



WAVERLEY  
COUNCIL

# Campbell Parade Design Review

For public comment  
August 2016



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## Background

The Campbell Parade Design Review stems from a request from Council in September 2014 to review the footpath seating arrangements on Campbell Parade (MM15/14).

In November 2014 a Councillor workshop was held to discuss key issues with Campbell Parade and to develop the scope of the review. It was also agreed that Council would work collaboratively with the developers of Pacific Bondi to trial a new design of footpath seating which, if successful, could potentially be implemented along the length of Campbell Parade.

Footpath seating is influenced by a range of matters such as pedestrian movement, footpath width, public transport access, street furniture and amenity. Therefore in order to inform decisions on footpath seating a more holistic Design Review was undertaken first to analyse the broader streetscape. A pedestrian survey and

footpath seating survey were also undertaken to obtain data on the use of the footpath and seating at different times and a curatorial assessment was commissioned to establish information on the condition and quality of the public art mosaic seating. This analysis has formed the basis for making recommendations on footpath seating.

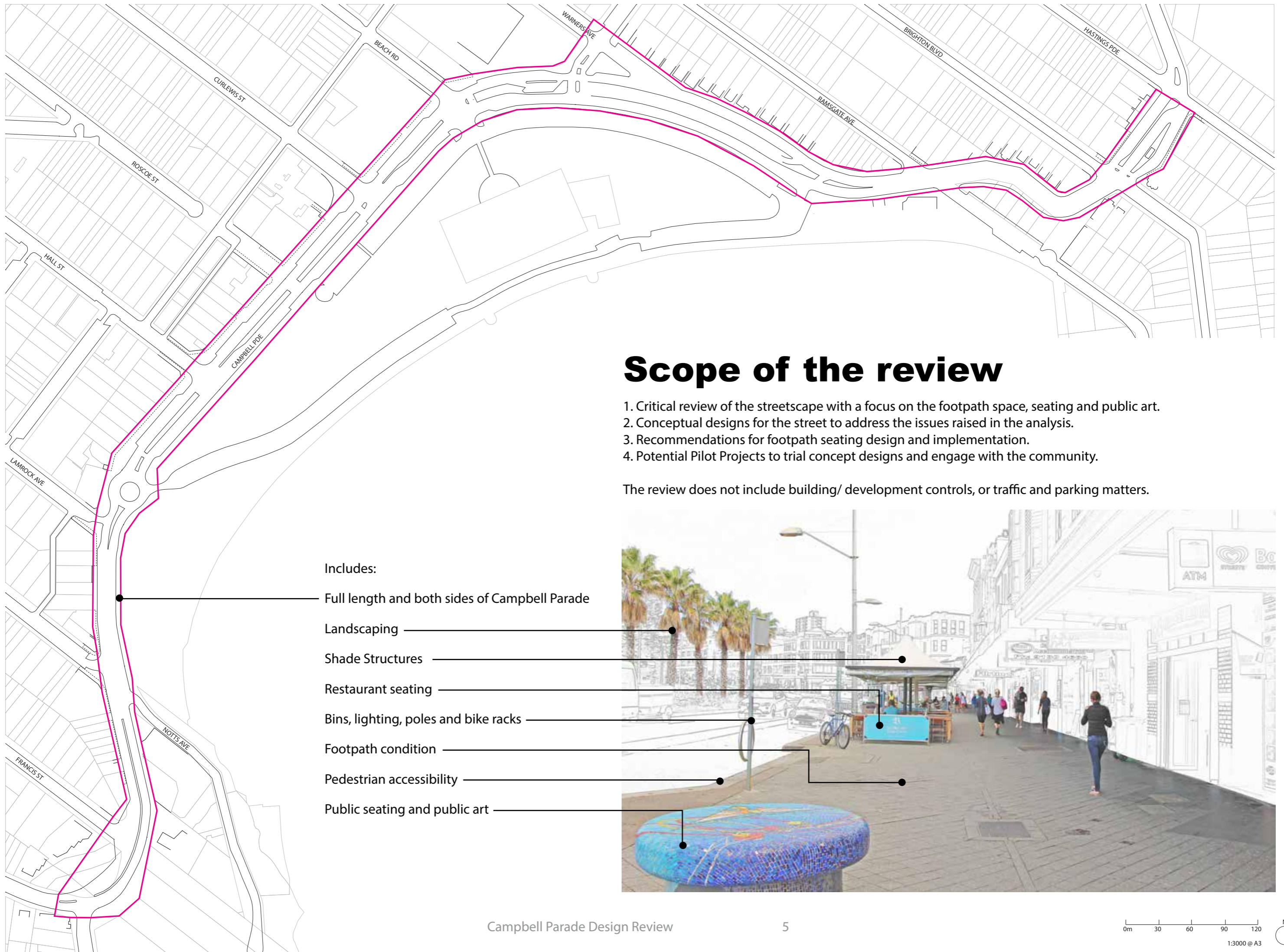
In May 2015 Council approved the proposed Pilot Project for footpath seating and shade structures. The approval was subject to a number of conditions including consultation with immediate businesses, an economic assessment and for detailed matters of the application to be determined under delegation.

In June consultation was undertaken with businesses on Campbell Parade eligible for footpath seating (ie. food-based businesses), as well as the Bondi Beach and North Bondi Precinct Committees.

Staff presented the findings of the analysis, and the proposed Pilot Project footpath seating design. The consultation found a high level of support for moving forward.

The economic considerations of the Pilot Project, including a discounted lease rate, were approved by Council in August 2015.

It is intended that this Design Review be exhibited for community feedback when the Pilot Project is opened so that the community and businesses can experience first-hand the proposed design, which will help to envisage this elsewhere on Campbell Parade.



# Scope of the review

- 1. Critical review of the streetscape with a focus on the footpath space, seating and public art.
- 2. Conceptual designs for the street to address the issues raised in the analysis.
- 3. Recommendations for footpath seating design and implementation.
- 4. Potential Pilot Projects to trial concept designs and engage with the community.

The review does not include building/ development controls, or traffic and parking matters.

- Includes:
- Full length and both sides of Campbell Parade
  - Landscaping
  - Shade Structures
  - Restaurant seating
  - Bins, lighting, poles and bike racks
  - Footpath condition
  - Pedestrian accessibility
  - Public seating and public art



# Strategic Context

Campbell Parade is the gateway and urban edge to the world famous Bondi Beach, offering restaurants, cafes, bars, shops, hotels and convenience outlets. More than simply an access point to the beach, Campbell Parade is a crucial part of the Bondi Beach experience. The arrival, views, architecture, landscape, land uses, the amenities it offers beach users, the movement and accessibility it provides, and the street life and atmosphere it supports all intrinsically affect the beach experience.

In this context, the street lacks a place-specific design strategy, quality control and consistency to the level expected of a world-class street. There are infrastructure quality issues along the street, some areas cannot cope with the current pedestrian demands and attention needs to be given to seating and structures. There are also assets that should be protected such as the inter-war architecture, views to the beach and wide footpaths.

There has been a positive cultural shift in Council which recognises the economic stimulus as well as community and social benefits that improved public domains provide. The Bondi Junction Complete Streets Project uses streetscape and public domain upgrades as a way to revitalise and increase the desirability and value of the strategic regional centre. The Public Domain Technical Manual is being updated to ensure a consistent, best-practice, high quality public domain is realised throughout the LGA. The Urban Intervention Program is trialling a range of innovative 'pop-ups' to enliven the public domain such as parklets, ping pong tables, and urban lounges.

Council has also hosted a number of workshops by international experts in place-making and public domain to help inform and strengthen these initiatives.

There are also significant changes currently occurring on both sides of Campbell Parade. Major works are being undertaken in Bondi Beach Park as part of the Bondi Beach Plan of Management including new footpaths, seating, landscaping and lighting. New public artwork is being commissioned in Roscoe Mall. And a major development is nearing completion, The Pacific Bondi, which occupies an entire block in the middle of Campbell Parade.

With significant changes occurring in Bondi, and greater attention to streetscape and public realm improvement throughout the LGA, now is an appropriate time to review the streetscape design of Campbell Parade to integrate strategic projects and develop a strategy to realise the potential for a quality, world-class street.





1929



1960



1974

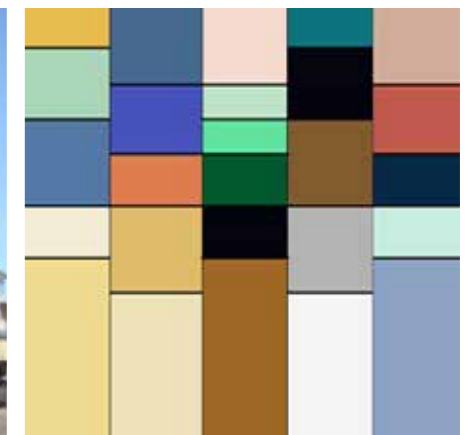
Campbell Parade over time...



The iconic topography and curve of the beach



Heritage listed buildings on Campbell Parade



Heritage colours (Waverley DCP)

## Character Context

Campbell Parade has evolved radically over the last century. Recognised early on for its recreation appeal, a tram line was built to the largely undeveloped Bondi Bay in the early 1900's helping to fuel growth. During the Inter-War period (1915 - 1940) considerable development occurred along the length of Campbell Parade, and the Bondi Pavilion and major beach upgrade was completed in 1929. Much of the inter-war architecture and colour palette remains today and is a key defining character of Campbell Parade.

Following the closure of the tram in 1969, Campbell Parade transitioned to a more vehicle-oriented street in the 1970's resulting in a more barren landscape. In the 1990's masterplanning was undertaken for major streetscape enhancements including new wide footpaths and the iconic palm trees in the central median. The rejuvenated street vastly improved the experience for beach users and restaurants discovered the value of outdoor dining, building permanent structures on the footpath for year-round use.

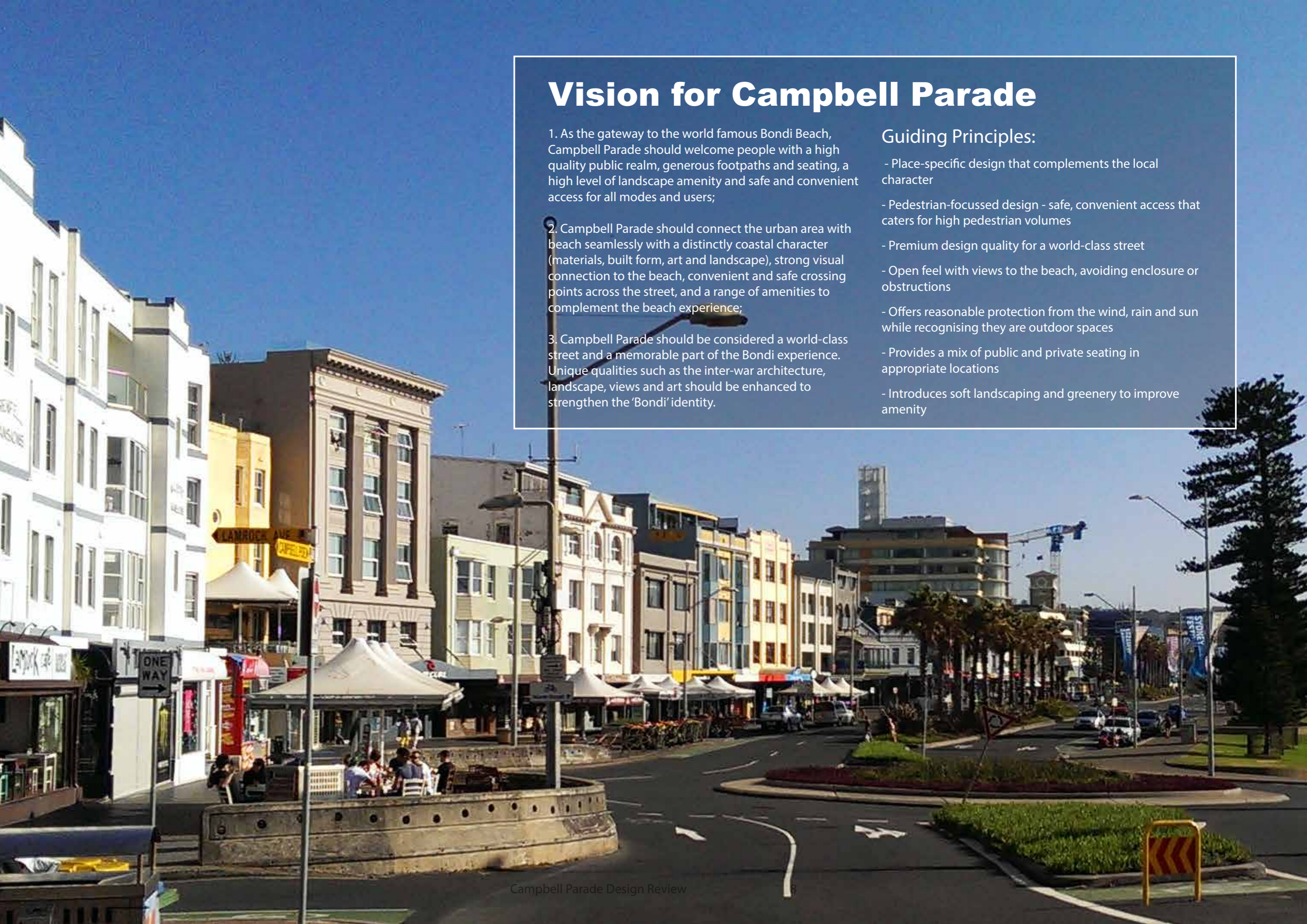
Since major exposure during the 2000 Sydney Olympics Bondi has continued to soar as one of the most visited tourism destinations in Australia, with an estimated 50,000 visitors per day in peak season. The beach also hosts major events such as City to Surf, Sculptures by the Sea, Festival of the Winds as well as popular TV shows such as Bondi Rescue.

While there are some significant new buildings and landscape works on Campbell Parade, the inter-war architecture, the open landscape of Bondi Park, the gently curved waterline, and the topography which creates a natural amphitheatre all remain extremely important elements of the heritage and cultural character of Bondi.

The Bondi Beach Cultural Landscape is listed on the Register of the National Estate, the National Heritage List and NSW State Heritage Register and is the only beach in Australia that has been given national listing. Under the Waverley LEP 20 buildings on Campbell

Parade are listed as heritage items. Additionally the entire area of Campbell Parade and Bondi Beach is identified as a Heritage Conservation Area.

Campbell Parade is a key part of the Bondi Beach experience as the gateway to Bondi, the urban-beach interface, and as the destination for entertainment and amenities. In this context, Campbell Parade should be a world-class streetscape in terms of the quality of footpaths, seating, landscape and other urban design elements. However in re-imagining the street and planning future enhancements, strong consideration and sensitivity needs to be given to the established character and heritage of Bondi Beach.



# Vision for Campbell Parade

1. As the gateway to the world famous Bondi Beach, Campbell Parade should welcome people with a high quality public realm, generous footpaths and seating, a high level of landscape amenity and safe and convenient access for all modes and users;
2. Campbell Parade should connect the urban area with beach seamlessly with a distinctly coastal character (materials, built form, art and landscape), strong visual connection to the beach, convenient and safe crossing points across the street, and a range of amenities to complement the beach experience;
3. Campbell Parade should be considered a world-class street and a memorable part of the Bondi experience. Unique qualities such as the inter-war architecture, landscape, views and art should be enhanced to strengthen the 'Bondi' identity.

## Guiding Principles:

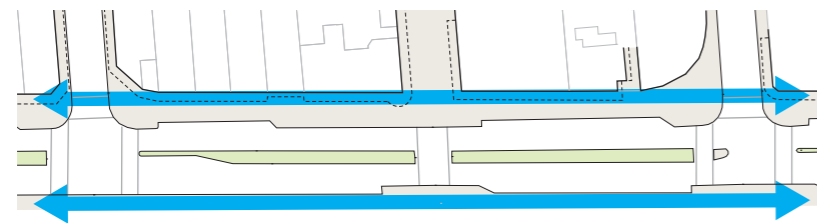
- Place-specific design that complements the local character
- Pedestrian-focussed design - safe, convenient access that caters for high pedestrian volumes
- Premium design quality for a world-class street
- Open feel with views to the beach, avoiding enclosure or obstructions
- Offers reasonable protection from the wind, rain and sun while recognising they are outdoor spaces
- Provides a mix of public and private seating in appropriate locations
- Introduces soft landscaping and greenery to improve amenity

# Design Considerations

In order to review the public domain it is important to recognise the specific priorities which influence the design of the footpath space on Campbell Parade. There are aspects that allow for the ease of pedestrian movement in and around Bondi Beach. There are also elements that encourage people to stay longer and enjoy the area.

