

A

DESTINATION QUEENSCLIFF VISION + BRIEF



Vision:

To create a world class destination on Shortlands Bluff, set within and celebrating the dramatic natural environment, rich culture and unique heritage, enhancing Queenscliff's local and year round visitor experience.

Project Brief

The following notes summarise the Borough of Queenscliffe brief



Construction of 10 high quality lodgings



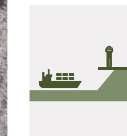
Coastal revegetation and weed eradication of the lighthouse reserve and actions to reduce fire risk



A new kiosk / café including public amenities



Reconfiguration of the car park



A new lookout platform addressing The Rip with ship viewing areas



Tree planting as well as improved car parking along the southern end of Hesse Street



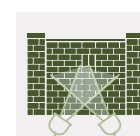
Enhanced pedestrian access
Open space areas to support sightseeing and picnicking



A pathway linking Citizen's Park around the Fort Wall to the Ocean View car park



Improved pathways, interpretive signage, seating and landscaping



Lighting the Fort Queenscliff wall
Revitalise Hesse Street (between King Street and the Ocean View Car Park) to create an attractive entrance to the lighthouse and sport and recreation precinct

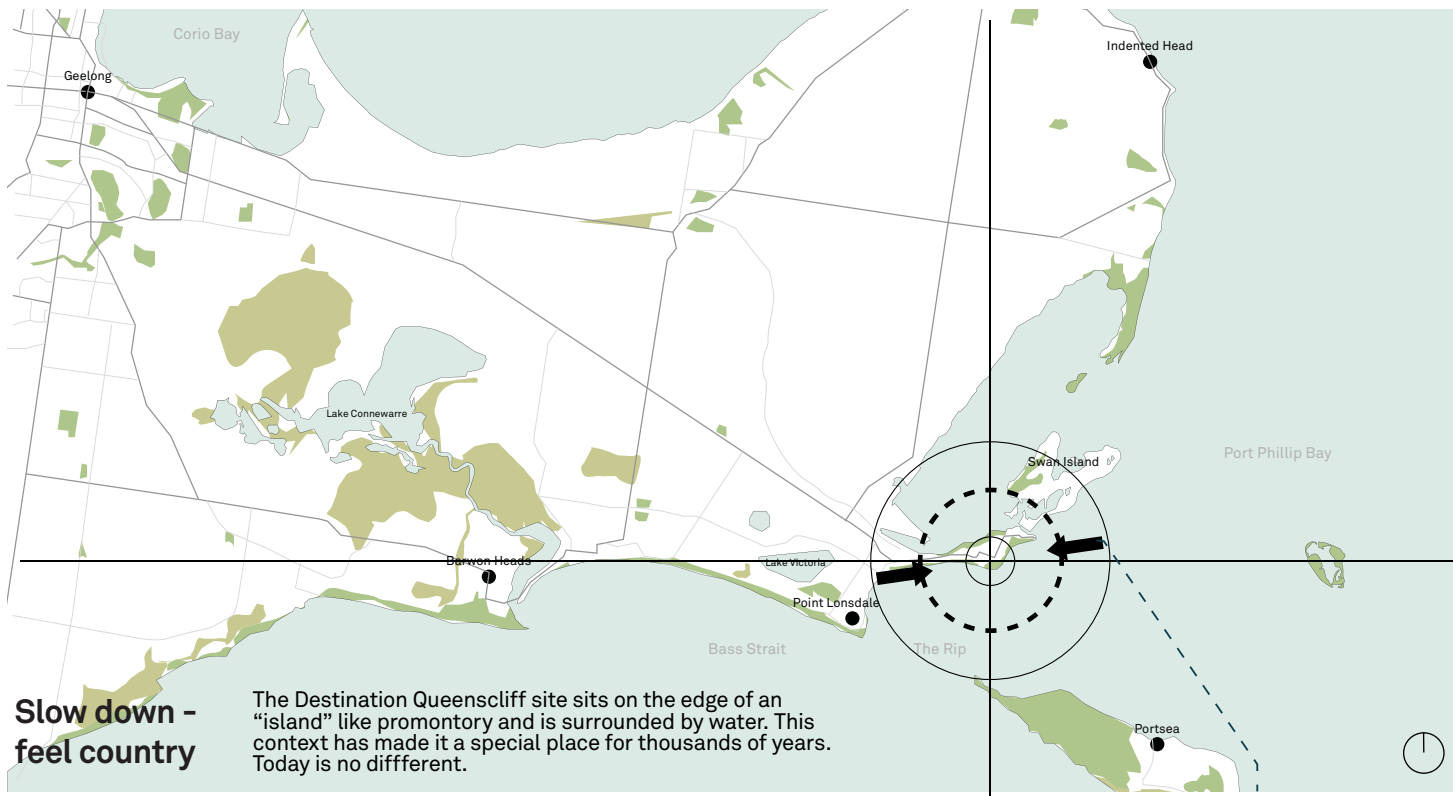
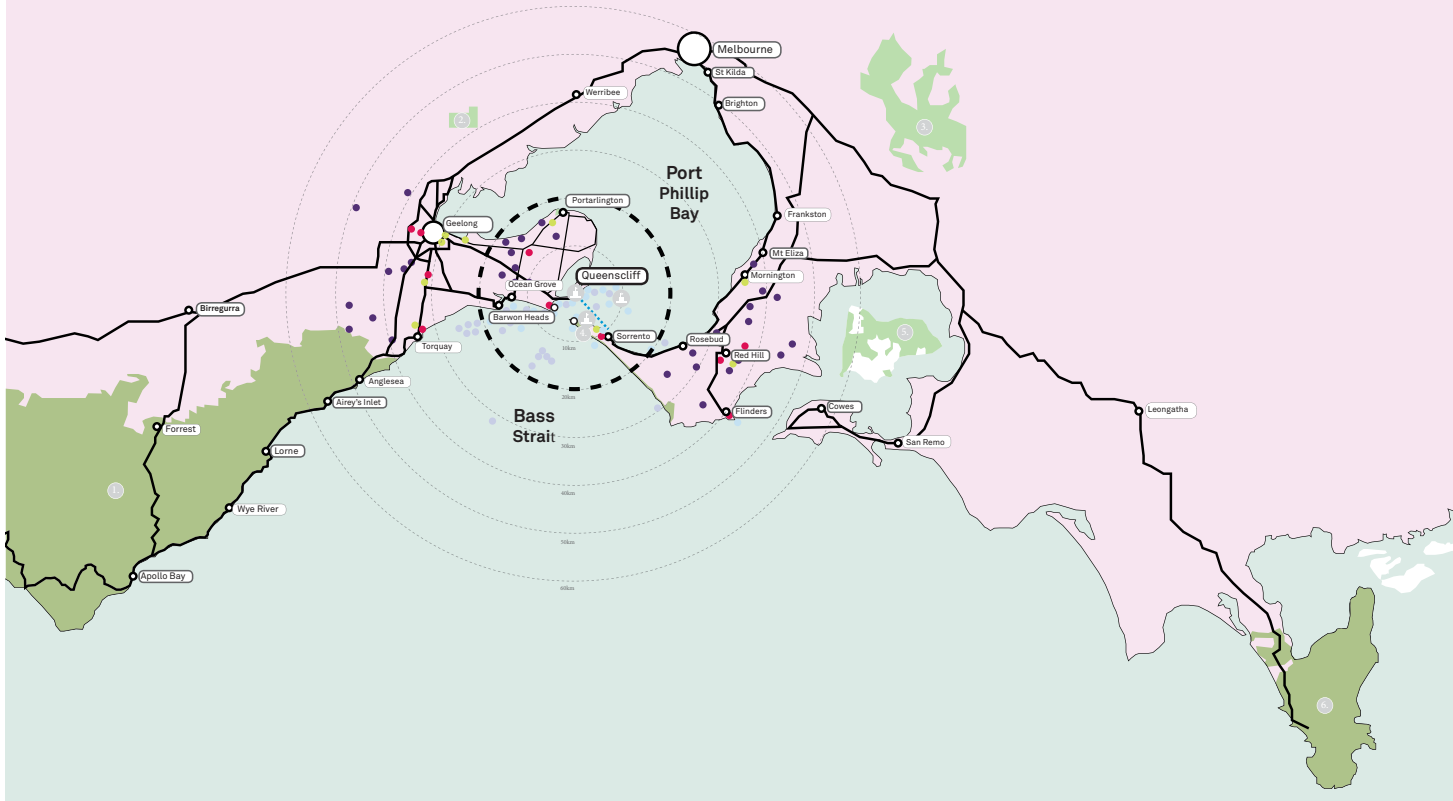


