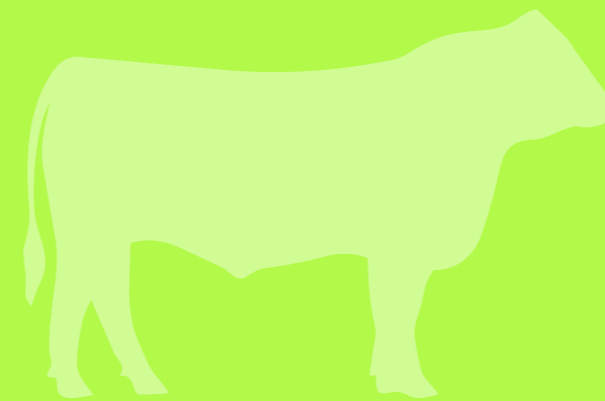


# Gordon Street Master Plan



May 2026

Master Plan Report  
Rev G

Report Title	Gordon Street Master Plan
Document Number	260201
Prepared for	Barcaldine Regional Council
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Author	Blacksmith Design
Approved	Stephen Smith - Principal

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**“If there’s a lesson in street watching it is that people do like basics – and as environments go, a street that is open to the sky and filled with people and life is a splendid place to be.”**

William H Whyte

# 1

## Introduction

Wall Planning in conjunction with their project partners Blacksmith Design and Vee Design were commissioned by Barcaldine Regional Council to undertake community engagement and prepare a concept-level Master Plan for the revitalisation of Gordon Street, Aramac.

Aramac is a small rural outback community, located about 68 km north of Barcaldine which sits within a loop of the Aramac Creek.

This town is one of a number of rural communities sitting within the Great Artesian Basin surrounded by extensive cattle grazing country.

Aramac is a close knit community of some 350 people, first set out in the 1860's and 1870's to service the surrounding rural areas. Its name comes from the initials of Robert Ramsay Mackenzie (R R Mac), an early explorer whose marked tree led to the town's naming.

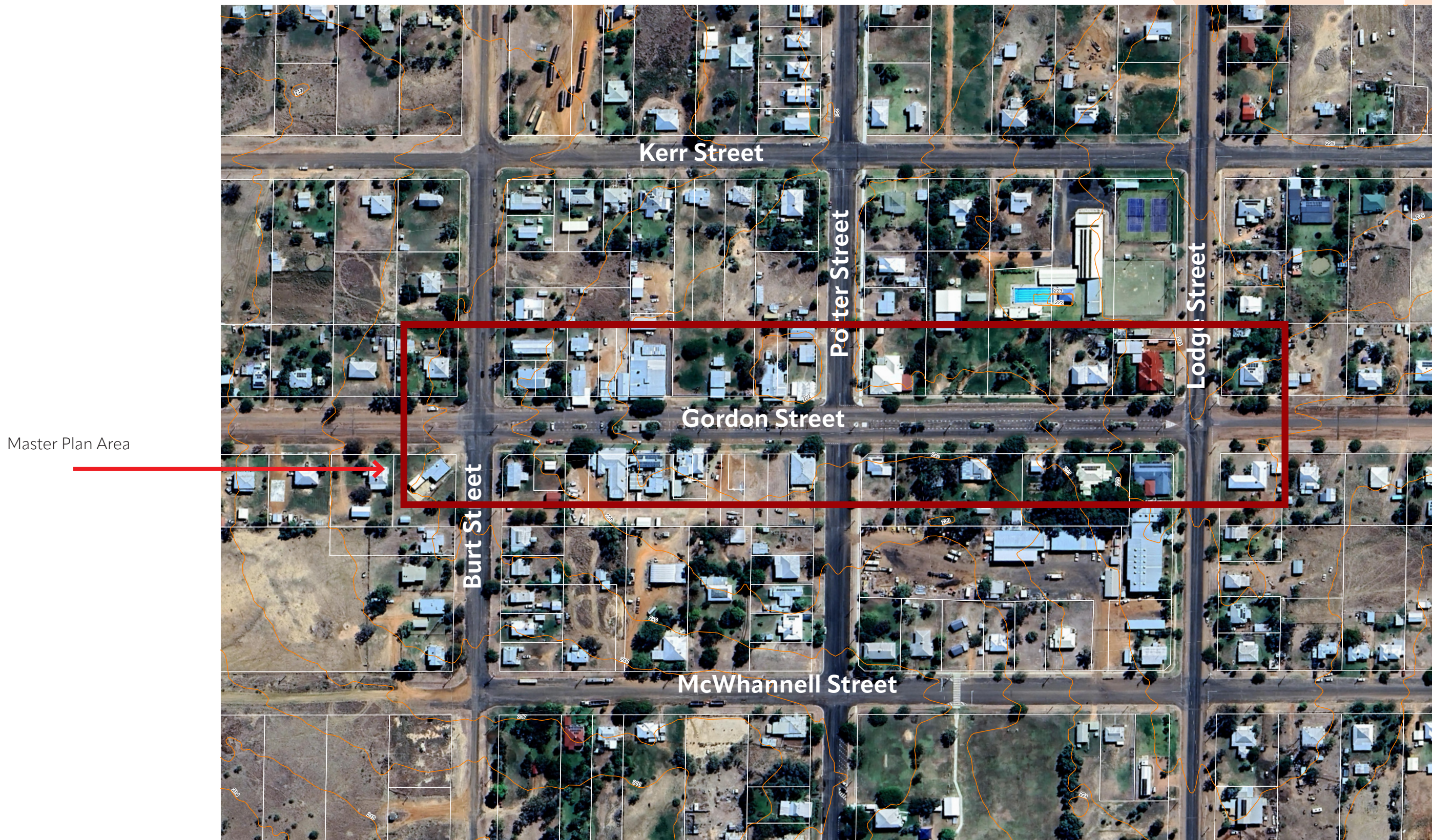
A decade later the same country town provided one of Australia's most enduring folk heroes. In 1870 the cattle duffer Harry Redford rounded up close to a thousand head of cattle from nearby Bowen Downs Station and drove them down the Strzelecki Track into South Australia - a feat so audacious a Roma jury famously refused to convict him. He was later reimagined as Captain Starlight and his name marks the Community Centre and Gallery in Gordon Street today.

The Concept Master Plan will provide a coordinated, longterm framework to guide Council decision-making and future infrastructure investment as part of the revitalisation of Gordon Street.

Figure 1 Site Photos



Figure 2 Existing Aramac Town Centre



# 2 Gordon Street Analysis



Figure 3 Gordon Street Analysis

Shop (vacant)  
Butcher  
Library (vacant)  
Supermarket. In many respects this cluster of retail shops forms the heart of the Aramac community.

Harry Redford Gallery, Bank of Queensland and Rural Transaction Centre.  
Shop (vacant)

Key town centre intersection underpinned by heritage buildings. Poor pedestrian environment with lack of ramps and signage.  
Ample on street car parking as parallel, median and angle. However there are no dedicated load zones.

Aquatic centre is an important recreation resource. It has no interface with the Gordon Street. There is an opportunity to locate facilities (BBQ's & shelters, etc) along this frontage to improve the interface.

Powerlines are located down the middle of the street which limits the ability to put large trees in the median.

Existing significant street trees to be retained. Potential to up light  
Heritage listed Anzac War Memorial. Creates a confusing intersection. Opportunity to provide entry statement to the town centre

private residence

private residence

Post Office



Public Toilets

Public Toilets

The iconic White Bull statue and associated shelters form a strong identity for the town. The metal shelters however are not fit for purpose given the local climate.

Hotel (Pub)

Cafe and Thrift Shop

vacant (Council owned)

vacant (privately owned)

vacant (Council owned)

New Elders facility.

Footpaths and road surface are generally in poor condition. There are inconsistent footpath widths and no pram ramps at intersections.

Movement lanes are very wide at 7.0m - 7.5 m in width. This width provides for clear vehicle through movements especially for those towing caravans, and other large vehicles

Gordon Street unlike many other streets in regional towns and cities is 40m in width. It makes an ideal event space at this width but it also creates a hot space with the extensive bitumen surface. More shade trees are vital.

private residence

private residence

Council Offices. Along with the Post Office and Anzac Memorial form a civic hub and entry into the Main Street



# 3

## Community Consultation

Initial consultation with the local community, Council and a range of other stakeholders was undertaken 24th to 26th February 2026. This consultation was intended to gather initial thoughts and ideas around the revitalisation of Gordon Street as the main street of Aramac.

A follow up consultation session was undertaken on 25th of March to present the Draft Master Plan to the stakeholder group as well as the broader public in an open public forum.