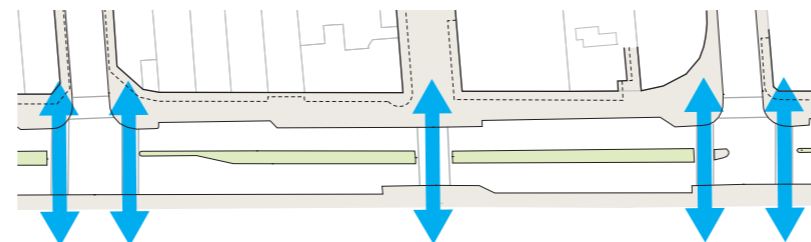
- Bus stop
- ⌋ Public seating
- Public art (rondel)
- ✪ Tree
- Light pole
- Restaurant seating
- Bin
- Bike rack
- Parking metre
- Phone box

## 'Moving'



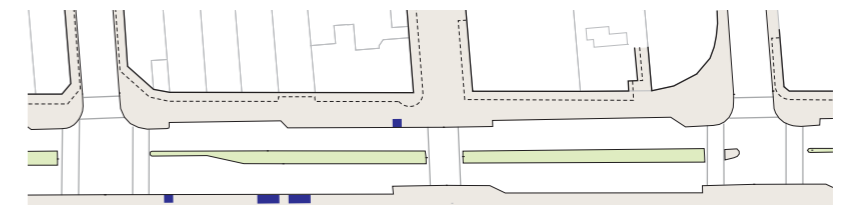
### 1. Pedestrian Flow

Firstly, sufficient space is required for the volumes of pedestrians that use Campbell Parade. A 4m clear thoroughfare adjacent to the building edge is required in the commercial core.



### 2. Beach Access

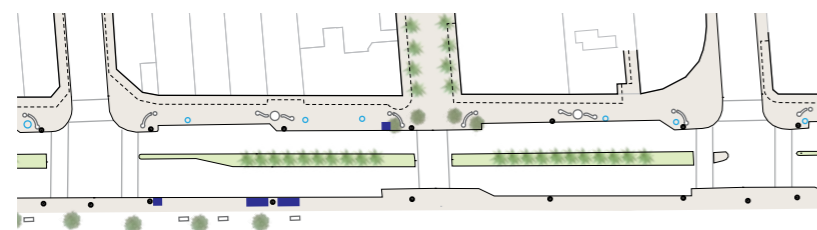
The access points across Campbell Parade need to be direct and provide sufficient space for waiting at corners to allow for seamless transition between the beach and town.



### 3. Bus stops

It is important that bus stops provide adequate amounts of sheltered seating for waiting customers and the set-down only bus stops require adequate space for egress and clear wayfinding for visitors.

## 'Staying'



### 4. Public Seating, Lighting, Trees, Public Art

Once the space has been created, amenities such as seating, landscaping, lighting and art can be designed to make the space more enjoyable for pedestrians and improve the overall streetscape.



### 5. Restaurant Seating

The public amenities can be complemented with footpath seating for restaurants and cafes to help the activity from businesses spill outside into the public realm, creating more vibrant street life.



### 6. Services

A range of practical elements such as bins, signs, bike racks, parking metres and phone boxes are required but should be integrated subtly around the previous elements rather than clutter and obstruct the footpath.

# Best Practice: Policy

Campbell Parade should be a 'world-class' street - but what exactly is this? This section provides a brief look at local and global best practice in policy and design to help benchmark our approach to this Design Review.



There are a growing number of local authorities preparing policies focussed on re-balancing their streets to cater for all users - from pedestrians, cyclists, public transport and vehicles. There is also a returning awareness that streets are more than simply transport corridors - they are community spaces to socialise, eat, watch, rest, shop, run businesses, and hold events. Waverley is a leader in this field with its comprehensive Complete Streets Project for Bondi Junction.

Hundreds of Street Design Manuals and Complete Street Policies focussed on creating safer, more attractive and walkable streets have been adopted by transport and health agencies and local Councils around the world. These policies are often insitgated with landmark studies by international practitioners such as Gehl Architects and Project for Public Space who have a wealth of data and experience to help create pedestrian-friendly streets. This well-established global policy trend reflects the widespread recognition that enhanced public domains are not only more attractive, safer and enjoyable, but tend to have a range of social, health and economic benefits to the community too.

# Best Practice: Paving

Footpath paving for main streets is often larger format stone or concrete, clean and crisp, and constructed with attention to the detail of cuts, joints and finishes, and is complemented with excellent maintenance.



Complimentary materials used for features areas



Paving defined with crisp borders



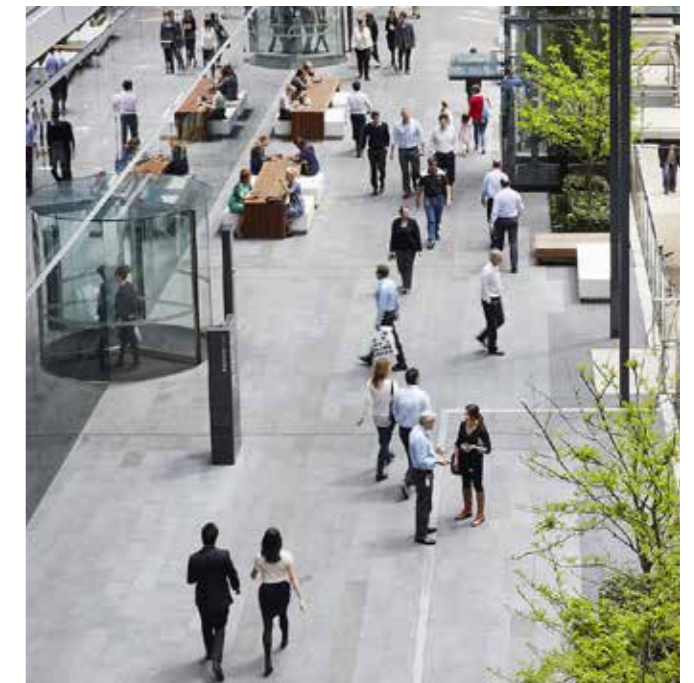
Use of subtle patterned pavers



Paving can become iconic, for example Rio de Janeiro, Brazil



Light paving or concrete suits the coastal character



Large format pavers work well in large open spaces

# Best Practice: Public Seating

Public seating is public art - it should offer beautiful sculptural elements that compliment the space, and be comfortable, durable and functional.



New seating installed in Bondi Park



# Best Practice: Footpath Dining

Local businesses can make a significant contribution to the streetscape with both visual interest and active street life. Footpath seating should use high quality furniture that suits the character, but also introduces individuality. There could be diversity in colour and also form, for example benches looking over the beach, or couches for ultra-comfortable socialising, and landscaping is highly effective at creating a more attractive environment.



# Best Practice: Lighting

Good lighting is essential to help a street reach its evening potential. Night time activity on mainstreets is good for business, for socialising, and for safety through passive surveillance. Lighting for pedestrian areas should be warm and create ambience using elegant lighting fixtures, as well as integrating lighting into seating, buildings and public art. Lighting can also be used to enhance building facades and introduce new colours.



# Best Practice: Space allocation

Streets occupy around 30% of the land area in town centres, and its vital this space is used as efficiently as possible. Surplus roadway space can be reclaimed for pedestrians, seating and landscaping, making town centres more attractive, safer and convenient to move around. A key opportunity is the 'no standing' areas near corners, intersections, and zebra crossings, and also the design of diagonal intersections. Some examples of footpath reclamation are provided below. Such changes can reduce pedestrian crossing distances and slow vehicle turning speeds without affecting parking or traffic flow.



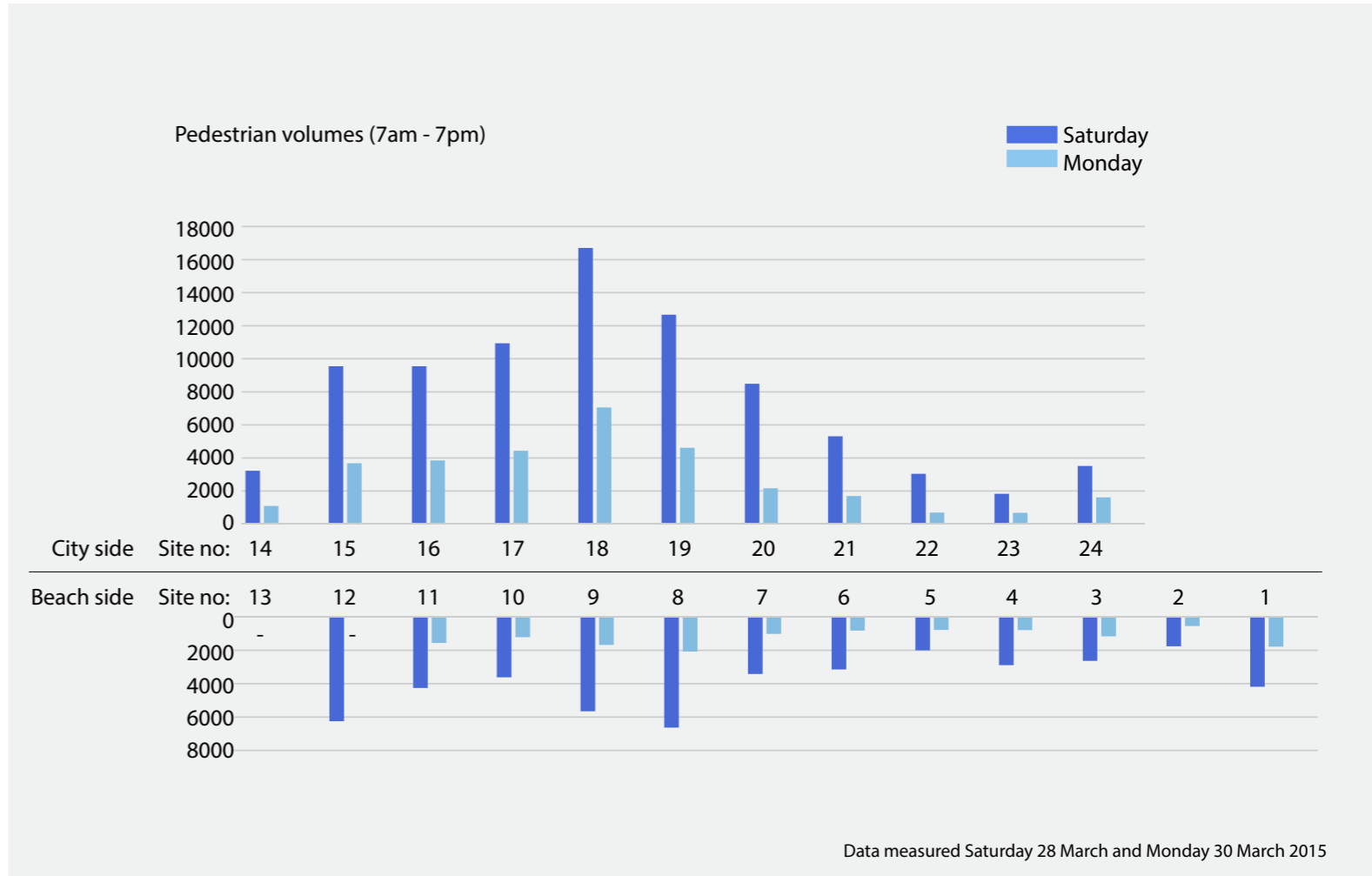
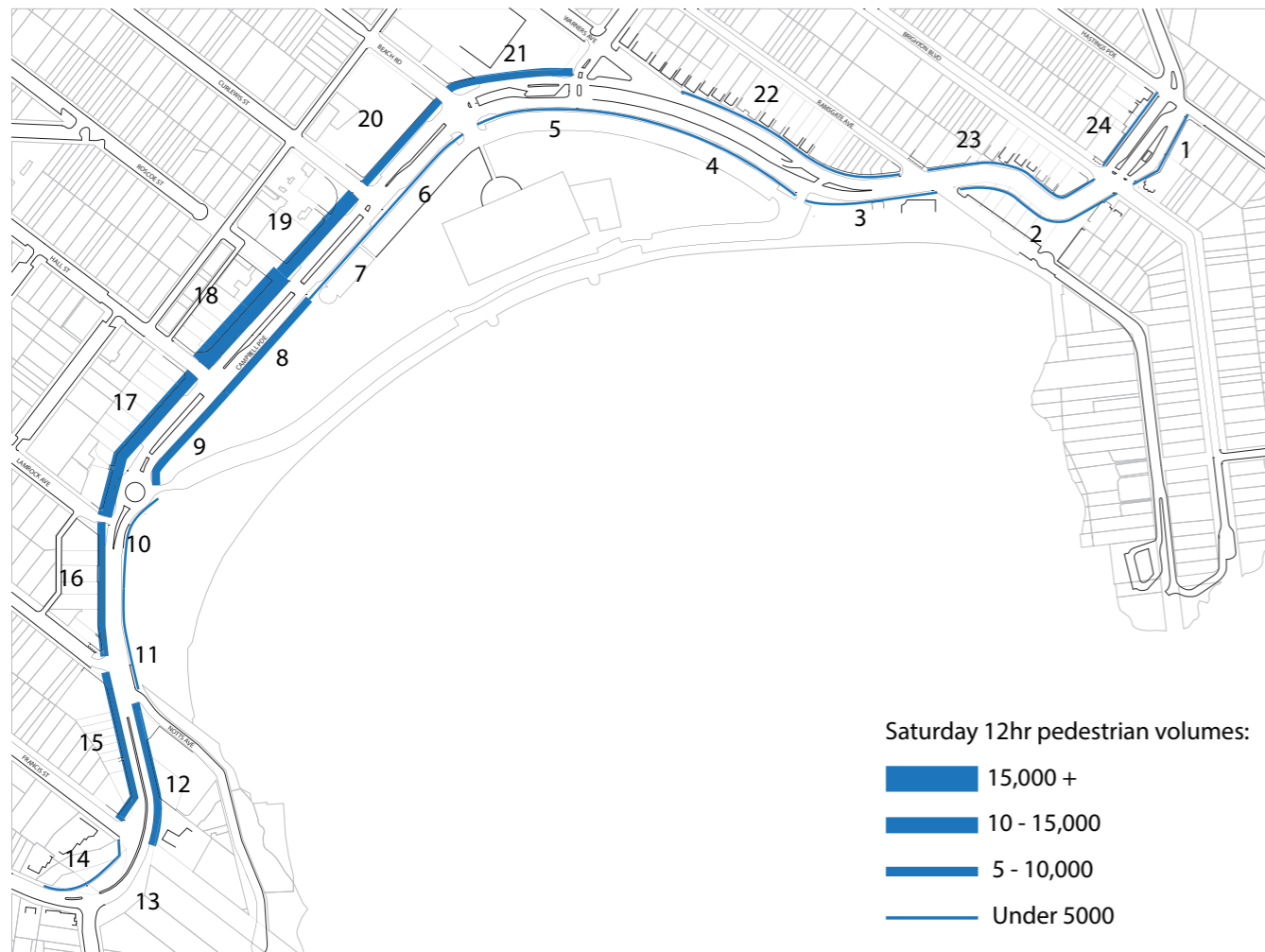
Examples of street reclamation in Campbell St, Surry Hills (left) and USA (right).



# Analysis

A review of the existing Campbell  
Parade streetscape

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**16,705 pedestrians on Saturday**  
 (Saturday 7am - 7pm in Autumn between Hall St - Roscoe Mall)

The majority of pedestrians were recorded between Francis St and Beach Road which corresponds to the areas with most retail and food/ beverage outlets.

The highest pedestrian volumes were observed between Hall St and Roscoe Mall on both the Saturday and the Monday and numbers generally decrease the further north and south one travels from this area. This site is situated in the centre of the busy Hall St restaurant/ cafe strip and the central part of Bondi Beach and Pavilion, the two key destinations in Bondi, and also includes a key bus stop used by visitors to the beach.

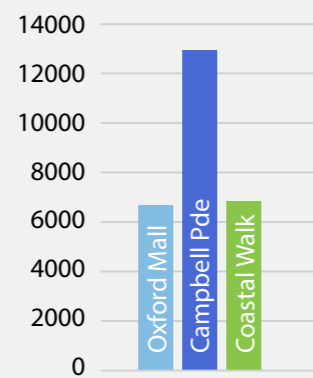
**2.5x more pedestrians Saturday vs Monday**

Campbell Parade is clearly more of a weekend destination, with a peak of 16,705 pedestrians on Saturday (7am-7pm) compared to a peak of 7060 pedestrians on Monday.

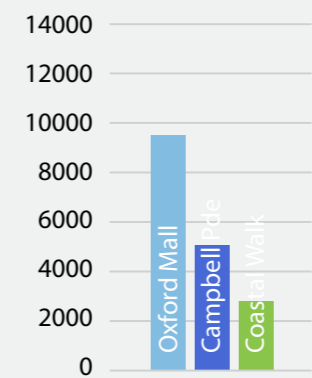
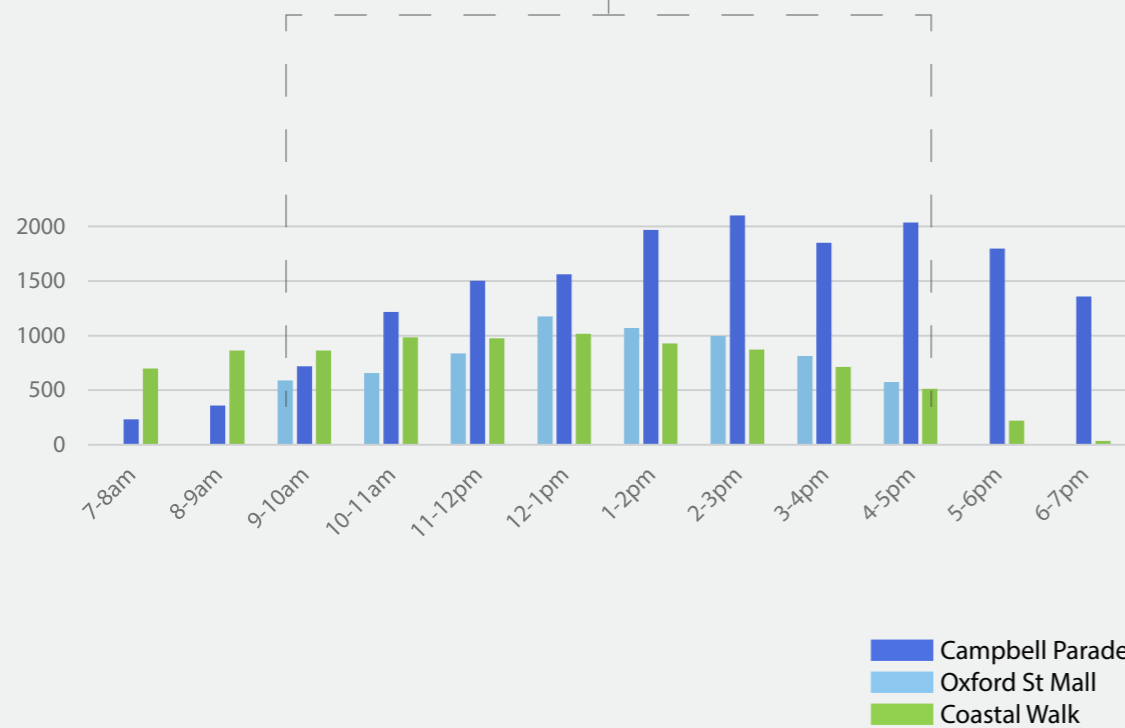
All locations along Campbell Parade measured less than half the pedestrian volumes on Monday compared to Saturday.

