

THE WATERFRONT
TOWNSVILLE CITY WATERFRONT
PRIORITY DEVELOPMENT AREA
DRAFT INSPIRATION GUIDELINE
MAY 2018





Purpose

This Inspiration Guideline supports the delivery of key outcomes within the Townsville City Waterfront Priority Development Area (PDA) Development Scheme for development in Area A (Townsville City Council)¹. The guideline provides an understanding of how the outcomes combine to define the desired delivery for the PDA and aid the delivery of priority projects identified in the Townsville Master Planning Strategic Analysis prepared by Pure Projects.

The primary objective of this guideline is to provide an overview of the intent and inspiration behind the PDA, and to ensure a high level of quality and design for our community to engage with.

The Townsville City Waterfront Priority Development Area Design Guideline will provide the additional information and direction for all stakeholders to deliver consistent quality development, public realm, pedestrian connectivity and a redefined focus toward the Waterfront within the PDA.

This guideline should be read as a whole and in conjunction with the PDA Development Scheme, The Townsville City Waterfront Priority Development Area Design Guideline and other relevant PDA guidelines and practice notes.

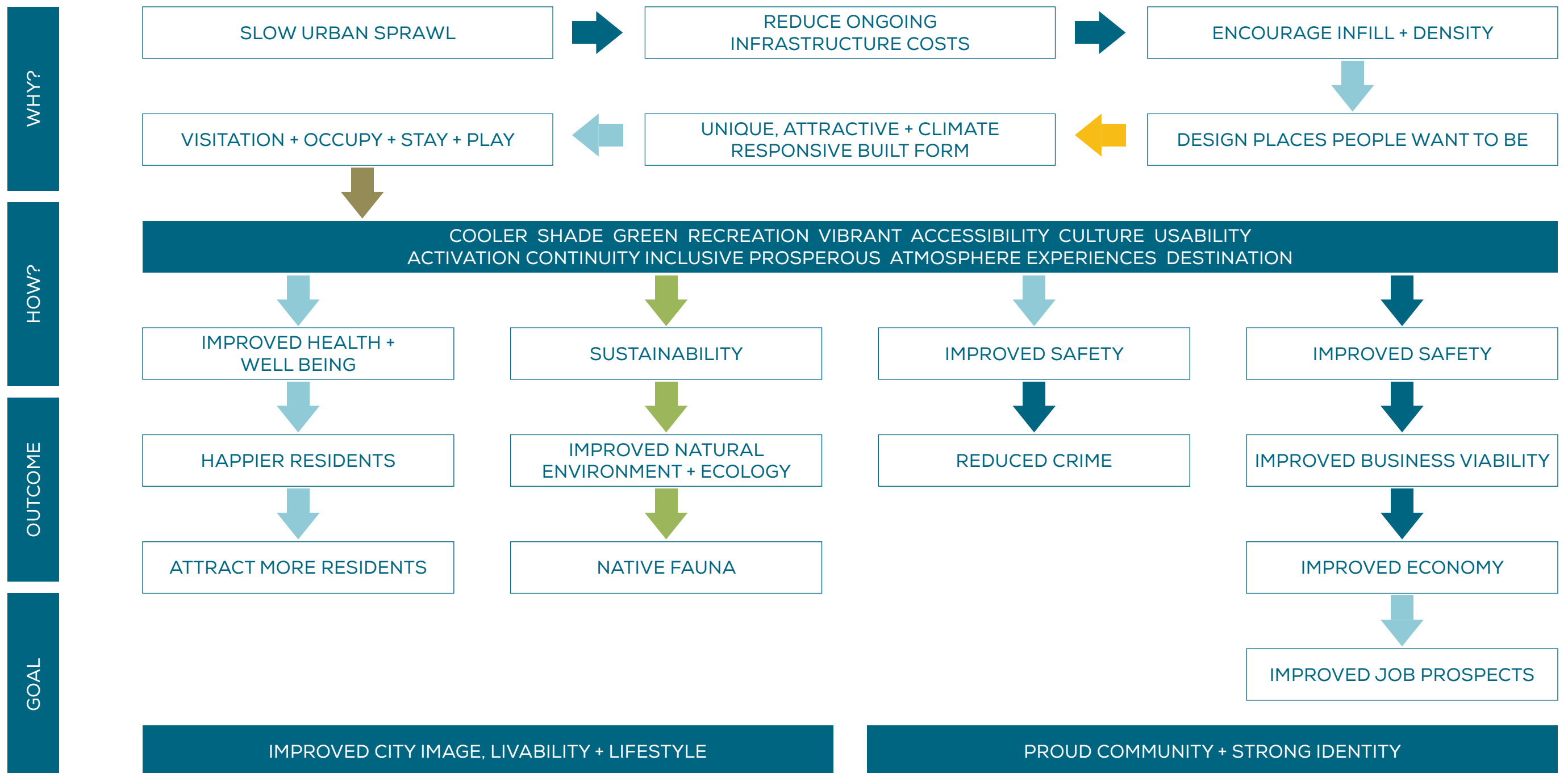
¹ Refer to Townsville City Waterfront Priority Development Area Development Scheme Schedule 5 available at www.townsville.qld.gov.au or www.dsdmp.gov.au.