Facilities to support Anzac Day and other public events

B

DESTINATION QUEENSCLIFF PROJECT POSITIONING

Every great destination,
starts with a memorable journey.



**Slow down -
feel country**

The Destination Queenscliff site sits on the edge of an "island" like promontory and is surrounded by water. This context has made it a special place for thousands of years. Today is no different.

Celebrating Queenscliff's rich layers

The foundation of the site response draws from the "Queenscliffness" of Queenscliff and the many natural and cultural values that underpin the site and the town as a place

PEOPLE



VITICULTURE



AQUA CULTURE



WILDLIFE



ART



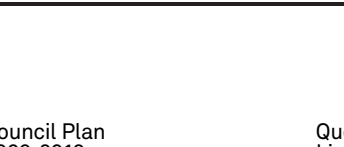
HISTORY



HERITAGE



MARITIME

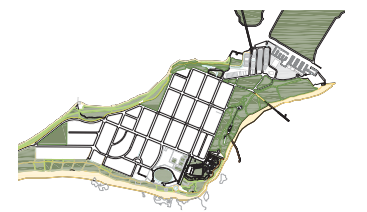


Key Moves

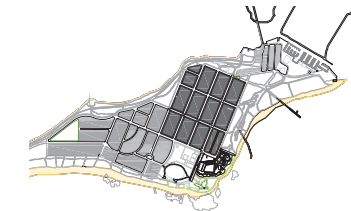
Six key design moves have been proposed to help position the Destination Queenscliff project site and improve its connections to the town for locals and visitors. Each move helps to directly address the requirements of the project brief.