Pedestrian numbers were higher on the town side of Campbell Parade compared to the corresponding site on the beach side, with the only exception being North Bondi Surf Club. This trend is likely because of pedestrians on the beach side using the promenade rather than the footpath on Campbell Parade.

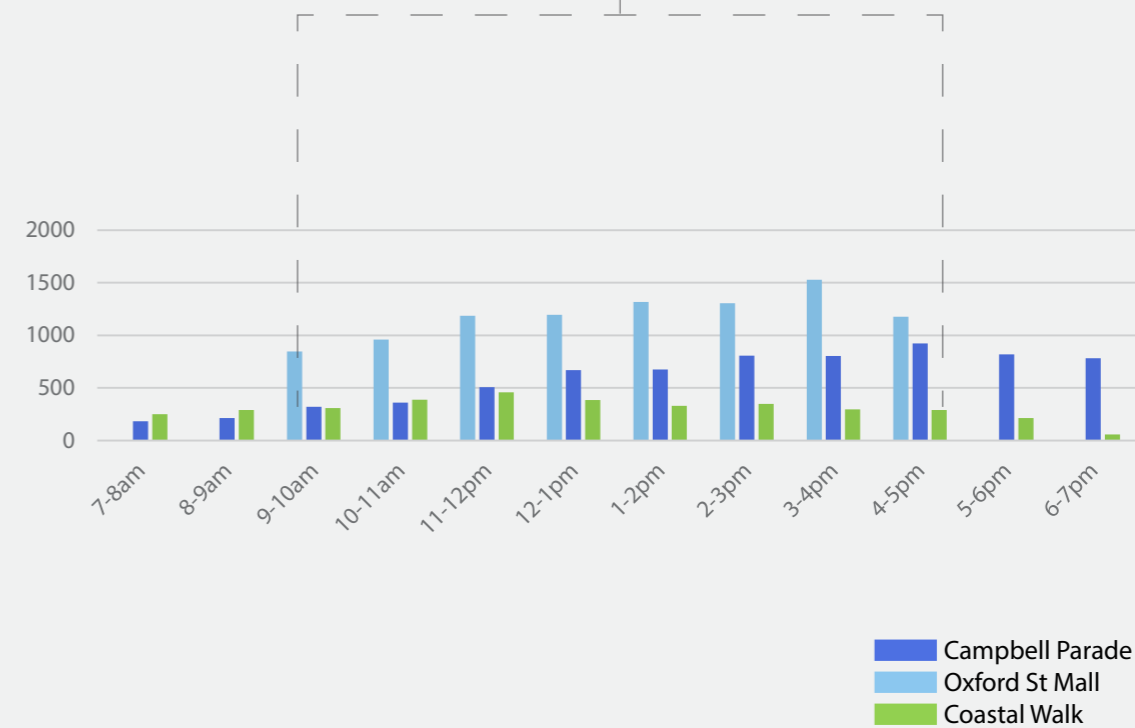
## Existing pedestrian volumes



**Saturdays:  
2x more  
pedestrians in  
Campbell Pde**



**Weekdays:  
2x more  
pedestrians in  
Oxford St Mall**



The pedestrian volumes have been compared to Oxford St Mall and the Bondi to Bronte Coastal Walk in order to get a better understanding of the unique trends occurring on Campbell Parade. As expected the tourism/ recreational aspect of Bondi Beach has a significant influence on the variation between weekdays and weekends.

On Saturdays between 9am-5pm Campbell Parade has more than double the number of pedestrians (12,963) compared to Oxford St Mall (6,705) and the Coastal Walk (6,862).

On a typical weekday Oxford St Mall is the busiest with 9510 pedestrians between 9am-5pm compared to 5066 on Campbell Parade and 2794 on the Coastal Walk.

On weekends Campbell Parade has higher volumes throughout the afternoon and into the evening. In contrast Oxford St Mall has more of a lunchtime peak and the Coastal Walk is busier in the mornings.

On weekdays all locations experience a steady flow of pedestrians throughout the day.

Note:  
Oxford Mall: Surveyed at Grosvenor St entry, Saturday 27 August 2011 and 3 September 2011 (average used to get Saturday data) and Tuesday 6 September and 13 September 2011 (average used to get Weekday data).

Campbell Parade: Surveyed between Hall St – Roscoe Mall on north side, Saturday 28 March 2015 (24.5C sunny) and Monday 30 March 2015 (23.9C sunny), then scaled using parking data to estimate the summer flow.

Coastal Walk: Surveyed at Tamarama (Mackenzies Bay) Saturday 12 September 2015 (25.4C, sunny) and Monday 14 September 2015 (23.6C sunny)

# Pedestrian Comparison



Footpath on commercial side near Hall St



Footpath adjacent to Bondi Park near Hall St



Footpath near Curlewis St

Within the commercial core (between Lamrock Avenue - Beach Road) the footpaths are wide and flat with generally good condition paving, ramps and kerbs and consistent use of materials. This creates a good foundation for pedestrians in the busiest areas.

## Existing footpath conditions



Francis St Intersection



Between Sandridge St - Francis St



Between Notts Ave - Francis St



Between Brighton Blvd - Ramsgate Ave



Near North Bondi Surf Club



Between Sandridge St - Francis St

Outside of the commercial core many sections of footpath are insufficient width for the volume of pedestrians and/or contain obstructions/ trip hazards.

## Existing footpath conditions



Near Lamrock Ave



Near Sir Thomas Mitchell Rd



Between Brighton Blvd - Hastings Pde



Near Sir Thomas Mitchell Rd



Between Lamrock Ave - Sir Thomas Mitchell Rd



Between Notts Ave - Francis St

Sections of footpath that are insufficient width for the volume of pedestrians and/or contain obstructions/ trip hazards.

## Existing footpath conditions



# Existing footpath conditions



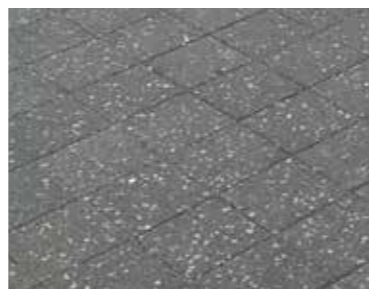
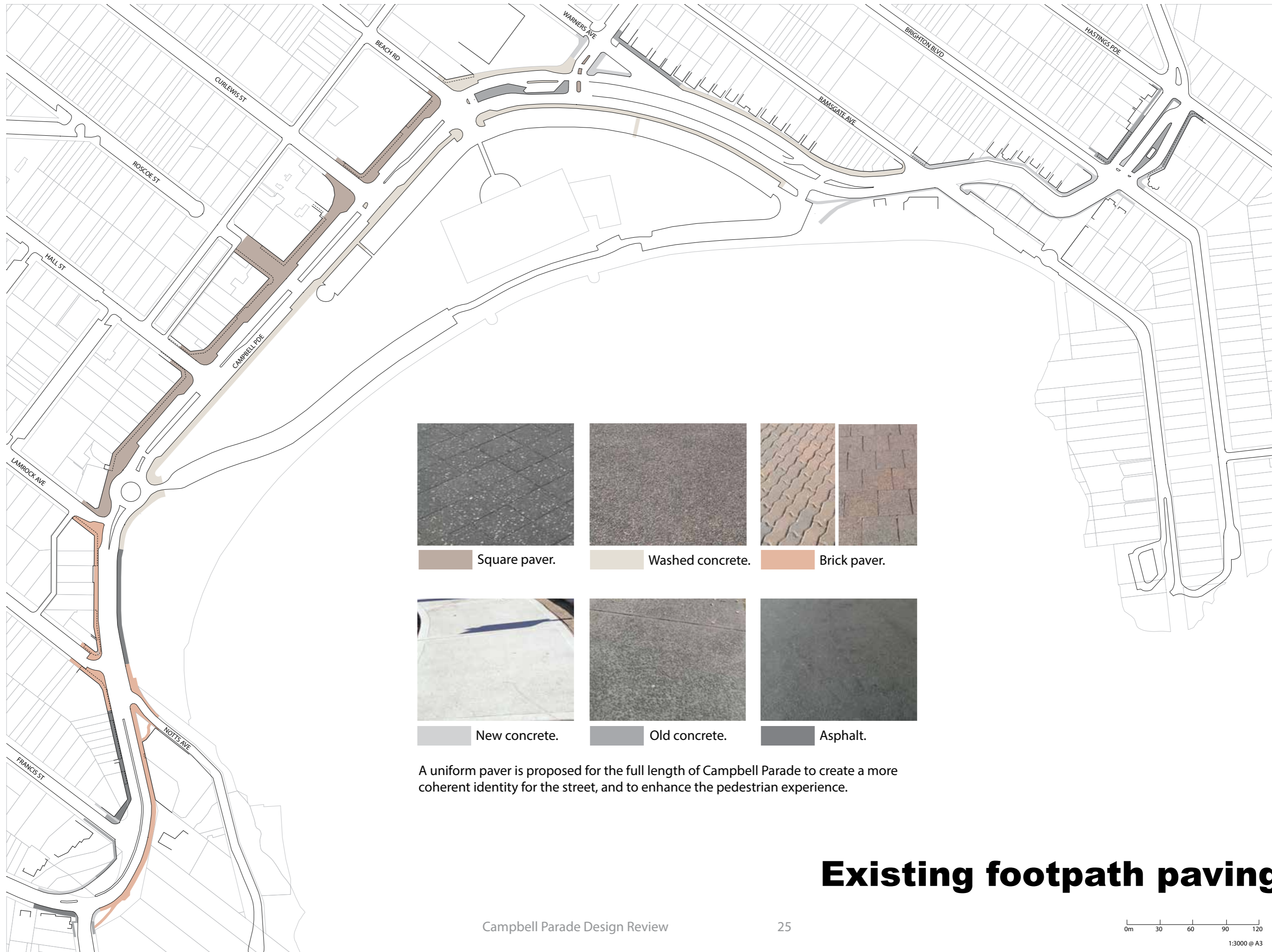
Between Lamrock Ave - Hall St

Paving is reasonable quality in the commercial core, but is not exceptional. Consideration should be given to a modern larger format paver comparable to the best-practice examples shown in the introduction.



Outside the commercial core material choice appears ad hoc and repairs to footpaths often do not match the existing material.

## Existing footpath paving



■ Square paver.



■ Washed concrete.



■ Brick paver.



■ New concrete.



■ Old concrete.



■ Asphalt.

A uniform paver is proposed for the full length of Campbell Parade to create a more coherent identity for the street, and to enhance the pedestrian experience.

## Existing footpath paving





Curlewis St intersection

Signalised crossings are provided throughout the commercial core with generous waiting space, good paving and wide ramps.



Sir Thomas Mitchell Rd intersection

Good zebra crossing - directly aligned with desire line, continuous extension of footpath, tight corner radius to slow turning vehicles, ramps provided (a raised crossing flush with the footpath is even better).



Wairoa Ave intersection

Poor zebra crossing - no kerb indents to alert and slow approaching traffic, crosses multiple lanes, confusing/ambiguous pedestrian refuges, contains trip hazards.

## Existing pedestrian crossings



Between Francis St - Sandridge St

The southern section of Campbell Parade is extremely wide, has poor visibility, no pedestrian refuge for crossing, and many unsafe crossings regularly observed.



Sandridge St



Francis St

Unnecessarily wide intersection with oversized truncations.



Sandridge St

Poor corner design - despite the addition of an island the corner is still too large to slow turning vehicles, does not increase footpath space, and does not complement or integrated well with the public domain.



Notts Ave

This intersection has high volumes of pedestrians but the crossing distance is too wide and the poor kerb ramps and steep narrow footpaths present a trip hazard.



Lamrock Ave

An example of good corner design - continuous extension of footpath, usable space, tight corner radius to slow turning vehicles, integrated with surrounding public space.

## Existing pedestrian crossings



Sandridge St



Ramsgate Ave



Brighton Blvd

Diagonal intersections make excessively wide crossings - these could be reduced in width with kerb extensions.



Warners Ave

This intersection is 40m wide with no stop sign or design controls to slow vehicles.



Wairoa Ave

This zebra crossing has trip hazards and could be reduced in width with kerb extensions and pedestrian refuges.



Queen Elizabeth Drv

This intersection has recently been upgraded to extend the footpath and landscaping.

## Existing pedestrian crossings



Near Lamrock Ave



Near Lamrock Ave

Uncontrolled pedestrian crossings could be reconsidered. Insufficient waiting space at the southern crossing (left image) due to busy bus stop.



Near Warners Ave



Near Warners Ave

There are no crossing points for 300m along this section of Campbell Pde, resulting unsafe crossings.

## Existing pedestrian crossings



Between Hall St - Curlewis St



Near Lamrock Ave







Near Lamrock Ave

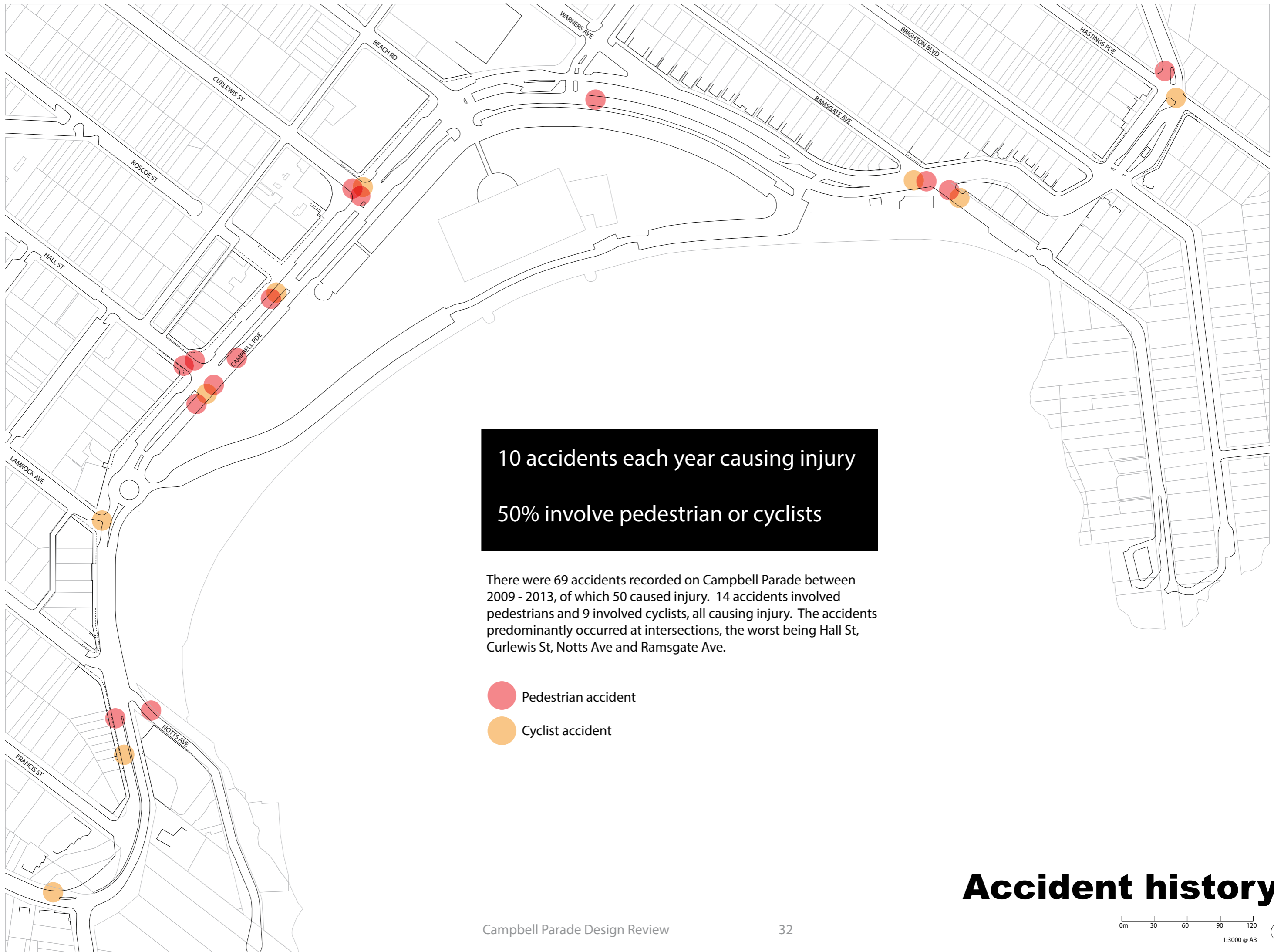
Pedestrian barriers are not required on safe, people-friendly streets, however if deemed necessary the concrete barriers could be improved visually.