THE WATERFRONT



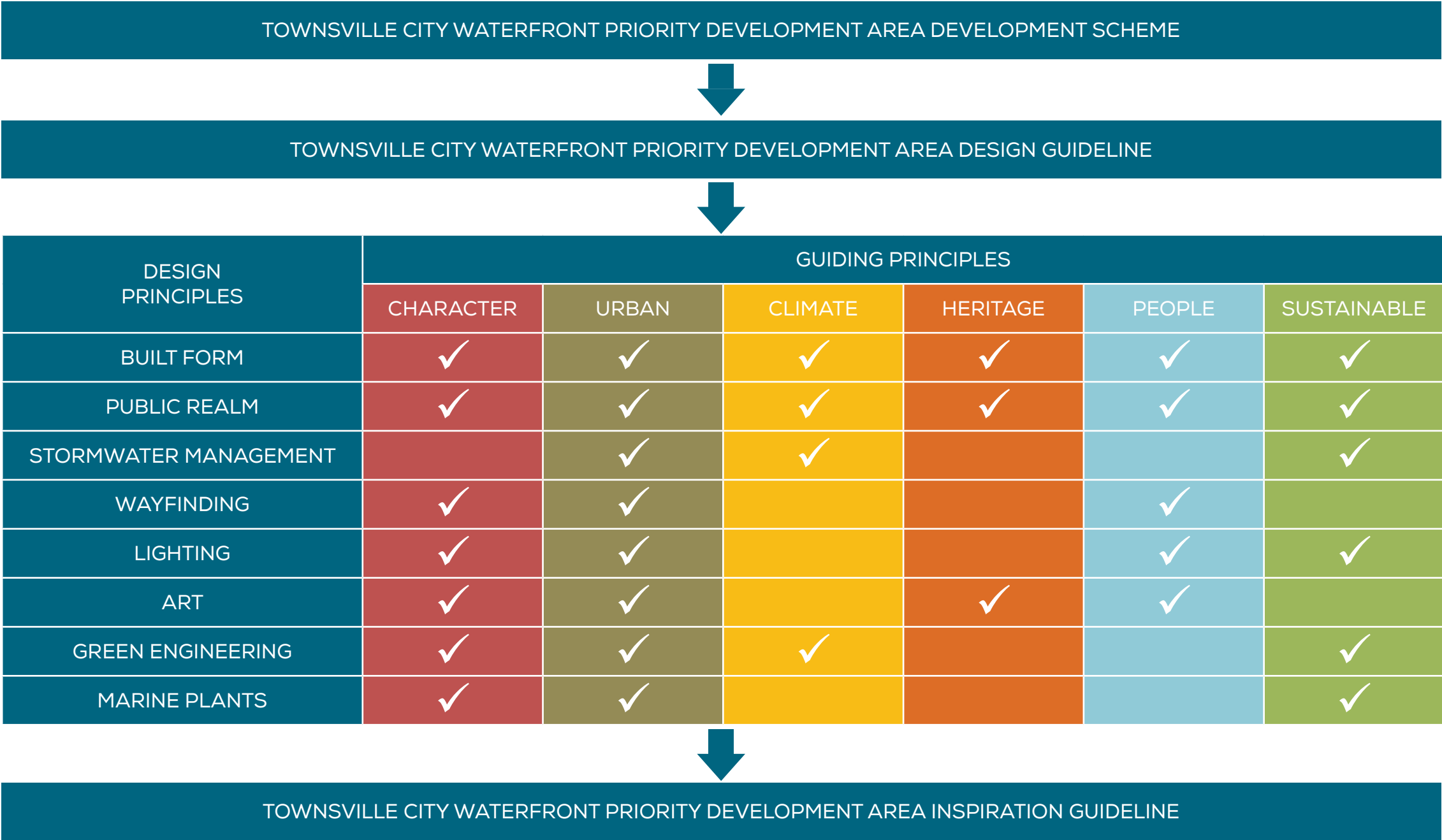
Purpose

The diagram below provides an explanation of the key issues, solutions and preferred outcomes of the PDA.



Strategy Connection

The diagram below identifies the connection between the Guiding Principles and the Design Principles of the Townsville City Waterfront PDA Design Guideline.





