



Redland City Council

Cleveland Centre

MASTER PLAN VISUALISATION

October 2009

Prepared by Design + Planning at Aecom

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Long term visual image, reflecting the delivery of the Vision created for the Centres future

1.0 The Role of the Document

Building on the work undertaken in the development of the Cleveland Master Plan, which set in place a vision to guide the future growth of this important regional centre, this document aims to assist in the appreciation and understanding of the Master Plan narrative and the Centres potential beyond 20 years from now.

This series conceptual illustrations are indicative of the total realisation of Cleveland Centre's vision and capacity. Key design principles suggested by the visualisations include sustainable living, strong architectural design to define streets and spaces, subtropical character, a centre that promotes outdoor lifestyle and maintains the human scale of the public realm.

The level of change shown in the Centre wide birds eye illustrations, is in reality, most unlikely to occur within the time horizon of this Master Plan which is to the year 2031.

The Master Plan process has led to the exploration and establishment of distinct character areas within the centre, which have been used to illustrate the range and diversity of experience sought to enrich the lives of current and future residents which include:

- The Arts Precinct
- The Civic Heart
- The Bay
- Living streets

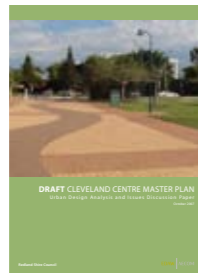
Document Map

Vision

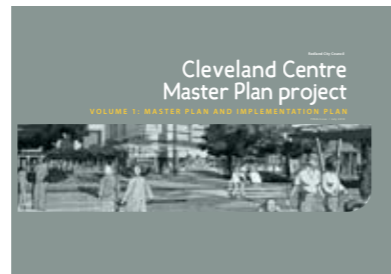


Master Plan Visualisation

Strategies



Urban Design Analysis and Issues Discussion Paper Vol II



Cleveland Centre Master Plan volume 1: Master Plan and Implementation Plan

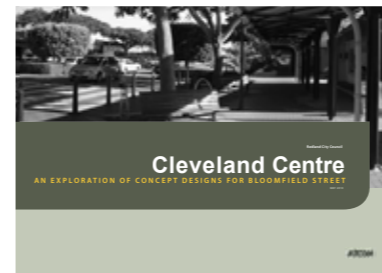


Landscape Strategy

Detailed Considerations



Master Plan Development : Built Form and Public Realm



Cleveland Centre : An exploration of concept designs for Bloomfield Street

January 2008 and updated January 2010

December 2009 - May 2010

2.0 The Vision

“Cleveland Centre is the vibrant and exciting gateway to Moreton Bay.

It is a destination with unrivalled attractions and exciting buildings and streets focused around Raby Bay.

In the Bayside Precinct a rich mix of entertainment and shopping opportunities are easily reached by foot and it provides a great environment in which to relax with friends, either in the waterside park or in one of the many cafes or restaurants that make the most of the bay views.

It is a centre that is easy to make home, with a range of high quality apartments, for all ages and family size. These have been designed to enjoy spectacular views across the bay and make the most of their proximity to the services and facilities that the Centre offers, satisfying the daily needs of any family.

It is easy to get to, and around with an excellent and convenient public transport network that services not only the Centre but also the surrounding residential neighbourhoods and local attractions. It is admired for its safe, pedestrian and cyclist friendly streets, as well as its integrated and diverse network of parks and plazas that connect the harbour to the Centre.

The variety of activities that make the Centre vibrant throughout the day provide for the needs of all citizens and visitors and make Cleveland a desirable place to live, work, relax and be educated and entertained.

Cleveland Centre is an exemplar of environmental, economic and social responsibility and is a focus for community life and civic activity.”

