



THE WATERFRONT  
TOWNSVILLE CITY WATERFRONT  
PRIORITY DEVELOPMENT AREA  
INSPIRATION GUIDELINE  
OCTOBER 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)<sup>1</sup>. 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 2020 Master Plan.

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.

<sup>1</sup> Refer to Townsville City Waterfront Priority Development Area Development Scheme Schedule 5 available at [www.townsville.qld.gov.au](http://www.townsville.qld.gov.au) or [www.dsdmip.gov.au](http://www.dsdmip.gov.au).



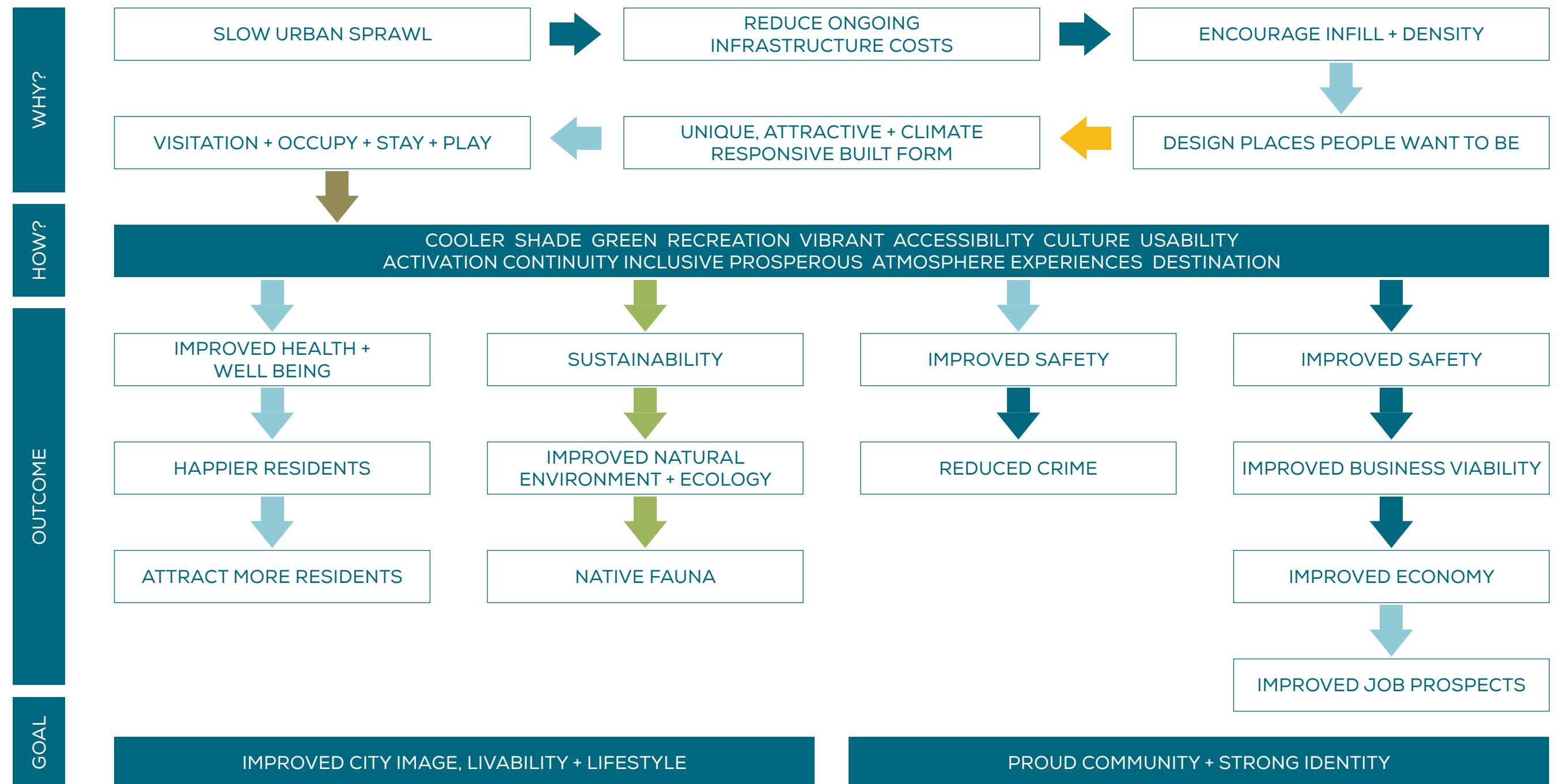
# THE WATERFRONT





# Purpose

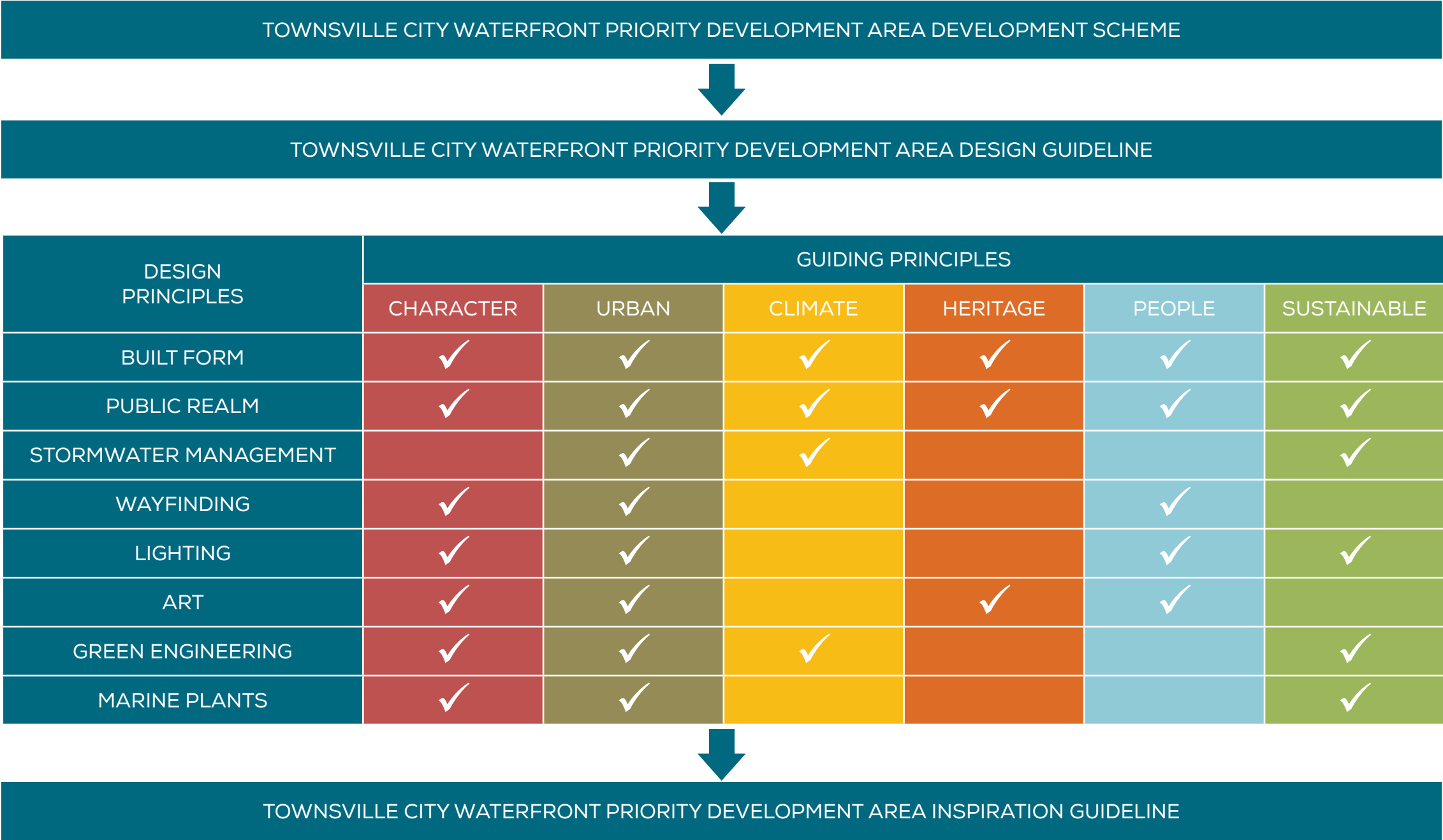
The diagram below provides an explanation of the key issues, solutions and preferred outcomes of the PDA.