### Consultation Methodology

Engagement activities were designed to demonstrate procedural integrity, transparency and early relationship-building with the Aramac community and Barcardine Regional Council. Engagement was undertaken in accordance with community-centered principles and aligned with the IAP2 spectrum at the Consult–Involve level. Inputs included:

- Council executive and operational staff
- Engineering and infrastructure representatives
- Corporate and community services
- Tourism representative
- Community members
- Walking audit observations
- State Government Agencies



Figure 4 African Mahogany tree provides good shade in the main street

**“The street is just too hot - we need more shade.”**

### Key Themes

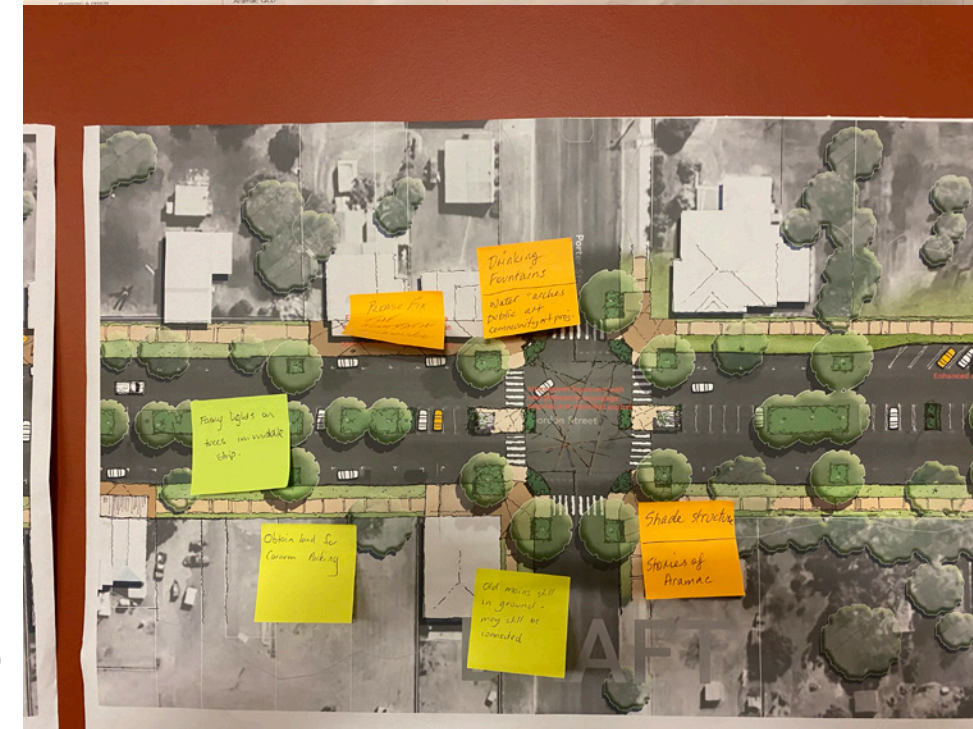
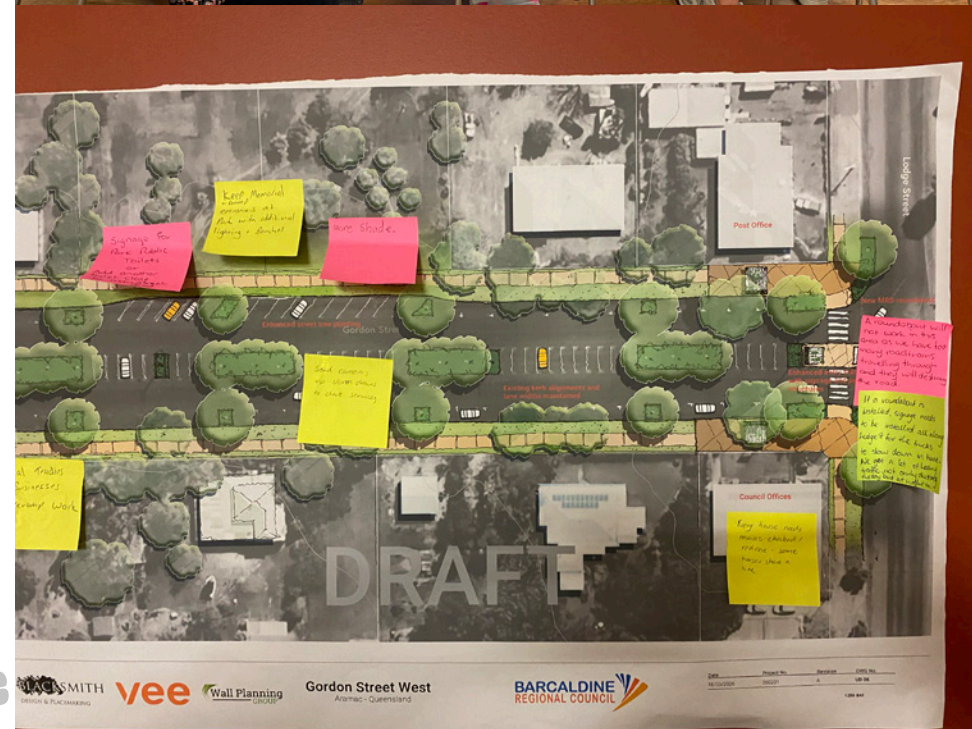
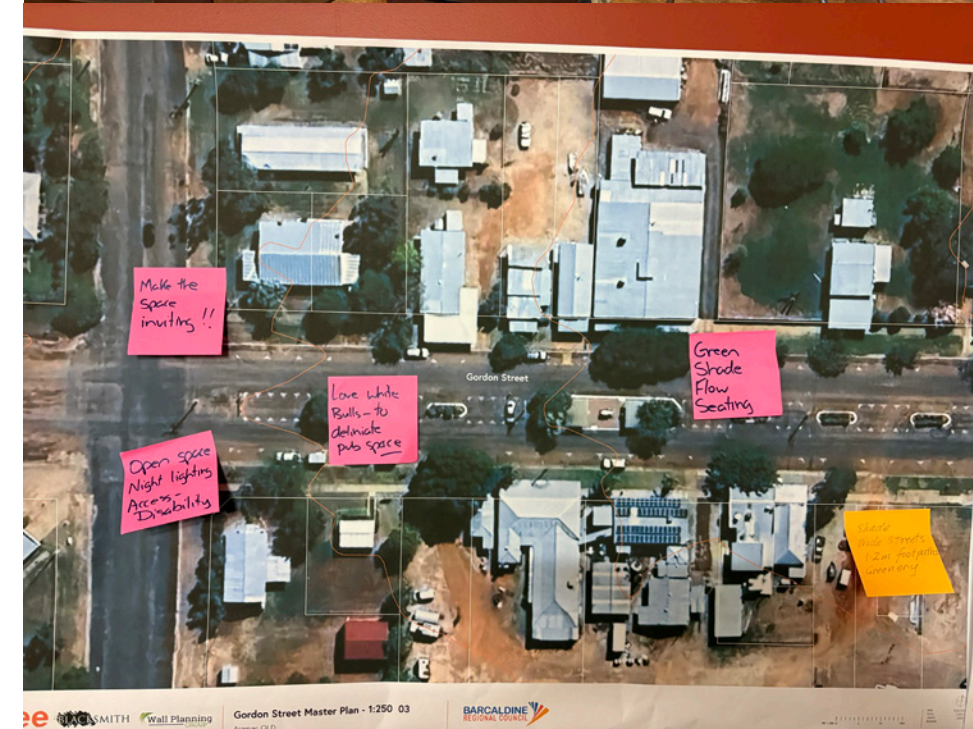
#### What We Heard

- The main street is very hot and exposed
- Lack of effective shade reduces usability
- Garden beds appear dated
- Parts of the street feel visually tired
- Strong desire for more trees and shade structures
- Support for wider, safer footpaths
- Interest in more greenery and colour
- Park needs attention with shade, seating and pathways
- Encourage business owners to update their facades
- Post office end feels empty
- Don't narrow the street

#### Community 'Must Haves'

- Footpaths
- Signs, artwork or places for Instagram or social media places. These areas often become sought after places to visit in towns
- Reseal Gordon Street
- New footpaths
- Redford centre in Main Street
- Underground power
- Green spaces, Trees, Shade, Story telling
- Must keep our big main street, would like footpaths updated (smoother), more covered areas and greenery Not too modern, keep our uniqueness
- Open space, night lighting access- disability
- Make the space inviting!!
- Love the white bulls- need to delineate pub space
- Green, shade, flowing water and more seating
- Shade, wide streets, 1.2 metre minimum footpaths, greenery
- Greenery, a meeting place, shade to make it cooler, repeating themes of design or colours, inclusion of history

Figure 5 Community Consultation Images



# 4



## Vision

Gordon Street will become the safe, shaded and accessible heart of the Aramac community. A welcoming main street that honours the towns pastoral heritage and resilient community spirit, supports local businesses and invites residents and visitors to linger and connect.

