

Preamble

The Pacific Highway bypass of Ballina has stimulated interest in improving the presentation of Ballina.

Over an approximate eight kilometre section of the old Pacific Highway, including River Street, Kerr Street and Tamarind Drive, the road configuration varies from a two lane road to a four lane road with a large section of River Street incorporating a centre median of approximately three metres wide.

In visual terms the main approach to Ballina is from the west over a flat (river floodplane) landscape. Like many Australian regional towns this entry is characterised by a diverse range of strip development. Much of this development has occurred since the 1970's and is generally of poor quality. This, coupled with predominantly traffic related functions and a proliferation of unregulated signage and power lines, creates a visually poor entry experience.

The Challenge

Much of the development which contributes to this poor entry experience will be difficult to change in the short to medium term. Funding to improve the entry experience is also limited.

The challenge presented by this problem is to identify simple and cost effective measures to improve the visual entry experience.

Key Principles

Key principles which underpin the proposals are:

1. Measures should be visually bold and of a scale that is consistent with the visual elements with which they will need to compete for attention;
2. Elements utilised as part of the scheme should exhibit a consistency of form and colour so as to engender a strong visual identity;
3. The proposals should say something about Ballina;
4. The proposals should, as much as possible, be designed and implemented by local people, to keep money in the town.

The Concept

The following measures are proposed to meet the above principles;

- A comprehensive tree planting program. Large distinctive trees should be planted in road edges, road verges and in the centre median, wherever possible along the entry road route. Smaller trees should be planted where there are conflicts with overhead power lines;
- A sculpture program. Nine (9) locations for entry sign/sculptures or sculptures are identified along the entry route. Sign/sculptures are to be of large scale, unique to Ballina and designed and constructed using regional artists. It is recommended that this program, should be implemented over time through a detailed arts program established specifically for this project;
- Tidying up road verges generally. This work will include the piping and / or regrading of existing table drains to create easier verges to maintain, and more regular grass mowing.
- The reuse of the Big Prawn as an iconic entry element is currently being undertaken as part of the Bunnings Development and is supported;
- Encouraging appropriate future development of properties along the route, including the co-ordination of signage. In this regard, Council are currently preparing a Development Control Plan for the recently established B6 Enterprise Corridor (LEP, 2011).