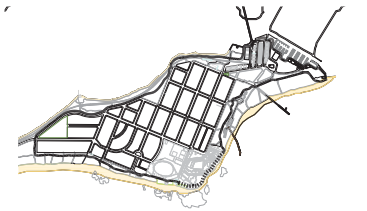
1. Connect and anchor the site to the town



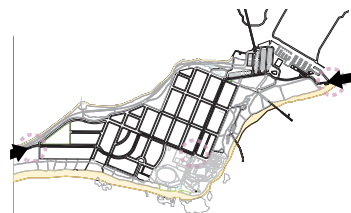
2. Create a green belt around the promontory



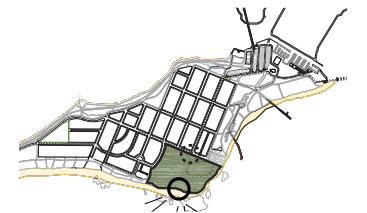
3. Celebrate the town's heritage urban plan



4. Complete a heritage trail loop around the promontory

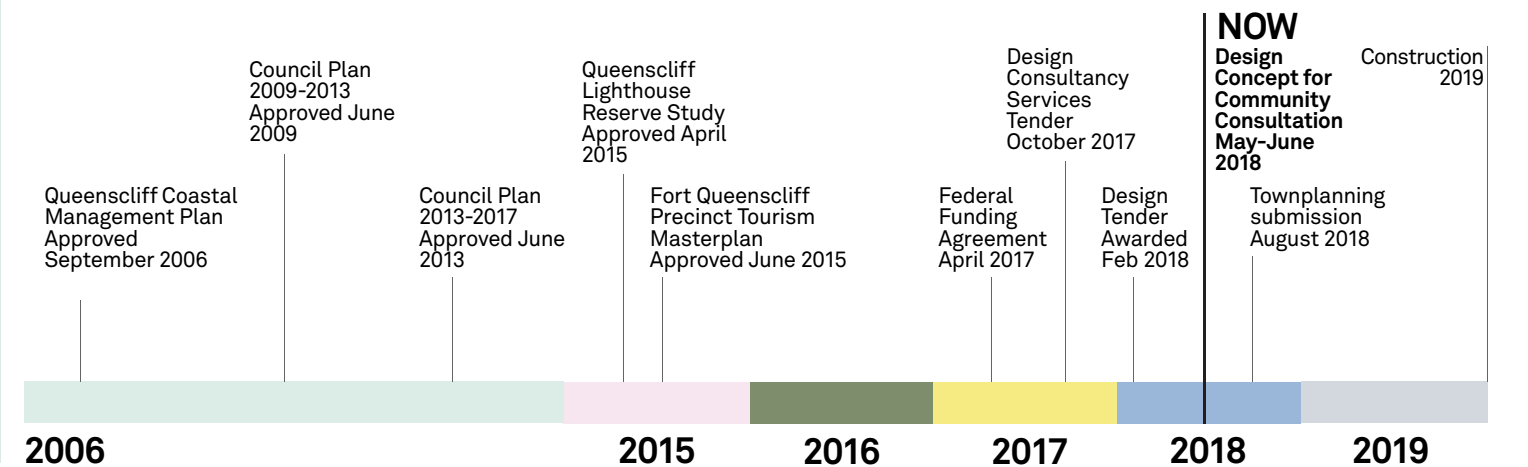


5. Connect the new destination with the land and water routes



6. Mark and enhance the destination

Project Timeline



C

DESTINATION QUEENSCLIFF PRECINCT PLAN



- STAGE 01**
- A. 10 x Cabin accommodation & surrounding landscape with dedicated car parks
 - B. Cafe / Kiosk & Public Amenities
 - C. "The Rip Deck" Lookout point
 - D. Public Realm landscape, pathways, furniture (inc. bicycle racks, outdoor shower & seating)
 - E. Formal public Green for large public events
 - F. New carpark with pathways, shady trees and planting
 - G. Linemarking along Hesse Street for 90degree parks
 - H. New tree planting & Shared Path along Hesse Street
 - I. Revegetation throughout site with new pathway networks connecting the Lighthouse Reserve
 - J. Fort Wall Walk and feature up lighting
 - K. Lighthouse Reserve early works

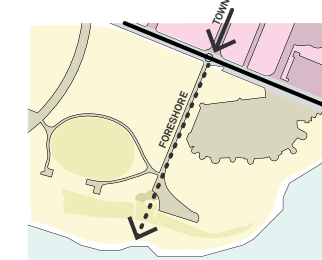
- STAGE 02**
- A. Increased tree planting and greater amenity along Hesse Street with planted bays, furniture and Water Sensitive Urban Design (WSUD) technologies
 - B. Improved pathway networks around RSL and Fort Wall
 - C. Improved path network to Citizen's Park

- STAGE 03**
- A. Path network extended to connect around Fort for experiential walking loop
 - B. Cultural landscape with new seating & picnic areas for visitors, interpretative signage and artwork and planting - referencing the navigational site use, pre & post-European history and enriching the natural environmental qualities