## Key Drivers

The community and the above analysis have identified a range of key drivers of the ultimate form of the master plan. These are:

Cost - This includes cost of construction and on going maintenance costs. Interventions need to be low maintenance and durable.

Heat and Shade - Aramac gets hot. In summer temperatures can reach over 40 °C (average 32 °C in January). Shade is critically important to ensure pedestrian spaces are comfortable year round.

Width of movement lanes - Gordon Street has wide movement lanes ranging from 6.5m - 7.5m. The community have expressed a strong desire to retain these widths.

Events - The street is an event space that regularly hosts community events. It needs to be detailed to ensure it can function as both a main street and key event space

The Heart - Gordon Street is the heart of the town and the heart of the community

History and Identity - The main street needs to reflect the character of the place and tell the story of the town



Figure 6 Heritage Listed War Memorial on the corner of Lodge and Gordon Street



Figure 7 Gordon Street looking east from the supermarket

# 5

## Gordon Street Master Plan

Raised pedestrian crossing provides clear pedestrian priority zone. Includes water feature, shade structures and interpretive signage.

New 2.5m wide pedestrian footpaths for the entire length of Gordon Street.

Harry Redford Gallery, Bank of Queensland and Rural Transaction Centre.

Stamped/stenciled asphalt highlights the importance of this intersection as a pedestrian space.

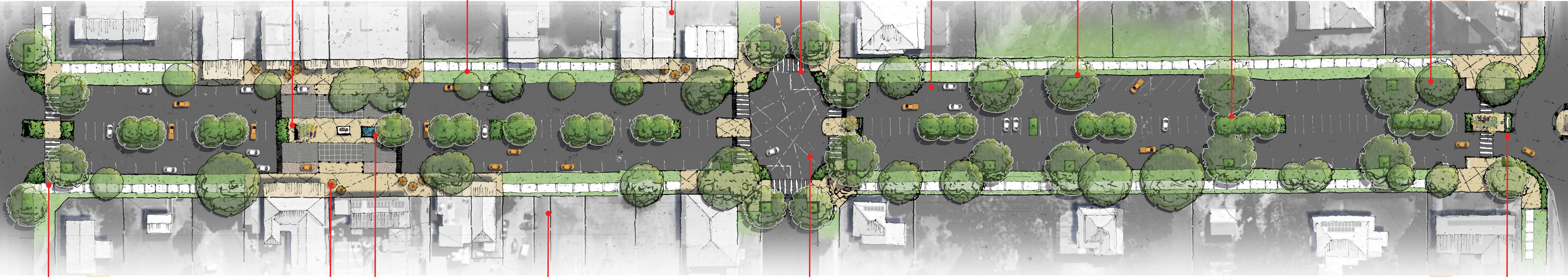
On street car parking as parallel, median and angle is retained as is.

Existing street tree planting is enhanced by new planting opportunities providing additional shade and pedestrian comfort.

Powerlines are located down the middle of the street which limits the ability to put large trees in the median.

Existing significant street trees to be retained. Potential to up light

Heritage listed Anzac War Memorial. Creates a confusing intersection. Opportunity to provide entry statement to the town centre



Western entry to the main street underpinned with new planting and signage

Outdoor dining opportunity

Proposed water feature provides cooling

Opportunity to create outdoor living room and event space with BBQ facilities

Raised intersection provides a safe pedestrian zone and provides a visual cue for the activities in the main street

Town entry signage, lighting and new pergola create a stronger entry statement



## Gordon Street Entry

This is a primary entry into the main street of Aramac. It is essentially the front door of the town and needs to be treated as such. This entry is also a significant civic node underpinned by the Heritage listed War Memorial, the Post Office, Council Offices and Depot. This main entry presents an opportunity to introduce signage that conveys a strong welcome to the main street and heart of Aramac.

The Department of Transport and Main Roads (TMR) has confirmed they are proposing a roundabout at the intersection of Gordon and Lodge Streets to replace the existing diamond intersection. This will ensure the long term conservation of the memorial. TMR noted this monument was one of the only remaining memorials of its kind in Queensland located in the middle of an intersection. The Master Plan reflects the current design thinking of TMR and provides a space around the Anzac memorial as part of the roundabout to preserve and enhance the memorial and provide it a proper setting for contemporary road design and usage.

Low height garden beds constructed of corten steel will allow TMR directional signage to be attached and won't detract visually from the memorial. These will be setback 1.5m from the memorial to allow for circulation. The side facing west down Gordon Street will be retained as gently sloped surface to allow access for Anzac Day ceremonies. A removable directional sign will allow this space to function as a day to day roundabout as well as ceremonial space on special occasions.

To support this unique entry, additional low level signage as well as lightweight pergolas with planting help visually reinforce this node as well providing seating and shade. Uplighting of trees and the pergola structures helps emphasise the gateway nature of this part of Gordon Street.

The corners of Gordon Street will have widened footpaths to provide opportunities for additional seating, gathering and planting. Additional street tree planting is located in the existing car parking lanes to enhance existing planting. The existing movement lane widths are not proposed to be altered. Neither are the current kerb alignments.

Simple signage and way finding elements can be incorporated into rejuvenated garden beds and into new paving treatments to assist tourists find their way to features and attractions and to help tell the story of the Town.

New 2.5m footpaths extend either side of Gordon Street.

Aramac Memorial Park is a clear gap in the Gordon Street streetscape. It contains a range of community and sporting facilities but it lacks visual connection with Gordon Street. The park is in urgent need of redevelopment to provide activation and connection to Gordon Street.

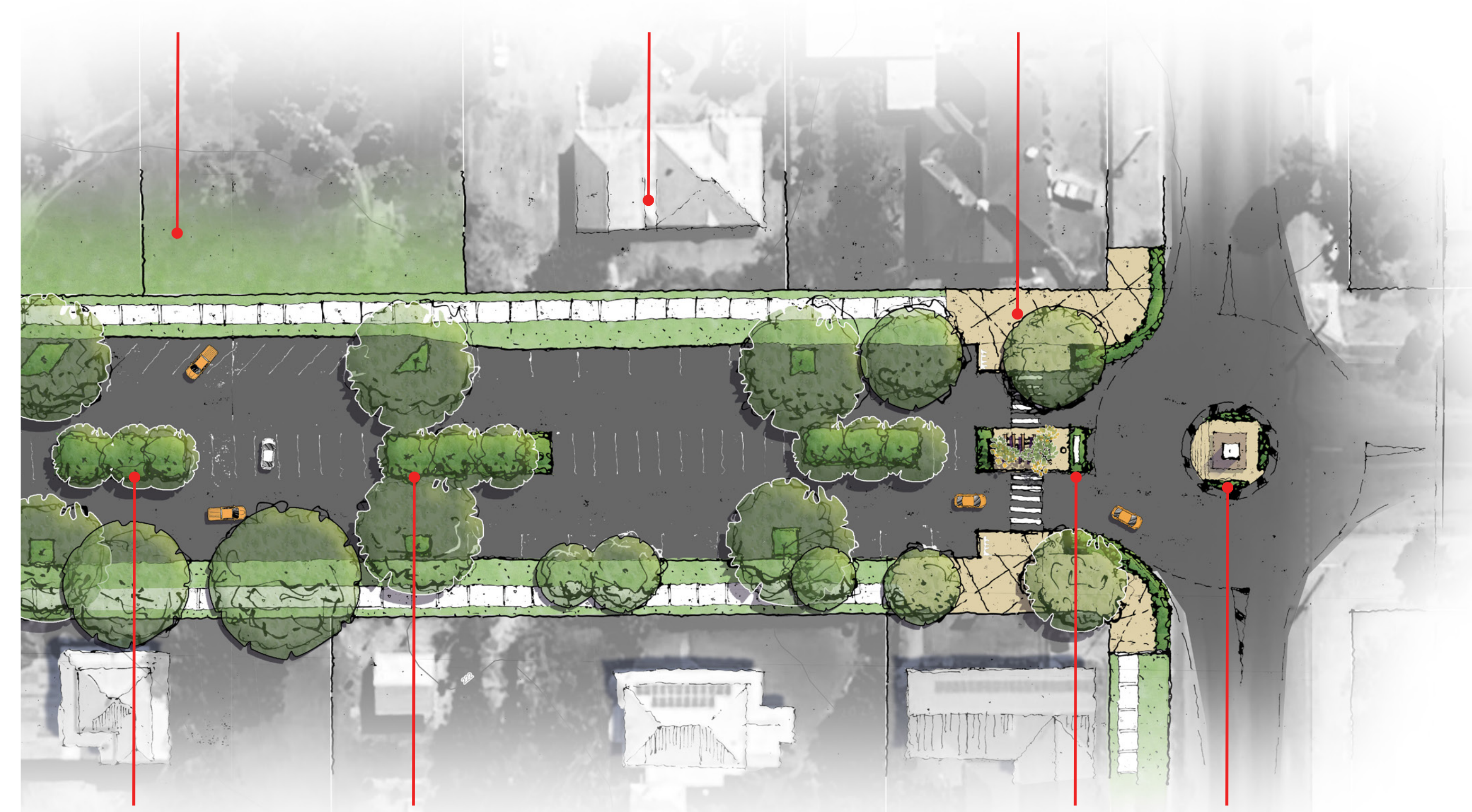


Figure 8 Character images

Aramac Memorial Park is in urgent need of an makeover to create help activate Gordon Street and contribute to the healthy active lifestyle of Aramac.