Illustrated Key Characteristics of the Master Plan

On The Bay > p6

The Civic Heart > p8

Village Scale > p10

Living Streets > p12

The Arts Precinct > p14



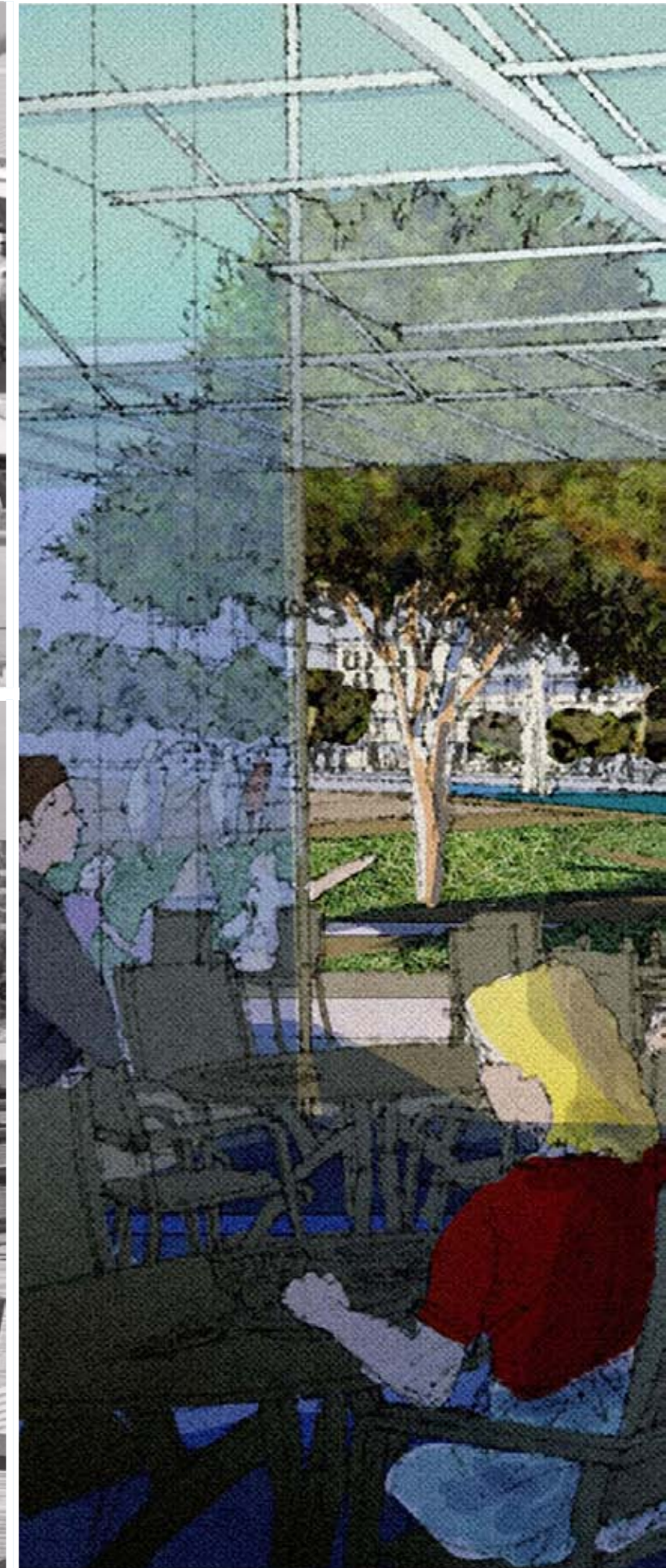
3.0 On The Bay

Cleveland's bay side defines the northern edge of the Centre, and Raby Bay Harbour Park provides an important public green space connecting Cleveland's commercial and civic heart to its bay.

The parkland provides a well loved public space, where both visitors and residents are able to play on the bay, and is a key feature and focus of the precinct. Its design celebrates its role as an important point of arrival, both for motorists and public transport users, as well as a gateway to the bay, with the design drawing the language of water and water play into the landscape and opening up the bay edge to improve both visual and physical access to the water for all. A central events lawn provides a flexible space accommodating a diverse range of activities including community events, family barbeques and as well as providing a large shared public garden for residents who call the centre home.

