

Tullyentry experience butler street



Document Control Sheet

Project: Tully Entry Experience
Report Title: Bulter Street
Revision / Version: Issue C, Final
Client Reference: Cassowary Coast Regional Council
Authors: Wiebke Witte
Approved by: Ian Don
Date: 24/06/2013
File Location: P:\FY11\60216059 Tully and Innisfail street scapes\03WRKG_DOCS_REFS\3.1Design\Draft_Docs
Distribution: Electronic Copies to:
Melanie Fazackerley

Printed Copies to:

Revision	Date	Approved	Details of Revision
Issue A	10/05/2013	Ian Don	First Draft
Issue B	30/05/2013	Ian Don	Final Draft
Final	24/06/2013	Ian Don	Final

This document has been prepared solely for the benefit of Cassowary Coast Regional Council and is issued in confidence for the purposes only for which it is supplied. Unauthorised use of this document in any form whatsoever is prohibited. No liability is accepted by AECOM Australia Pty Ltd or any employee, contractor, or sub-consultant of this company with respect to its use by any other person. This disclaimer shall apply notwithstanding that the document may be made available to other persons for an application for permission or approval to fulfil a legal obligation.

Introduction

AECOM has been commissioned by the Cassowary Coast Regional Council (CCRC) to undertake landscape master planning of the township of Tully with a focus on Bulter Street Entry Experience. Butler Street is the main street of Tully and its entrance into town from the Bruce Highway. The purpose of this report is to summarise findings of this study and to provide CCRC with a document to assist and guide future improvements.

Regional Context

Tully is located approximately halfway between Cairns and Townsville and is accessible from the Bruce Highway. Local culture and adventure opportunities include:

- / Tully Visitor & Information Centre on the Bruce Highway
- / Mill Tours which operate in the crushing season June - November and show how sugar is extracted from the sugar cane
- / A self-guided historical walking trail meanders through the Tully township with signage in key locations interpreting the local history
- / Rafting and camping at Tully Gorge
- / Kayaking on Banyan Creek
- / Mt Tyson Walking track 2-3 hour return walk to the summit with magnificent views from Scouts Rock

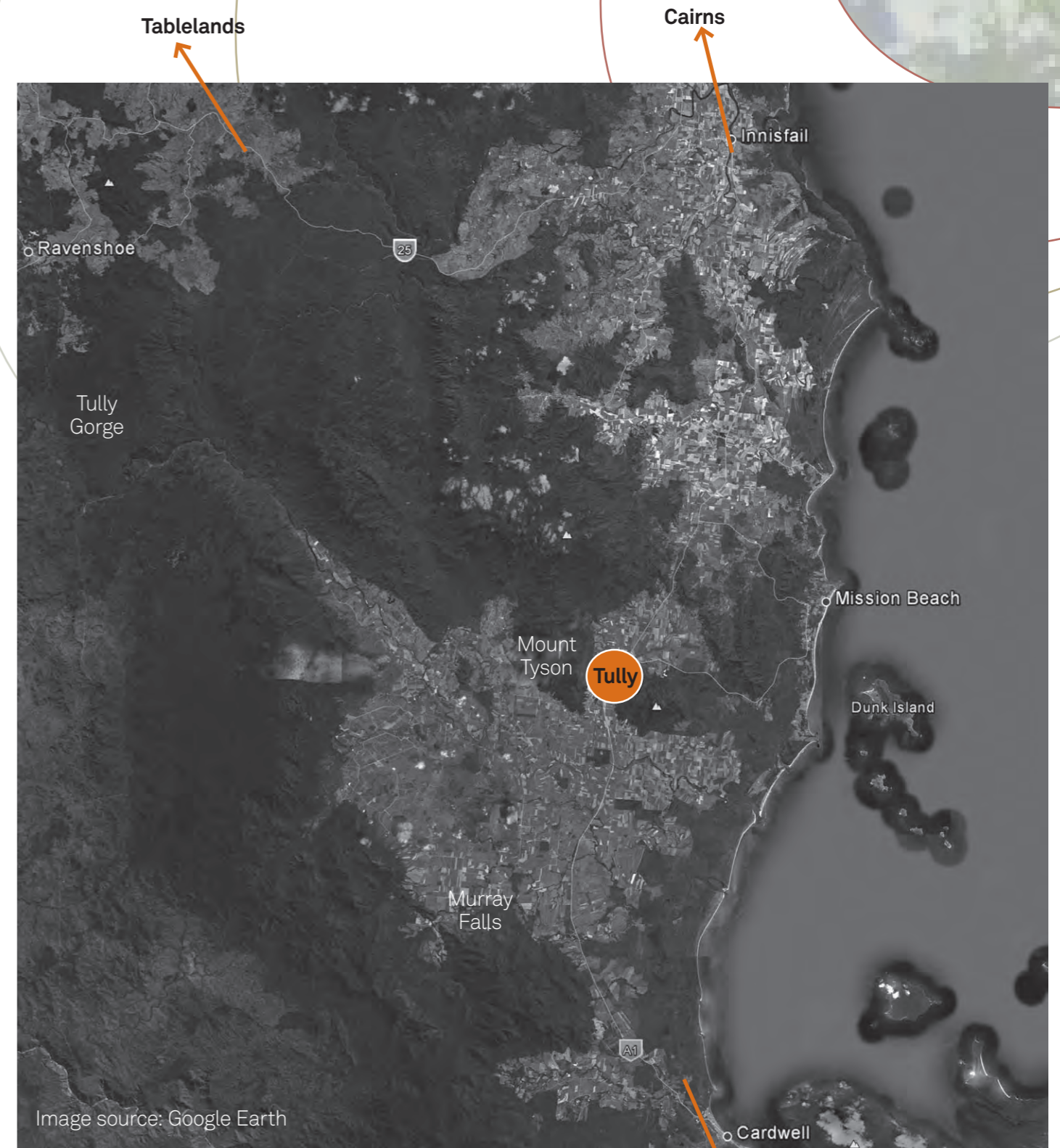
Approximately 30km east, are several coastal villages that make up the greater Mission Beach area which is a popular tourist destinations. Many visitors to the area visit and stay at Mission Beach, to enjoy the tree lined tropical beaches, inland and coastal rainforest walks and to gain access to the islands of the Great Barrier Reef Marine Park. Mission Beach also offers attractions such as tropical fruit tasting and skydiving.