Heritage listed building needs new signage as part of the story telling of the history of Aramac

Expanded footpath hardstand area provides opportunities for seating. New plantings enhance the amenity of the entry to the main street



Centre median garden beds rejuvenated and replanted

New shade trees planted in the parking lane to enhance visual appeal and provide more shade.

New town entry signage in corten steel to match other town signage

New roundabout as per TMR preliminary design. New garden beds (corten steel) help define the space and allow opportunities for directional signage

## Porter Street Intersection

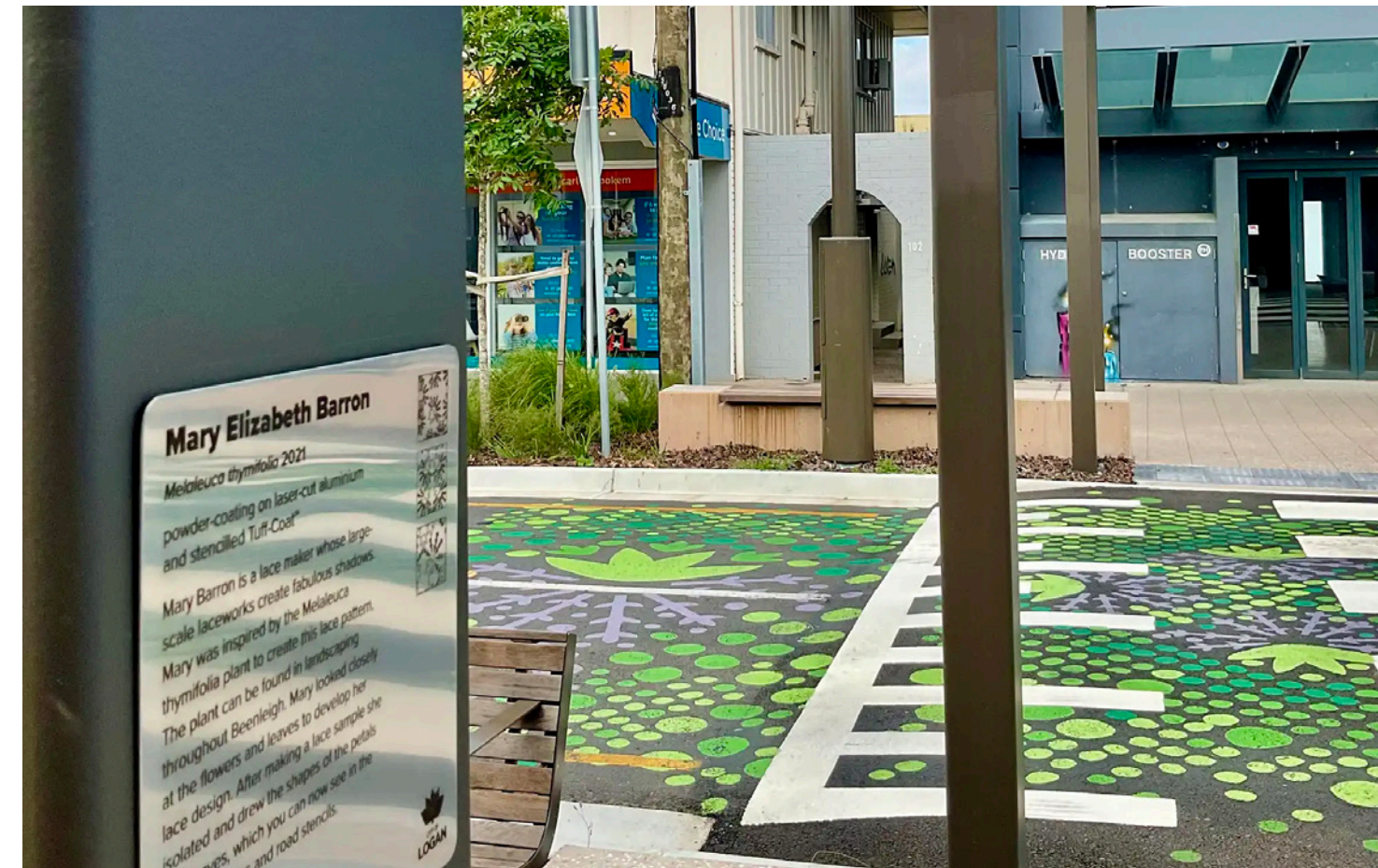
This is a key mid block intersection underpinned by a range of existing services and heritage listed buildings.

This intersection is an important pedestrian link for both Porter Street and Gordon Street. Porter Street is the desired pedestrian path for school children while the intersection also links both halves of Gordon Street.

To support this node a raised intersection with enhanced planting and lightweight pergolas provide an inviting space. Widened footpaths around the Rural Transaction Centre and adjoining buildings provides opportunities for outdoor dining.

Additional street tree planting is located in the existing car parking lanes to enhance existing planting. Existing movement lane widths are not proposed to be altered. Neither are the current kerb alignments.

Simple signage and way finding elements can be incorporated into rejuvenated garden beds and into new paving treatments to assist tourists find their way to features and attractions and to help tell the story of the Town.



Figures 9 & 10 Stencilled asphalt intersections and pedestrian crossing treatments

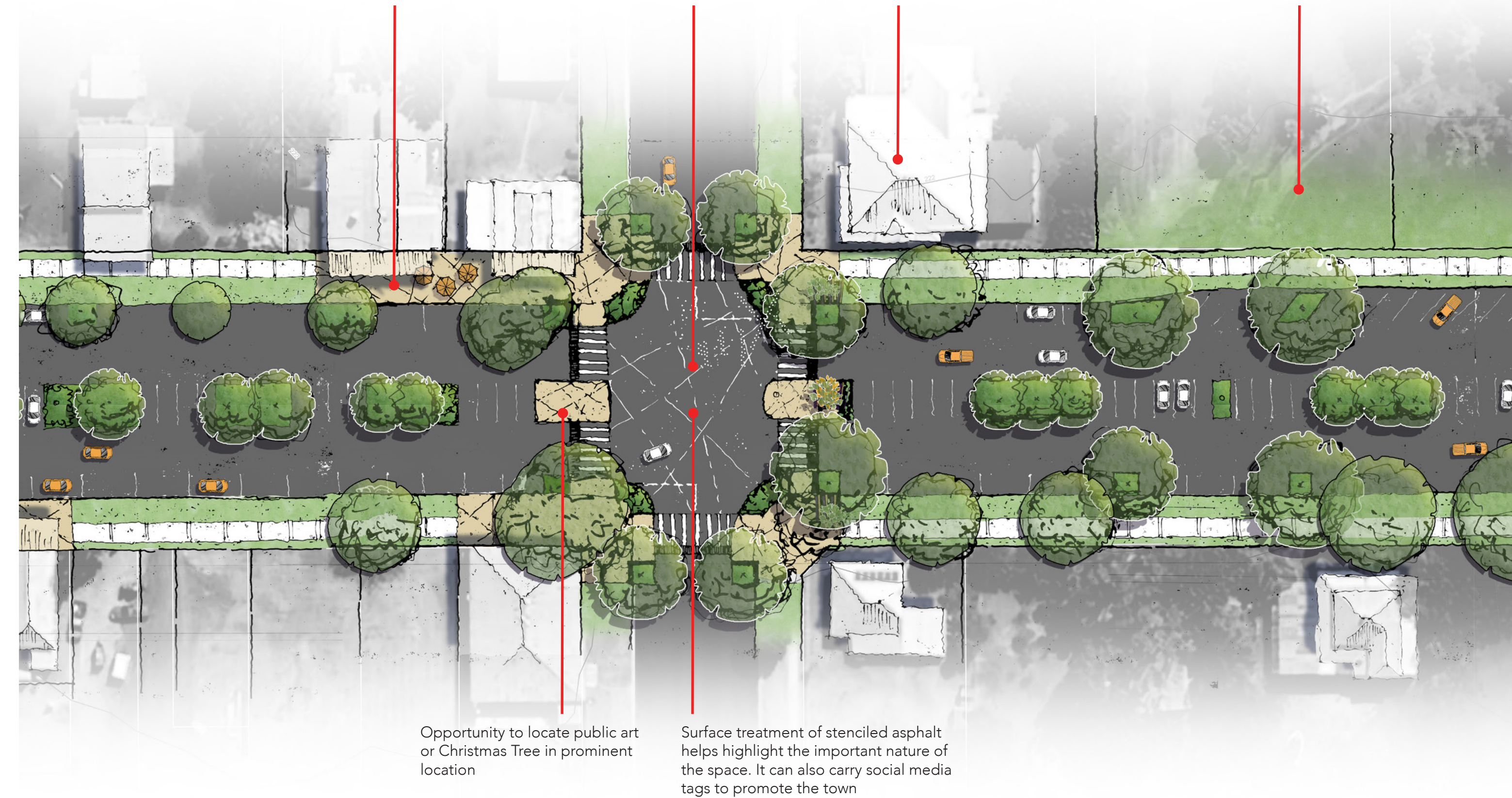


Opportunity to promote more on street activity and activate the space around this important community space

