing rooms, possible shower and Changing Places accredited facility)
12. Review cycling links to potential regional bike network and provide clear links into town including wayfinding signage, bike infrastructure and encourage shared use street treatments
13. Review opportunities to provide increased outdoor dining to mainstreet
14. Improve pedestrian crossing to town square (review potential to reduce traffic speeds)
15. Increase activation and amenity to the town square including shade, tree planting and opportunity to support community events, including improved seating, access to power, services & AV systems for events
16. Improve footpath links to Young Street to improve pedestrian legibility and links to Petticoat Lane
17. Encourage large vehicle and RV parking to Alfred Street with improved activation of and access to the mainstreet
18. Encourage RV and large vehicle parking to Portland Street and include an increase in shade planting and landscaping of the central median strip
19. Improved signage and interpretation of Petticoat Lane
20. Review the opportunity to improve the footpath to Petticoat Lane (single side), with kerb build out to Portland Street to increase visibility of the Lane (undertake heritage impact statement)
21. Improved pedestrian crossing with kerb build-outs, kerb ramps and landscape treatments
22. Improve and widen footpath connections to Riddoch Street to reinforce the pedestrian link from Royal Oak Hotel to the Interpretive Centre
23. Opportunity for outdoor dining spaces to Riddoch Street, southern side to support existing hospitality. Possible toilet on Royal Oak car park (council land)
24. Investigate the removal of traffic lights (further discussions with DIT required) due to reduced traffic and low-speed environment, allows for parking to be installed. Further development of crossing approach to be reviewed
25. Develop kerb build-outs and review road alignment to reduce pedestrian conflicts and improve access between school and residential areas
26. Consider wide road network and links to Melbourne
27. Develop a southern gateway entry statement
28. Additional tree planting to town entrance to create a distinct sense of arrival
29. Review opportunity to improve off-street car parking including laneway activation and art features to blank walls
30. Removal of B-double vehicles from mainstreet with signage and road limits (further discussions with DIT required) potential to restrict large trucks to Church Street and provide alternative route options via Portland Street or Queen Street
31. Improved town entry signage from Casterton entry to improve sense of arrival and reinforce the Town Centre
32. Cycling trailhead to support rail trail network (future works)



4.3 Strategic Plan



Key

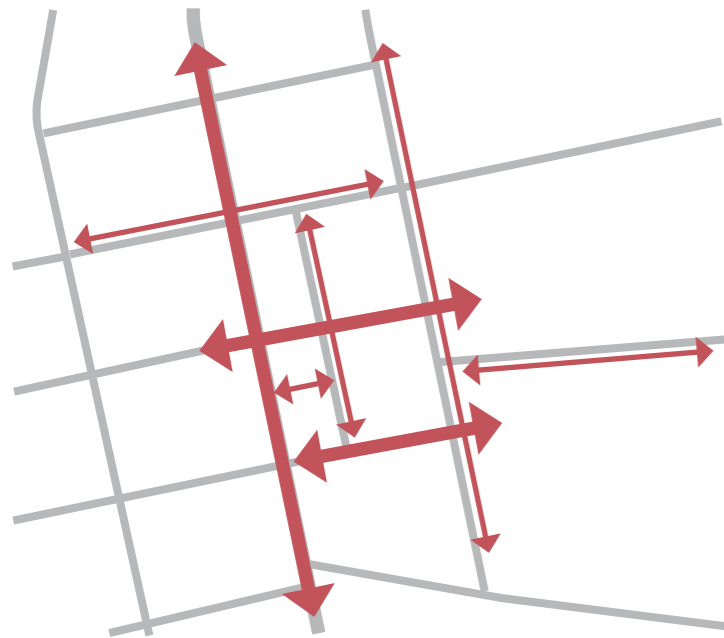
- X Movement and Traffic
- X Public Realm and Amenity
- X Wayfinding, Signage and Interpretation
- ⋯ Improved street lighting
- Cycling node
- Open space upgrades
- ✱ Entry signage
- ✱ Key wayfinding entry signage
- Opportunity for Public art
- ||||| Encourage Outdoor dining opportunities
- Improved footpath connections
- Increased tree planting
- Improved large vehicle, rv and caravan parking

5.0 Design Principles

5.1 Introduction

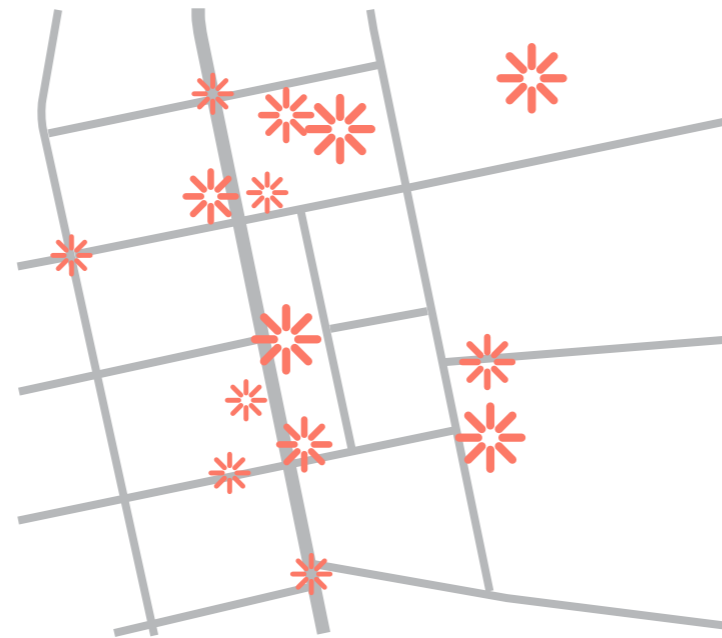
The following four principles capture the critical thinking associated with the town centre framework. These include principles associated with the linkage throughout the town centre. Activation of places and spaces that act as stepping stones is proposed; as well as increased interest by stretching activation and access across the town centre.