THEME
RAIL – Precinct 1



THEME RAIL – Precinct 1



THEME
NATURAL – Precinct 1



THEME
NATURAL – Precinct 1

Climate Responsive

Contextual Identity

Place Identity

Natural Biodiversity

Interesting Form



Artefacts

Place Markers

Artefacts

Green Open Space

Lifestyle

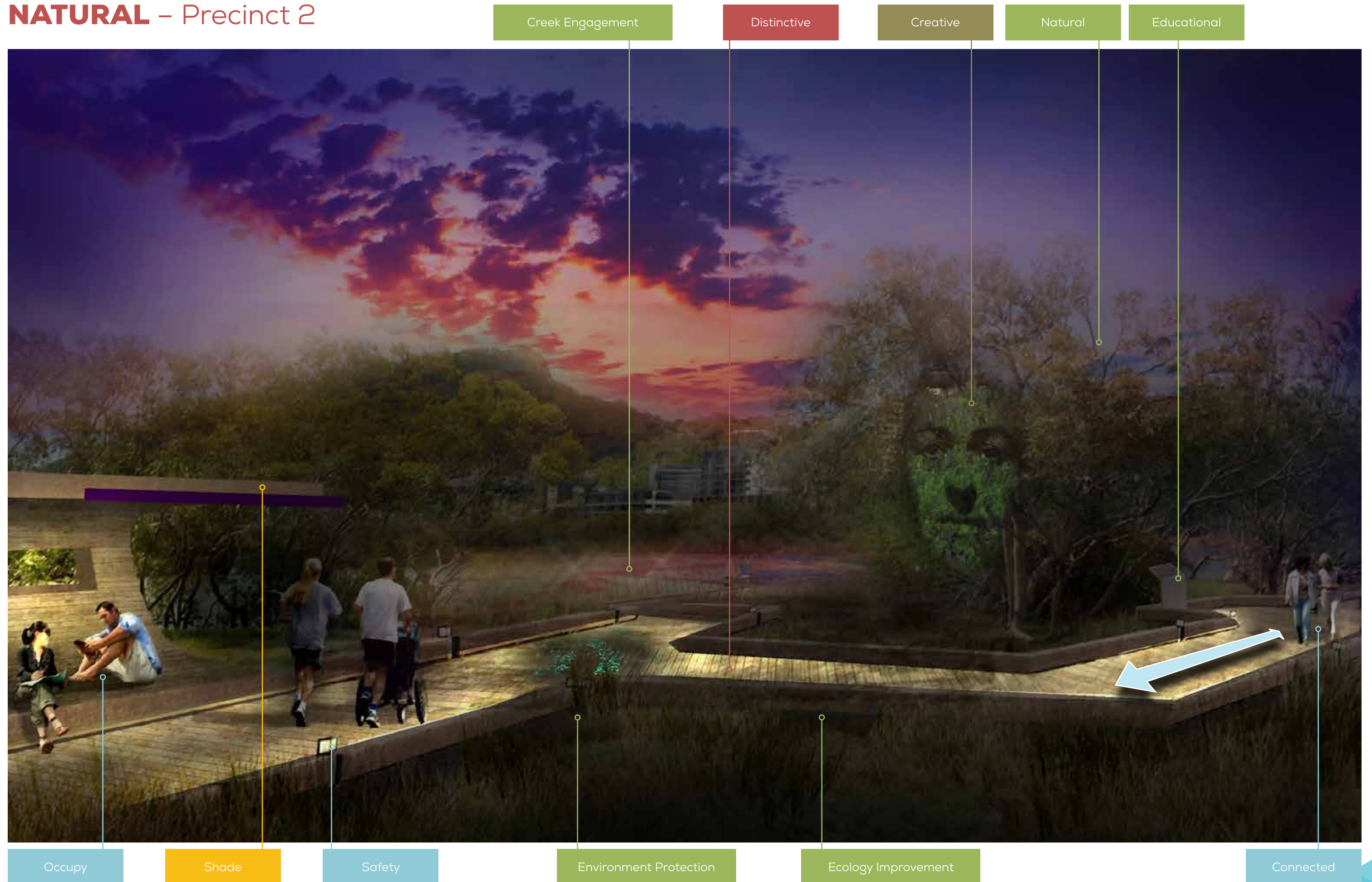
Flexibility

Leisure

Connectivity

Shade

THEME
NATURAL – Precinct 2