At its southern edge, Shore Street West establishes a formal tree lined boulevard, framed and animated by the activity of adjacent cafes and restaurants where patrons enjoy the vibrancy of the street and the outlook to the water well into the evening.

Cleveland's bay side is the focus for a range of boutique shops and is the evening destination of choice for residents and visitors wishing to enjoy culinary delights in an attractive and chic bay side setting.





4.0 The Civic Heart

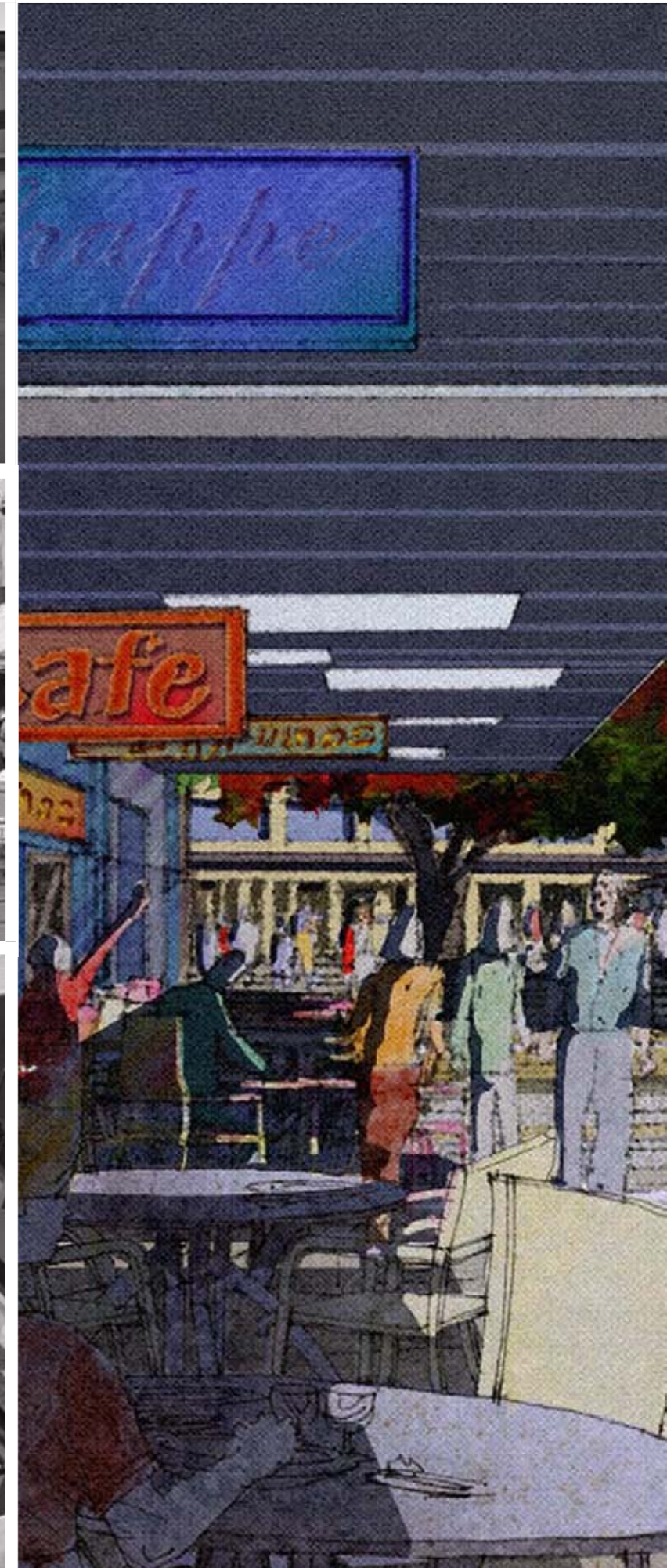
Cleveland's Civic Heart will be reinforced at the centre of Bloomfield Street, between Queen Street and Middle Street with the establishment of a new Civic Square around which community and civic functions will be focused.