Finally, a set of principles have been developed that encourage the development of defined edges, reinforcing a sense of arrival as well as activation across the town centre.



Linkages

- Reinforce and create connections between places, open spaces and destinations
- Rationalise and improve pedestrian and vehicular access to destinations, facilities and places
- Create accessible car parking that encourages people to 'stay and wander'
- Reinforce linkages to the broader region and bypass
- Create linkages through signage and wayfinding to ensure the Town Centre is legible, easy to access and connected
- Create continuous, safe and easily accessible footpaths for all members of the public along the main street and throughout the town centre



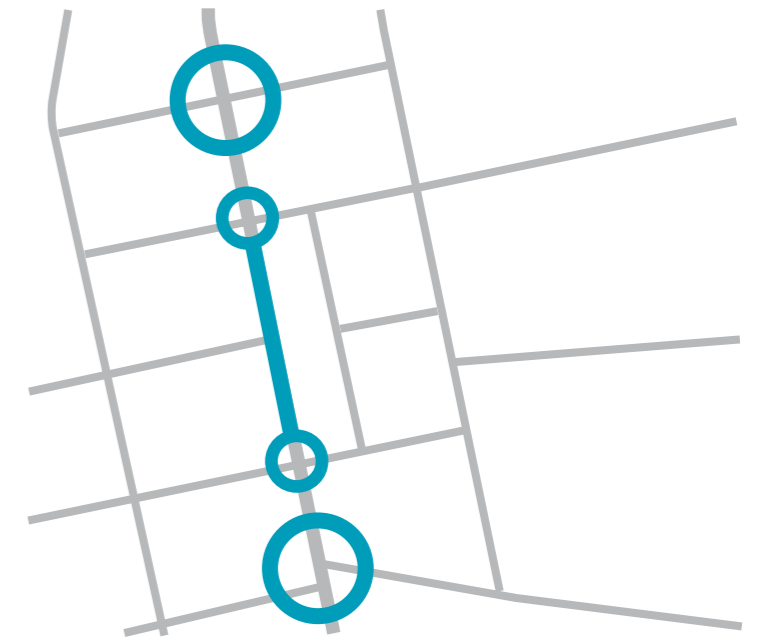
Stepping Stones

- Create destination spaces and facilities that act as stepping stones across the town centre
- Build on the towns amazing 'hooks and crannies' to create places of interest that are easily accessible to all members of the public
- Create new destinations that add to the variety of places and spaces throughout the town centre
- Improve pedestrian connections across the main street and between key destinations



Story Telling

- Promote an understanding of Penola and the Coonawarra's rich history and culture
- Encourage visitors and locals to respect and understand the culture of the town
- Celebrate Penola's stories
- Provide wayfinding, signage and interpretation that provides knowledge and promotes understanding
- Explore the potential to tell, celebrate and interpret new stories for Penola and the Coonawarra



Active Edges

- Ensure the mainstreet is welcoming, inclusive and accessible for people of all abilities, ages, genders and cultures, creating a safe and friendly environment
- Promote active frontages to the mainstreet with public spaces that support outdoor dining and social interaction
- Reinforce the surrounding landscape character of the Town Centre through high-quality landscape areas and public spaces which include water sensitive urban design (WSUD) responses
- Create spaces which allow people to linger and congregate before and after their exploration of Penola and the region



6.0 Town Centre Masterplan

6.1 Priority Projects

The analysis and community engagement undertaken during the development of the Penola Town Centre Draft Concept Design has identified the issues and potential opportunities that face Penola now and into the future.

To illustrate how these opportunities will enhance the Town Centre of Penola, the following four priority projects have been developed. These projects incorporate the community consultation feedback, strategic directions, design principles and specific actions.

The following concept plans support the overall master

planning of the Town Centre and are broken down into four projects reflecting the following sites;

Project A - Town Centre

Project B - War Memorial Park

Project C - Town Entrance

Project D - Riddoch Street

Project E- Petticoat Lane

Project F- Town Entry (Casterton)



Project A - Town Centre

- Encourage increased activation of Town Square
- Develop a low-speed environment to reduce vehicular speeds to Church Street
- Improve pedestrian links and crossing legibility
- Encourage parking to Alfred Street and Portland Street with improved links to mainstreet
- Increase public art, wayfinding and heritage interpretation (non indigenous settlement and First Nations) to create a cultural focal point in the town

Project B - War Memorial Park

- Improve activation to War Memorial Park
- Upgrade existing playground
- Redevelop skate park to increase activation and recreation function
- Improve event capacity
- Increase constructed shade to support larger gatherings and events
- Provide a high-quality open space to encourage visitors to stay within town

Project C - Town Entrance

- Improve sense of arrival to the Town Centre
- Create a defined gateway entrance to announce the central mainstreet precinct
- Improve signage and wayfinding to enhance the visitor experience and encourage people to stay
- Reinforce landscape character of the town and increase landscape treatments and amenity