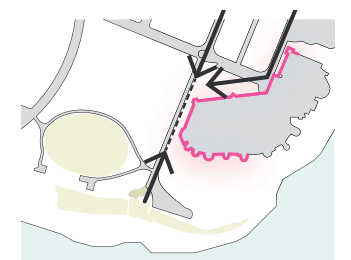
Precinct Strategy

- _ Create a series of experiences to bring the foreshore together
- _ Celebrate the heritage of the Fort's wall
- _ Improve the pedestrian and cycling networks
- _ Repair the indigenous landscape

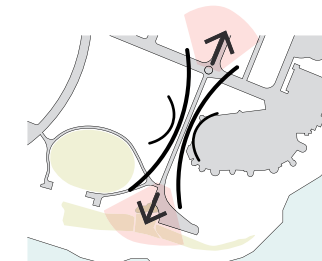
The following six design strategies below are proposed to achieve the key moves discussed on the previous panel.



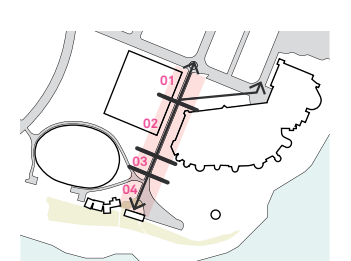
1. Create a unique foreshore experience different from the town experience



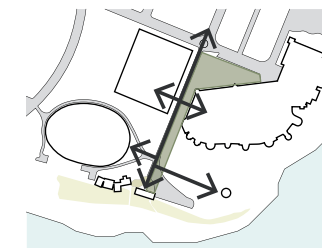
2. The Fort as an activation and wayfinding device



3. Provide an avenue that frames panoramic views



4. A series of layered experiences along the Hesse Street that draws locals and visitors alike into the renewed destination



5. Provide a green pedestrian pathway that connects the precinct and helps link it with the town

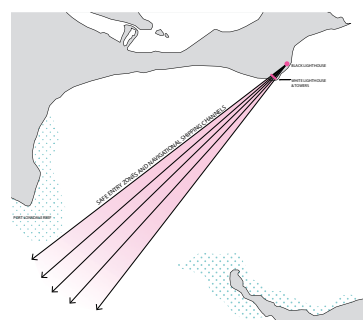


6. A unified landscape to anchor destinations within a precinct

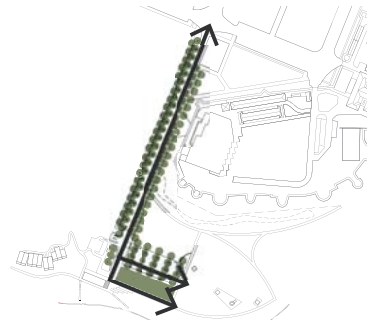


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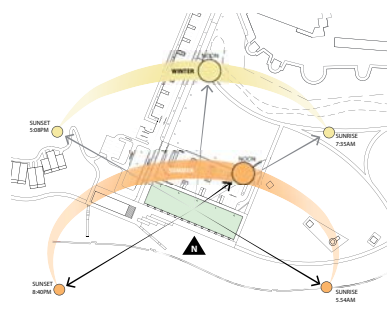
DESTINATION QUEENSCLIFF PRECINCT EXPERIENCE



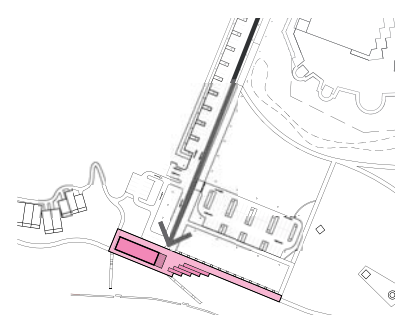
NAVIGATIONAL CHANNELS



A FORMAL AND STRUCTURED LANDSCAPE FUSING WITH A NATURAL ENVIRONMENT



DESIGNING WITH THE SUN & THE WIND IN MIND



DESTINATION QUEENSCLIFF & THE RIP DECK

A day in the life...

Story 01
Active Queenscliff resident visiting Destination Queenscliff on a weekday in Spring to have a picnic with friends.

- 12pm Ride bike down Hesse St, lock bike up
- 12.05pm Meet friends on rip deck, grab picnic hamper lunch
- 12.15pm Have picnic on public green
- 2pm Go to beach
- 2pm Use showers to wash off the sand
- 6pm Ride home or into town for dinner

Story 03
Family from Melbourne visiting Destination Queenscliff for the day to have lunch, explore the town and go to the beach.

- 9am Travel via car, park on Hesse Street. Walk into town
- 9.45am Grab a coffee from kiosk window
- 11am Attend a guided tour at the Fort
- 12.15pm Use public facilities
- 12.30pm Lunch at kiosk
- 1.30pm Change into bathers
- 2pm Go to beach
- 6pm Drive home

Story 02
Queenscliff resident at Destination Queenscliff on the weekend in Winter to attend a market and catch up with family.