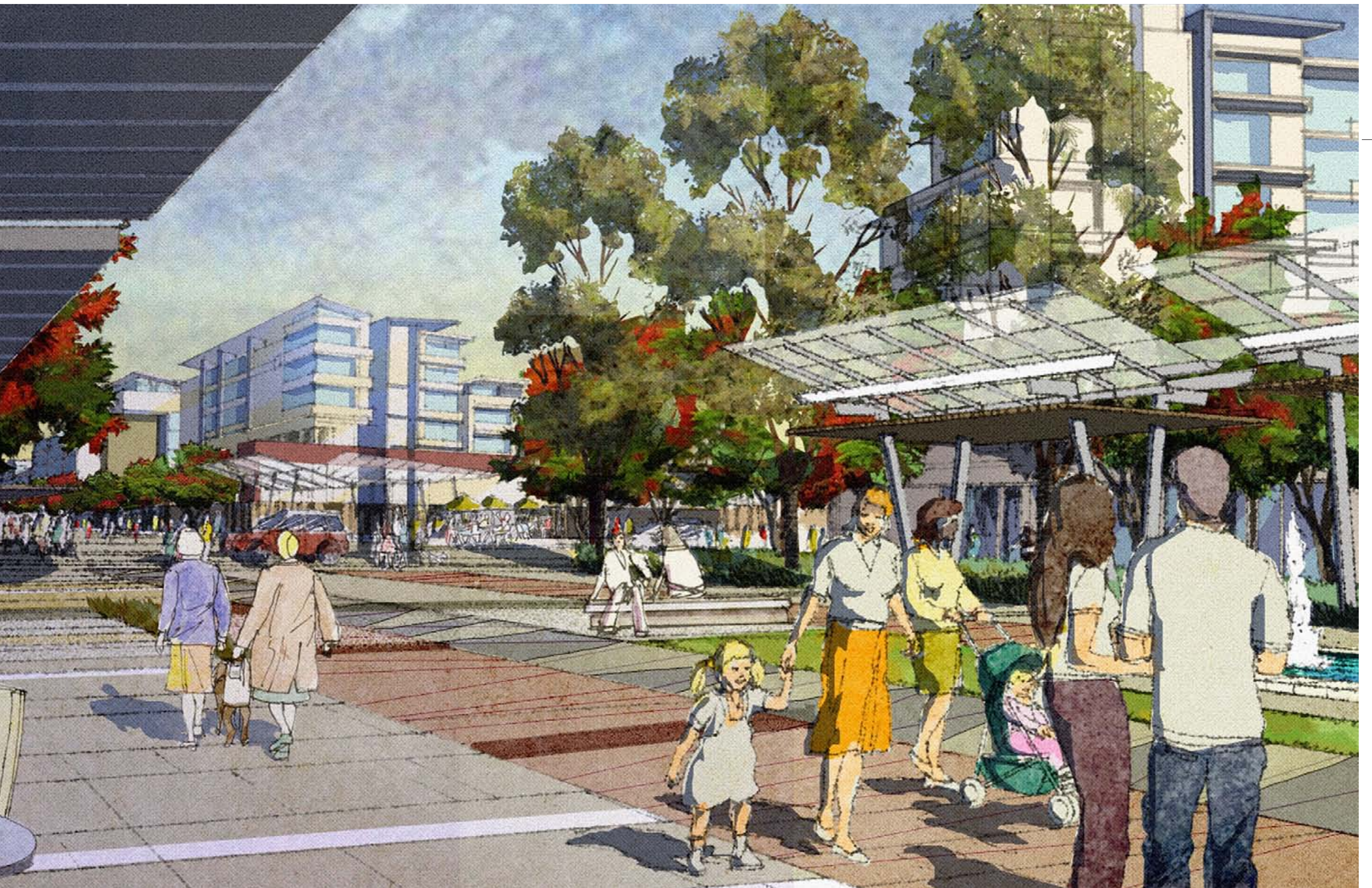
The creation of a substantial public space at the heart of the centre will see it become an area that is loved and belongs to the community, providing central, flexible and highly usable space for a wide range of celebratory as well as weekly events and markets.