# 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

Identity

Deep Shade

Lighting

Interpretation

Passive Design

Sense of Place

Texture

Interactive

Natural



Stormwater Management

Connectivity

Materiality

Entertainment

Green Open Space

Activation

Landscaping



# THEME RAIL – Precinct 1

Climate Responsive

Built Form

Destination

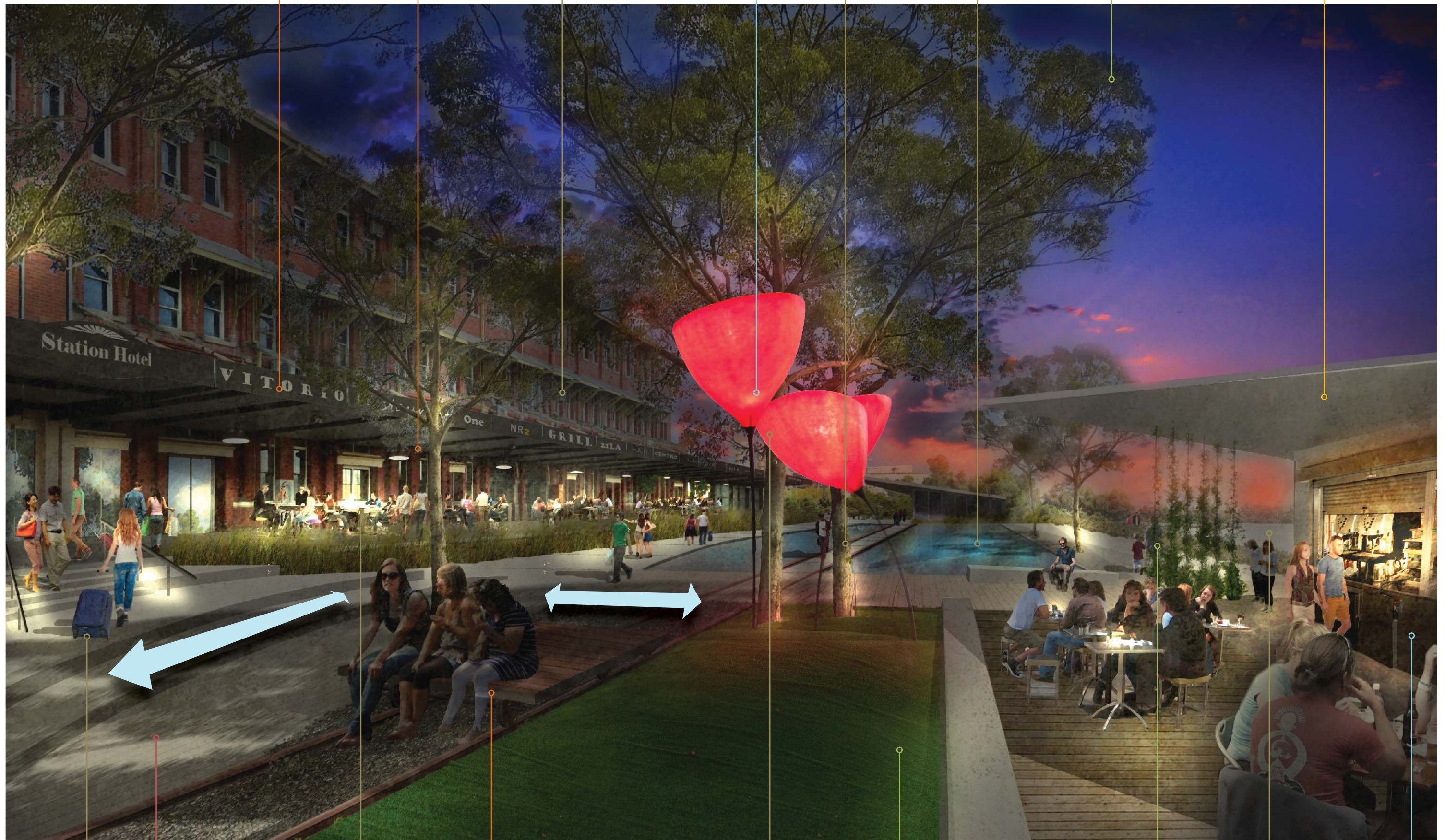
Cultural