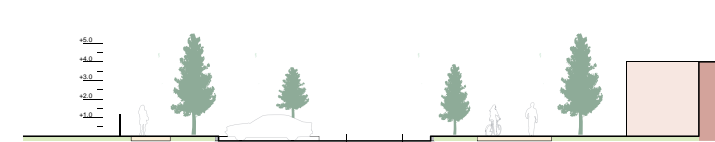
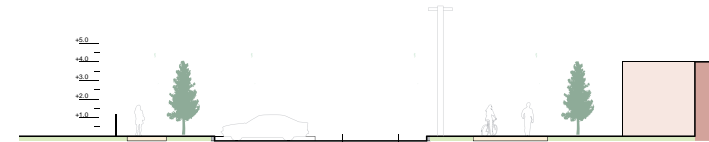
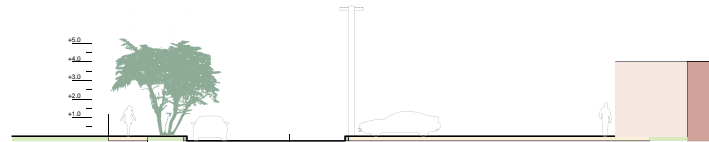
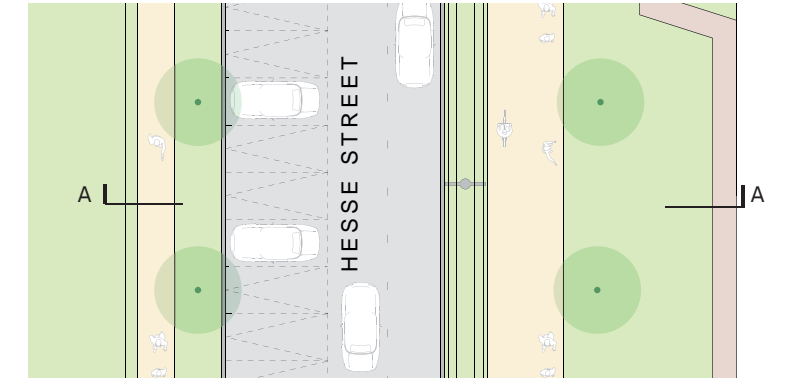
- 8am Drive down Hesse street and park in the main car park
- 8.15am Attend farmers market on public green
- 10am Meet family at kiosk for brunch
- 12pm Go for a walk through the cultural landscape and along lovers walk
- 2pm Watch Norwegian Jewel come through the heads
- 6pm drive home

Story 04
Couple visiting Destination Queenscliff to stay in the lodgings and attend a cocktail event.

- 11am Arrive at Destination Queenscliff, park in allocated lodging car park
- 11.05am Make way to loading via boardwalk, drop bags off
- 12pm Walk down Hesse Street to explore the town and look at the shops. Return to lodging to freshen up. Watch a ship coming through the heads.
- 4pm Make way to kiosk for cocktail event.
- 8pm Walk along the lit Fort Wall and be guided into town for a late night drink and supper
- 10pm Return to lodging, enjoy a bath in the cabin while looking at the stars. Go to bed.

E

DESTINATION QUEENSCLIFF HESSE STREET + CARPARK



2018

2019

SECTION A-A INDICATING NOMINAL PROGRESSIVE TREE GROWTH

Hesse Street + Carpark Upgrades

No reduction in carparks serving the foreshore
New pedestrian and cycling path connecting the town with the Foreshore Reserve, and engages people with the Fort Wall

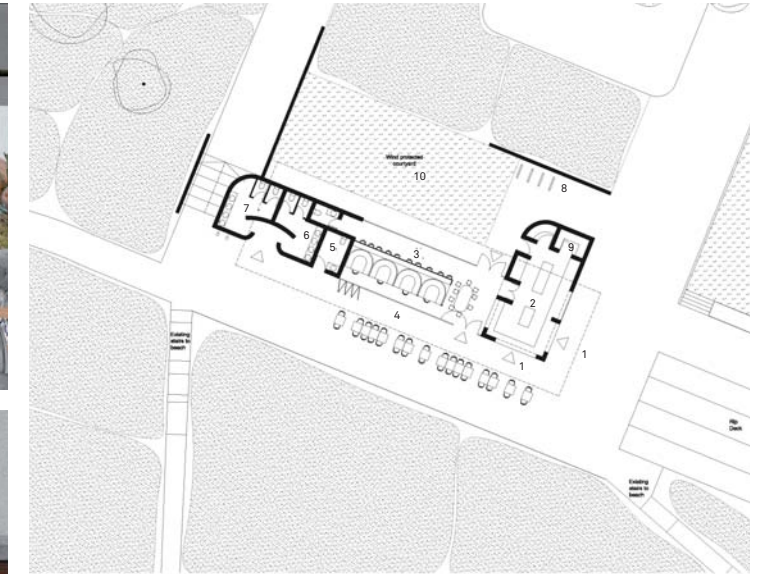
26% more space for people than existing (footpaths, lawn, ocean view deck)
Improved tree planting along Hesse street providing shade, shelter and to mitigate wind
Lighting of the Heritage Fort Wall activates Hesse Street after dark



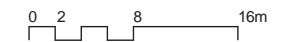
1. A species suitable to and approved by the Borough of Queenscliffe
2. Form and habit that respects views south down Hesse Street
3. Life span and maintenance needs
4. Wind protection
5. Experience and views down and across Hesse Street
6. Moderately open canopy allowing light and views