## Existing pedestrian crossings



-  Existing signalised crossings
-  Existing zebra crossings
-  Existing pedestrian barriers
-  Pedestrian crossing unsafe / insufficient / missing

# Existing pedestrian crossings



10 accidents each year causing injury  
 50% involve pedestrian or cyclists

There were 69 accidents recorded on Campbell Parade between 2009 - 2013, of which 50 caused injury. 14 accidents involved pedestrians and 9 involved cyclists, all causing injury. The accidents predominantly occurred at intersections, the worst being Hall St, Curlew St, Notts Ave and Ramsgate Ave.

- Pedestrian accident
- Cyclist accident

# Accident history





# Pedestrian crossings - opportunities





Near Francis St

There are no bike lanes in the southern half of Campbell Parade, but the wide roads could accommodate it.



Near Queen Elizabeth Drv

The bike lane is not continuous in North Bondi despite the road being wide enough.



Near Roscoe Mall

Continuous bike lanes are provided through the commercial core.



Near Lamrock Ave



Near Hall St



Near Hall St

While some bike racks are provided, more bike racks should be provided on each block near the end destination.

## Existing cycling infrastructure



# Existing cycling infrastructure



Near Hall St



Near Roscoe Mall



Between Hall St - Roscoe Mall

A series of 27 public bench seats with mosaic tile artworks exist between Beach Road and Lamrock Avenue. Commissioned in 1997, the seats are in varying condition from poor to good. Either all or some of the seats can be retained and maintained with further investment, and there is the opportunity for new public seats to be designed and installed. The survey undertaken as part of this review found the seats were never more than 25% occupied, suggesting a potential over-supply of seating in these areas.



Near Francis St



Near Sir Thomas Mitchell Rd



The new seating being installed in Bondi Park (pictured), could provide the basis for a consistent material palette.

There are a number of other styles of public seating which are currently ad hoc and do not provide the quality or amenity required for this important streetscape. The image on the left is key vista on arrival to Bondi Beach via Bondi Road and is a key opportunity for improvement.



Near Notts Ave



Near Hall St

Some bus stops have insufficient or no seating. The two pictured above experience high volumes of passengers and should be upgraded as a priority.

## Existing public seating



Near Hall St



Between Lamrock Ave - Hall St



Near Lamrock Ave

Existing shade structures for footpath seating vary in style and quality. Central post are superior to the corner post. However all existing examples create an issue with roll down plastic blinds which blur the beach views, enclose the footpath too much, and are susceptible to dirt and deterioration resulting in detracting to the street amenity. A modern consistent design unique to Campbell Parade would greatly help to improve the overall appearance and strengthen local identity.



Between Lamrock Ave - Sir Thomas Mitchell Rd



Ramsgate Ave



Near Ramsgate Ave



Near Sir Thomas Mitchell Rd

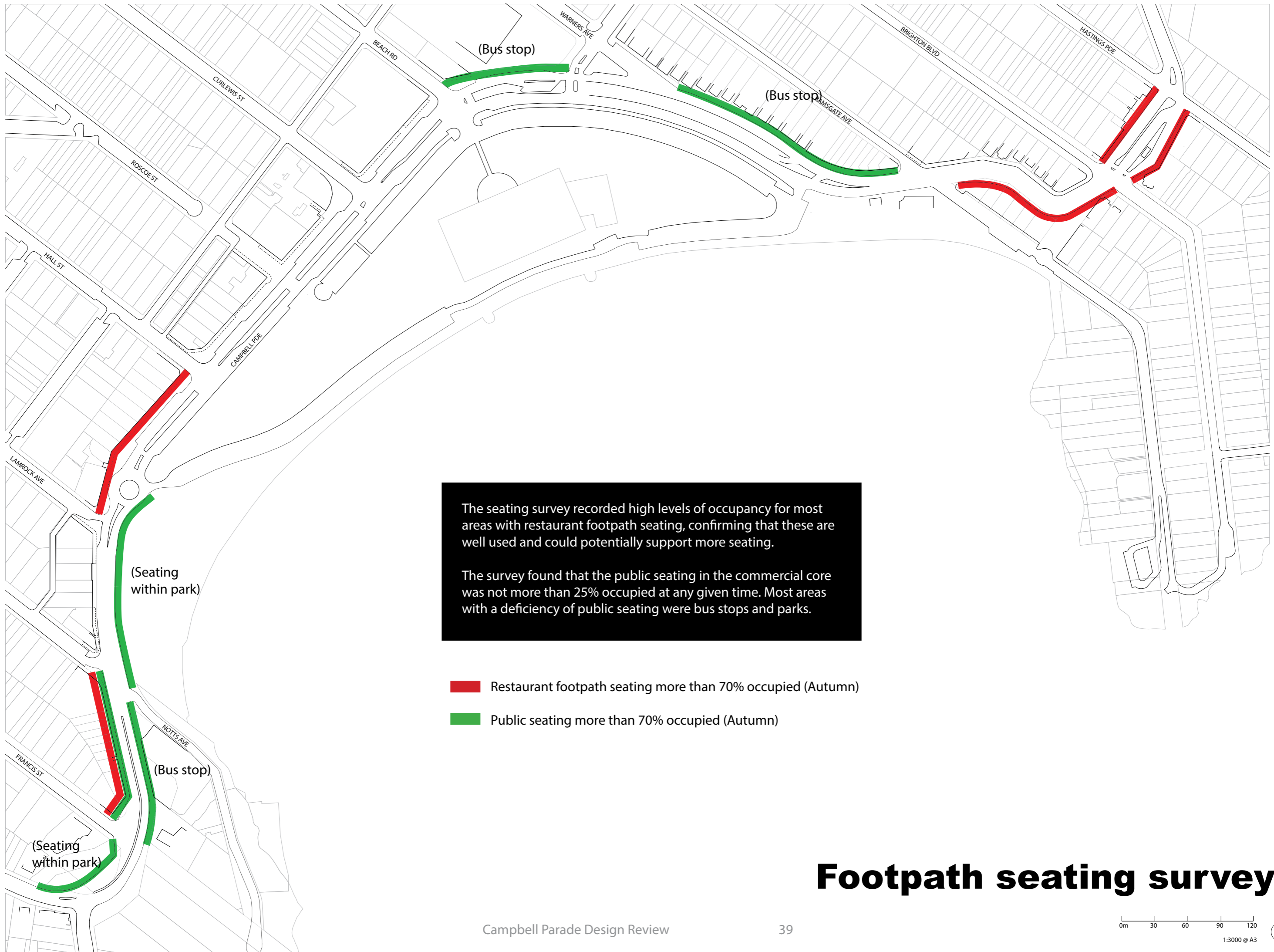
There are also a range of other footpath seating arrangements - under awnings, temporary umbrellas, and uncovered seating. These can be constrained by footpath width especially outside the commercial core area.

## Existing restaurant footpath seating



- Existing public seating
- Bus stop with shelter and seating
- Bus stop (no shelter or seating)
- Existing restaurant footpath seating
- Key areas for public seating upgrade
- Key areas for restaurant footpath seating upgrade

# Existing seating



The seating survey recorded high levels of occupancy for most areas with restaurant footpath seating, confirming that these are well used and could potentially support more seating.

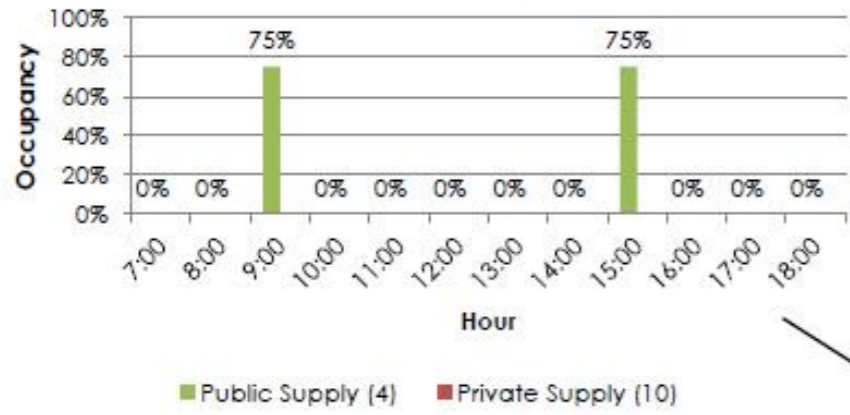
The survey found that the public seating in the commercial core was not more than 25% occupied at any given time. Most areas with a deficiency of public seating were bus stops and parks.

- █ Restaurant footpath seating more than 70% occupied (Autumn)
- █ Public seating more than 70% occupied (Autumn)

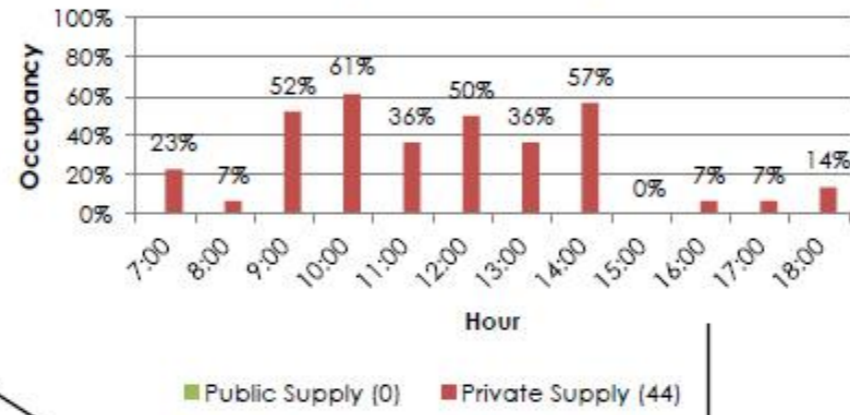
# Footpath seating survey



**Site 22 - Warners Ave to Ramsgate Ave**



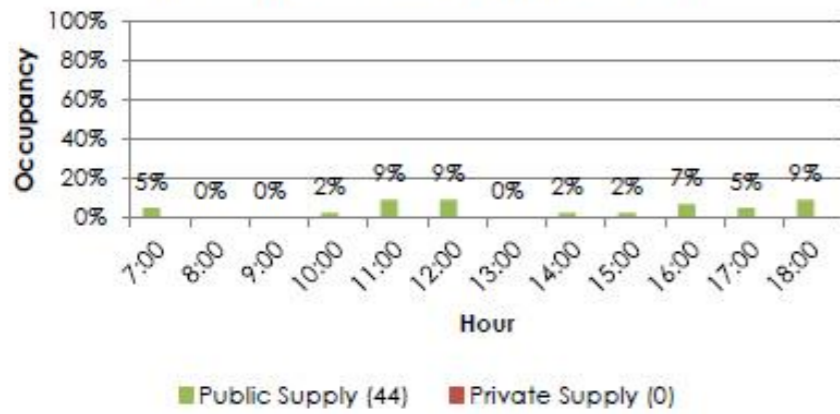
**Site 23 - Ramsgate Ave to Brighton Blvd**



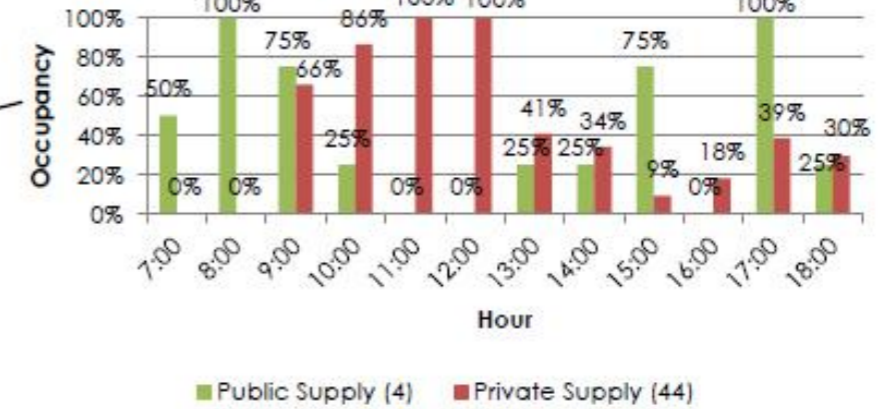
**Site 24 - Brighton Blvd to Hastings Pde**



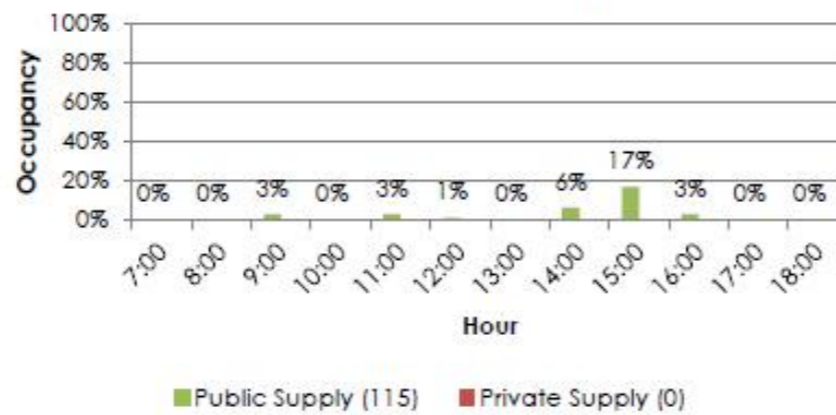
**Site 4 - Wairoa Ave to Warners Ave**



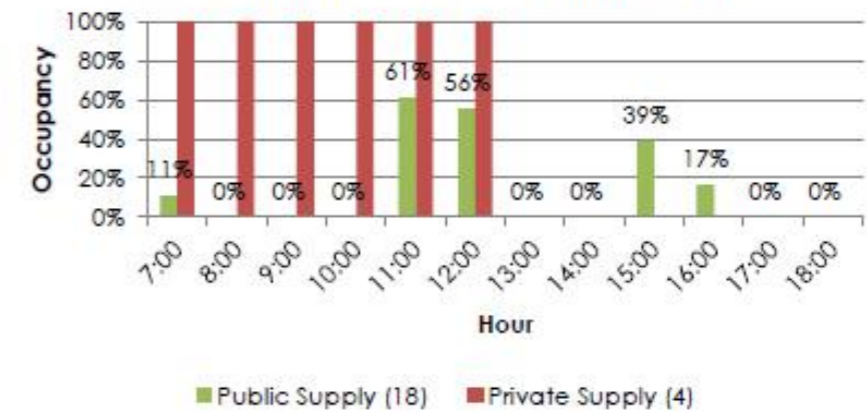
**Site 1 - Brighton Blvd to Hastings Pde**



**Site 3 - Warners Ave to Ramsgate Ave**



**Site 2 - Ramsgate Ave to Brighton Blvd**

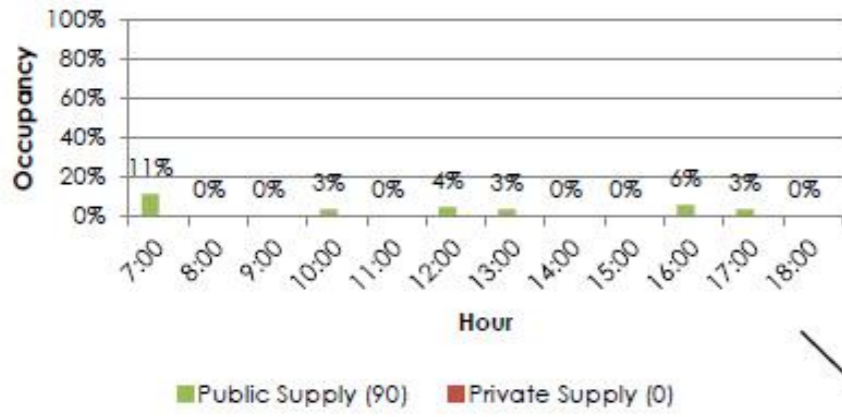


**Saturday Hourly Seating Occupancy**

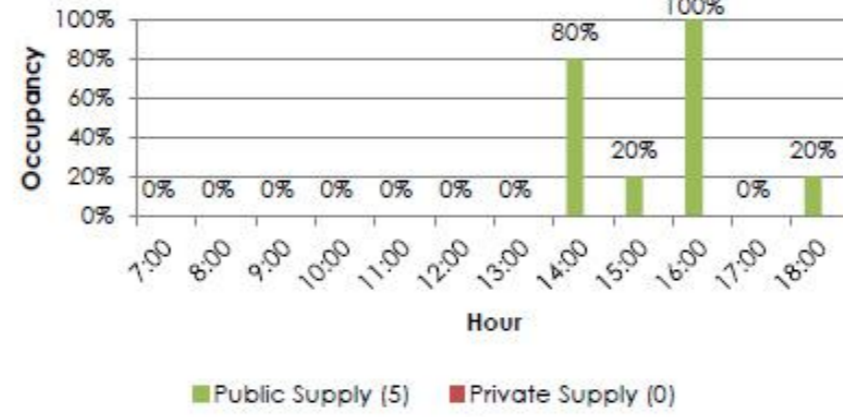
Factored for Seasonal Variation  
(From March to January)