The National Parks & World Heritage Areas surrounding Tully, offer campsites and walking tracks on the islands such as Dunk and Hinchinbrook, as well as the mainland parks such as Murray Falls, Tully Gorge, Clump Point and Djiru National Parks.

A Heritage signage trail depicting the history of the Cassowary Coast Region links Tully with Tully Heads, Mission Beach, Cardwell & its surrounds.

Other nearby destinations include:

- / Alligators Nest - explore the rivers, tributaries and creeks of the wet tropics regions starting at Alligator's Nest - a popular spot for swimming and a picnic
- / Murray Falls - day trip or camp overnight - waterfall walk, swimming
- / Tully & Hull Heads - day trip to see where these mighty rivers reach the sea. Fishing and sensational views. Good place for a picnic. Camping also available.
- / Paronella Park.
- / Mamu Rainforest Canopy Walk in the Wooroonooran NP.
- / Art Deco experience- stroll around Tully and look at some of the art deco buildings that represent the region's boom time. A 45 minute drive to north, Innisfail has streets lined with art deco buildings including the Johnstone Shire Hall.
- / Cardwell Bush Telegraph Heritage Centre - find out about communication in the early days of settlement in Far North Queensland
- / The Girringun Aboriginal Art Centre also based in Cardwell, represents weavers, painters, potters, textile artists and makers of traditional objects from nine Traditional Owner Groups, the Nywaigi, Gugu Badhun, Warrgamay, Warungnu, Bandjin, Girramay, Gulgnay, Jirrbal and Djiru people.
- / BBQ/picnics and camping