THEME
COMMUNITY – Precinct 3

Entertainment

Creek Engagement

Activity

Public Art

Natural

Identity

Shade



Activation

Interactive

Flexibility

Gathering

Greening

Pavement Treatment

Climate Responsive

Attraction

THEME COMMUNITY – Precinct 3

Trees

Interesting

Identity

Health

Wayfinding

Natural Light

Materiality

Lighting

Responsive Built Form



Lighting

Iconic

Footpath Treatment

Lifestyle

Connectivity

Inclusive

Green Integration

Activation

Destination

THEME
COMMUNITY – Precinct 4

Attractive Form

Shade

Identifiable

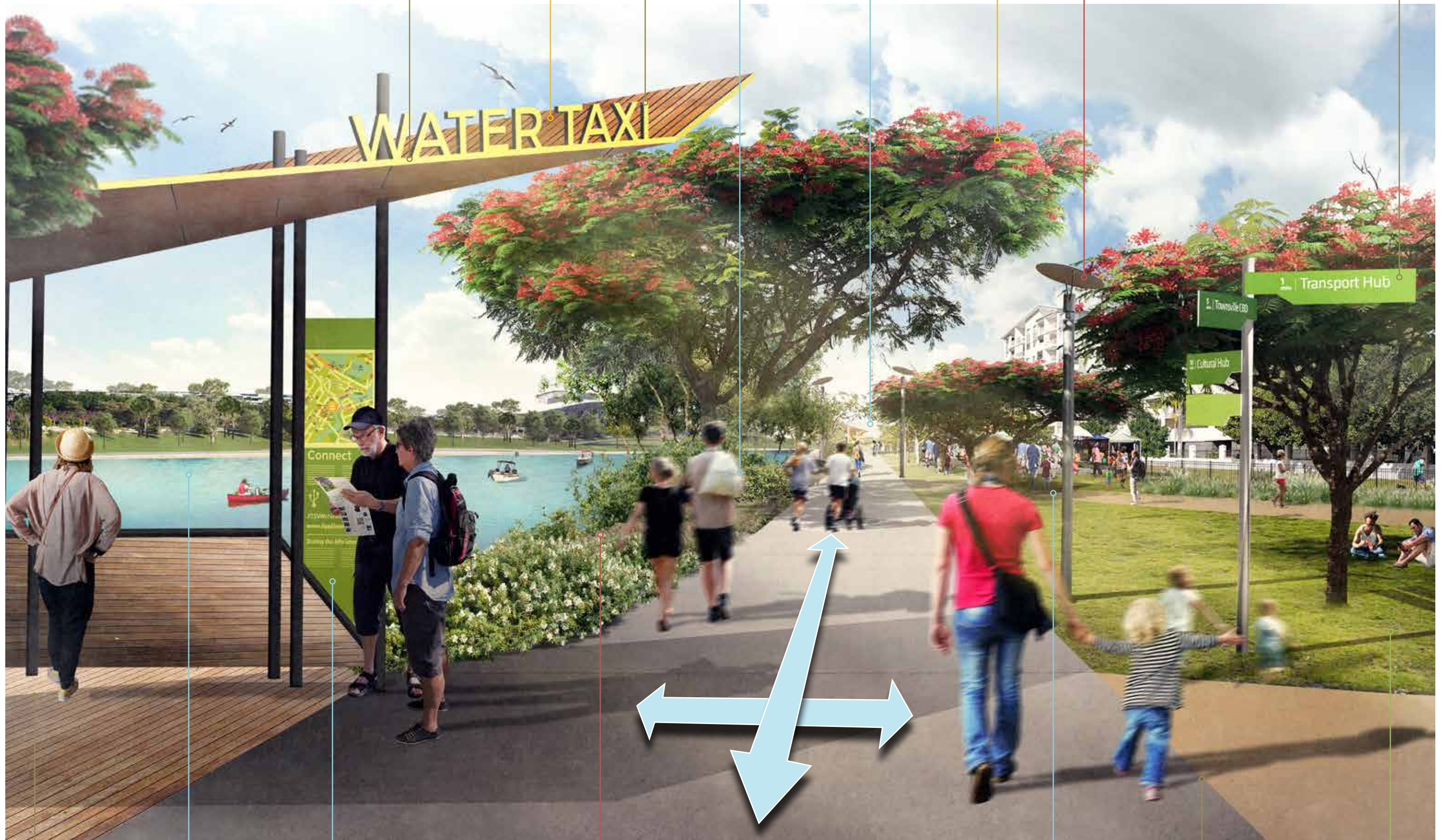
People

Visual Connection

Natural Shade

Lighting

Wayfinding



Visual Connection

Activation

Informative

Natural

Connectivity

Temporary Activation

Materiality

Green Open Space

THEME