The design of this space will place a strong emphasis on pedestrian priority and comfort. Where the space straddles Bloomfield Street a shared surface area has been created to emphasise pedestrian priority crossing the street. The reinforcement of a strong east/west link through the square will help to improve connections from the centre into the surrounding residential community. Although an urban space, careful consideration will be given to the inclusion of trees to provide climatic comfort for people using the space as well as improving the ecology and biodiversity in the centre by drawing on the locally distinct species palette.

Bloomfield Street will maintain its role as the focus for village life, supporting the majority of the centres commercial activity. It will be a vibrant street with activities from adjacent businesses spilling out into the generous public realm, promoting pedestrian movement with large awnings offering shade and visual distinctiveness.

The street will also maintain its role as a focus for integrated public art, contributing to peoples understanding of place as well as enhancing the visual legibility of Cleveland's identity. The streetscape design will enhance the strong north/ south linear views, with the distinctive avenue of trees maintained to reinforce its role as the key connection between the civic heart and the bay. The introduction of a series of east/ west pedestrian links, through the urban blocks, accessed off Bloomfield introduce a finer grain and walkability to the centre.





5.0 Village Scale

Cleveland centre is a dynamic and attractive place to live. It is home to a diverse community who enjoy the convenience of their proximity to amenities and the ease of access to everyday needs such as a wide range of shops, education, jobs, good public transport and an excellent network of attractive and easily accessible public spaces and parks.

There is a rich mix of residential accommodation in the centre attracting a range of families, working couples and retirees to make Cleveland Centre their home. Its buildings reflect the latest in architectural innovation and thinking in medium density subtropical living, and create a strong, activated street ensuring the centre is a lively, safe and attractive place to live.

The design of homes reflects the latest thinking in sustainable living. They are designed to embed the benefits of the local environment into resident's lifestyles, optimising views to the bay, the experience of indoor/ outdoor living and delivering optimum performance in the use of natural resources with water management and energy efficiencies an integral part of their design. Sustainable and innovative architecture is actively encouraged through the adoption of features such as green roofs, green walls and kitchen gardens which contribute to the establishment of a distinctive urban character.

In Cleveland the role and subsequent design of its streets have contributed to maintaining a sense of scale and liveability, ensuring the characteristics of an urban village have been maintained. Canopy elements along the street, such as generous shop awnings, stand alone shade structures and tree cover provide shade as well as articulation of the street and create distinctive addresses for buildings. Within the streets, intimate and engaging spaces have been created, providing places for social interaction and visual and functional amenity for residents.