Raised intersection provides an important pedestrian link in the main street. Its design and construction promotes a safe pedestrian environment and acts as a visual cue to slow traffic in Gordon Street

Heritage listed building needs new signage as part of the story telling of the history of Aramac

Aramac Memorial Park is in urgent need of a makeover to create help activate Gordon Street and contribute to the healthy active lifestyle of Aramac.



Opportunity to locate public art or Christmas Tree in prominent location

Surface treatment of stencilled asphalt helps highlight the important nature of the space. It can also carry social media tags to promote the town

## The Heart

The western end of Gordon Street adjoining Burt Street has been described by many locals as being the heart of the town. Its where the majority of retail facilities are, the White Bull Statue and the Aramac Hotel. Most of these uses cluster at this western end.

As noted previously Gordon Street is wide at 40m. Connecting both sides of the streets and providing a more suitable setting for the White Bull statue is a raised pedestrian crossing connecting the retail shops and the Aramac Hotel that will create an inviting space for residents and visitors to linger and connect.

This raised crossing will also contain enhanced planting, a pergola, rejuvenated seating and a water feature.

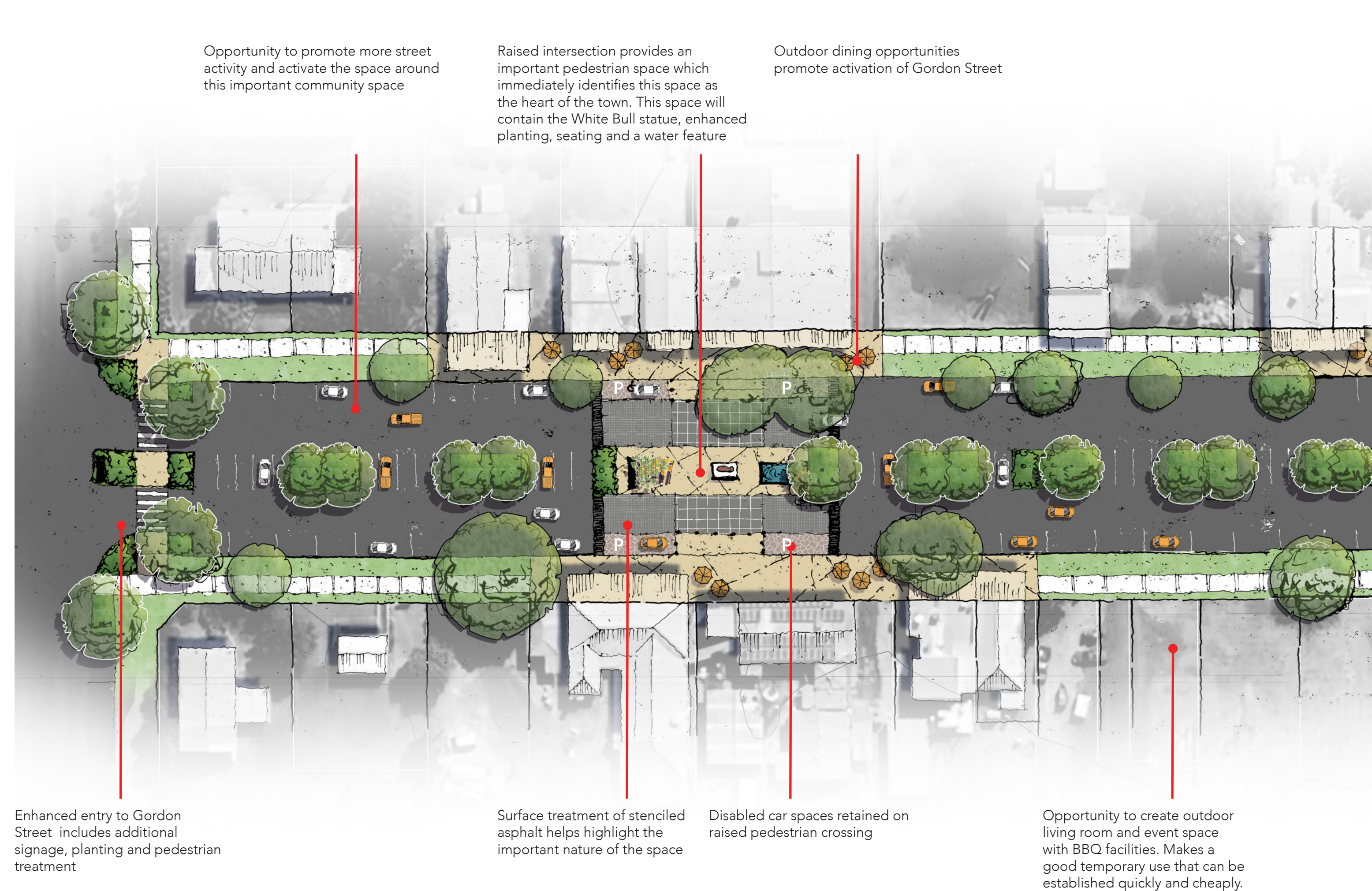
Additional street lighting needs to be located at this end of Gordon Street as a matter of priority as the centre median lighting currently finishes halfway along this block leaving no lighting around this key node.

This location, given its prominent location within the town is an ideal candidate for temporary activations. Additional seating located outside the Hotel and the supermarket allow opportunities for residents and visitors to linger and enjoy the cooler nights.

Potential to create outdoor living room and event space with BBQ facilities located adjoining the Cafe and Thrift Shop provides opportunity for visitors and tourists to relax and enjoy the heart and take refreshments at the local shops or hotel. This again may be only a temporary facility and requiring fencing to be erected, turfing and lightweight structures. If successful it can be developed into a more complete event space with permanent facilities.



Figure 11 Character images



# 6

## LIGHTER QUICKER CHEAPER (LQC)

Initial LQC projects are often temporary - relatively inexpensive alterations to a public space that take place while more longterm projects grind through the lengthy development pipeline. Bringing multiple and wide-ranging benefits to communities, the early implementation of LQC projects can help:

- Bring life and amenities to previously lifeless public spaces
- Break down resistance to change, while empowering vulnerable or overlooked communities who may have lost faith even in the possibility of change
- Generate the interest of potential investors, both public and private
- Establish (or re-establish) a neighbourhood or region's sense of community
- Inform best practices for later planning efforts
- Encourage community buy-in (by demonstrating, for example, how a new street design would impact traffic flows not only for cars, but also for pedestrians, cyclists, and public transit)
- Bring together diverse stakeholders in generating solutions and a collective vision
- Foster a community's sense of pride in, and ownership of, their Public spaces

Although a LQC approach is not for every situation, it can be a creative, locally powered alternative to the kind of capital heavy and top-down planning processes that so often yield end results that are completely detached from the needs and desires of the communities they are meant to serve.

Reference: Project for Public Spaces

## Master Plan Strategies

**Gordon Street is an important public space enjoyed by everyone. Detailing this space is not just an exercise in improving public realm but also an important economic development activity.**

**Whether as a place to sit and watch the world go by, as a place that inspires, or a place for play - it is also a place that should invigorate and encourage economic development and activity.**

### Wayfinding & Signage

When wayfinding works, we don't even notice it. Wayfinding is about connecting people to places and experiences. While we can rarely identify the times wayfinding has explicitly helped us, most of us can certainly pinpoint the times wayfinding has failed us. So, whether driving through a city or navigating yourself along a bushwalk, navigational aids are now part of people's expectations for our experience of place.