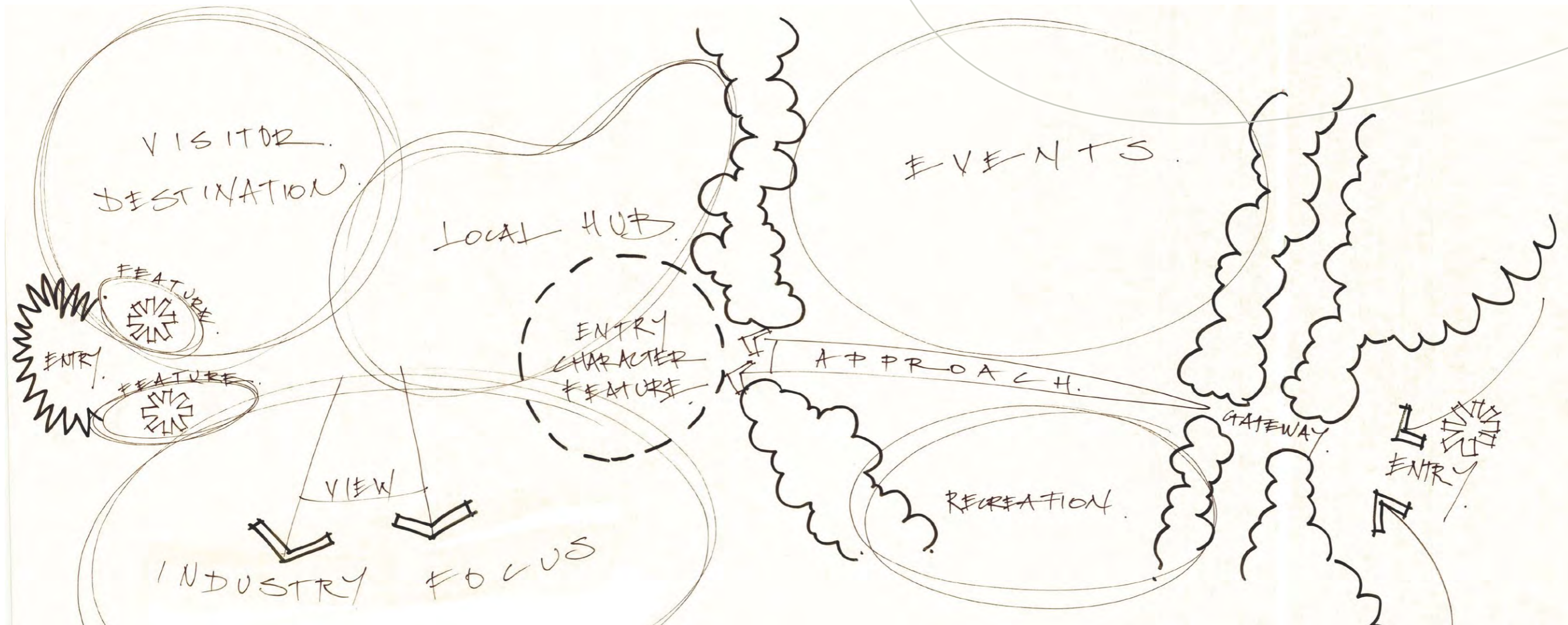
Townsville



Tully entry experience
butler street

Schematic Overview

- / The entry from the highway is currently undefined, and could benefit from additional tree planting to form a gateway frame. Highly visible entry signage that builds upon the existing Rotary signs are required.
- / Existing vegetation provides strong gateway experiences on the approach to the town centre.
- / The rationalisation of the road layout will assist in the definition of the entry experience.
- / Additional street tree planting could assist in creating a defined approach experience.
- / An opportunity exists for an entry feature demonstrating the character of the town at the new roundabout and surrounding area as well as broader scale signage acting as a 'bread crumbs trail' leading to Tully.
- / Views to the Sugar Mill could be framed to increase the visual impact of this feature.
- / The town centre park could benefit from focusing on two destination areas - visitor and local.
- / Opportunity at Transit Centre letting visitors know what is on offer locally and regionally.
- / The main street entry could benefit from a co-ordinated planting approach to create an entry experience.



Vision, Objectives & Strategies

Vision

It is envisioned that Tully will provide its locals with a sense of pride of their township while catering for visitors by providing a sense of destination which will cater to their needs of sightseeing, accommodation and replenishing supplies.

Objectives

To improve Tully's presence within the region

To provide way clear signage and direction for visitors and locals alike

Strategies

- / Create awareness for visitors approaching Tully through a signage strategy commencing at least 10km outside of Tully on its approaches
- / Create a sense of arrival through an entry/gateway statement at the intersection of Butler and the Bruce Highway which defines Tully's character and welcomes people into the town centre
- / Link with visitor & heritage centre.
- / Continue the arrival experience into the town centre through a co-ordinated signage, street tree and public art strategy
- / Work with and compliment neighbouring towns to determine a regional strategy of tourist information & map signage indicating activities, key attractions, accommodation, rest areas such as connecting with Mission Beach with fruit tasting.
- / Implement a street tree strategy which defines Butler Street as the main street and adjacent streets as secondary streets
- / Provide clear pedestrian and vehicle circulation routes throughout the town, particularly for campers travelling from the showgrounds and caravan park to the town centre
- / Improve pedestrian environments by providing shelter from sun and rain through shade trees and shelters and appropriate locations
- / Provide the Gumboot with a co-ordinated setting by providing a town plaza that acts as forecourt to the main street, is a meeting and gathering space and consolidates pedestrian circulation



To improve tourism activity

- / Provide co-ordinated and consistent signage and an information board of local activities and attractions, ie: Mt Tyson, Tully Gorge, cultural heritage tours, kayaking, sugar mill tours etc.
- / Improve connection between the Gumboot and the entrance to the main street. Encourage visitors to cross the road and explore Butler Street and the town centre by exploring options on Hort Street for complementary retail activities (eg art gallery/museum) and for linking existing retail activities with the history of the town (eg. displays, murals).
- / Provide attractors to the town plaza such as free Wi-fi and free 'Tully' drinking water available at the Gum boot plaza. Integrate maps and interpretive signage educating visitors with interesting rainfall facts and of access to the local creeks, rivers and surrounding wet tropics World Heritage rainforests.
- / Create awareness of overnight camping at the show grounds by ensuring relevant publications and website have noted this and that a waste dump site is available.
- / Work with the Sugar Mill to improve amenity to the corner of Butler and Holt Streets at locations of historic elements by relocating fencing and framing views to the Sugar Mill.

To provide the town's residents and visitors with other activities

- / Provide youth activities such as adventure cycle track and youth meeting space
- / Provide an exercise station node near the town centre which caters for locals and visitors
- / Provide accessible and legible pedestrian and cycle connections to showgrounds, skate park, Mt Tyson and other recreation activities.