COMMUNITY – Precinct 4

Interactive

Lighting

Visual Connections

Natural

Activity



Informative

Key Hub

Activity

Shade

Destinations

Streetscape

Connectivity

Green Open Space

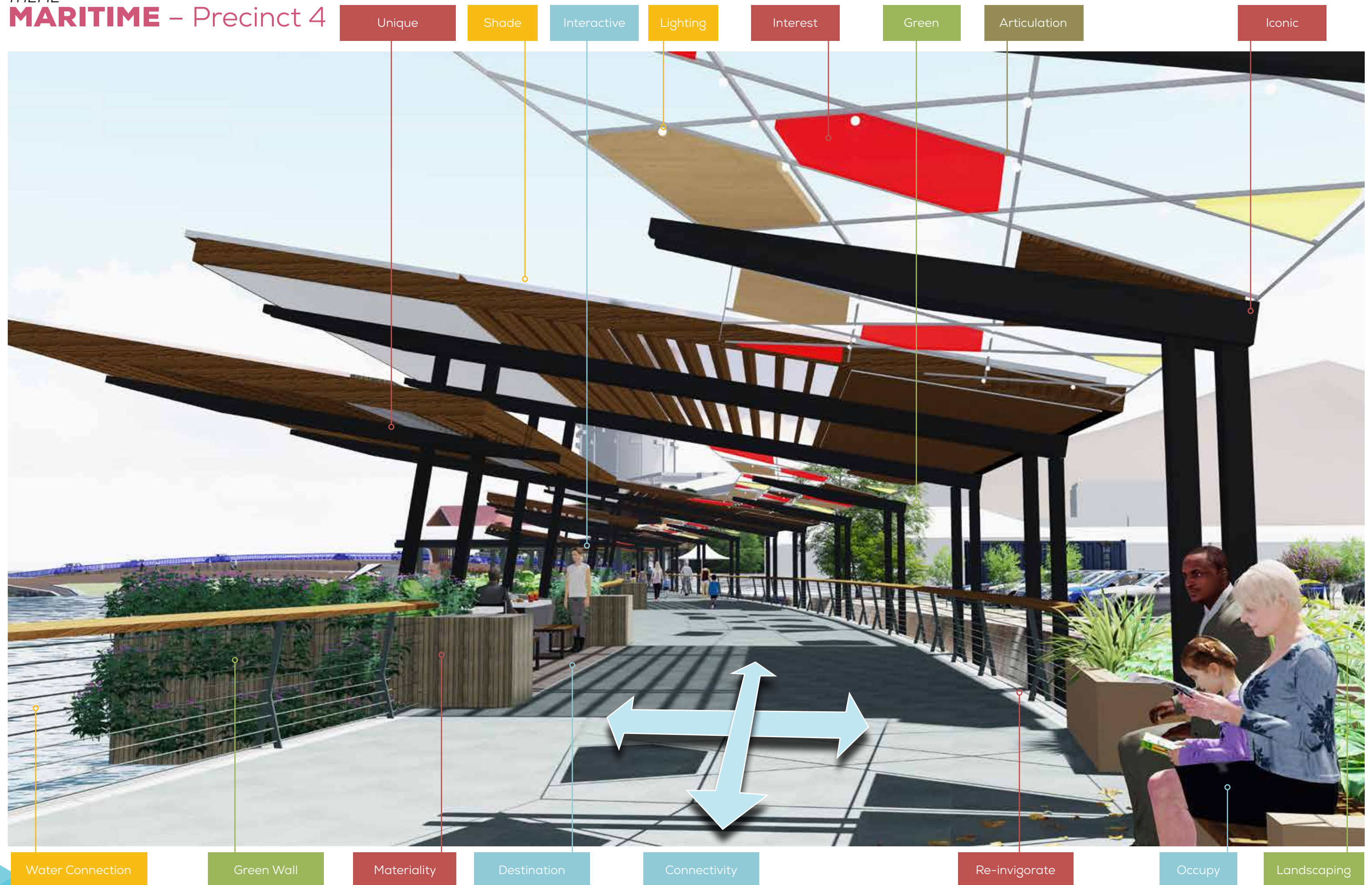
Recreation

Wayfinding

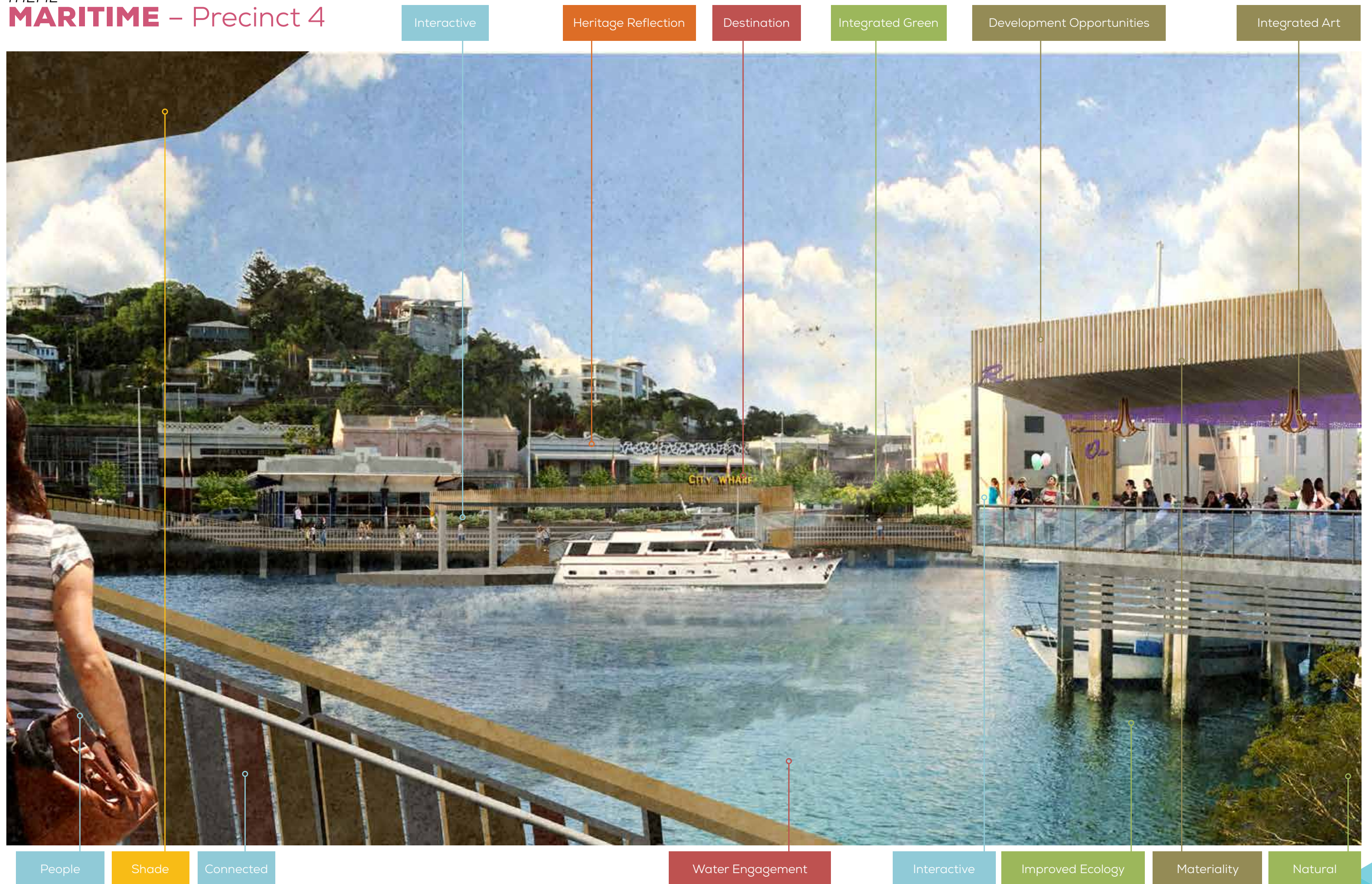
Landscaping

Transport

THEME
MARITIME – Precinct 4



THEME
MARITIME – Precinct 4



THEME
MARITIME – Precinct 5



Informative

Lighting

Green Shade

Feature Lighting

Materiality

Place Influence

Shade

Interaction

Wayfinding

Marina Visual Connection

Inclusive

Connectivity

Art Identity

Comfort

Green Wall

Activation

Active Frontage

Destination

THEME
MARITIME – Precinct 5



THE WATERFRONT



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www.townsville.qld.gov.au