Up Lighting

Interesting

Trees

Deep Shade



Interaction

Pavement Treatment

Activation

Artefacts

Connectivity

Artistic Lighting

Green Space

Green Wall

Creek Engagement

Entertainment



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

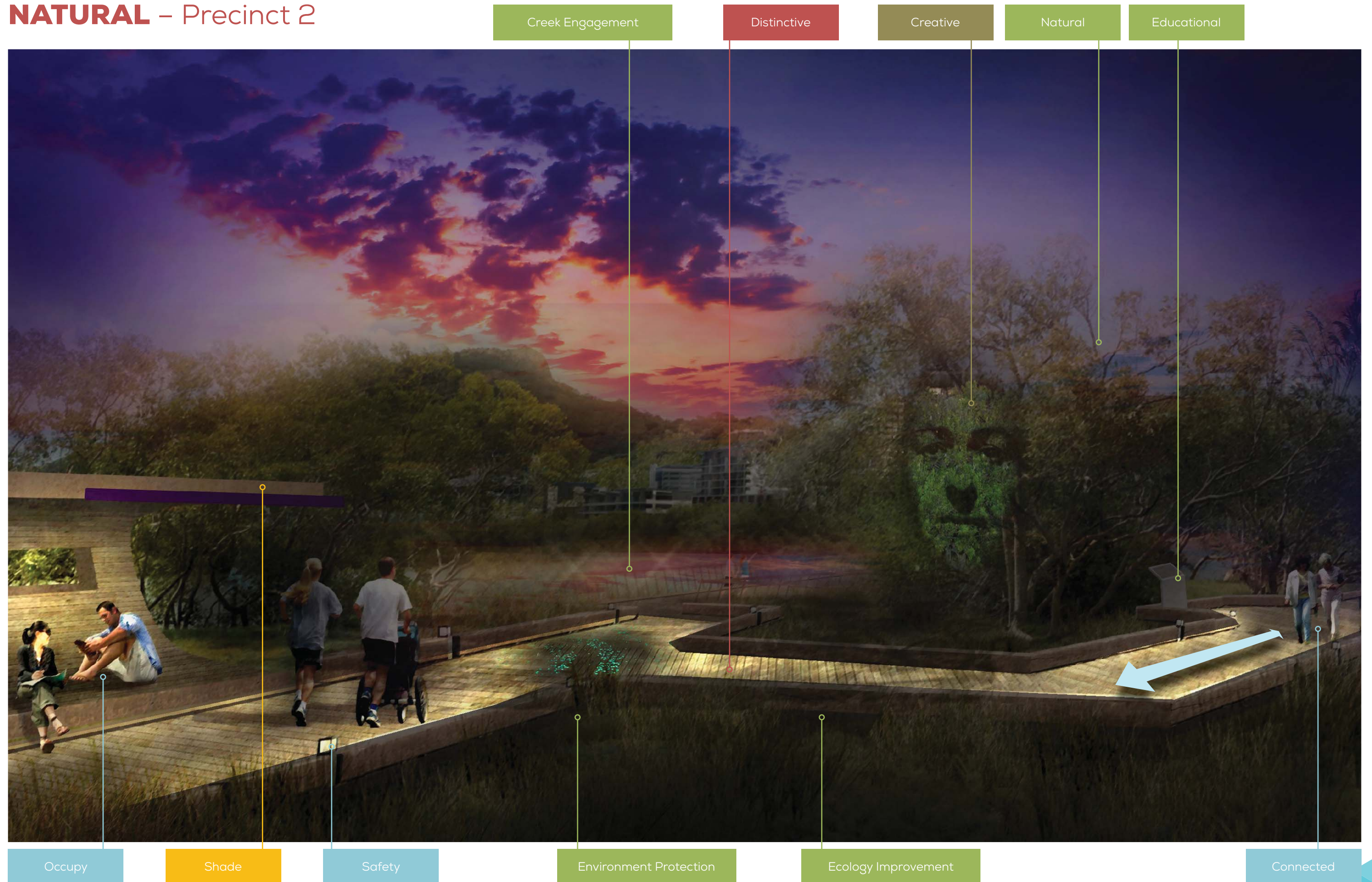
Leisure

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

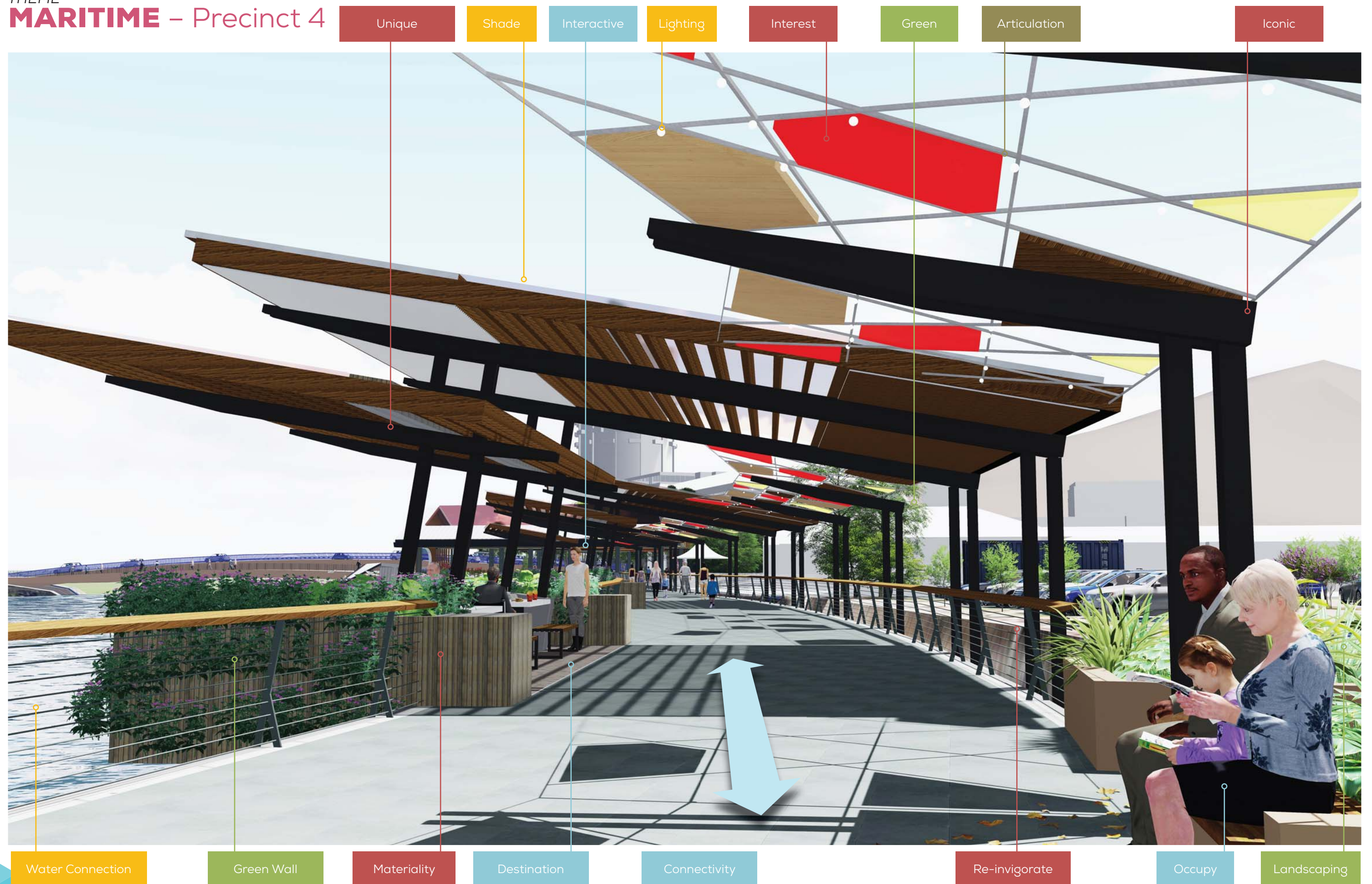
Wayfinding

Landscaping

Transport



THEME  
**MARITIME** – Precinct 4





THEME  
**MARITIME** – Precinct 4



Interactive

Heritage Reflection

Destination

Integrated Green

Development Opportunities

Integrated Art

People

Shade

Connected

Water Engagement

Interactive

Improved Ecology

Materiality

Natural



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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