

AN URBAN DESIGN PROPOSAL

INTRODUCTION.



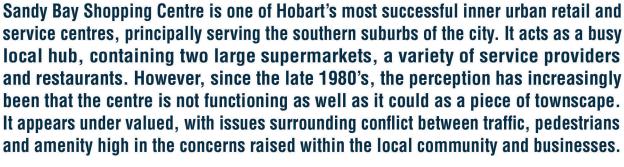














A study has been undertaken by Hobart City Council to examine some of these existing conflicts and identify opportunities for urban design strategies to help regain its role as a flourishing piece of townscape. First an interrogation of past studies was made, followed by limited surveys and on-site observations, noting the current form of in which the area operates.







Hobart City Council has previously undertaken two seperate studies of the Sandy Bay Shopping Centre, first in Februray 1990 and secondly in 1999 as part of a Statutory Review of the area. In undertaking this Urban Design study, both of these earlier works were examined and the respective issues identified were examined.

Next, new surveys were undertaken, one desk top and a second on site. The sample number was limited to 50 respondents for both and as such the limitations of the survey's were factored. However, results were judged to be broadly in line with the primary issues raised in the general public survey's of the previous two studies, whilst not considered to represent a complete consensus of opinions.

SURVEY, OBSERVATIONS & ESTABLISHING PRINCIPLES

BASED ON ISSUES OF PREFERANCE OF HOBART'S LOCAL SHOPPING CENTRES



WHAT BRINGS YOU HERE TODAY?

CONVENIENCE 73%

WORK 15% HABIT 6% QUALITY 3% OTHER 3% DESPITE GIVEN THE OPTION, NOBODY CHOSE SOCIAL OR CHOICE IN RESPONSE.

HOW MANY PLACES ARE YOU VISTING WHILST HERE?

THREE 34%

PLUS THREE 24% ONE 24% TWO 15% NONE 3%

HOW DO YOU RATE SANDY BAY OVERALL?

POSITIVE 50%

VERY POSITIVELY 15% INDIFFERENT 15% VERY POORLY 12% POORLY 8%

COMMENTS

NOT ENOUGH PARKING IT'S RUBBISH I GREW UP HERE TATTY

TOO MUCH TRAFFIC Lovely Staff Frankly, It's embarrassing everything's in one place magnet court looks terrible it's messy TRADES OFF IT'S REPUTATION

On Site Observations



It is well established that successful public spaces generally have four distinctive qualities; they are accessible; they

CONCLUSIONS

provide a range of activities; they are comfortable; and they are sociable. By examining Sandy Bay High Street, it is considered that the Shopping Centre is increasingly finding it difficult to balance each of these equally important factors whilst also maintaining unhindered traffic movement as a major artery route. These failings appear ever more acute due also to it seemingly not reflecting the wider aspirations and expectations of many of its users. As one interviewee put it 'Its not at all what Sandy bay should be like'.

THE ACCESSIBLE, It is noted that a high proportion of users will visit more than one destination when visiting the High Street. However whilst the area is relatively easy to get to INCONVENIENT CENTRE- by private vehicle, it is when one leaves the car and attempts to navigate through

the townscape by foot (and thus in direct interaction with vehicular traffic, that perceptions of convenience are eroded. Attempting to cross busy roads negotiate turning traffic and waiting at crossing points leads to a sense of insecurity, barriers to free movement and frustration. The sense of distance becomes warped and small walks become perceived as chores best avoided.

Unlike many typical High Streets, Sandy Bay is set on a wide boulevard. The resulting lack of enclosure makes it difficult to create intimacy or vibrancy, whilst the lack of a coherent architectural form or pallet of materials makes it difficult to imbue Sandy

THE FORGETABLE,

Bay High Street with any sense of 'place'. Without this, it is difficult to create any sense of ownership or 'love' for the space; and when someone no longer feels any 'love' for a place, they no longer care or have any sense of loyalty to it. It fails to make full use of its potential and thus its earning capabilities.

PROPOSALS -

- *provision of 'Welcome' signs and unique form and font to street signs within the High Street.
- *provision of single standard pavement treatment to create theme and strengthen the streetscape.
- *re-enforce formal and informal pedestrian crossing points with high visibility asphalt colouration and street treatments
- *provision of new sculptural lighting pieces to the central reservation to enclose, define and bring a sense of rhythm, vibrancy and visual delight to the space.

STAGE TWO -- NEW PAVING

Provision of a single standard pavement treatment across the entire High Street utilising 'paving stone' effect pressed and saw cut concrete to create a greater sense of place and strengthen 'streetscape'.





STAGE ONE -- RE-BRANDING



Provision of new 'Welcome' signs at the principle entrances of the High Street on Sandy Bay Road plus the use of a single bespoke font and colouration for all road and street identification signs, to create a sense of a defined space * illustrative only





STAGE THREE - RE-ENFORCED CROSSINGS

World wide studies have consistantly shown that the use of coloured asphalt in areas of high potential conflict between cars and pedestrians can reduce accidents by up to 38%.

Re-enforce formal and informal pedestrian crosssing points with high visibility asphalt colouration and colouration and street treatments. The aim being to strengthen pedestrian routes and reduce preceived barriers to predestrian movement.