Project D - Riddoch Street

- Improve footpath connections from Church Street and increase links to Mary Mackillop Interpretive Centre and the historic Petticoat Lane
- Provide opportunity for increased outdoor dining activation
- Provide infrastructure to support temporary road closure to allow for community street parties and events



Project E - Petticoat Lane

- Improve footpath connections and connections to Petticoat Lane
- Improve surface treatments
- Increase wayfinding and informative signage to promote the precinct



Project F - Town Entry (Casterton)

- Improve sense of arrival to the Town Centre from Casterton road
- Create a defined gateway entrance to announce the central mainstreet precinct
- Improve signage and wayfinding to enhance the visitor experience and encourage people to stay
- Reinforce landscape character of the town and increase landscape treatments and amenity

6.0 Town Centre Masterplan

Project A - Town Centre



Key

- | | | | |
|--|--|---|--|
| <p>1. Raised tabletop paving treatment to the intersection with 'bump-up' ramp to provide traffic calming. Provide at grade pedestrian crossing to improve connectivity to Town Square and allow for larger congregation and event space (temporary road closure) - street party</p> <p>2. Build out from existing kerb line to increase the public realm including new paving, improved street lighting, wayfinding signage and street furniture (bollards)</p> <p>3. New tree planting to reinforce Town Square and improve shading to mainstreet with potential for rain gardens. Street furniture to the underside of tree planting to increase shaded places to sit within the street</p> | <p>4. Street tree planting to define central Town Square Precinct including up-lighting to create ambient lighting to promote after dark activation to Town Square</p> <p>5. Large paved plaza to support temporary events and increase pedestrian access through town, particularly between Church Street and Alfred Street</p> <p>6. New shade structure to Town Square including community picnic table (6m length) picnic setting, catenary or festoon lighting and new paved treatment. Opportunity for power outlets to shade structure to support local events. Integration of existing art screens</p> | <p>7. Long timber seats (6m) to increase seating for community events and encourage the use of town square</p> <p>8. New shade structure to Town Square including picnic settings, lighting and new paved surface</p> <p>9. Build-out to kerb line to increase active edge to Town Square, including tree planting, uplighting and wayfinding</p> <p>10. New kerb ramp to align with existing crossing to encourage active links to Young Street</p> <p>11. Central median including compacted quarry fines surface, tree planting and wayfinding</p> | <p>12. Kerb build-out with improved landscape planting to support existing trees and provide increased shade for pedestrians</p> <p>13. Kerb build-out with new tree planting and landscape treatments</p> <p>14. Formalised entry to the off-street car park</p> <p>15. Central tree planting to Young Street</p> <p>16. Retention of existing trees to Town Square</p> |
|--|--|---|--|



Illustration of the mainstreet with kerb buildouts and improved landscape treatments



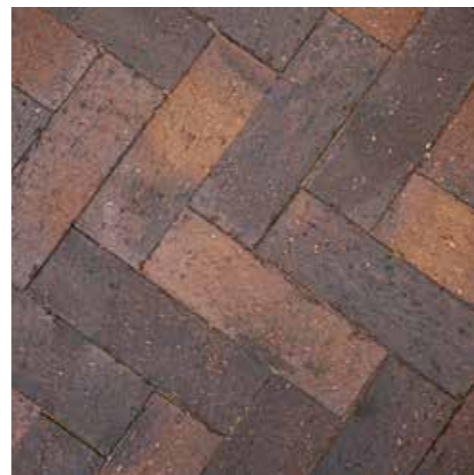
Existing

6.0 Town Centre Masterplan

Project A - Town Centre



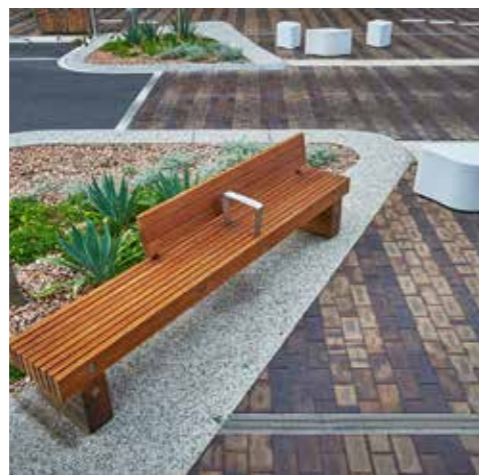
Illustration of Young Street with kerb build-outs, central tree planting and improved landscape treatments



Existing



Illustration of Alfred Street with kerb build-outs, new crossing points and improved landscape treatments