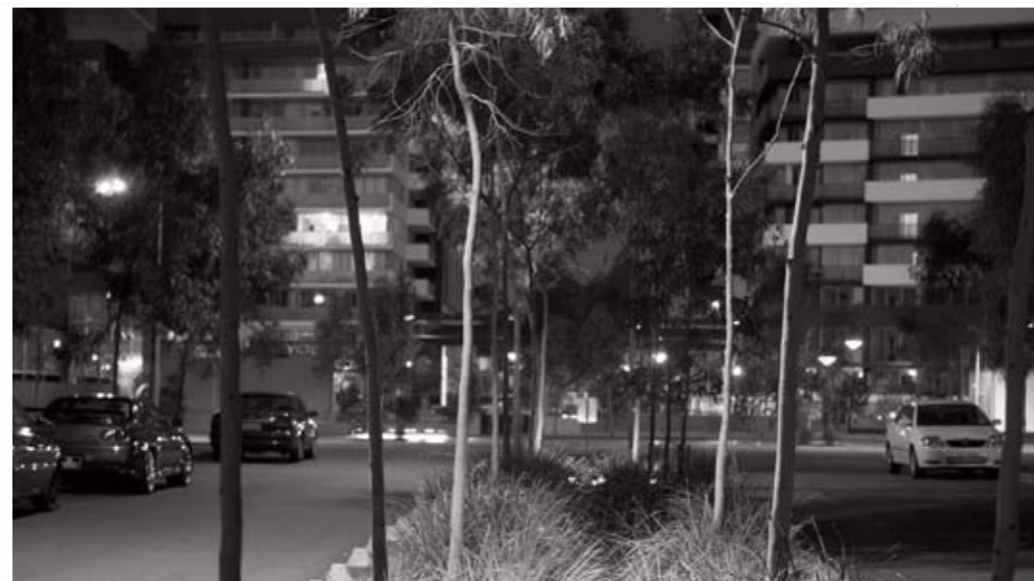
6.0 Living Streets

With an increase in the residential population of the centre, the street networks potential to provide a further important component of open space, as well as places of enhanced biodiversity and ecological value, will be realised.

The streets are designed to form an integral part of the centres open space network and not simply operate as spaces primarily for the car.

Generous footpaths provide places for outdoor seating and the inclusion of a broader palette of planting, including trees with a high ecological and biodiversity value, will improve the attractiveness and opportunities for residents to use the streets as informal 'footparks'.

The integration of 'best practice' Water Sensitive Urban Design within the streets clearly expresses the centres commitment and high regard for the delivery of sustainable solutions, performing a functional role in protecting Cleveland's natural waterways as well as greening and softening the urban fabric.





7.0 The Arts Precinct

The arts precinct will evolve into a vibrant cultural hub, focused on promoting the creative arts and knowledge. The existing Arts Centre and a potential higher education facility will establish a strong focus of creative activity to draw residents, visitors and students to the area.

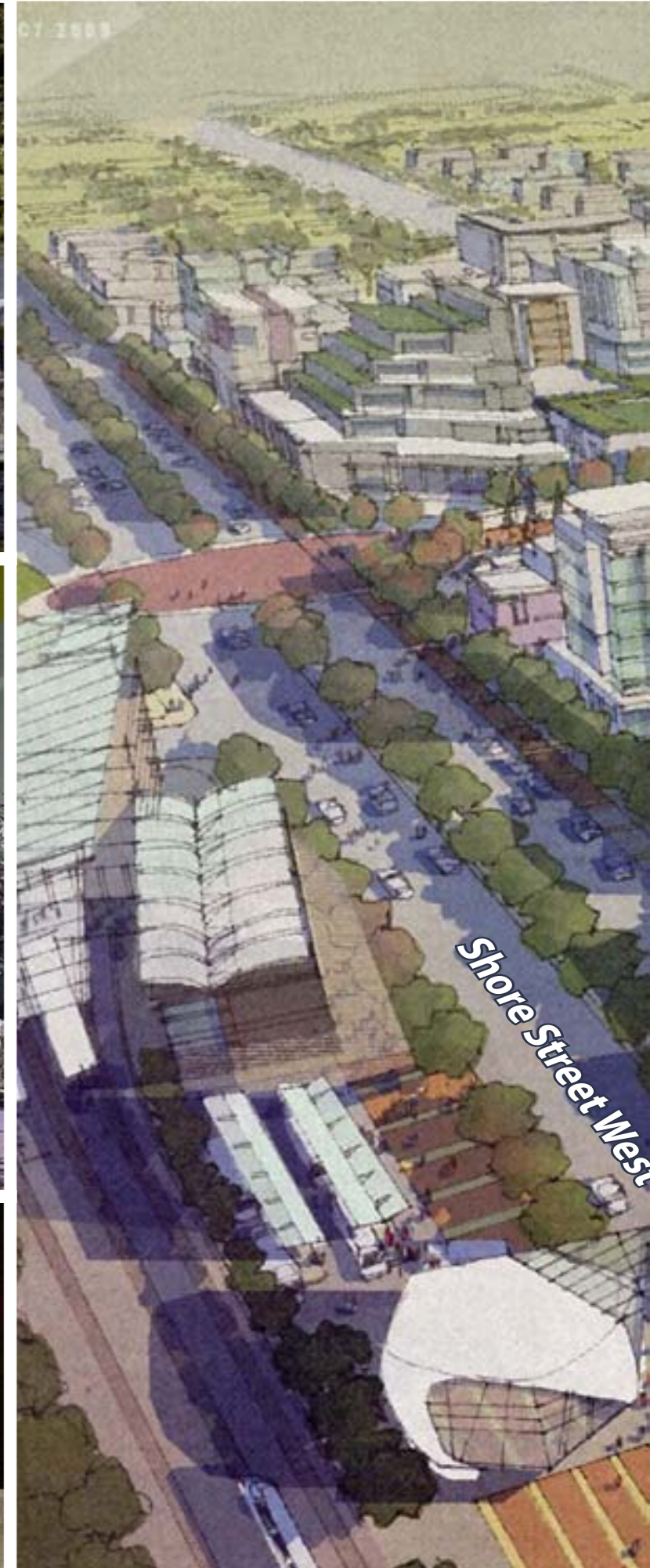
The Cleveland Arts Precinct will become an exemplar environment promoting the visual and performing arts in Redland City. It will take advantage of the city's subtropical climate by utilising outdoor spaces for performance and artistic experiences. The architectural design of buildings should exemplify best practice subtropical design and adopt principles from the *Subtropical Design in South East Queensland: A Handbook for Planners, Developers and Decision Makers**, creating attractive and functional environments for the community.