**Footpath seating survey**

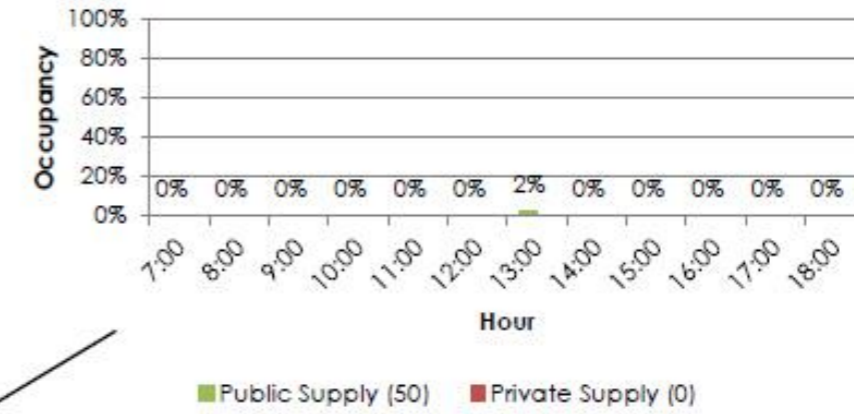
**Site 20 - Curlew St to Beach Rd**



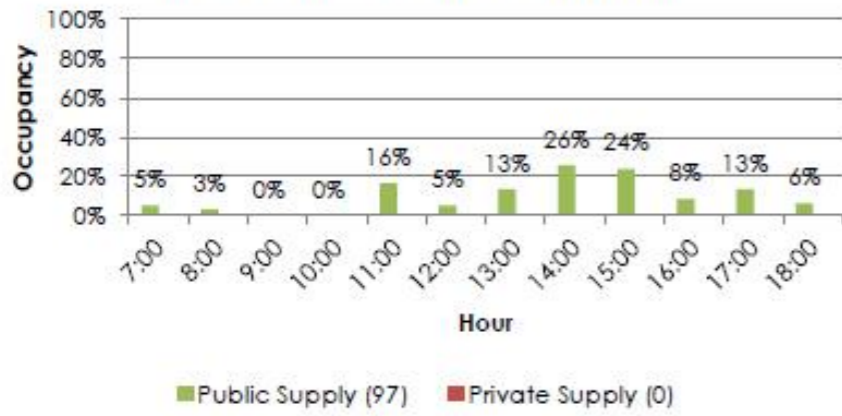
**Site 21 - Beach Rd to Wairoa Ave**



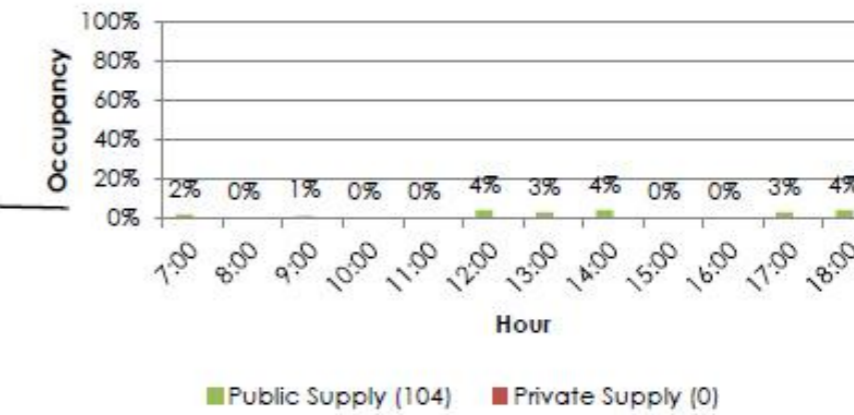
**Site 5 - Beach Rd to Wairoa Ave**



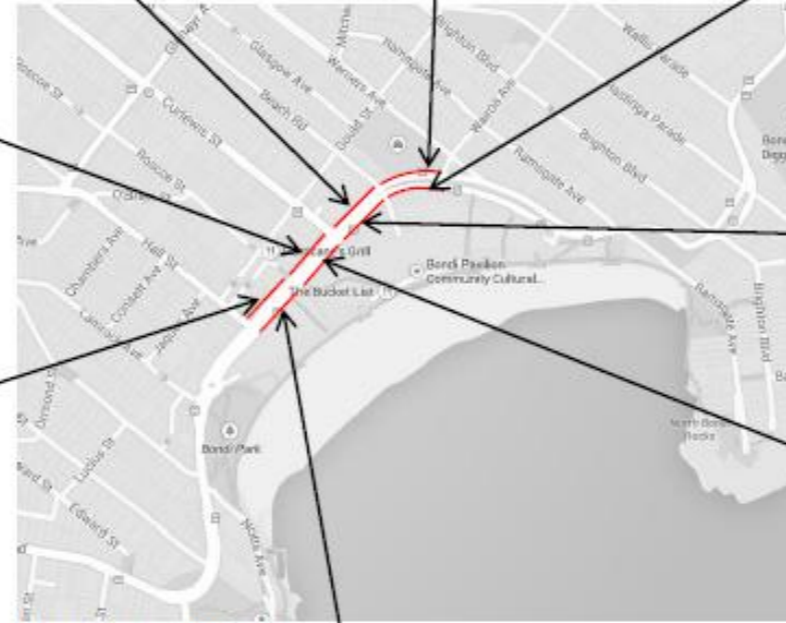
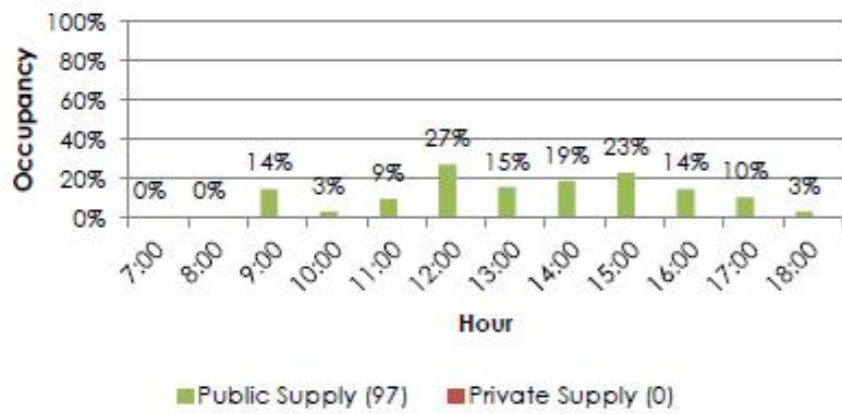
**Site 19 - Roscoe St to Curlew St**



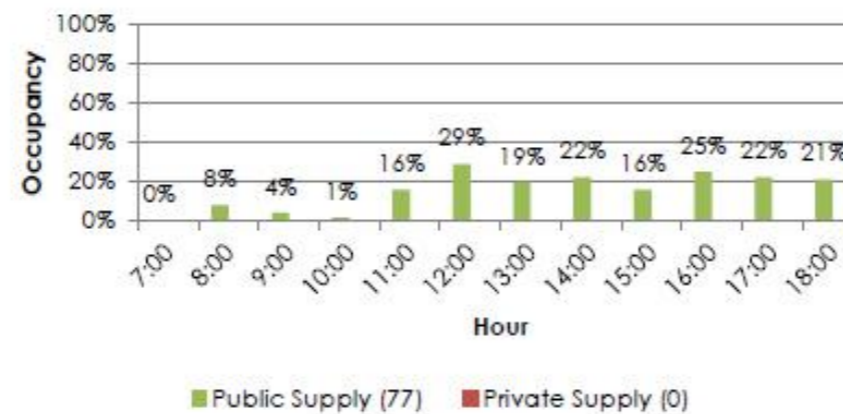
**Site 6 - Curlew St to Beach Rd**



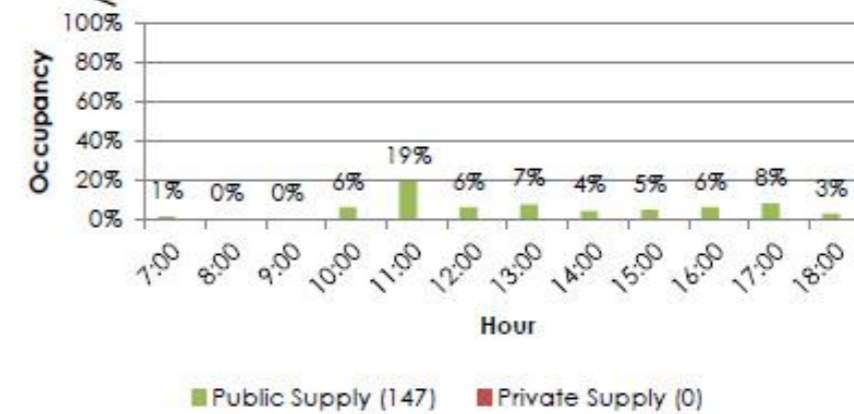
**Site 18 - Hall St to Roscoe St**



**Site 8 - Hall St to Roscoe St**



**Site 7 - Roscoe St to Curlew St**

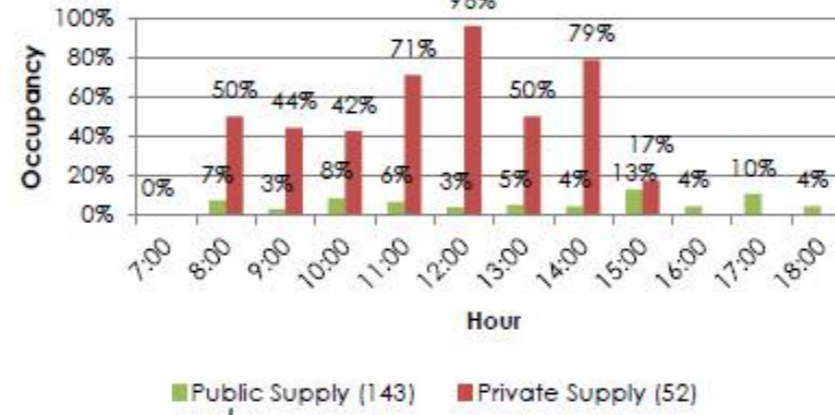


**Saturday Hourly Seating Occupancy**  
Factored for Seasonal Variation  
(From March to January)

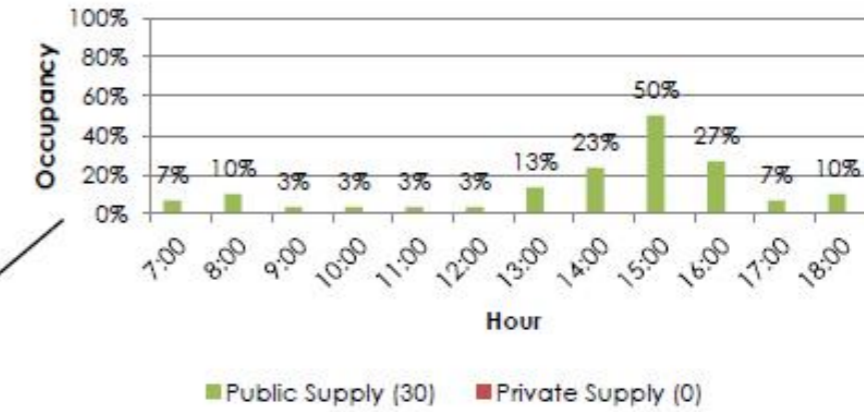
# Footpath seating survey

No seating between Sir Thomas Mitchell Road and Lamrock Avenue – Site 16

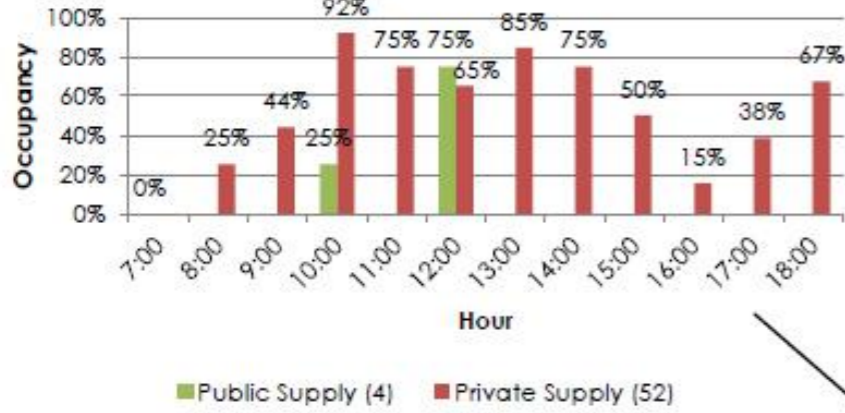
Site 17 - Lamrock Ave to Hall St



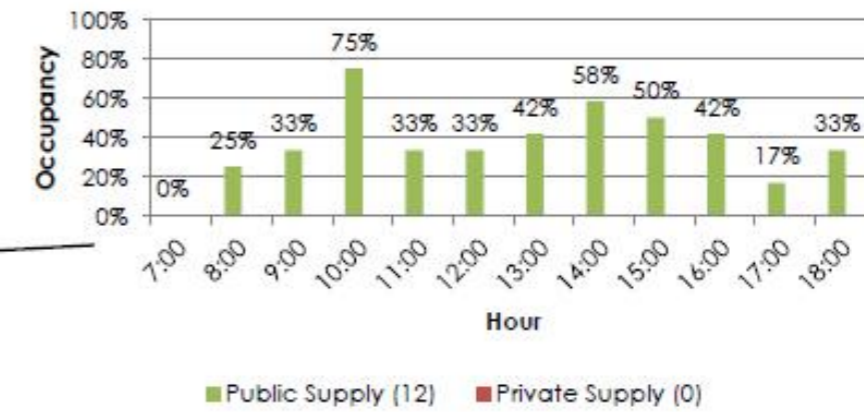
Site 9 - Lamrock Ave to Hall St



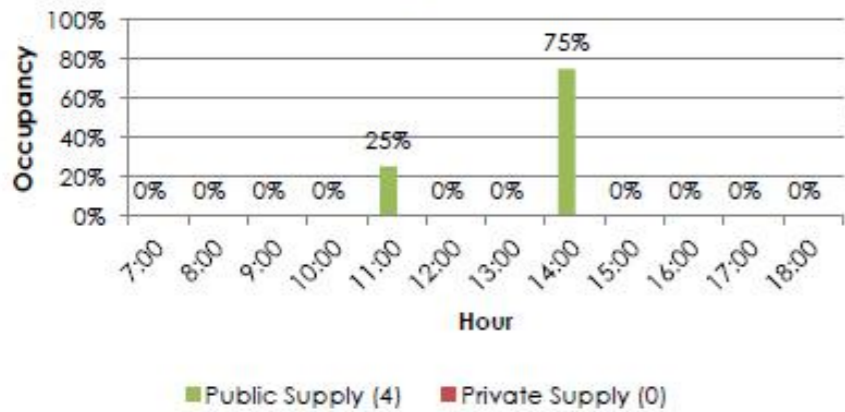
Site 15 - Francis St to Sir Thomas Mitchell Rd



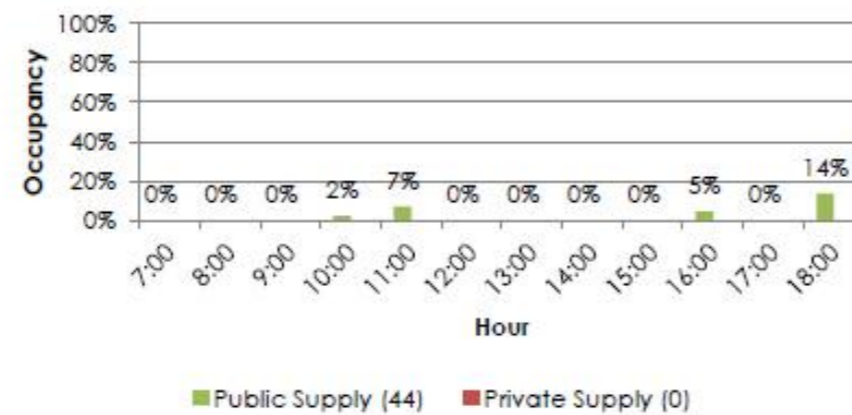
Site 10/11 - Notts Ave to Lamrock Ave



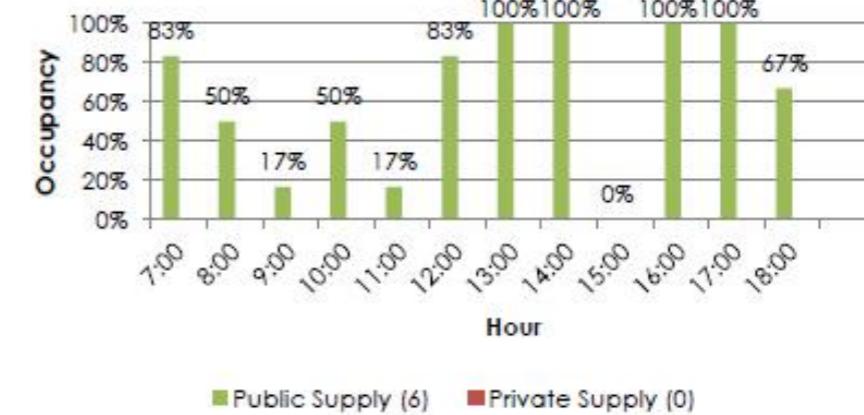
Site 14 - Sandridge St to Francis St



Site 13 - Sandridge St to Francis St



Site 12 - Francis St to Notts Ave



**Saturday Hourly Seating Occupancy**

Factored for Seasonal Variation  
(From March to January)

**Footpath seating survey**





Wairoa Ave



Near Queen Elizabeth Drv



Near Francis St

The sections of Campbell Parade in North and South Bondi are devoid of trees and greenery, to the detriment of streetscape amenity. While some sections are exposed to winds, street trees are maintained in much harsher coastal climates around Australia. The introduction of regular street tree planting would be transformational to these areas.