Existing

6.0 Town Centre Masterplan

Project B - War Memorial Park



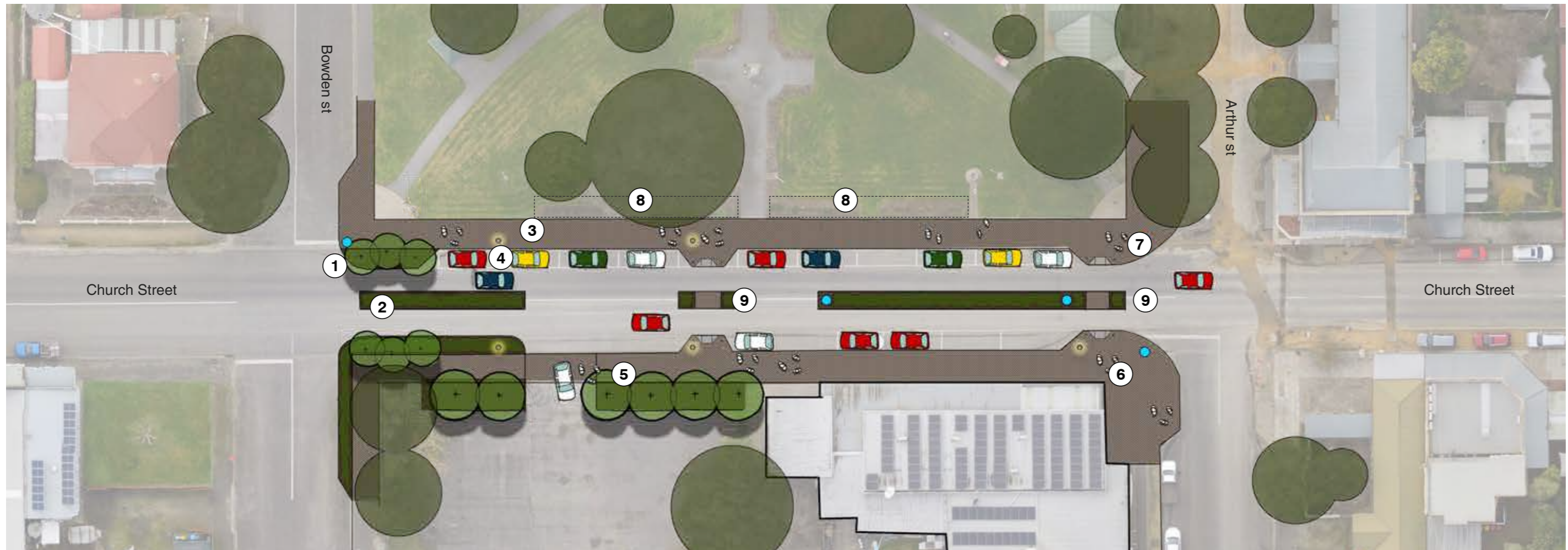
Key

1. New shelters (10x4m) to increase shelter to the park and provide additional infrastructure to support events including power outlets, lighting and rigging points for speakers
2. Upgrade to existing toilets including new paving to perimeter potential for changing room, shower and Changing Places accredited facilities
3. New playspace, including mounded landscape, slide, climbing net, nature-based play, water play elements, in-ground trampolines and fencing within a landscape setting and a focus on an all-accessible gradient of play
4. New paved path to provide a separated edge from street including new boundary treatment, tree planting and landscape treatments
5. Loop path to increase links to skatepark and provide additional scooter path
6. New shelter (3x3) to increase constructed shade
7. Increased skatepark footprint including new 'street style' skateable environment, suitable for scooters and bikes
8. Outdoor Foosball table
9. Large timber platform to provide informal hang out area with shade trees, landscaped gardens, lawn area and seating
10. Tree planting to increase shade and define the edge of the open space
11. Landscaping to the existing mound to define skate park precinct and provide a soft edge to Bowden Street and backdrop to the historic cottages, as well as framing the swimming pool
12. New 3-3 basketball court and netball hoop to create a recreation spine to the centre of the park



6.0 Town Centre Masterplan

Project C - Town Entrance



Key

1. Kerb build-outs to define the entry to the town, including new paving, improved street lighting, wayfinding and street furniture
2. Central median to increase pedestrian crossing locations, slow vehicular movements and create gateway entrance
3. Improved footpath to edge of War Memorial Park including tree avenue to reinforce the character of reserve and provide shade
4. Retention of existing on-street car parking
5. Improved footpath with improvements to existing gardens
6. Increased public realm to Prince of Wales Hotel to provide the potential for increased outdoor dining opportunities, seating, improved lighting and improved pedestrian crossing points to connect War Memorial Park
7. Review of turn path to Arthur Street corner to encourage large vehicle access with improved signage to direct vehicles, RV's and caravans to parking areas off the mainstreet
8. Community planted garden beds retained (indicatively shown dashed)
9. Pedestrian crossing to increase pedestrian safety and connections

Project C - Town Entrance



Existing

Illustration of town entry with kerb build-outs, tree avenue, entry signage and improved landscape treatments



6.0 Town Centre Masterplan

Project D - Ridoch Street

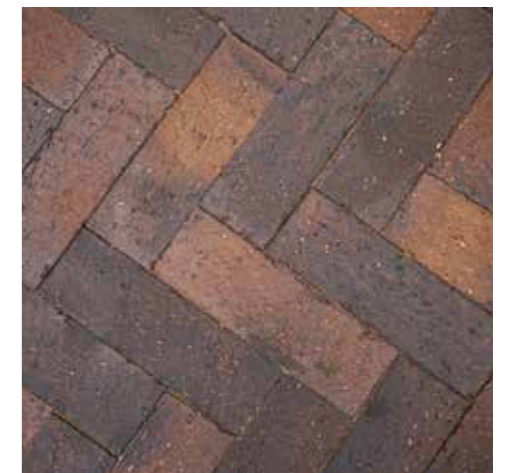


Existing

Key

1. Kerb build-out to increase opportunity for outdoor dining and public realm including new paving, street furniture and bollards
2. Retention of existing parking with opportunity to provide disabled parking space
3. Improved footpath links to Mary Mackillop Memorial School, interpretive centre and Peticoat Lane including kerb ramps, paving treatments, tree planting, wayfinding signage and lighting improvements
4. Central median including pedestrian crossing locations, tree avenue and planting areas
5. Potential road surface treatment to support low speed environment and provide opportunity for road closures and larger events including removable bollards, power outlets and improved lighting

Illustration of Ridoch Street with kerb build-out to increase opportunity for outdoor dining and public realm including new paving, street furniture and bollards.