Master Plan



KEY

- 1** Build on existing Highway entry statement with Gateway planting and/or art elements
- 2** Show grounds entry car parking rationalised
- 3** Central median, split carriageway road
- 4** Entry roundabout with feature planting and directional signage
- 5** Formalised Main Street Entry and potential for more complimentary retail uses / displays along Hort Street
- 6** Town Plaza and forecourt to main street. Possible water plaza &/or interpretive signage with web updates on local rainfall
- 7** Existing vegetation
- 8** Existing skate park -improved weather resistant covered space
- 9** Adventure cycle tract or integrated recreation activity
- 10** Pedestrian link to recreation activities
- 11** Weather resistant covered play space
- 12** Picnic tables & shelters
- 13** Exercise stations node
- 14** Existing sugar cane historic statues
- 15** Possible relocation of fence and improved amenity
- 16** Overnight camping at showgrounds & waste dump location
- 17** Improve Pedestrian circulation to Sugar Mill for visitors to experience operating Mill
- 18** RV parking
- 19** Proposed additional waste dump location
- 20** Pedestrian link to caravan park



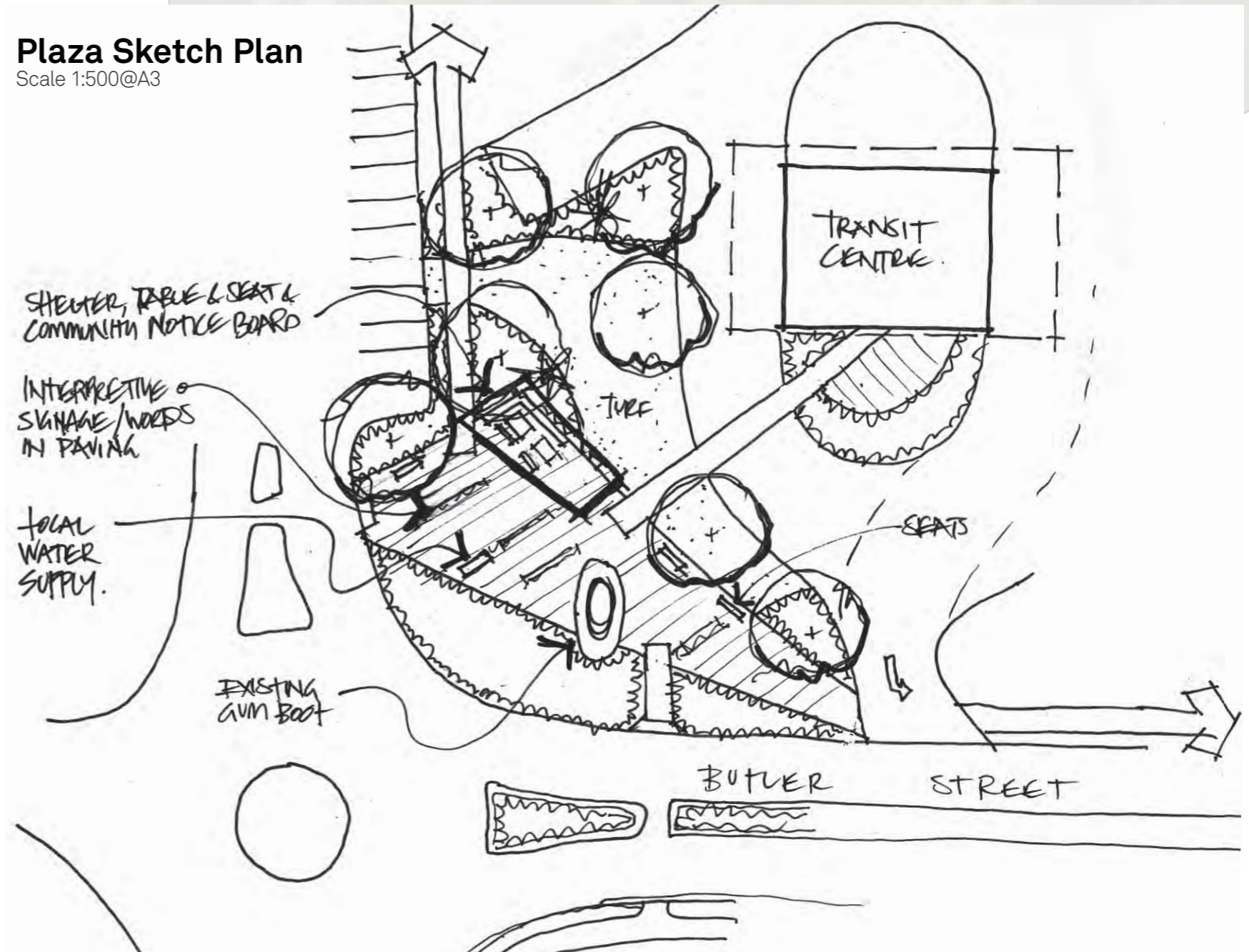
Transit Centre & Town Plaza

The gumboot feature would benefit from a co-ordinated setting which links it to the ground plain, and the pedestrian routes from the parkland to the town centre. The plaza should be well connected visually and physically with the main street to encourage visitors to cross the road and explore Butler Street and the town centre. Explore options on Hort Street for complementary retail activities (eg art gallery/museum) and for linking existing retail activities with the history of the town (eg. displays, murals).

Provide attractors to the town plaza such as free Wi-fi and free 'Tully' drinking water available at the Gum boot plaza. Integrate maps and interpretive signage educating visitors with interesting rainfall facts and of access to the local creeks, rivers and surrounding wet tropics World Heritage rainforests.