Curlewis St



Near Roscoe Mall

Formally arranged palm trees in the central median create a strong boulevard effect in the commercial core and have become a defining character of Campbell Parade.



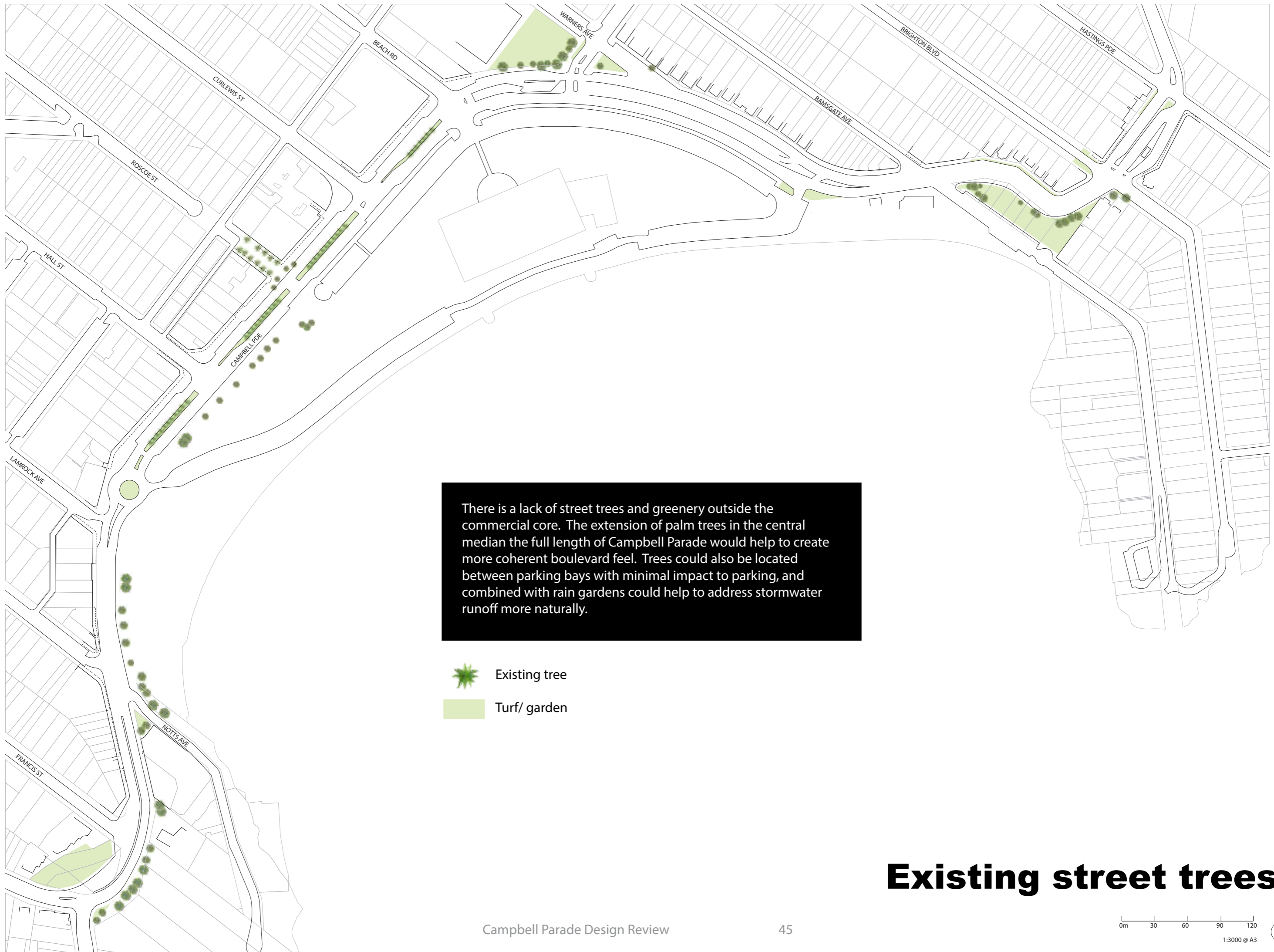
Near Notts Ave





Pines trees near Lamrock Ave (1960)

Historically significant pine trees remain within Bondi Park and are well suited to the coastal conditions.

## Existing street trees



There is a lack of street trees and greenery outside the commercial core. The extension of palm trees in the central median the full length of Campbell Parade would help to create more coherent boulevard feel. Trees could also be located between parking bays with minimal impact to parking, and combined with rain gardens could help to address stormwater runoff more naturally.

-  Existing tree
-  Turf/ garden

# Existing street trees



Near Lamrock Ave



Near Notts Ave



Near Lamrock Ave



Near Lamrock Ave

As many commercial tenants have no laneway access, their bins are stored on the footpath for collection. These occupy precious footpath space, impact on the amenity of the street and smell bad, especially in the summer months. Screened bin areas may assist somewhat, but will occupy more footpath space and could present difficulties with numerous businesses sharing bin stores.

There is a good provision of high quality uniformly designed bins along Campbell Parade, although some obstruct the footpath. Unfortunately at many locations there are not separate bins for recycling.



Near Lamrock Ave



Near Sir Thomas Mitchell Rd

Consideration should be given to underground waste storage and transport technology for both public and private waste. This would free up footpath space, reduce the labour for collection, avoid overflows, and enable greater recycling.

## Existing bins

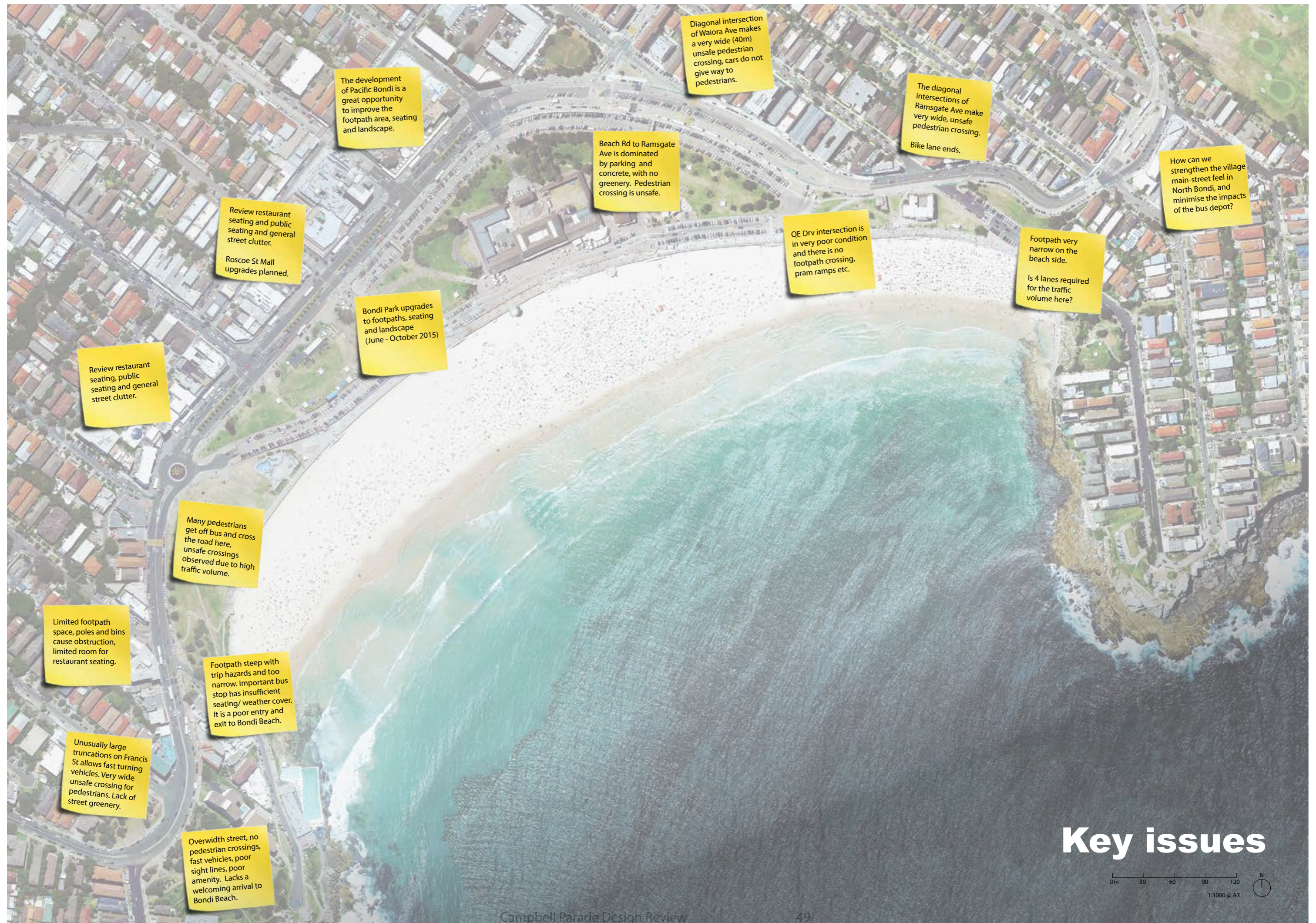


# Bins

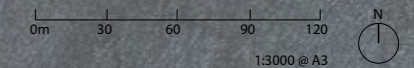


- Light poles
- Parking meters
- Telephone box

# Other street elements



# Key issues



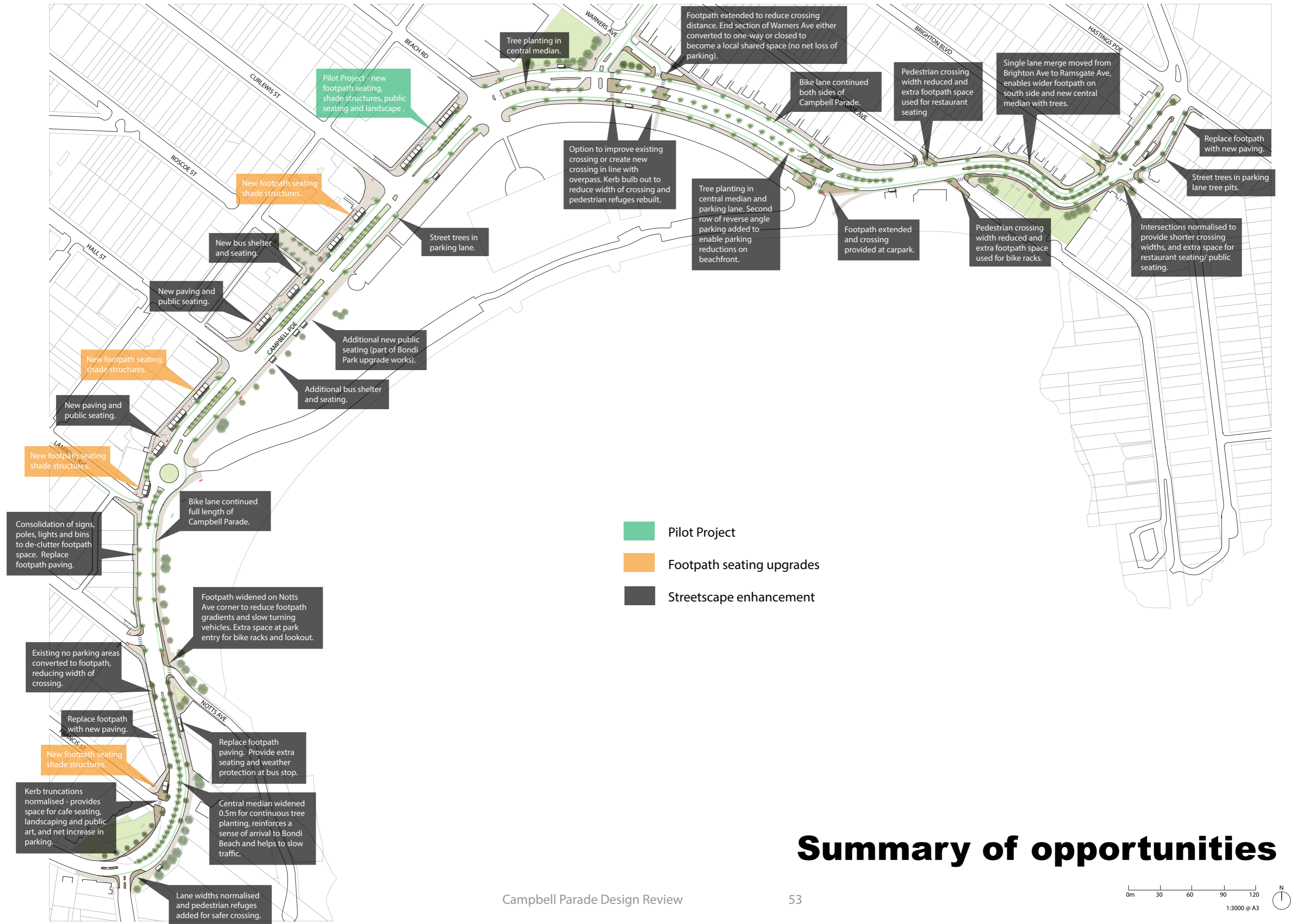


# Recommendations

A way forward with trial projects, short term upgrades and longer term streetscape enhancement.

Summary of Opportunities	53
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Footpath Seating Upgrades	61
Streetscape Enhancements	67
Next Steps	89





Pilot Project - new footpath seating, shade structures, public seating and landscape.

New footpath seating shade structures.

New bus shelter and seating.

New paving and public seating.

New footpath seating shade structures.

New paving and public seating.

New footpath seating shade structures.

Consolidation of signs, poles, lights and bins to de-clutter footpath space. Replace footpath paving.

Existing no parking areas converted to footpath, reducing width of crossing.

Replace footpath with new paving.

New footpath seating shade structures.

Kerb truncations normalised - provides space for cafe seating, landscaping and public art, and net increase in parking.

Lane widths normalised and pedestrian refuges added for safer crossing.

Footpath widened on Notts Ave corner to reduce footpath gradients and slow turning vehicles. Extra space at park entry for bike racks and lookout.

Replace footpath paving. Provide extra seating and weather protection at bus stop.

Central median widened 0.5m for continuous tree planting, reinforces a sense of arrival to Bondi Beach and helps to slow traffic.

Additional new public seating (part of Bondi Park upgrade works).

Additional bus shelter and seating.

Street trees in parking lane.

Tree planting in central median.

Option to improve existing crossing or create new crossing in line with overpass. Kerb bulb out to reduce width of crossing and pedestrian refuges rebuilt.

Tree planting in central median and parking lane. Second row of reverse angle parking added to enable parking reductions on beachfront.

Bike lane continued both sides of Campbell Parade.

Pedestrian crossing width reduced and extra footpath space used for restaurant seating.

Single lane merge moved from Brighton Ave to Ramsgate Ave, enables wider footpath on south side and new central median with trees.

Footpath extended and crossing provided at carpark.

Pedestrian crossing width reduced and extra footpath space used for bike racks.

Intersections normalised to provide shorter crossing widths, and extra space for restaurant seating/ public seating.

Replace footpath with new paving.

Street trees in parking lane tree pits.

Footpath extended to reduce crossing distance. End section of Warners Ave either converted to one-way or closed to become a local shared space (no net loss of parking).

- Pilot Project
- Footpath seating upgrades
- Streetscape enhancement

# Summary of opportunities





# **Pilot Project**

A trial to test the new vision  
for footpath seating



**Proposed view south from Beach Road**

# Pilot Project Overview

The Pilot Project is about testing a new vision for footpath seating in Campbell Parade. Partnering with a major developer to trial the new design provides a low cost and low risk way for Council to enable the community and businesses to experience and provide feedback and ultimately make informed decisions on the design and policies to be applied elsewhere on Campbell Parade. The Pilot Project relates to the section of footpath from Curlewis St to Beach Rd and will operate for a 3 year period after which Council can decide whether it continues permanently or not.

The design has developed from a collaboration between the developer of Pacific Bondi, their architect and Council staff. Throughout the process the following objectives have guided the design (as agreed at the November Councillor workshop):

- Unique to Bondi
- Complements the local character
- Open, light and maintains views to the beach
- Provides protection from the wind, rain and sun while recognising this is an outdoor space
- Avoids enclosure or obstruction of the footpath
- Provides a mix of public and private seating
- Provides soft landscaping (greenery)
- Is durable and high quality
- Integrates the public art mosaic seating
- Is adaptable to being used in various locations on Campbell Parade

## *Shade Structures*

The structures are modular and free-standing with slender central columns branching into a cantilevered roof frame. The design references the conventional beach umbrella structure in a modern context and the resulting curved roof form reflects the ocean swells. The design is distinctive yet subtle, and complements both the inter-war and modern architecture that exists on Campbell Parade.