Project E - Petticoat Lane



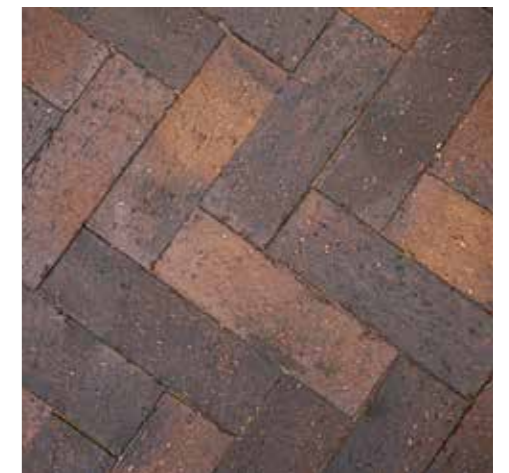
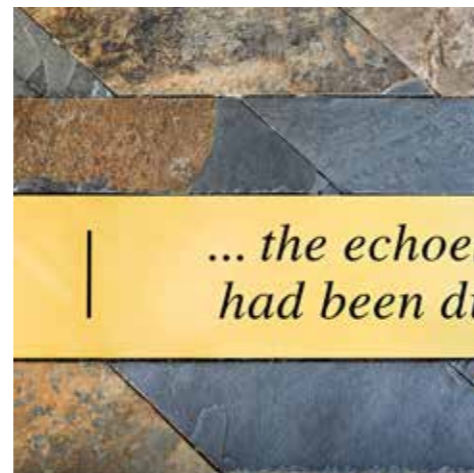
Illustration of Petticoat Lane with kerb build-outs, signage and improved lighting treatments



Existing

Key

1. Improved footpath connections including paved treatments, new kerbing and integrated art to ground surfaces to reinforce historical context and provide canvas for cultural narratives
2. Wayfinding signage to improve legibility of Petticoat Lane
3. Opportunity for ambient to increase after dark activation including uplighting
4. Repairs to timber kerbing and new footpath treatment



6.0 Town Centre Masterplan

Project F - Town Entrance



Existing

Key

1. Kerb build-outs to define the entry to the town, including new paving, improved street lighting and town entry signage

Illustration of town entry with kerb build-outs, tree avenue, entry signage and improved landscape treatments



7.0 Style Guide

7.1 Introduction

The aim of the design guidelines is to attract more visitors to stay in the Town Centre longer. The selection of street furniture, materials and landscapes must reflect the intent of the framework and the associated projects.

The style guide does not propose to simply copy the historical context of the Town Centre or the iconic wine region of the Coonawarra, but considers relevant design responses, which are unique, confident and progressive, and which deliver outcomes that match the future expectation of the community of Penola. These materials reflect the history of Penola and exhibit the idea of permanency and quality. New opportunities to reflect local stories and narratives within the public realm should be realised with considerate applications, wayfinding and interpretation.

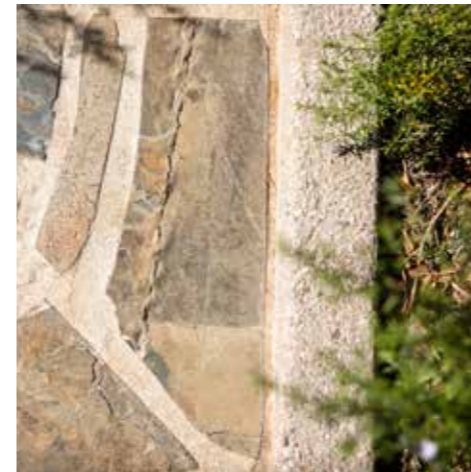
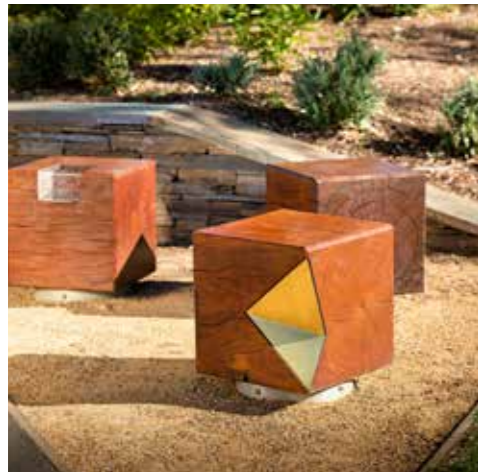
The following pages provide recommendations and examples of the suggested character in relation to the urban design and landscapes of Penola.