In Australia, our landscapes are a celebrated natural asset. From the outback to the coastline each landscape tells a unique story which is never stagnant but always evolving. This story of the rural landscapes around Aramac will be told via landscape plantings and wayfinding elements which identifies, directs, and educates its users. It will assist in how users experience the town and firmly connect it to the wider community.

Locals places - make a place that locals love and tourists will love it too

Linking these spaces creates a story that builds a strong narrative. This narrative needs to be an evolving story that builds understanding of the past and custodianship for the future. This creates buy in and ownership from the community as they feel part of the evolving story.

Aramac has a long and rich history that deserves to be told. From the lost hotels and banks to Billy Kingston's Store and the Artesian Water. These stories need to form part of a broader narrative for Aramac reflected in interpretive signage and wayfinding devices. These can be simple markers such as stamped concrete signage in the new footpaths to note where historic buildings are.

Understanding these spaces and the stories they tell allows us to guide interventions and activations both permanent and temporary that facilitate interaction with the space and with the people who enjoy them.

Some key actions and strategies in this regard are:

1. Develop a suite of signage and stylised mapping that is cohesive throughout all wayfinding interventions within the Town that are consistent with the overall public realm vision for Gordon Street
2. Identify key public places and buildings providing meaningful connections to places, activity nodes, attractions and destinations as locations for signage.
3. Gather a library of stories and histories (including pictures) for the town to develop an interpretive trail to support discovery and exploration of the town
4. Utilise smart, innovative technologies (WIFI, QR codes, etc) for wayfinding that promotes walking and cycling making the town easy to understand and stimulating. This will incorporate the interpretive elements .
5. Encourage exploration throughout the town by extending signage throughout the town generating interest and intrigue at key junctions
6. Ensure signage and wayfinding supports landscape and public art strategies throughout the town and work harmoniously to produce a cohesive network of art forms.
7. Utilise subtle wayfinding forms and elements in the public realm (such as footpaths, furniture and low border walls) to avoid over cluttering public areas with signage.

Figure 12 Character images



Figure 13 Character images



## A Cool inviting space (come and stay)

A good street invites people to stay and linger and enjoy the space. Aramac gets hot. In summer temperatures can reach over 40°C (average 32°C in January). Shade is critically important to ensure pedestrian spaces are comfortable year round.

Gordon Street is wide at 40m. The more 'black top' there is the more heat is absorbed and released throughout the day. Residents have a strong preference to maintain the width of the current movement lanes (at around 7.0m – 7.5m). This creates very wide one way movement lanes. The implications of this are more surfaces that will act as thermal sinks and lanes that encourage speeding due to their width.

Some key actions and strategies in this regard are:

1. A Green Oasis – an inviting place that is open and lush, interesting and full of smaller, discoverable landscape experiences that make up the whole. A seat in the shade to watch the bustle of the street is a pleasant place to stay.
2. Plant trees. Lots of them - big and small. Landscaping along the entire street is looking tired and is in desperate need of a complete overhaul. Gordon Street has sufficient width to widen existing centre median garden beds and replant these beds with a variety of smaller tree species to avoid impacts on the overhead powerlines (See Table 1 under Implementation). These beds need to be irrigated to ensure on going success.
3. Larger trees can be located in parking lane build-outs to complement existing street tree planting. These trees will provide shade to the road surface and the footpaths. These actions will not only help shade the road surface but also act to visually narrow the movement lanes and provide visual clues to slow traffic through the main street

Figure 14 Character images



## Play

Play is an important part of creating places that people want to spend time in. It brings joy and delight and connects people. Play isn't just for kids.

Events bring people together. It doesn't take much to make any place a stage for a range of events.

Some key actions and strategies in this regard are::

4. Feature 'destination standard' public art – something so different and cool, people want to come and see it. Aramac has that. It has the White Bulls and the sculpture trail. These elements need to be played up with more storytelling and locating more significant pieces of public art/sculpture in town. Especially along pedestrian paths and intersections.
  5. A separate lighting strategy that includes the proposed pergolas and street trees invites open air dining and discovery under the stars.
  6. Create smaller spaces of seating and shade. The master plan contemplates the installation of a number of simple pergolas that have both seating and shade. These allow people to enjoy smaller spaces within the main street to access the WIFI, enjoy a coffee, or simply get away from the heat
  7. Be different – surprise and delight with something signature to attract from across the region and own something the community can call their own. An annual event unique to the space, and to Aramac, that celebrates the uniqueness of the region, and the town itself.
  8. Simple addition of good amenities – so there is no reason to leave. The Aramac Memorial Park presents a great opportunity to provide good amenities for residents and visitors. Public Toilets, BBQ's and shelters, improved play equipment, interpretative signage and tourist information.
1. Offer an ever changing cycle of activities and events – The main street is an event space. But keep it fresh, rotating and evergreen in the programming and energy of the space. This means understanding the place by the time of the day, the time of year, and seasons. This could include things such as (but not limited to) markets on weekends, promotion of the fireworks at New Years to a wider audience, outback art festivals, fitness classes (permitted) on weekday mornings, and footy break up BBQ's at seasons end. As well as major events such as Racing Carnivals, Concerts, etc.
  2. The White Bull Discovery Trail. There are (soon to be) 17 small white bulls. This needs to be developed into a full walking trail that allows people to explore all parts of the town and discover the history and stories of the town.
  3. The Moveabull - Aramac is walkable. To help people get around town and in particular to enjoy the main street we are proposing a Moveabull. A White Bull that can be relocated to a number of places around town to encourage people to explore. The Moveabull will be one of the information and attraction items that can be highlighted on the Amazing Aramac App that can be downloaded through the free WIFI.

4. Outdoor living room. As part of a lighter quicker cheaper approach, it is proposed to create outdoor living spaces in a number of locations along Gordon Street. This idea is to test both seating types and seating locations around the town. This can include lounge chairs and outdoor tables and chairs. This is to encourage people to test suitable locations and encourage people to linger and help activate the main street.
5. Water – the town has an abundance of artesian water. Developing a small water feature as part of the main street redevelopment presents an opportunity to provide a cool play space. A small shallow water feature will allow visitors to cool down, enjoy the feel of water and understand the history of artesian water in the town.
6. Parks – The Aramac Memorial Park is located on the northern side of Gordon Street between two heritage listed buildings. It currently presents as a substantial gap along Gordon Street providing no activation. In fact, it contains the Aquatic Centre, Bowls Club and the Harry Redford Community Centre. These are important town centre features and facilities. However, these facilities have no presence on to Gordon Street and very few clues as to what this important community node contains or indeed how to access it. As part of the play theme, allowing this precinct to be part of Gordon Street is important. This will mean incorporating BBQ and picnic shelters, Public Toilets, new playground equipment, more sympathetic fencing, improved paths, enhanced entry points and improved signage. This will improve the overall streetscape of Gordon Street and add to the user experience of the precinct.
7. Dog park – Many people who travel through Western Queensland and indeed locals bring their dogs along for the ride. Having a dog park facility on Gordon Street provides an ideal temporary use and allows travellers to exercise their dogs whilst getting a coffee or a beer or provisions. It creates stickiness in town encouraging people to stay and linger.

## Smart Streets

Technology is not new to our streets. But it is now time for a step change towards systems that are more connected, better integrated and designed.

The traveling public increasingly augment their journeys with connected services through smartphones and devices. It is essential for visitors to be connected and informed about the places they are visiting or intend to visit.

Some key actions and strategies in this regard are:

1. **WIFI** – Create a free WIFI network for Aramac accessible along the main street. This should be extended over time to caravan parks. This allows residents and visitors to ‘plug in’ to what’s happening in the town, upcoming events and the location of services and facilities
2. **Hashtags** - Incorporate a range of smart technologies including QR codes to connect the physical space and opportunities within the town with smart devices. These technologies and devices allow the town to be discovered and promoted through social media channels
3. **Future proof** – This includes adding additional conduits under footpaths. This may include ultimately running electrical services under the footpath to provide for lighting strategies to be constructed
4. **Smart furniture** – This includes providing furniture and structures that allow for charging and WIFI connection.
5. **Charging stations** – although not widespread in many regional areas electric vehicles are becoming more popular. As such electric vehicle recharging stations (a minimum of two to start) will be located along Gordon Street to capture a growing market and complement charging stations in Emerald, Barcaldine and Longreach.



Figure 15 Character images

## Pedestrian Comfort

Pedestrian comfort is perhaps the number one priority for the community. This requires comfortable footpaths to walk on and ample shade and shelter to walk under.