Each module measures 4.5m x 4.5m and two sets of 6 modules are proposed for the Pilot Project. The roofs overhang 0.6m beyond seating areas on all four sides to ensure rain runoff does not impact users.

The structures are constructed using white steel tubing with translucent white nylon roof material. The structures integrate electric radiant heaters and adjustable LED up-lighting of the roof to create an ambient effect. Electricity supply will be provided underground and via the central columns.

A 1.5m tall frameless glass balustrade with stainless steel brackets is proposed along the street edge, set back 0.9m from the kerb. The balustrade has a 2.4m opening in the middle of the long edge, which aligns with a 2.4m gap in the seating area in order to provide pedestrian access to street parking. The glass would be kept free from signage and advertising, maintaining clear sight lines to the beach. For the areas used for restaurant seating, freestanding glass signage panels approximately 1.5m tall x 0.4m wide would be fixed into the ground near the entry to identify the business to which each seating area belongs.

The design provides a total of 169sqm of useable space within the confines of the shade structure. Use of the space within the confines of the shade structures can be for private or public purposes. It is proposed that a section of the undercover space be allocated for Council to use as exhibition space where plans and information could be displayed.

The layout retains a minimum 4m footpath width for the length of the block. The pedestrian survey undertaken in March 2015 found that while Roscoe Street Mall is the busiest section of Campbell Parade (peak of 1560 ped/hr), the subject area of Campbell Parade was still very high (976 ped/hr) despite being a construction area with no active land uses. It is likely that once Pacific Bondi opens this section of Campbell Parade may become the busiest section of the street.

## *Public Art Mosaic Seating*

Seven pieces of mosaic seating exist along this section of Campbell Parade, which were installed in 1998. These comprise one long bench and small table top at each end of the block and two long benches and circular seating/ planter in the centre. The condition report undertaken in March 2015 concluded the items on the ends of the block are in poor condition and the items in the centre are in good condition.

The seating survey undertaken in March 2015 found that throughout the day on a Saturday and Monday, the public seating between Lamrock Avenue and Curlewis Street was only used at 20% capacity. The seats in the Pilot Project area were not accessible due to construction, however it is reasonable to assume that the public seating usage in this block would be consistent with the other blocks surveyed.

Various options were considered for the existing seating including retaining all seats, retaining only the items on the ends of the

block and retaining only the central items. After considering the condition of the seats, the likelihood that restaurants will be located at the ends of the blocks and the need to activate the corners, it was decided that the mosaic seats on the ends of the block could be removed and the central items retained.

The central seating is proposed to be enhanced with new feature paving and additional public seating and planting will also be provided in the central area to enhance the public amenity.

## *Footpath Paving*

A uniform paving type is proposed for Campbell Parade and several options have been identified which will be included in the public exhibition period for feedback. However as the paving type is yet to be determined the Pilot Project retains the existing paving.

## *Landscape and Street Furniture*

Low planter boxes with shrubs are proposed at each end of the block to demark the restaurant seating and provide greenery at the ends of the block. In the centre of the block 2 new circular seats with landscaping are proposed (species to be determined). Tree pits are proposed between on-street car parking incorporating water sensitive urban design principles by capturing stormwater runoff. Tall palms are proposed in the parking lane, matching the palms in the central median and enhancing the coastal boulevard-style streetscape. Locating trees in the parking lane also helps to create the perception of a narrower street, which has a natural effect of slowing vehicles through this busy pedestrian area. The design also incorporates 6 bike racks at each end of the block plus relocated bins and parking meters.

## *Street Parking*

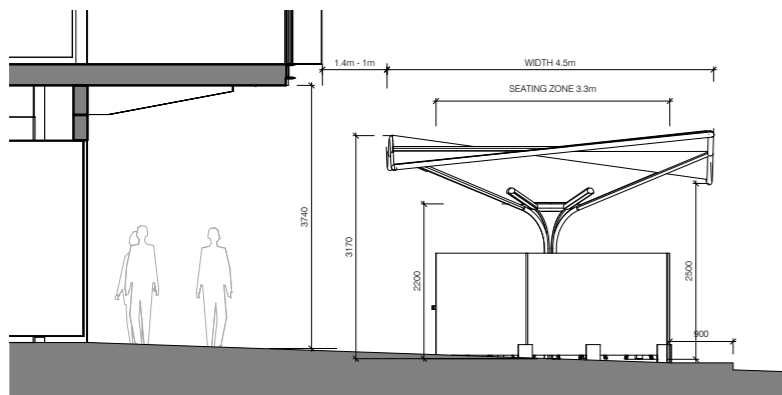
Currently there are 7 on-street parking bays plus a hotel bus parking area. The proposed design includes 9 on-street bays and no hotel bus parking.

## *Costs*

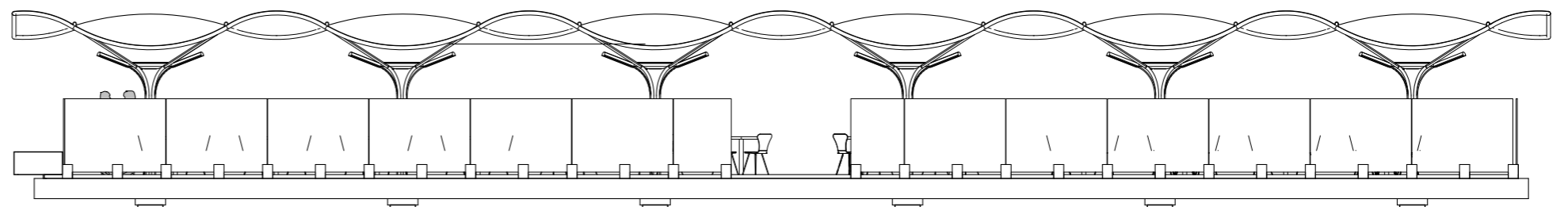
In August 2015, following independent commercial assessment, Council agreed to waive the footpath seating fees for the Pilot Project up to a maximum of \$408,000 in foregone outdoor dining licence revenue for the 3 year period. This represents approximately a 40% contribution to the total cost of the construction of the outdoor dining area with the balance of the cost to be borne by the Pacific Bondi developer. The developer will also be responsible for all maintenance associated with the structure and half yearly engineering checks.



Plan view



Side elevation



Front elevation

# Pilot Project Layout



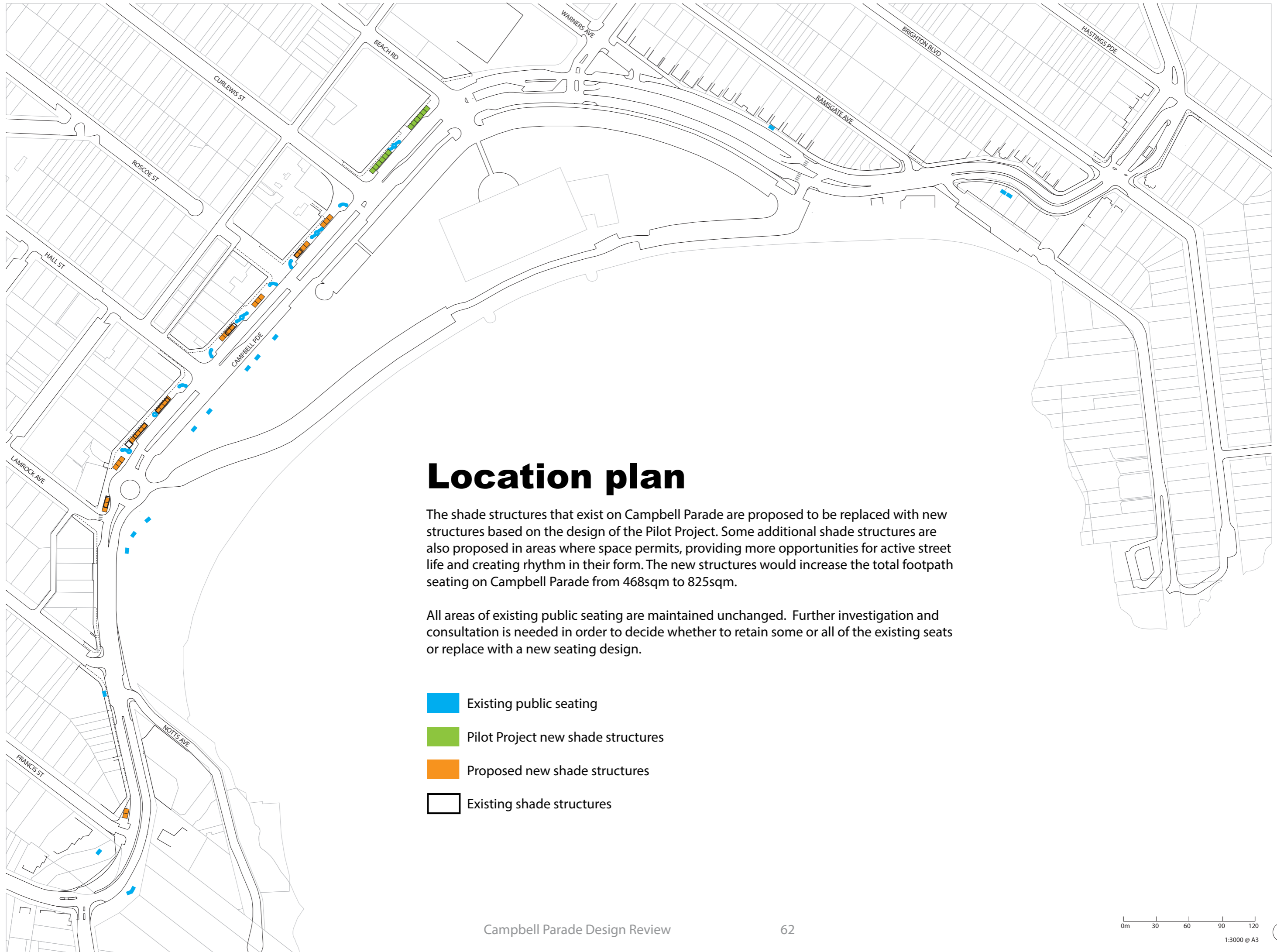
**Proposed view north from Curlewis Street**





# **Footpath Seating Upgrades**

Proposed implementation  
of new footpath seating  
along Campbell Parade



## Location plan

The shade structures that exist on Campbell Parade are proposed to be replaced with new structures based on the design of the Pilot Project. Some additional shade structures are also proposed in areas where space permits, providing more opportunities for active street life and creating rhythm in their form. The new structures would increase the total footpath seating on Campbell Parade from 468sqm to 825sqm.

All areas of existing public seating are maintained unchanged. Further investigation and consultation is needed in order to decide whether to retain some or all of the existing seats or replace with a new seating design.

- Existing public seating
- Pilot Project new shade structures
- Proposed new shade structures
- Existing shade structures





Existing view



## Proposed view north from Lamrock Ave



Existing view

**Proposed view north from Hall St**

# Cost estimates and implementation

The estimated costs and returns for the proposed footpath seating upgrades are set out below. Note that the Pilot Project between Curlewis and Beach Road has been excluded as this is covered in the previous section.

## Estimated costs:

The estimated total capital cost of the proposed new shade structures (31 modules) is \$1,760,000. This is based on the pro-rata cost estimates prepared for the Pilot Project. Maintenance costs for the structures is estimated at \$85,800 per annum. This is based on a weekly clean by a team of two using a high pressure hose and assumes \$150/hr x 2 employees including materials.

## Projected income from footpath seating:

Currently Waverley Council leases 468sqm of footpath seating space to 31 businesses for a total of \$360,182pa. The footpath seating is leased at 2 different rates, \$850/sqm for footpath space along Campbell Parade between Lamrock Avenue & Beach Road and \$550/sqm for all other areas.

Given the enhanced infrastructure proposed to be provided, it is recommended that the lease fees for footpath seating under the shade structures be reviewed. Council has reviewed other comparable footpath seating areas around Sydney and also obtained an independent valuation. For example, a similar comparison is South Steyne Manly where a lease fee of \$1028/sqm applies for use of the footpath space. When the beachfront location combined with the new shade structures is taken into account, the footpath space under the shade structures has been valued at \$1100 – 1200 per sqm.

Several options have been provided to estimate future revenue which include increased lease fees under the shade structures - refer table 1 and 2. For all options the lease fee for areas outside the shade structures remains unchanged.

The projections suggest that the cost of the new shade structures can be fully recovered from the additional revenue generated over a period of 5 – 9 years depending on the lease fee charged, and is projected to generate additional income to Council within 10 years.

## Construction:

It would be most feasible for Council to manage the construction of the shade structures due to multiple tenancies using the structures, the upfront costs involved, and to ensure consistent standards and materials. It is envisaged an open or invited tender would be issued to obtain the most competitive quotes for construction and installation. Council would own the structures and be responsible for maintenance, and these costs have been included in the revenue projections.

## Licensing:

It is recommended that Council prepares either a guideline or policy for footpath seating on Campbell Parade to set out the criteria for assessing applications for use of the space, the assessment process and requirements for Plans of Management. Council would also need to amend the DCP in terms of designated footpath seating areas and the standard Deed of Agreement may need to be amended to include items specific to Campbell Parade shade structures.

It is envisaged that preference would be given to the businesses adjacent to the shade structure and if not fully leased then other nearby businesses could apply to use the space. There is also the opportunity for the spaces to be used for purposes other than dining such as vendors, exhibitions, buskers - all of which add vitality to the public street life.

Existing footpath seating licences would either need to expire before new shade structures are constructed, or Council could end the licences on an earlier date subject to providing sufficient advance notice.

Table 1. Estimated revenue

Option	Footpath seating area	Income (pa) (includes deduction of maintenance costs for options 1-4)	Net change in income (pa) compared to existing
Existing	468sqm (ranging \$550-850 per sqm)	\$360,182	
Option 1	825sqm (\$850 per sqm under shade structures and \$550-850 per sqm elsewhere)	\$567,691	\$207,509
Option 2	825sqm (\$1,000 per sqm under shade structures and \$550-850 per sqm elsewhere)	\$646,741	\$286,559
Option 3	825sqm (\$1,100 per sqm under shade structures and \$550-850 per sqm elsewhere)	\$701,141	\$340,959
Option 4	825sqm (\$1,200 per sqm under shade structures and \$550-850 per sqm elsewhere)	\$755,541	\$395,359

Table 2. Estimated payback period and net financial effect

Option	Payback period (based on the additional revenue generated above existing situation and using a capital cost of \$1.76m)	Net financial effect over 10 years compared to current situation
Option 1	8.5 years	+ \$315,090
Option 2	6.25 years	+ \$1,105,590
Option 3	5.25 years	+ \$1,649,590
Option 4	4.5 years	+ \$2,193,590















# **Streetscape Enhancement**

Longer term changes for a  
world-class street



-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box













Conceptual only, subject to further detailed investigation, design and approval.

# Indicative view north from Francis St



Conceptual only, subject to further detailed investigation, design and approval.

-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box

# Francis St - Lamrock Ave



## Indicative view south from Notts Ave

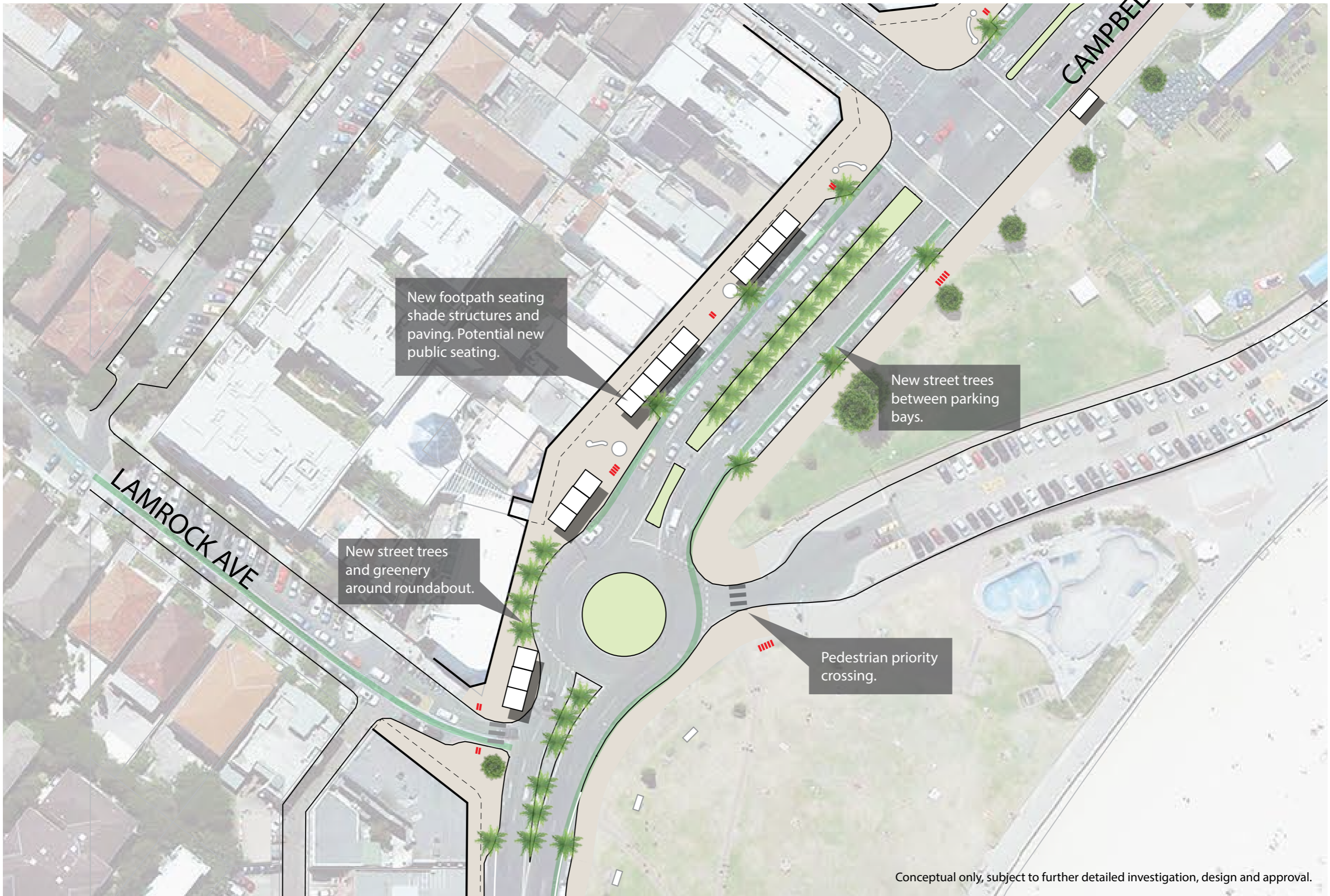














Existing view

Conceptual only, subject to further detailed investigation, design and approval.