7.2 Surface Treatments

- Paving elements should be robust and incorporate the use of one or two tones in paving in line with the surrounding character, with a contrasting colour incorporated in the banding (stone, brick) to highlight significant locations or reflect heritage architecture
- Vary use of hard surface materials (paving, exposed aggregate concrete and compacted gravels) to achieve a range of textures, contributing towards a more diverse and visual experience across the public realm
- Future paving along the mainstreet should be high-quality brick paver with a lighter colour banding (stone, brick, concrete paver). Aged steel edging and stone kerb detailing should be used to reinforce the main street. Consideration should be given to the impact of dust and wind blown material, with colour selections that reflect the terra rossa landscape
- Rustic elements such as aged steel, stone and timber can be incorporated to provide connections with the historical context of the town centre as edging and highlight details
- Artistic elements such as mosaic tiles, shot blasted patterns or cast in details can be incorporated to provide interesting elements that highlight and recognise the indigenous and pioneer heritage of Penola

7.3 Structures and Furniture

- Materials should be selected for their robust nature requiring little maintenance such as stone, seasoned timbers, brick and metal. Materials should be aesthetically pleasing, reinforce permanence, as well as feature weathered textures
- Structures and street furniture should be comprised of natural features and forms and respond to the surrounding rural landscape
- Proposed structures should be designed or selected to maximise the provision of shelter, comfort and amenity while maintaining an appropriate scale in relation to the built form of the Town Centre
- The suite of furniture should allow for subtle changes in detailing or combination of materials to be applied to reinforce or highlight areas of importance
- Designs should be highly functional
- Bespoke structures and furniture to incorporate artistic combinations of materials such as stone, glass, stainless steel and ceramics that serve as both functionally and aesthetically pleasing art pieces



7.4 Lighting

- Lighting selection that reflects the historical context of the Town Centre without reproduction or faux replication
- Light selections should minimise light spill and light pollution and minimise the impact of lighting infrastructure
- Lighting should be robust, resistant to vandalism, easy to maintain, efficient (LED) and provide security and facilitate access
- Strip and focused beam lighting elements should be included on the ground plane for directional emphasis and in the illumination of congregation spaces
- Use of lighting effects to enhance art pieces, prominent architecture, mature trees and congregational spaces should be cohesive



7.5 Wayfinding and Signage

- Wayfinding should have a coordinated character utilising contextual colours, lettering style and forms
- Locate and design signage in such a way as to reflect and reinforce the character and function of the town centre
- Signage size and scale should compliment the scale of buildings and should not overpower or distort the visual appearance of the buildings
- Illuminate signage externally by means of a concealed top light or spotlight
- Be concise and efficient in communicating with the public to avoid the proliferation of confusing and cluttered information or numerous advertisements
- Look to incorporate public art approaches to enhance town centre character, in particular at intersections and corner buildings



7.5 Landscape

- Vegetation selected for seasonal attributes, hardiness, and should contribute to native species habitats
- Hardy, drought and frost tolerant native species incorporated through landscape treatments
- Promote climate resilience through appropriate vegetation selections

Trees

Acer negundo 'Sensation'
 Agonis flexuosa
 Allocasuarina verticillata
 Cupaniopsis anacardiopsis
 Eucalyptus camaldulensis
 Eucalyptus gracilis
 Eucalyptus leucoxylon 'Rosea'
 Eucalyptus leucoxylon ssp. megalocarpa
 Eucalyptus macrocarpa ssp. macrocarpa
 Eucalyptus odorata
 Eucalyptus porosa
 Hibiscus tiliaceus
 Jacaranda mimosifolia
 Lagerstroemia indica
 Malus x floribunda
 Metrosideros excelsa
 Pyrus calleryana 'Capital'
 Purple Stick Box Elder
 Western Australian Willow Myrtle
 Drooping Sheoak (Southern Lofty)
 Carrotwood
 River Red-gum
 Yorrell
 Pink-flowered Blue Gum
 Large-fruited Blue Gum
 Rose of the West
 Peppermint Box
 Mallee Box
 Bronze Cottonwood
 Jacaranda
 Crepe Myrtle
 Japanese Flowering Crabapple
 New Zealand Christmas Tree
 Ornamental Pear

Plants

Acacia hakeoides
 Acacia montana
 Acanthus mollis
 Ajuga australis
 Atriplex cinerea
 Atriplex semibaccata
 Austrodanthonia caespitosa
 Austrostipa elegantissima
 Austrostipa eremophila
 Bossiaea prostrata
 Brachyscome multifida
 Carpobrotus rossii
 Cassinia laevis
 Ceanothus 'Blue Cushion'
 Choisya ternata
 Chrysocephalum apiculatum
 Correa decumbens
 Correa pulchella 'Dusky Bells'
 Correa pulchella 'Pink Mist'
 Correa reflexa
 Cymbopogon ambiguus
 Dianella 'Border Silver'
 Dianella brevicaulis
 Dietes bicolor
 Dietes grandiflora
 Dodonaea bursariifolia
 Dodonaea hexandra
 Dodonaea humilis
 Dodonaea viscosa ssp. cuneata
 Enchylaena tomentosa
 Eremophila crassifolia
 Eremophila glabra
 Gahnia filum
 Goodenia blackiana
 Goodenia ovata
 Goodenia varia
 Grevillea thelemanniana 'Spriggs Form'
 Hakea rostrata
 Hardenbergia violacea alba
 Hardenbergia violacea 'Happy Wanderer'
 Helichrysum petiolare
 Hibbertia riparia
 Hibbertia sericea
 Indigofera australis
 Isolepis nodosa
 Isopogon ceratophyllus
 Juncus usitatus
 Kennedia prostrata
 Kunzea pomifera
 Leucophyta brownii
 Liriope muscari
 Lomandra longifolia
 Lomandra longifolia 'Tanika'
 Muehlenbeckia florulenta
 Myoporum insulare
 Myoporum parvifolium
 Poa labillardieri
 Rhagodia candolleana ssp. candolleana
 Rhagodia parabolica
 Rhagodia spinescens
 Rosa 'Howard Florey'
 Rosa 'Mawson'
 Rosmarinus officinalis
 Russelia equisetiformis
 Scaevola aemula
 Teucrium fruticans
 Themeda triandra
 Trachelospermum jasminoides
 Viburnum tinus
 Wahlenbergia stricta ssp. stricta
 Westringia fruticosa
 Westringia rigida
 Xanthorrhoea quadrangulata
 Xanthorrhoea semiplana ssp. semiplana






8.0 Implementation Plan

8.1 Priority matrix

The items identified in the Draft Concept Plan will need to be developed progressively over the next 10+ years. These actions are considered in terms of priority: high (0-2 years), medium (3-5 years) and low (beyond 6 years). These actions are considered in terms of estimated project value to allow for staging of works, grant funding opportunities and budgets to be developed.