Plaza Sketch Plan

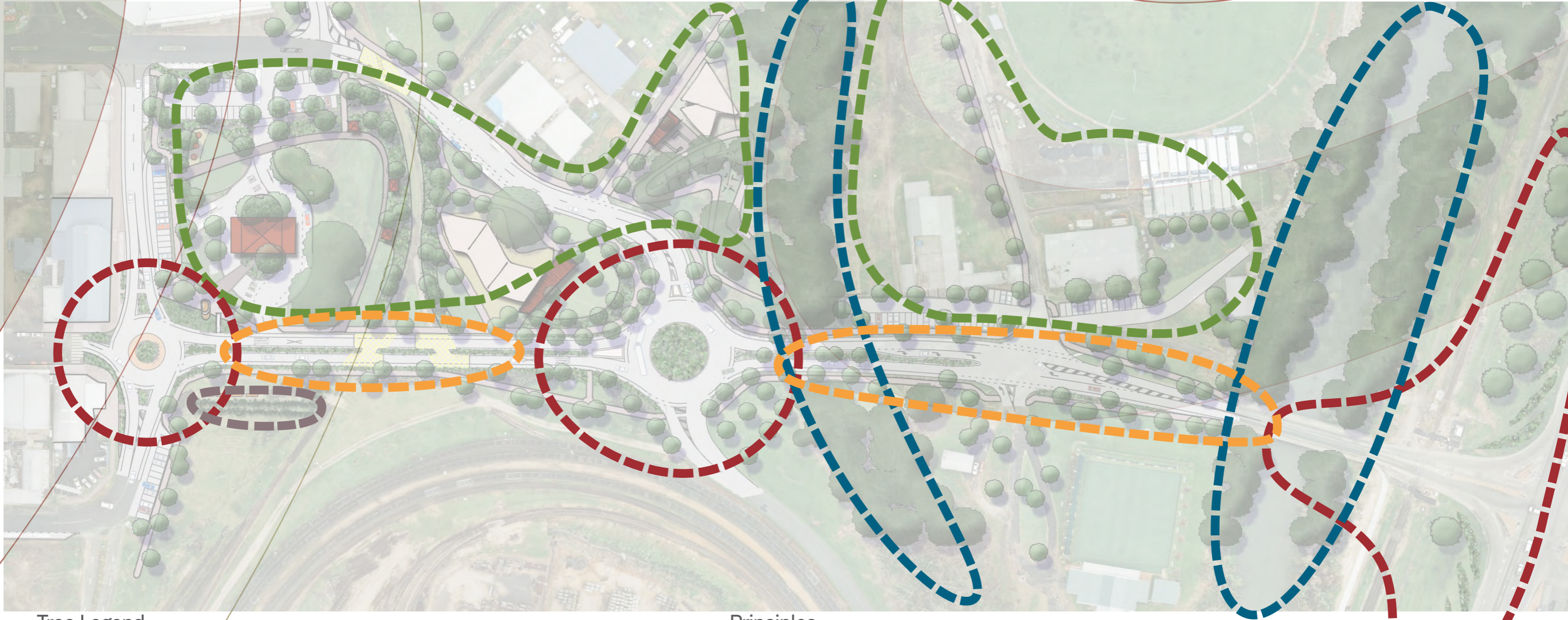
Scale 1:500@A3





Artist impression

Planting Strategy



Tree Legend

- █ Gateway tall feature trees
- █ Street Trees
- █ Open Space: Tropical native palette of rainforest species & tropical fruit species
- █ Riparian re-vegetation palette to promote river bank stability and discourage weeds
- █ Feature sugar cane

