

BAY STREET



CHARACTERISTICS	RATIONALE	CHARACTERISTICS	RATIONALE	CHARACTERISTICS	RATIONALE
-----------------	-----------	-----------------	-----------	-----------------	-----------

Location

West of Wharf Street

- Location is between and within reasonable walking distance of two major area generators of patronage: Tweed Mall and Griffith Street, Coolangatta.
- Also within reasonable walking distance of the waterfront at Jack Evans Boat Harbour, potentially another significant source of appeal.
- Central to a proposed main pedestrian route along Griffith Street, Stuart Street, Bay Street and the Chris Cunningham Park harbourside walk.
- Within 750 metres of the Tweed Heads District Hospital, Bowls Club and Civic Centre.
- Proximate to the existing commercial core of Tweed Heads in Bay Street, Beryl Street and Enid Street.
- Opportunity for substantial exposure to both regional residents and visitors using Wharf Street, and to patrons of Tweed Mall, which is the largest single generator of patrons within the Tweed Heads area (4.5 million visits per year, around one third of which are visitors).
- Width of street is conducive to functional integration of both sides of street.
- Limited traffic volumes allow more pedestrian control and minimal disruption of existing traffic network.
- Bay Street proposed as future route of Gold Coast Light Rail Transit system.
- Substantial opportunity for redevelopment.
- Potential for long-term expansion along adjacent smaller scale streets including Stuart Street, Beryl Street and Enid Street.

Size

Extending from Wharf Street to Thomson Street, a distance of approximately 250 metres.

Hotel

Hotel accommodation targeting undersupplied extended-stay facilities such as serviced apartments and/or Uni Hotel

Conference facilities for 200-400 within Hotels

Retail

Ground levels devoted to retail and food & beverage uses.

Emphasis on uses and formats that can generate external activity, including cafes and restaurants with outdoor seating, and product displays that spill onto the footpath.

Small-scale, single-loaded, single-level retailers. No large-scale retailers such as major supermarkets or bulky goods outlets.

Commercial (Offices, Services)

Located above ground level on Bay Street (eg. Medical / dental services, gym).

Major commercial development concentrated on adjacent streets rather than Bay Street.

Include other types of uses to the extent possible, such as a Tweed Shire Council service centre, MP / MLA office, health club, and/or library.

- Compared to commercial or institutional uses, generates more activity over longer periods, seven days a week.

- Creates footpath activity which is critical to appeal
- Enhances the perception of activity even in times of lower pedestrian activity
- Provides visual enticements that encourage exploration and discovery by both pedestrians and passing vehicles

- Most appropriate to the recommended scale of the town centre and the high street character.
- Complements larger scale retailers (supermarkets and discount department store) at Tweed Mall.
- Reduces parking demand.
- Avoids need for major loading areas accommodating tractor-trailer rigs

- Provides additional support to town centre without creating dead zones in town centre core outside of business hours.

- Broadens the function and appeal of the precinct as a true town centre.
- Draws a larger number and wider variety of patrons to the town centre core more often and for more reasons, thereby enhancing exposure to other facilities within the town centre.

Education

Tertiary facilities above ground level on Bay Street or on adjacent streets

Streetscape

Mix of pedestrians and calmed vehicle traffic on Bay Street.

A relatively narrow street.

Provision of curbside angle parking rather than centre parking along Bay Street.

Management

- Central management of the town centre core retail precinct to co-ordinate cleaning, maintenance, opening hours and marketing.
- Funded by a benefited area levy
- Co-ordinated by a board of town centre core stakeholders including Tweed Mall

- Encourages desired functional linkages with Coolangatta TAFE and Southern Cross University.
- Adds another source of town centre core patronage, activity and diversity

- Essential to ensure superior accessibility and exposure to vehicles.
- Bay Street must be at least comparable to Griffith Street in terms of vehicle accessibility and parking.

- Contributes to desired scale and character.
- Provides more space for footpath plus street furniture and food and beverage seating.
- Increases opportunity for pedestrians to cross the street in any location.

- Streets that are wide and/or have limited pedestrian flows across the street tend to function as distinct precincts on either side of the street.

- The net result is often stronger and weaker sides of the street rather than an integrated precinct with more critical mass.

- Maximises convenience.
- Allows effective narrowing of street with selected widening of footpaths. (Griffith Street is a successful example.)

- Allows more efficient use of maintenance and marketing resources.
- Contributes to establishing the town centre core as a place with clearly defined functions and points of difference from other precincts.

- Facilitates broad-based support, and function as a single integrated retail / commercial precinct