1. **Footpaths** – Parts of the pedestrian network are unsafe and/or are in disrepair including a lack of pram ramps and the lifting and cracking of pavements. Replacing existing footpaths is a priority. Footpaths should be a minimum width 2.5m along the entire length of Gordon Street from Lodge Street to Burt Street on both sides.
2. **Pedestrian Priority Areas** – the community and indeed the school children have noted the need for priority pedestrian area and the need to reduce vehicle speeds along Gordon Street. In response pedestrian priority areas at key intersections and in front of the Hotel and Supermarket are proposed. Two types are proposed. One is located in the heart of the town connecting across Gordon Street from the supermarket to the Hotel and incorporates the White Bull statue. It will also include pergola structures and a water feature creating a level surface connecting footpath to footpath.
3. **Shade** – is a major component of pedestrian comfort. Gordon Street is a wide street at 40m with central median that contains overhead power lines. These power lines limit the nature of trees that can be included in garden beds contained in the median.

However, the road reserve is generous at between 6.5m to 7.5m. It already contains a number of mature trees including Poinciana (*Delonix regia*) and African Mahogany (*Khaya senegalensis*). Additional street tree planting is proposed in a number of locations both in the verge and in the parking lanes on both sides of the street.



Figure 16 Character images

4. **Outdoor dining** – there are very few opportunities to allow existing businesses to occupy parts of Gordon Street. The master plan extends the pavement for the full width of the verge to allow opportunities for outdoor dining to occur.
5. **Pergolas** – these lightweight structures will form part of the design language of the street and allow for casual seating opportunities
6. **Pedestrian comfort and crossings** – New footpaths are an absolute necessity. In many places footpaths are in a poor state of repair. Pedestrian ramps are often missing and footpaths widths are insufficient particularly around significant nodes.

New pedestrian paths and crossings connecting footpaths should be convenient and align to desire lines. All crossings should include the basics such as pram ramps.

Raised crossings are proposed in two locations. The first around the White Bull which underpins the heart of the town and links the Aramac Hotel to a range of retail spaces across Gordon Street. It creates a strong visual heart to the town and will assist in slowing traffic.

The second is a raised crossing on the corner of Porter and Gordon Street. This is an important desire line for school students. Again this is an important visual cue that will assist in slowing traffic and promote pedestrian safety and comfort.

7. **Bike parking** - Grey Nomads in Australia are increasingly using e-bikes as a popular, practical, and fun way to explore while travelling, often using them to explore towns and nature trails without needing to unhitch their caravans. New bike parking areas will be located along Gordon Street.

# 7

## Implementation

### Overview

The implementation of the strategies and elements discussed in this document will not be achieved by Council alone and their timely delivery will be influenced by a number of factors including financing sources, tourism trends, governance and the like.

Strategic partnerships with a range of community groups, rural industries, and other organisations as well as State and Federal governments will be developed to help achieve many of the outcomes identified for the master plan. This includes seeking further funding for a range of catalyst sites and projects. In considering the projects and their relative priority, additional weighting should be given to projects that achieve multiple outcomes from a Council policy, and community perspective.

### Staging

Staging is dependent upon funding and community aspirations. And of course the current physical state of some parts of Gordon Street. In this regard, timing can act to reinforce existing retail and community locations by investing significantly in public realm projects.

This allows Council to generate better value for money through supporting existing businesses. Investing in existing areas brings potential for partnerships where Council matches private investment through contributions in terms of monetary contributions or physical works (or both) with public investment. Ideally these areas can be staged to provide a logical sequence of development instead of spreading money randomly as development occurs.

There are a range of existing retail opportunities along the western end of Gordon Street. Supporting existing businesses and potential new retail spaces makes good economic and public policy sense. This master plan proposes a number of initiatives and ideas for works and activities.

Perhaps the most important projects that need to be undertaken as a matter of urgency are the resurfacing of Gordon Street and new footpaths. Both these projects have been identified by the community as high priorities.

### Catalyst Sites and Projects

The master plan identifies a number of key sites and projects, which are town revitalisation proposals that have the ability to be significant attractors in their own right, attracting locals and visitors.

These projects can be undertaken as standalone projects independent of development activity given their ability to be attractors in themselves. These projects are conceptual at this point and will require further resolution in design detail.

These projects may be suitable for attracting independent funding sources such as grants, regional funding agreements, etc.



Figure 17 The resurfacing of Gordon Street and new footpaths are priority projects as identified throughout the community consultation sessions

### Testing Ideas

During the rollout of public realm upgrades and improvements Gordon Street will need to continue to function as the heart of the town throughout construction.

Gordon Street presents as an opportunity as a “Living Lab” – to experiment, prototype and test the ultimate future configuration of elements and ideas.

This can be done in an iterative way using technology to enable monitoring and measurement of street performance – durability, usability, and the like. By testing places people prefer to sit and gather and by testing, street furniture and treatments for example over a period of time, and with performance analysis, Council will be able to construct the ultimate main street with confidence that it has been ‘future tested’. This gives Council solid empirical data from which to make evidenced based decisions on public realm ideas and elements before committing to a particular direction.

The lighter quicker cheaper approach in this regard would include the use of movable bollards/ barriers, and landscape structures to test the performance, use and outcomes of different aspects of the ultimate development.

Table 1 Proposed Tree Species

Large Street/Shade Trees (verge only)	<ul style="list-style-type: none"> <li>Western Bloodwood (<i>Corymbia terminalis</i>)</li> <li>Kurrajong (<i>Brachychiton populneus</i>)</li> <li>Lemon-scented Gum (<i>Corymbia citriodora</i>)</li> <li>Water Gum (<i>Tristaniopsis laurina</i>)</li> <li>Jacaranda (<i>Jacaranda mimosifolia</i>)</li> <li>Poinciana (<i>Delonix regia</i>)</li> </ul>
Small Trees (median only)	<ul style="list-style-type: none"> <li>Dwarf Yellow Gum (<i>Eucalyptus leucoxylon</i>)</li> <li>Gidgee (<i>Acacia cambagei</i>)</li> <li>Plunkett Mallee (<i>Eucalyptus curtisii</i>)</li> <li>Olive Tree (<i>Olea europaea</i>)</li> <li>Crepe Myrtle (<i>Lagerstroemia indica</i>)</li> <li>Lemon scented myrtle (<i>Backhousia citriodora</i>)</li> <li>Griffith Pink (<i>Brachychiton populneus</i>)</li> <li>Peppermint tree (<i>Agonis flexuosa</i>)</li> </ul>
Shrubs	<ul style="list-style-type: none"> <li>French Lavender (<i>Levandula dentata</i>)</li> <li>Rosemary (<i>Salvia rosmarinus</i> or <i>Rosmarinus officinalis</i>)</li> <li>Bottlebrush ‘Little John’ (<i>Callistemon</i>)</li> <li>Saltbush (<i>Atriplex</i> spp.)</li> <li>Rock Rose (<i>Cistus salviifolius</i>)</li> </ul>
Climbers (pergolas only)	<ul style="list-style-type: none"> <li>Star Jasmine (<i>Trachelospermum jasminoides</i>)</li> <li>Bougainvillea (<i>Bougainvillea</i> spp.)</li> <li>Creeping Fig (<i>Ficus pumila</i>)</li> </ul>

Figure 18 Character images



# 8

## Priorities

Table 2 - Priorities and timing

Strategy		Timing		
		Short Term	Medium Term	Long Term
<b>Wayfinding and Signage</b>	Signage suite and locations	Green		
	Identify significant sites and buildings for signage		Yellow	
	History and stories collection		Yellow	
	Digital Platforms for wayfinding and interpretive stories			Red
	Extend signage throughout the town			Red
	Integrate signage and wayfinding with public art strategy		Yellow	
<b>A Cool Inviting Space</b>	Green Oasis	Green		
	Rejuvenate centre median		Yellow	
	Large street trees in build-outs	Green		
	Public Art		Yellow	
	Lighting Strategy		Yellow	
	Smaller Spaces		Yellow	
	Be different	Green		
Good Amenities	Green			
<b>Play</b>	Gordon Street Event Space		Yellow	
	White Bull Discovery Trail	Green		
	The Moveabull		Yellow	
	Outdoor Living Room		Yellow	
	Water	Green		
	Aramac Memorial Park	Green		
<b>Smart Streets</b>	Dog Park	Green		
	WIFI network for visitors	Green		
	Hashtags and social media		Yellow	
	History and stories collection		Yellow	
	Futureproof streets	Green		
<b>Pedestrian Comfort</b>	Smart Furniture			Red
	EV Charging Stations			Red
	Footpaths	Green		
	Pedestrian Priority Areas	Green		
	Shade	Green		
	Outdoor Dining		Yellow	
	Pergolas	Green		
Pedestrian Comfort and Crossings	Green			
Bike Parking	Green			

### Starting Points

No further design resolution is possible without better site data. It is vital that a detail survey of Gordon Street and its surrounds is undertaken as a matter of priority. This detail survey is required for all design work for roads, stormwater, water and all public realm improvements.