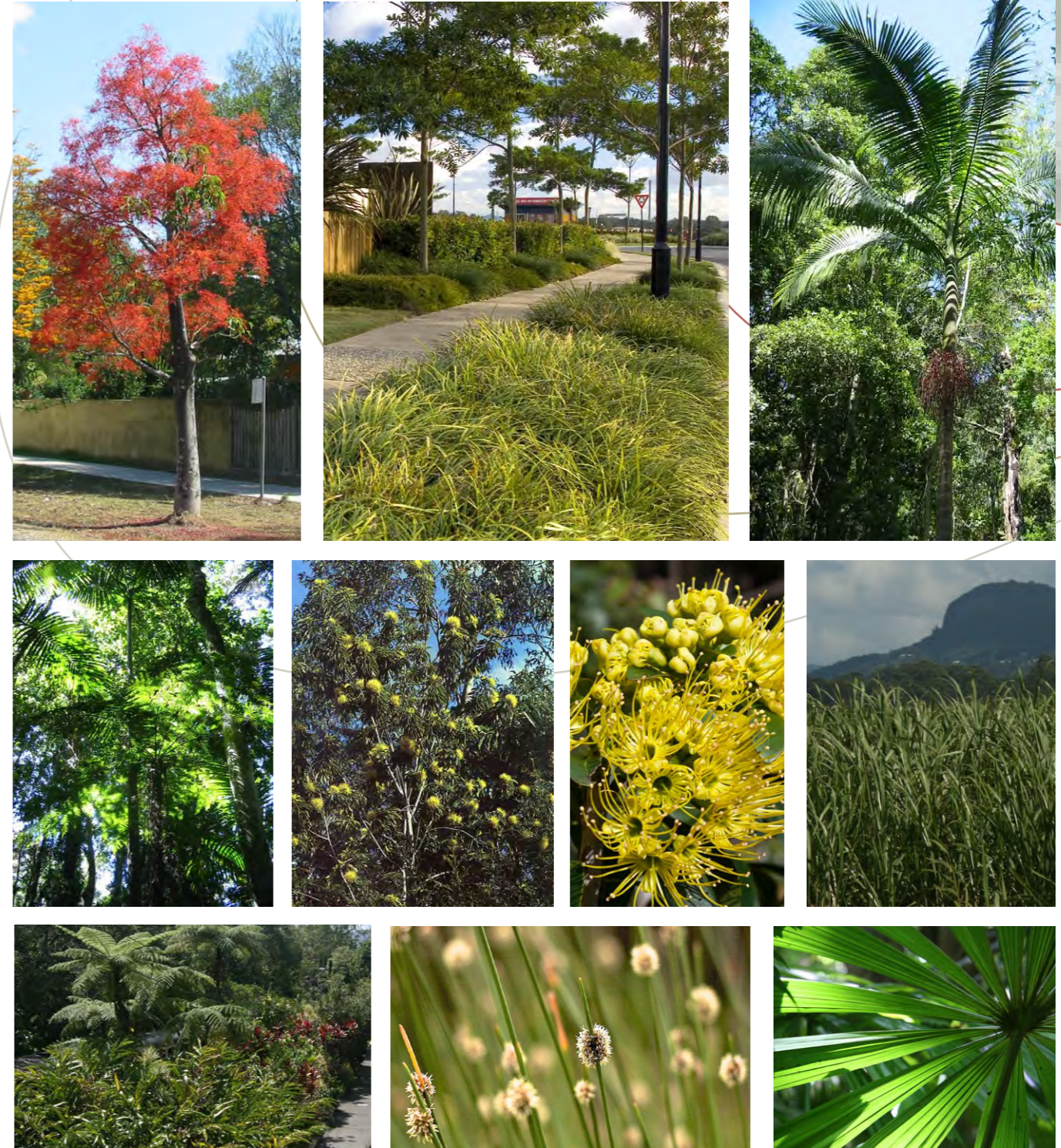
Principles

- / Create a defined entry at the Bruce Highway with trees and low understory planting (sight lines must be considered)
- / Identify key nodes at roundabouts to prompt wayfinding with landmark trees.
- / Strong and informal street trees avenue along Butlers Street to reinforce views to the town centre with Mount Tyson as its backdrop.
- / Informal clusters reflecting rainforest setting to open space areas.

Indicative Plant Palette

BOTANICAL NAME	COMMON NAME	GATEWAY	BUTLER STREET	OPEN SPACE / PARKS	RIPARIAN	FEATURE SUGAR CANE
TREES & PALMS						
<i>Agathis robusta</i>	Queensland Kauri	Red				
<i>Alectryon connatus</i>	Alectryon			Green		
<i>Alstonia scholaris</i>	Milky Pine	Red	Orange			
<i>Brachychiton acerifolius</i>	Flame tree	Red				
<i>Cyathea cooperii</i>	Tree Fern	Red				
<i>Elaeocarpus grandis</i>	Blue Quandong	Red	Orange			
<i>Ficus ssp</i>	Fig			Green		
<i>Nuclea orientalis</i>	Liechardt Tree	Red				
<i>Syzygium tierneyanum</i>	River Cherry			Green		
<i>Terminalia spp</i>	Damson			Green		
<i>Waterhousia floribunda</i>	Weeping Lilly Pilly		Orange	Green	Blue	
<i>Xanthostemon chrysanthus</i>	Golden Penda	Red				
<i>Stenocarpus sinuatus</i>	Wheel of fire	Red				
<i>Tropical Fruit Trees</i>				Green		
PALMS						
<i>Archontophoenix alexandrae</i>	Alex palm	Red		Green		
<i>Archontophoenix cunninghamiana</i>	Bangalow palm	Red		Green		
<i>Licuala ramsayi</i>	Fan palm			Green		
<i>Ptychosperma elegans</i>	Solitaire palm			Green		
UNDERSTORY PLANTING						
<i>Alpinia spp</i>	Native Ginger	Red		Green		
<i>Austromyrtus spp</i>	Midyim		Orange	Green		
<i>Callistemon spp</i>	Bottlebrush hybrids	Red		Green		
<i>Cycas media</i>	Australian Sago	Red		Green		
<i>Cordyline spp</i>	Palm lily	Red		Green		
<i>Dianella brevipedunculata</i>	Flax lily	Red	Orange	Green	Blue	
<i>Grevillea spp</i>	Grevillea hybrids		Orange	Green		
<i>Fincia nodosa</i>	Knobby Club-rush			Green	Blue	
<i>Lomandra confertifolia</i>	Spiky Mat-Rush		Orange	Green	Blue	
<i>Saccharum spp</i>	Sugar Cane					Grey
<i>Syzygium spp</i>	Lilly pilly			Green		
<i>Xanthostemon verticillatus</i>	Bloomfield Penda	Red		Green		

Note: This plant palette is intended as a guide to be developed. Refer to CCCC Draft Landscaping Guidelines for additional appropriate plant species.