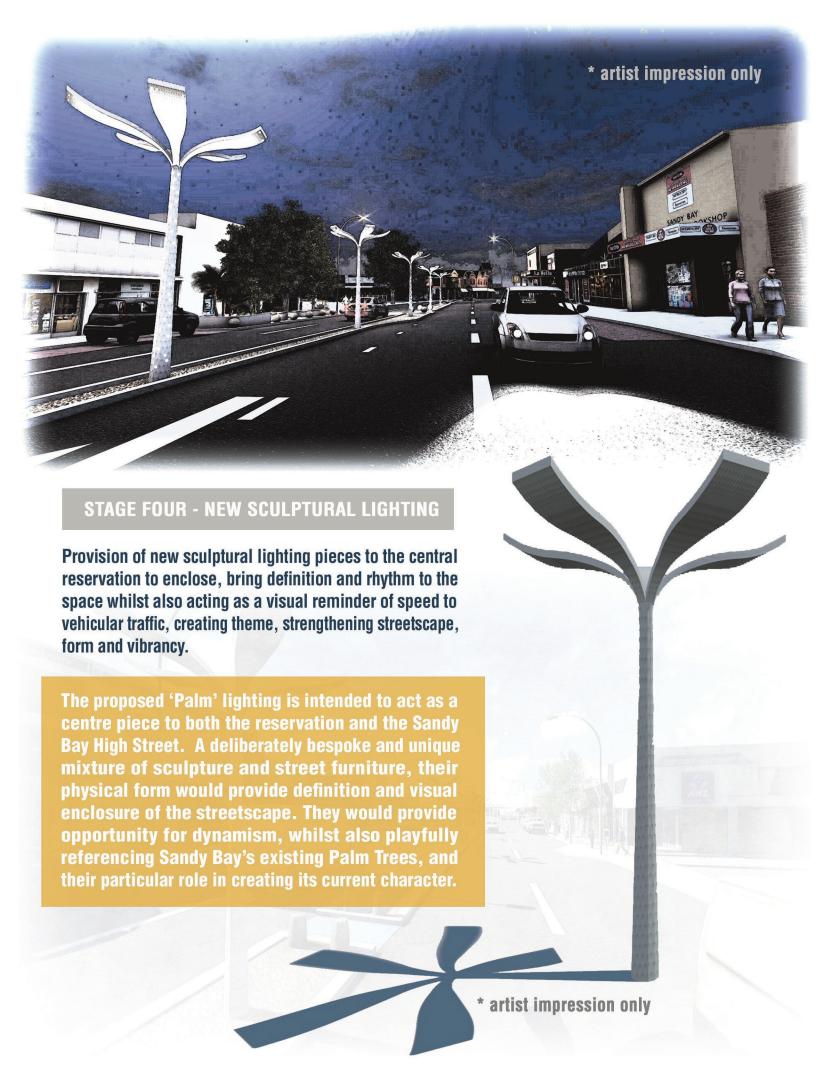
Studies in Denmark have shown that the colour

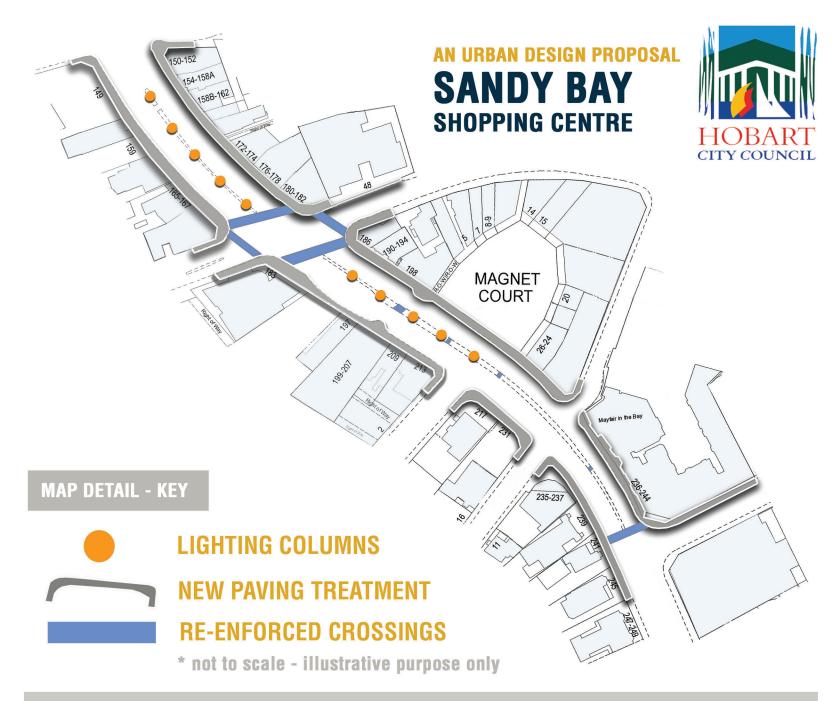
blue in road markings are easier to see and differentiate from other colours more commonly used in road markings, including to those with colour blindness. These studies have shown that the use of blue markings led to significant increase in motorists modifying their behaviour when approaching conflict areas, with increased awareness and a slowing of speed.











THE FUTURE - WHAT IF....?

- * conversion of parking spaces to new areas of public open space with seating.
- * introduction of feature paving lighting.
- * public notice morris columns.

The results of the study suggested that additional changes to the townscape of Sandy Bay High Street might be considered in the future to tackle other identified opportunities. These should be considered as contextual ideas based on creating discussion and allowing a flexible debate of how the High Street might wish to develop in the future.