The resurfacing of Gordon Street and rebuilding of footpaths are priority works. As part of those works additional conduits for electricity are an essential to improve lighting along the length of Gordon Street and to future proof the street.

However, there are a range of existing services in particular water, stormwater and communications that already exist within the road reserve, some of which has not been documented. The careful documentation of this existing infrastructure is essential to the design of and constructions of any works. Without this documentation being undertaken there is a significant risk that existing infrastructure will be damaged and that works will need to be delayed or repeated.

As part of this information gathering it is also recommended that Council invest in a GIS system and personnel so information can be coordinated across the entire local government area. Council has significant amounts of existing information on existing services and infrastructure. This information needs to be gathered into one digital system that is available to council and consultants. Where existing information is in other formats in needs to be digitised and added to council central GIS database.



Figure 19 Lighting ideas

# 9

## High Level Costings

### Costing notes and assumptions

The following table provides a breakdown of the preliminary costings for the Gordon Street Master Plan based on the preliminary designs shown above. These figures are not based on detailed designs and represent a very high level estimate.

The estimate includes indicative costs associated with landscape works, including demolition and refresh of existing planting beds, new planting areas, turfing of verges, a 2.5m pedestrian footpath, and paved hardstand areas to the back of kerb in select locations. It also includes proposed landscape structures (arbours) and street furniture.

The costings do not include cost estimates for civil works including road resurfacing, associated earthworks, raising of road areas for traffic calming, stormwater infrastructure, and new street lighting. The figures also do not include any estimates for telecommunications such as WIFI.

The estimate for electrical and lighting includes a provisional estimate of \$5000/linear metre to underground electrical power along Gordon Street from Lodge Street to Burt Street.

As design resolution improves the estimates can be updated.

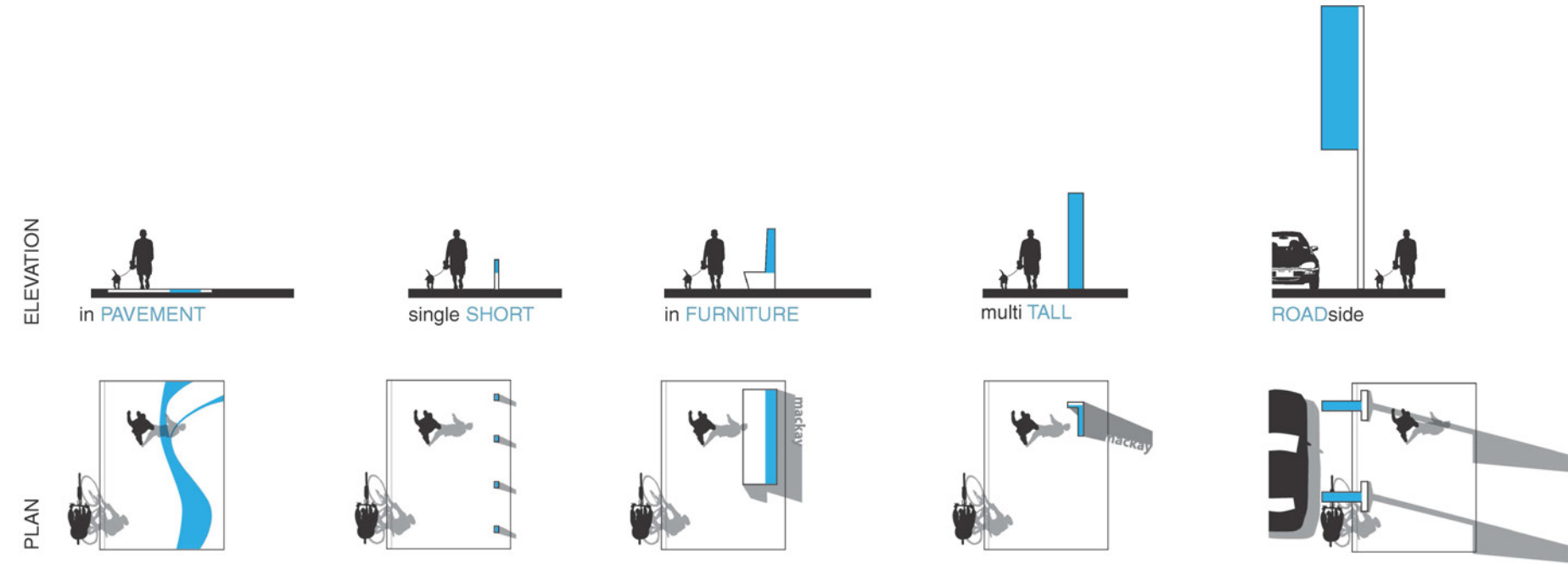


Figure 20 Signage options

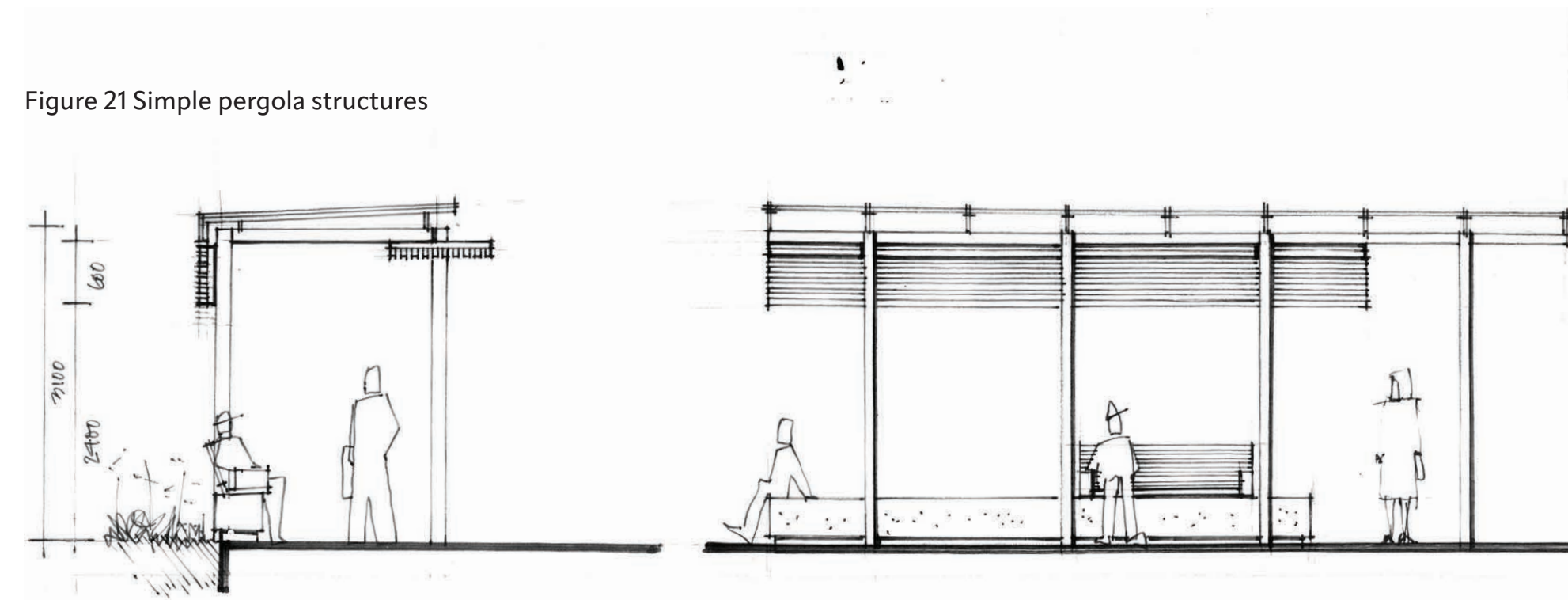


Figure 21 Simple pergola structures

### Preliminary Costings

	Item Description	Amount
1	DEMOLITION, EARTHWORKS & DRAINAGE	\$822,419.00
2	PAVEMENTS	\$1,017,172.85
3	STRUCTURES & FURNITURE	\$151,550.30
4	SOFTWORKS	\$139,407.55
5	IRRIGATION	\$81,380.00
6	LIGHTING & ELECTRICAL	\$2,052,800.00
7	ART, SIGNAGE & EMBELLISHMENTS	\$135,000.00
8	MAINTENANCE	\$25,196.75
9	PRELIMINARIES	\$232,821.33
	<b>Sub Total</b>	<b>\$4,657,747.78</b>
	Locality Factor (8%)	\$372,619.82
	Estimate Contingency (10%)	\$503,036.76
	<b>Total</b>	<b>\$5,533,404.36</b>



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