Circulation & Wayfinding



Legend

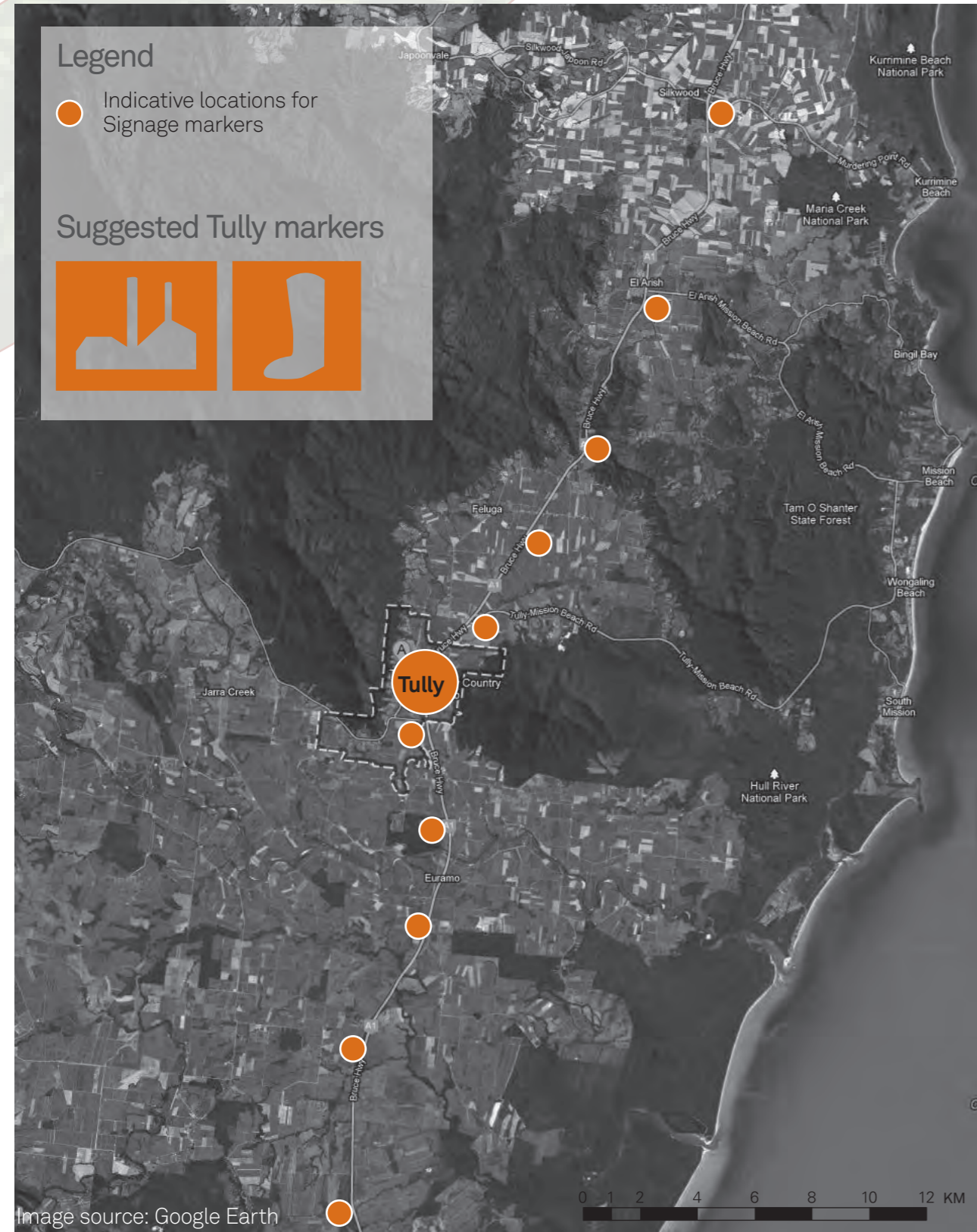
- Pedestrian Circulation
- RV Circulation
- Buses only
- Key Wayfinding /Information Node
- Suggested Directional Signage
- Gateway Element

Principles

- / Legible access from the Show Grounds to the Town Centre for over night users.
- / Clear wayfinding and parking for RVs and caravan users.
- / Recreational / Fitness Circulation
- / Improve access to Bus Transit facility.

Approximate 200m
to Tully Information
Centre

Leading Visitors into Tully



Visitor awareness upon the approaches to Tully can be improved through a broader scale wayfinding strategy where identifiable markers at intervals upon the approaches into Tully create anticipation, similar to 'Kronosaurus Korner - U think theysaurus' signage (image adjacent) which occur at intervals approximately 10km from the town of Richmond where the destination is located. For Tully these markers might make reference to the iconic Sugar Mill Smoke Stacks or the Gumbot which provide easily recognisable imagery of Tully.