\$	\$0 - \$50,000
\$\$	\$50,0001 - \$200,000
\$\$\$	\$200,001 - \$500,000
\$\$\$\$	\$500,001 - \$1,000,000
\$\$\$\$\$	\$1,000,001+

	High Priority (0-2 years)
	Medium Priority (3-5 years)
	Low Priority (6 years+)

Item	Concept Plan Reference Number	Description	Probable Opinion of Costs	Priority
1.0 Project A- Town Centre (refer page 22)				
1.1	1	Raised tabletop paving treatment to the intersection with 'bump-up' ramp to provide traffic calming. Provide at grade pedestrian crossing to improve connectivity to Town Square and allow for larger congregation and event space (temporary road closure) - street party.	\$\$ - \$\$\$	Low Priority (6 years+)
1.2	2	Build out from existing kerb line to increase the public realm including new paving, improved street lighting, wayfinding signage and street furniture (bollards).	\$\$ - \$\$\$	Medium Priority (3-5 years)
1.3	3	New tree planting to reinforce Town Square and improve shading to mainstreet with potential for rain gardens. Street furniture to the underside of tree planting to increase shaded places to sit within the street.	\$ - \$\$	Medium Priority (3-5 years)
1.4	4	Street tree planting to define central Town Square Precinct including up-lighting to create ambient lighting to promote after dark activation to Town Square.	\$ - \$\$	Low Priority (6 years+)
1.5	5	Large paved plaza to support temporary events and increase pedestrian access through town, particularly between Church Street and Alfred Street.	\$\$	High Priority (0-2 years)
1.6	6	New shade structure to Town Square including community picnic table (6m length) picnic setting, catenary or festoon lighting and new paved treatment. Opportunity for power outlets to shade structure to support local events. Integration of existing art screens.	\$\$	Low Priority (6 years+)
1.7	7	Long timber seats (6m) to increase seating for community events and encourage the use of town square.	\$	High Priority (0-2 years)
1.8	8	New shade structure to Town Square including picnic settings, lighting and new paved surface.	\$\$	Medium Priority (3-5 years)
1.9	9	Build-out to kerb line to increase active edge to Town Square, including tree planting, uplighting and wayfinding.	\$\$\$	High Priority (0-2 years)
1.10	10	New kerb ramp to align with existing crossing to encourage active links to Young Street.	\$	High Priority (0-2 years)
1.11	11	Central median including compacted quarry fines surface, tree planting and wayfinding.	\$\$\$	Low Priority (6 years+)
1.12	12	Kerb build-out with improved landscape planting to support existing trees and provide increased shade for pedestrians.	\$	Medium Priority (3-5 years)
1.13	13	Kerb build-out with new tree planting and landscape treatments.	\$	Medium Priority (3-5 years)
1.14	14	Formalised entry to the off-street car park.	\$	Low Priority (6 years+)
1.15	15	Central tree planting to Young Street.	\$\$	High Priority (0-2 years)
1.16	16	Retention of existing trees to Town Square.	\$	High Priority (0-2 years)
2.0 Project B- War Memorial Park (refer page 22)				
2.1	1	New shelters (10x4m) to increase shelter to the park and provide additional infrastructure to support events including power outlets, lighting and rigging points for speakers.	\$ - \$\$	High Priority (0-2 years)
2.2	2	Upgrade to existing toilets including new paving to perimeter potential for changing room, shower and Changing Places accredited facilities.	\$\$\$	High Priority (0-2 years)
2.3	3	New playspace, including mounded landscape, slide, climbing net, nature-based play, water play elements, in-ground trampolines and fencing within a landscape setting and a focus on an all-accessible gradient of play.	\$\$\$\$	Low Priority (6 years+)
2.4	4	New paved path to provide a separated edge from street including new boundary treatment, tree planting and landscape treatments.	\$\$\$	Medium Priority (3-5 years)
2.5	5	Loop path to increase links to skatepark and provide additional scooter path.	\$\$\$	Medium Priority (3-5 years)
2.6	6	New shelter (3x3) to increase constructed shade.	\$	Medium Priority (3-5 years)
2.7	7	Increased skatepark footprint including new 'street style' skateable environment, suitable for scooters and bikes.	\$\$\$ - \$\$\$\$	Low Priority (6 years+)
2.8	8	Outdoor Foosball table.	\$	Medium Priority (3-5 years)
2.9	9	Large timber platform to provide informal hang out area with shade trees, landscaped gardens, lawn area and seating.	\$	Medium Priority (3-5 years)
2.10	10	Tree planting to increase shade and define the edge of the open space.	\$	Medium Priority (3-5 years)
2.11	11	Landscaping to the existing mound to define skate park precinct and provide a soft edge to Bowden Street and backdrop to the historic cottages, as well as framing the swimming pool.	\$\$	Medium Priority (3-5 years)
2.12	12	New 3-3 basketball court and netball hoop to create a recreation spine to the centre of the park.	\$\$ - \$\$\$	Medium Priority (3-5 years)
3.0 Project C-Town Entrance (refer page 22)				
3.1	1	Kerb build-outs to define the entry to the town, including new paving, improved street lighting, wayfinding and street furniture.	\$\$\$	High Priority (0-2 years)
3.2	2	Central median to increase pedestrian crossing locations, slow vehicular movements and create gateway entrance.	\$	Medium Priority (3-5 years)
3.3	3	Improved footpath to edge of War Memorial Park including tree avenue to reinforce the character of reserve and provide shade.	\$\$	Low Priority (6 years+)
3.4	4	Retention of existing on-street car parking.	\$\$	High Priority (0-2 years)
3.5	5	Improved footpath with improvements to existing gardens.	\$	High Priority (0-2 years)
3.6	6	Increased public realm to Prince of Wales Hotel to provide the potential for increased outdoor dining opportunities, seating, improved lighting and improved pedestrian crossing points to connect War Memorial Park.	\$\$ - \$\$\$	Low Priority (6 years+)
3.7	7	Review of turn path to Arthur Street corner to encourage large vehicle access with improved signage to direct vehicles, RV's and caravans to parking areas off the mainstreet.	\$\$	Medium Priority (3-5 years)
3.8	8	Community planted garden beds retained.	\$	High Priority (0-2 years)
3.9	9	Pedestrian crossing to increase pedestrian safety and connections.	\$\$	High Priority (0-2 years)