The arts precinct is well connected to both local and regional transport networks with the railway and bus stations on Shore Street West providing a major transport interchange bringing students and art lovers from the surrounding region.

Taking advantage of this highly serviced area, a tourism and information centre will be established, and the precinct will become an important point of arrival and orientation for day-trippers arriving on the bay, students enrolled at the higher education facility and local residents.

Lively cafes and relaxed restaurants will cater for students and art and theatre enthusiasts frequenting the area, providing interesting spaces where creativity can be explored, with wireless internet and outdoor settings providing a flexible work/play environment.

* QUT, Brisbane City Council and the State of Queensland. (2010). *Subtropical Design in South East Queensland: A Handbook for Planners, Developers and Decision Makers*. Brisbane: Queensland University of Technology: Centre for Subtropical Design





8.0 Growth of Cleveland Centre

Cleveland's vision is to become a vibrant and exciting gateway to Moreton Bay, supported by a growing community who are proud of their home in this attractive bay side setting.

To ensure future growth in the area continues to contribute to the unique character of Cleveland the proposed Master Plan, presented by Redland City Council, defines design strategies to sustainably guide future growth.

Within this document the future potential for the Centre has been illustrated through a series of artist impressions, with possible scenarios for the look and feel of Cleveland in 20 years time imagined.

These artists impressions are also supported by a series of five plans, see opposite page, that seek to illustrate the gradual evolution of the centre over a twenty year time frame. These plans reflect the sequencing for a number of catalyst project opportunities, which have been identified in the main Master Plan document, as well as general development and demonstrate the gradual evolution of Cleveland into an important and vibrant regional Principal Activity Centre.

Indicative growth of the Principal Activity Centre



0-5 years



5-10 years



10-15 years



15-20 years



20+ years

Higher Education Facility

Large commercial development opportunity including retention of Redland City Council buildings, reconfigured to address town square

Bay side mixed use retail and entertainment at ground floor level with residential above

Raby Bay Harbour Park Extension

Shore Street West - two lane tree lined boulevard

Shared plaza

Waterfront dining and entertainment

Raby Bay Harbour Park

Multi level car parking sleeved by development

Major public transport interchange with significant commercial and leisure floor space and associated parking contained in plinth to rear or main building. The opportunity to build over a portion of the rail line explored withing the Master Plan





Super market

Doig Street reconfigured to allow one way vehicle movement to the south and a pedestrianised precinct to the north, connecting to Middle Street

Town Square with library fronting the space

Surface level car park and market square

Large scale retail opportunity accommodating either a department store or homemaker centre

Residential development above large floor plate

Business court with associated parking

Multi level car parking sleeved by development