F

DESTINATION QUEENSLIFF KIOSK AND CAFE

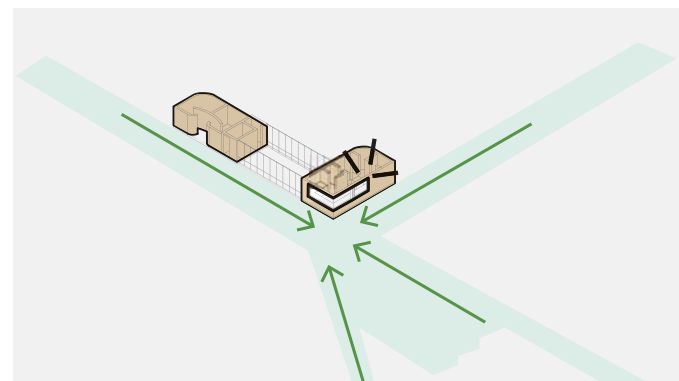


Destination Queenscliff Kiosk

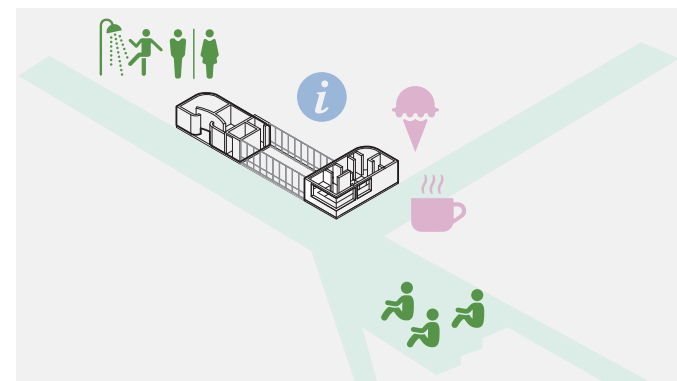


Potential configuration of kiosk for discussion only and subject to further design input to suit operational requirements

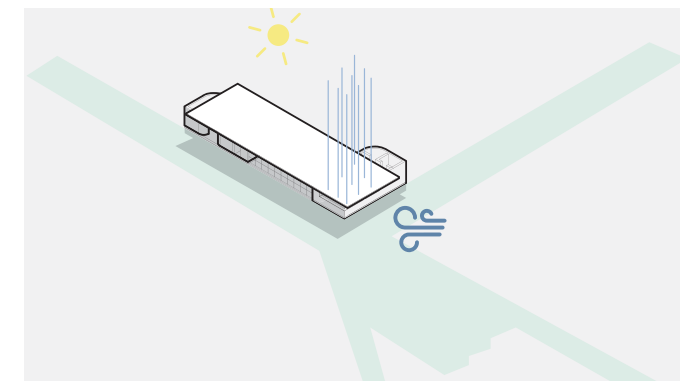
- 1_Kiosk Window
- 2_Kiosk + Cafe Kitchen
- 3_Cafe dining
- 4_Outdoor terrace
- 5_Universal Access W/C
- 6_Men's Public Restrooms
- 7_Women's Public Restrooms
- 8_Bike Racks
- 9_Store Room
- 10_Entry Courtyard



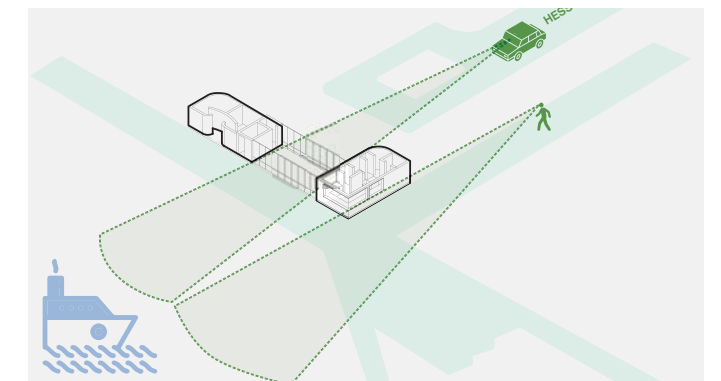
Mark the destination



Optimise amenity & support a wonderful local experience



Provide weather protection for all seasons



Respect and acknowledge key views along Hesse Street to the ocean

Kiosk/ Cafe

The siting, planning and the preliminary concept for the kiosk has been proposed to achieve the following:

- **New public restroom amenities** including universal access facilities
- **A sheltered kiosk** with associated casual cafe dining space with seating up to 40 people (approx. 150m²)

- **Universal access** to Ocean view deck/amphitheatre
- Adjacent to a **new public open space**, “The Green” for events and picnics
- Expressed with **finely detailed red brick** in reference to the heritage of beautifully crafted red brick structures throughout the public realm of Queenscliff