Item	Concept Plan Reference Number	Description	Probable Opinion of Costs	Priority
3.0		Project C-Town Entrance (refer page 22)		
3.1	1	Kerb build-outs to define the entry to the town, including new paving, improved street lighting, wayfinding and street furniture.	\$\$\$	
3.2	2	Central median to increase pedestrian crossing locations, slow vehicular movements and create gateway entrance.	\$	
3.3	3	Improved footpath to edge of War Memorial Park including tree avenue to reinforce the character of reserve and provide shade.	\$\$	
3.4	4	Retention of existing on-street car parking.	\$\$	
3.5	5	Improved footpath with improvements to existing gardens.	\$	
3.6	6	Increased public realm to Prince of Wales Hotel to provide the potential for increased outdoor dining opportunities, seating, improved lighting and improved pedestrian crossing points to connect War Memorial Park.	\$\$-\$\$\$	
3.7	7	Review of turn path to Arthur Street corner to encourage large vehicle access with improved signage to direct vehicles, RV's and caravans to parking areas off the mainstreet.	\$\$	
3.8	8	Community planted garden beds retained.	\$	
3.9	9	Pedestrian crossing to increase pedestrian safety and connections.	\$\$	
4.0		Project D		
4.1	1	Kerb build-out to increase opportunity for outdoor dining and public realm including new paving, street furniture and bollards.	\$\$	
4.2	2	Retention of existing parking with opportunity to provide disabled parking space.	\$	
4.3	3	Improved footpath links to Mary Mackillop Memorial School, interpretive centre and Peticoat Lane including kerb ramps, paving treatments, tree planting, wayfinding signage and lighting improvements.	\$\$	
4.4	4	Central median including pedestrian crossing locations, tree avenue and planting areas.	\$\$	
4.5	5	Potential road surface treatment to support low speed environment and provide opportunity for road closures and larger events including removable bollards, power outlets and improved lighting.	\$\$	
5.0		Project E- Peticoat Lane (refer page 31)		
5.1	1	Improved footpath connections including paved treatments, new kerbing and integrated art to ground surfaces to reinforce historical context and provide canvas for cultural narratives.	\$\$ - \$\$\$	
5.2	2	Wayfinding signage to improve legibility of Peticoat Lane.	\$ - \$\$	
5.3	3	Opportunity for ambient lighting to increase after dark activation including uplighting.	\$	
5.4	4	Repairs to timber kerbing and new footpath treatment.	\$ - \$\$	
6.0		Project F		
6.1	1	Kerb build-outs to define the entry to the town, including new paving, improved street lighting and town entry signage.	\$\$ - \$\$\$	
7.0		General items:		
1.1	-	Wayfind strategy and implementation- provide signage to Town centre.	\$\$ - \$\$\$	
1.2	-	Cycling node to form connection to rail trail.	\$\$ - \$\$\$	
1.3	-	Improved street lighting to Town centre.	\$\$\$ - \$\$\$\$	

8.0 Conclusion

Penola Town Centre faces both opportunities and challenges, as well as social, economic and environmental impacts. What is apparent is the community's desire for Penola to strengthen and grow as a major destination, with a vibrant main street and numerous community assets into the future.

The Penola Town Centre Draft Concept Design provides a roadmap for the town, ensuring that future actions, proposed developments, public and private investment, as well as capital works contribute to achieving the vision for Penola.

The projects, design principles and materials palette illustrate a progressive framework of actions for Penola. The recommendations contained within this document will require an ongoing commitment from the community, Council, key stakeholders, investors and State Government.

The masterplan encourages community engagement – community engagement leads to mainstreet activation and placemaking – activation and placemaking increases business development – retail and commercial development drives demand for future planning.

The framework reinforces the character of Penola and encourages engagement and collaboration to create a vibrant and active Town Centre that incorporates future development and opportunities while ensuring the town's sense of place and intrinsic heritage character remain intact.