# Indicative view north at Notts Ave



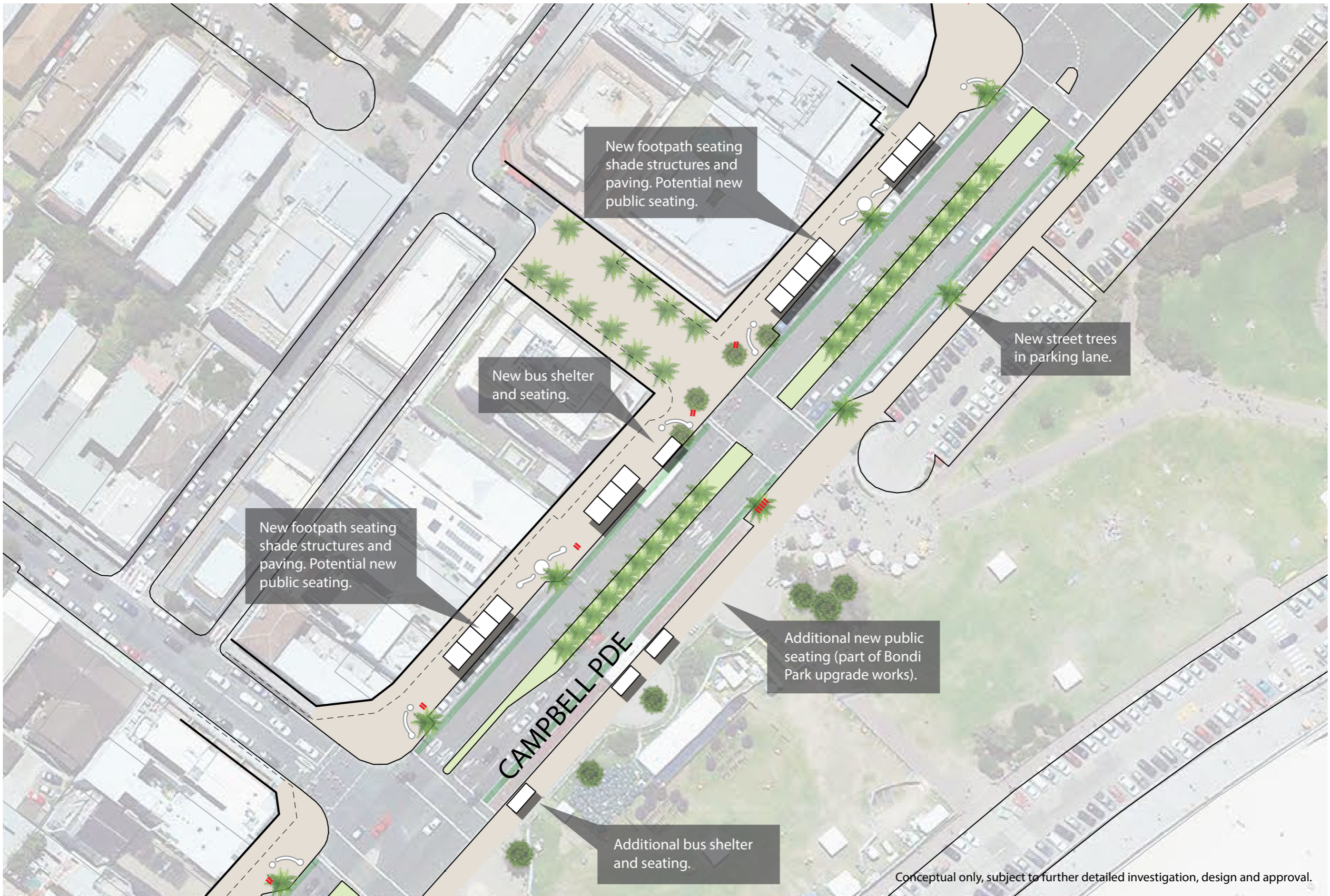
-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box

# Lamrock Ave - Hall St











Conceptual only, subject to further detailed investigation, design and approval.



## Indicative view north from Lamrock Ave



Conceptual only, subject to further detailed investigation, design and approval.

-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box

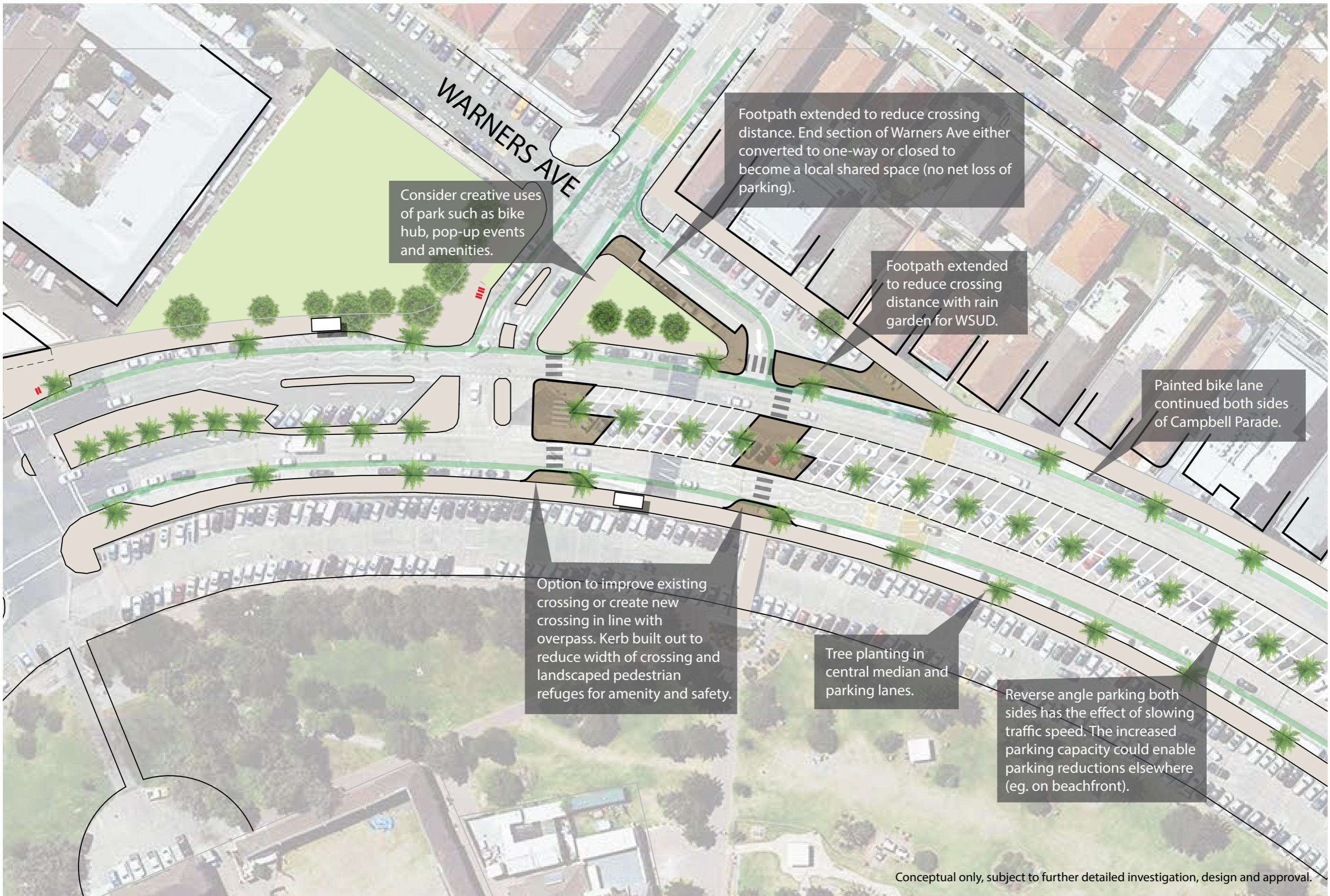
# Hall St - Curlewis St













Existing view

Conceptual only, subject to further detailed investigation, design and approval.

## Indicative view south from Roscoe Mall



-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box

# Wairoa Ave - Warners Ave



Conceptual only, subject to further detailed investigation, design and approval.











# Indicative view east from Warners Ave



Existing view



Conceptual only, subject to further detailed investigation, design and approval.

-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box











# Queen Elizabeth Drv - Ramsgate Ave



Conceptual only, subject to further detailed investigation, design and approval.

# Indicative view south from Brighton Blvd



-  Bus stop
-  Public seating
-  Public art (rondel)
-  Tree
-  Light pole
-  Footpath seating shade structure
-  Bin
-  Bike rack
-  Parking metre
-  Phone box

# Ramsgate Ave - Hastings Pde



Conceptual only, subject to further detailed investigation, design and approval.



## Indicative view north at Brighton Blvd



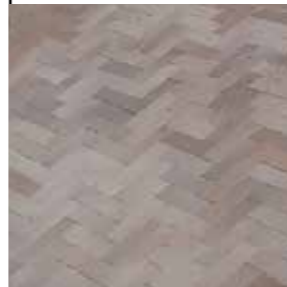
Standard gun metal stone pavers in the commercial area



A light stone paving is proposed for the full length of Campbell Parade.



Due to the extent and condition, the existing washed concrete is proposed to remain adjoining Bondi Park.

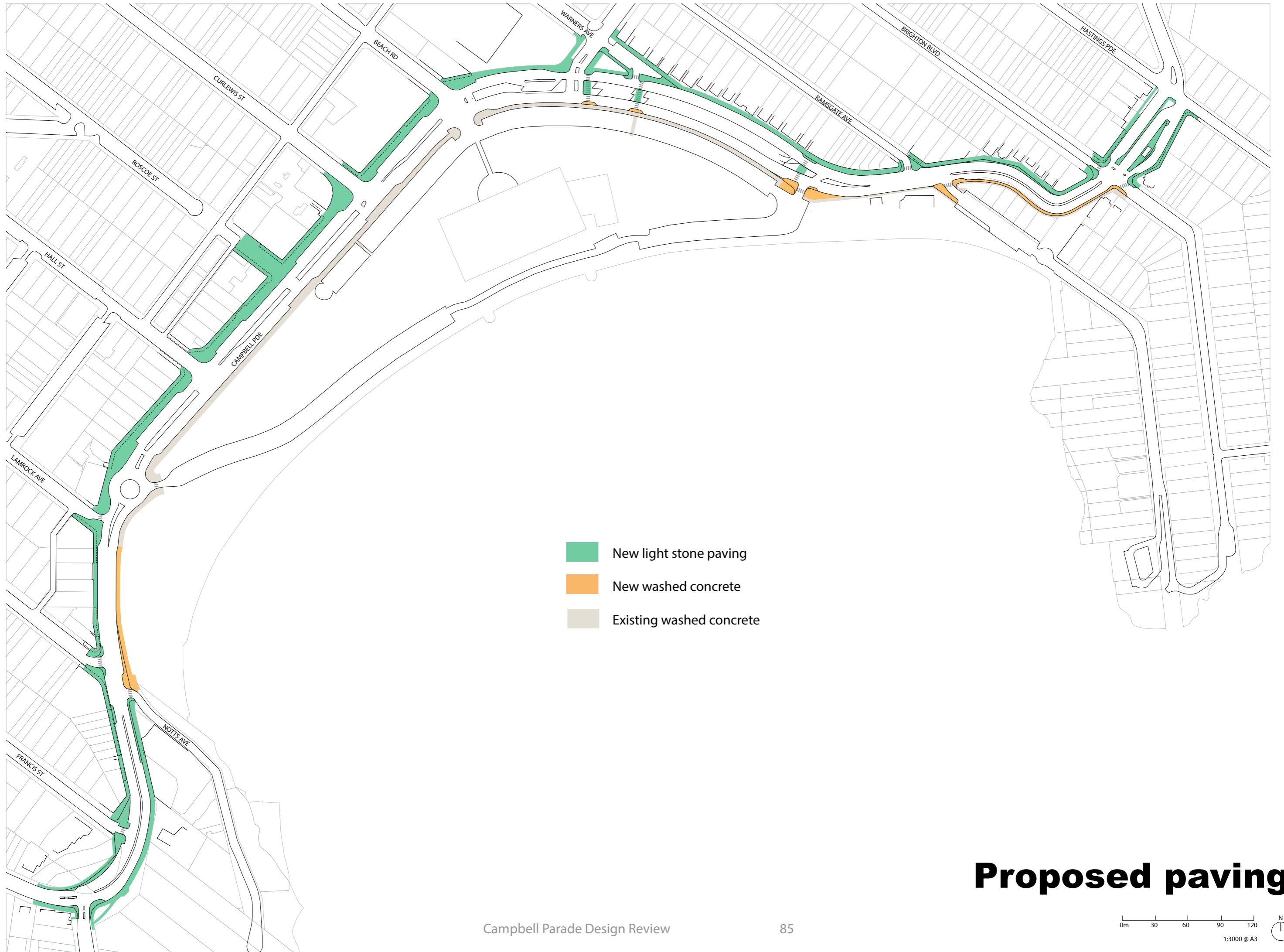


New brick paving is being installed in Bondi Park.



Indicative light stone paving proposed for Campbell Parade.

## Proposed paving



- New light stone paving
- New washed concrete
- Existing washed concrete

# Proposed paving



# Cost estimates

Approximate cost estimates have been calculated for implementing all streetscape opportunities on Campbell Parade including footpath paving, landscaping, public seating and bike infrastructure. Costs exclude shade structures which are covered in the previous section.

Item	Sandridge St - Lamrock Ave	Lamrock Ave - Hall St	Hall St - Curlewis St	Curlewis St - Beach Rd	Beach Rd - Ramsgate Ave	Ramsgate Ave - Brighton Ave	Brighton Ave - Hasting Pde	Total
New paving	\$865,750	\$435,750	\$641,390	\$278,040	\$609,140	\$218,250	\$313,750	\$3,362,070
New washed concrete	\$30,200	N/A	N/A	N/A	\$106,000	\$153,600	N/A	\$289,800
Kerbs	\$117,600	N/A	N/A	N/A	\$112,500	\$205,500	\$30,300	\$465,900
Street trees	\$324,000	\$54,000	\$48,000	\$36,000	\$360,000	\$192,000	\$66,000	\$1,080,000
Public seating	\$48,000	N/A	N/A	N/A	\$16,000	\$24,000	N/A	\$88,000
Bike path	\$20,625	N/A	N/A	N/A	\$45,163	\$18,590	\$8,250	\$92,628
Bike racks	\$9,000	\$11,000	\$5,000	\$6,000	\$9,000	\$2,000	\$1,000	\$43,000
Relocate parking metres, signs etc	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$70,000
Contingencies (10%)	\$142,520	\$51,075	\$70,440	\$33,000	\$126,780	\$82,400	\$42,930	\$549,145
Consultants (eg. survey, detailed design and documentation)	\$50,000	\$75,000	\$75,000	\$50,000	\$50,000	\$50,000	\$50,000	\$400,000
<b>Total</b>	\$1,617,695	\$636,825	\$849,830	\$413,040	\$1,444,583	\$956,340	\$522,230	<b>\$6,440,543</b>

## Assumptions:

- Paving: \$250/sqm to supply and install 600x400 stone pavers including concrete base and mortar bed
- Washed concrete: \$200/sqm to supply and install washed concrete with exposed aggregate
- Kerbs: \$300/lin m to supply and install 150mm integral kerb and gutter
- Trees: \$6000/tree to supply and install 4m tree
- Public seating: \$8000/ bench to supply and install 2700 x 1125mm concrete and timber bench with 1800mm long double backrest
- Bike path: \$55/lin m to mill and re-sheet roadway and supply and install 1.2m wide green paint and edge lines
- Bike racks: \$1000 to supply and install 2 stainless steel hoops



# Next Steps:

## September 2016

Public exhibition  
+  
Pilot Project

## November 2016

Evaluate submissions received  
+  
Refine recommendations

## December 2016

Report to Council for  
approval of recommendations

## 2017 - 2020

Implementation of  
recommendations in stages