Examples of Wayfinding & Interpretive Signage

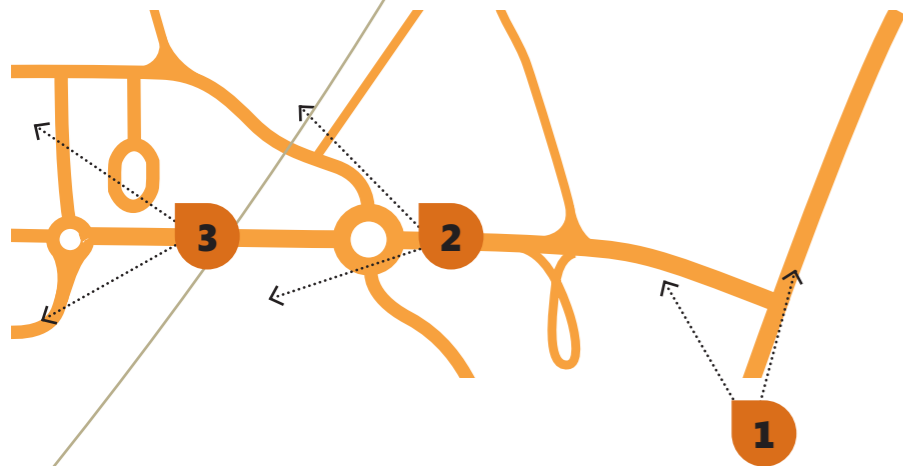


Note: The images are indicative only to stimulate discussion and ideas to be explored for Tully of potential way finding and interpretive signage.

Driver Arrival Experience



1 The entry on to Butler Street from the Bruce Highway is the beginning of the drivers arrival experience into Tully town centre and hence needs to be marked with an entry/gateway statement.
(Note: Consideration for safe sight lines is required during design development)



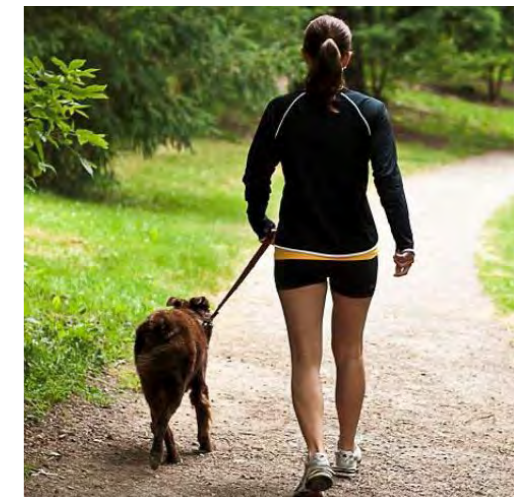


2 The introduction of a new roundabout to this principal intersection will assist traffic flows, and provide the opportunity for the introduction of feature vegetation to create an attractive visual setting and entry statement

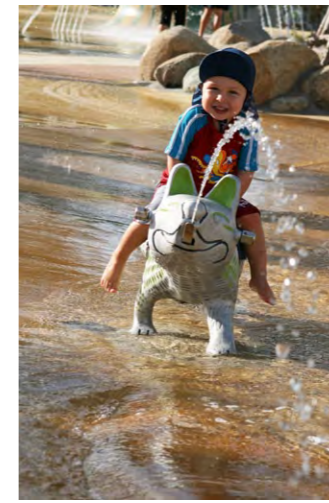


3 A new separated roadway with central planted median will provide a semi formal, open and colourful approach experience to the town centre. Opportunities exist for extending this vegetation to the road edges to provide a continuous green corridor effect. Views into the parkland areas, and framed views of the sugar mill would be retained.

Character Images



These images are indicative only to stimulate discussion and ideas to be explored for Tully of potential material and outcomes.



Moving forward

Catalyst Projects

Pedestrian Linkages



- / The creation of a safe pedestrian linkage between the Tully Caravan Park and the Town Centre will encourage backpackers and tourists to access and explore the Tully township, enabling them to discover some of the local attractions on offer.
- / Linkages will also provide local residents with alternatives to driving and encourage healthy lifestyle options, as well as giving young families better access to the Lions Park Playground and surrounding areas.

Signage & Wayfinding



- / Provide co-ordinated and consistent signage and an information board of local activities and attractions, ie: Mount Tyson, Tully Gorge, Indigenous sites, Kayaking, Sugar Mill tours...
- / Create awareness for visitors approaching Tully through a signage strategy commencing at least 10km outside of Tully on its approaches

Street Trees



- / Implement a street tree strategy which defines Butler Street as the main street and adjacent streets as secondary streets

Town Plaza



/ Provide the Gumboot with a co-ordinated setting by providing a town plaza that acts as forecourt to the main street, is a meeting and gathering space and consolidates pedestrian circulation

Overnight Camping



/ Create awareness of overnight camping at the show grounds by ensuring relevant publications and website have noted this and that a waste dump site is available.

Sugar Mill



/ Work with the Sugar Mill to improve amenity to the corner of Butler and Holt Streets at locations of historic elements by relocating fencing and framing views to the Sugar Mill.