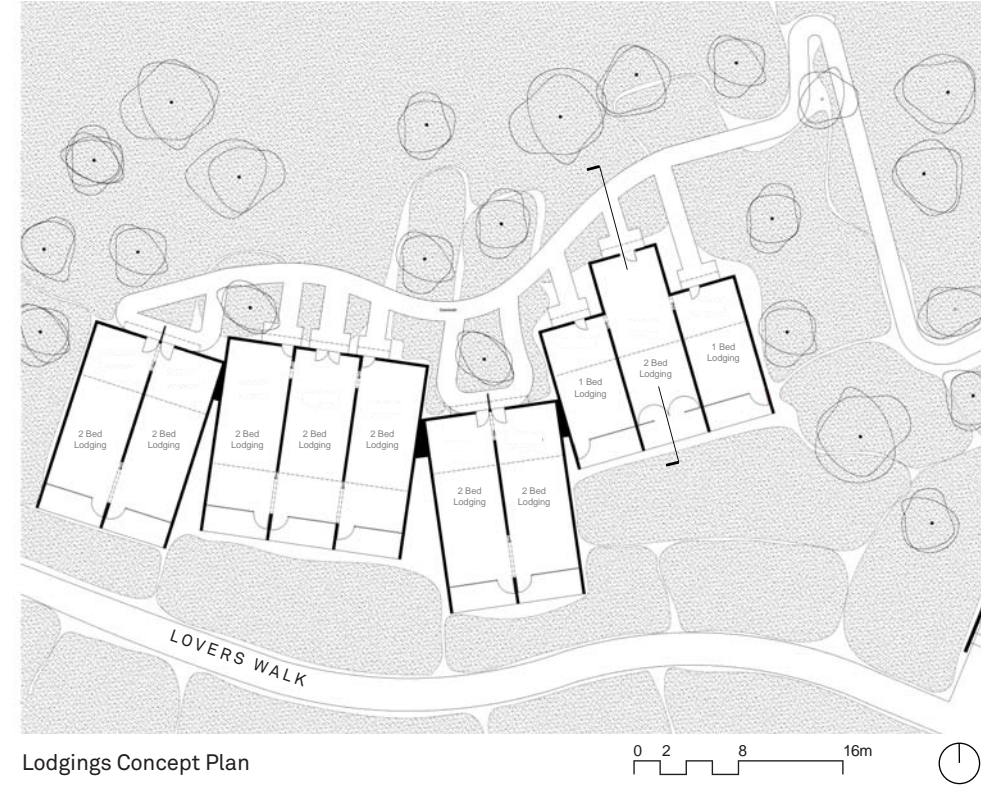
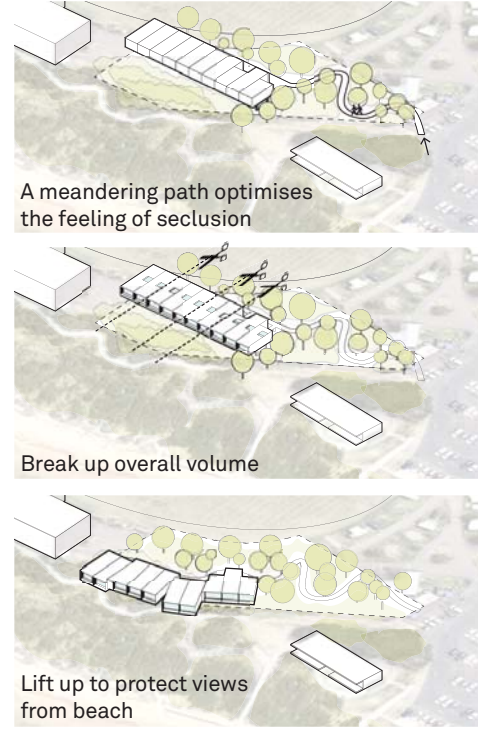
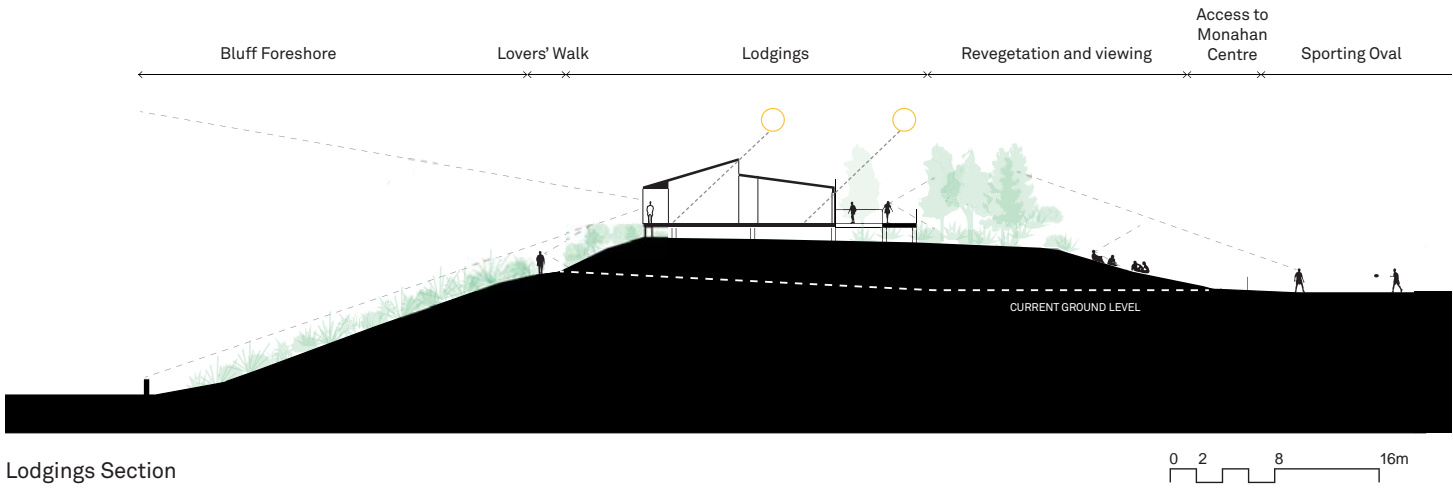
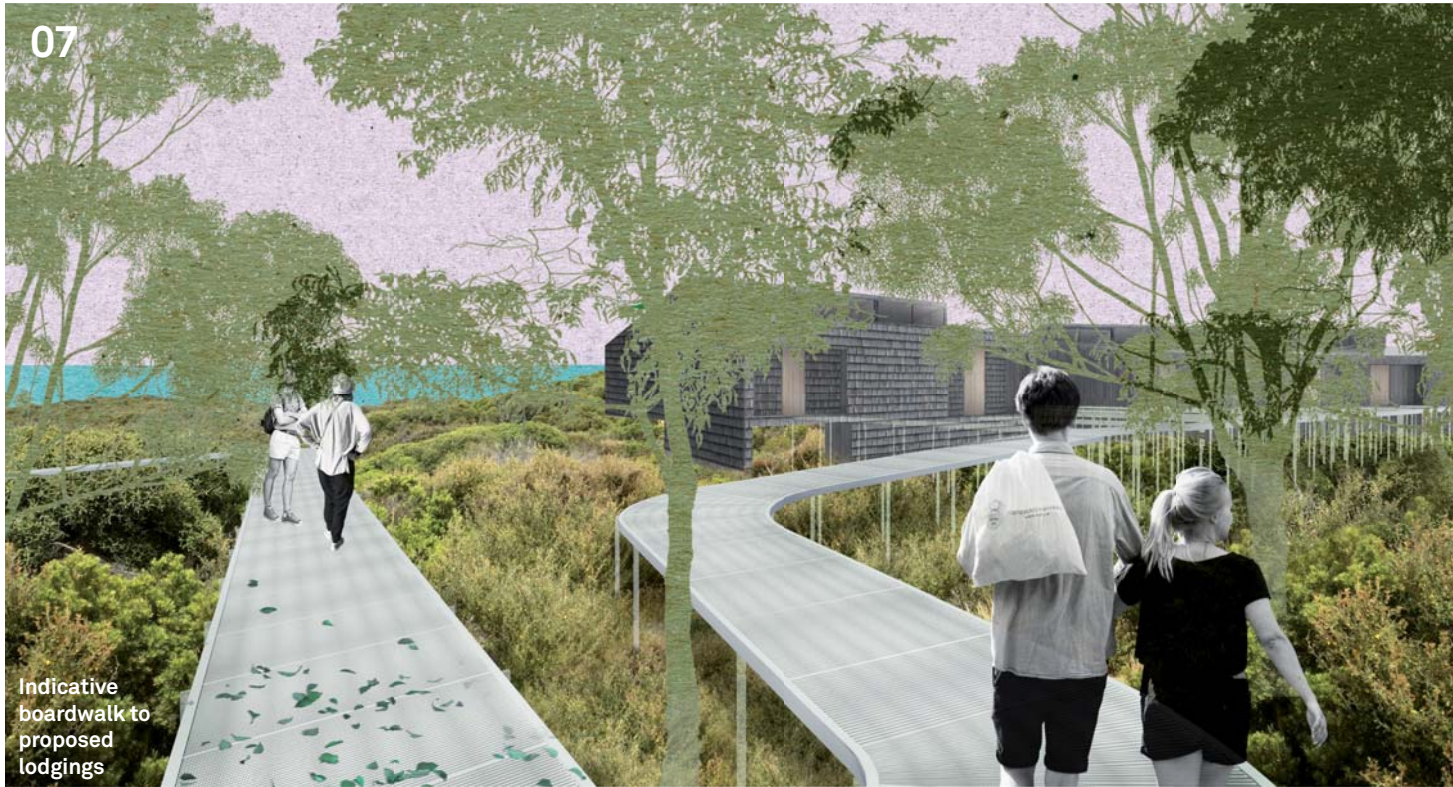
Queenscliff Context



Contemporary references



DESTINATION QUEENSCLIFF LODGINGS



Lodgings

The preliminary concept for the lodging has been prepared to address the brief and achieve the following outcomes:

- 10 x new high quality lodgings
- Lodgings and access boardwalk elevated above the ground to **support revegetation**
- **Planting** and **earth mounding** to provide screening to and from adjacent uses

- **1-2 Bedroom configurations** complement existing accommodation market in Queenscliff
- Designed for **passive solar gain** to minimise energy use
- Includes **solar panels and rainwater collection**
- Expressed in natural timber shingles in varying shades of grey to **complement** the scale, **setting** and context of the **existing landscape**



Queenscliff Context - different expressions of shades of grey with a fine grain

Contemporary references, timber shingles in shades of grey