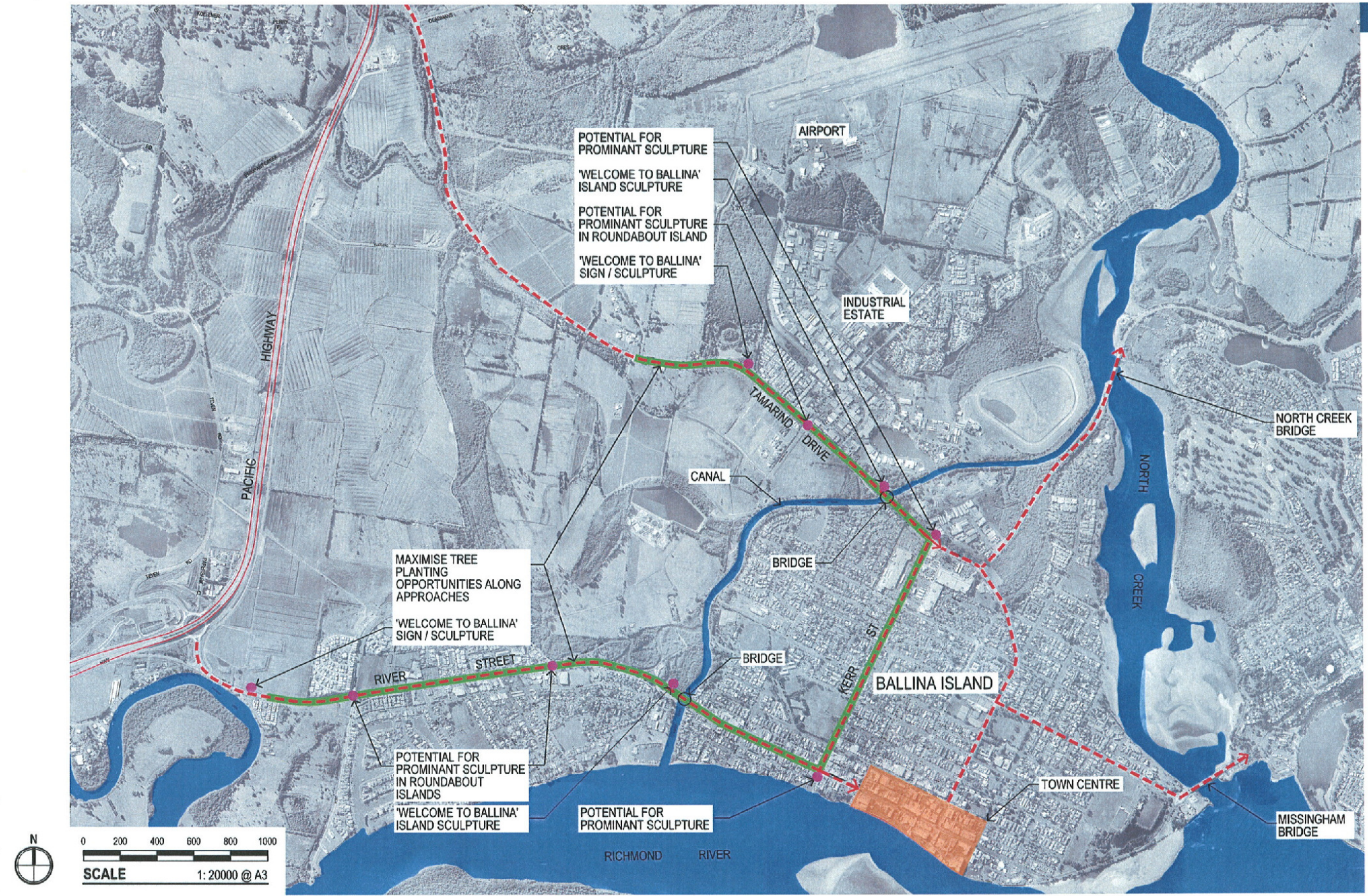
TYPICAL VISUAL EXPERIENCE



CENTRE MEDIAN STRIP SECTION



REUSING THE ICONIC BIG PRAWN



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OVERALL CONCEPT
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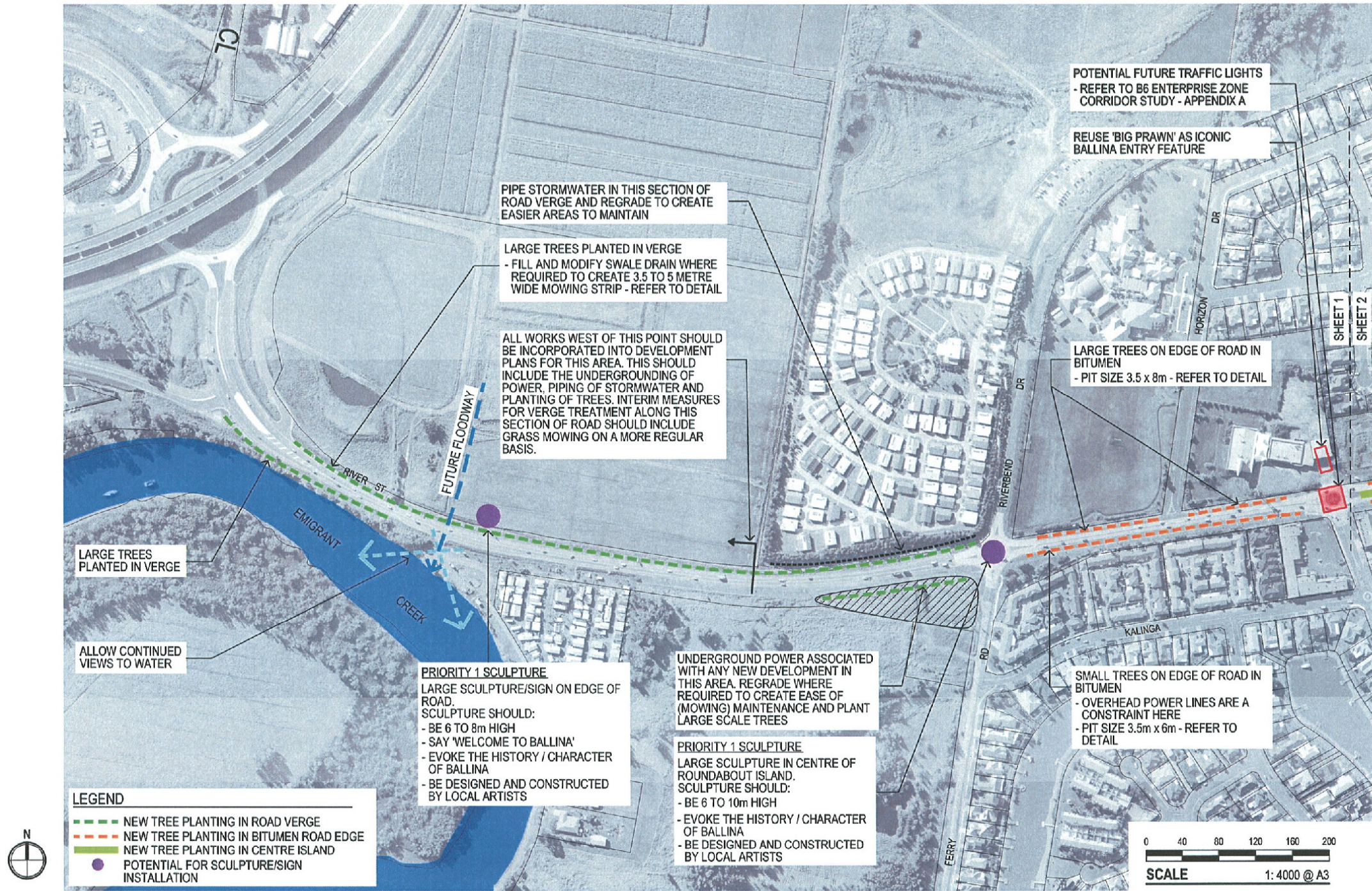




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CONCEPT SHEET GUIDE
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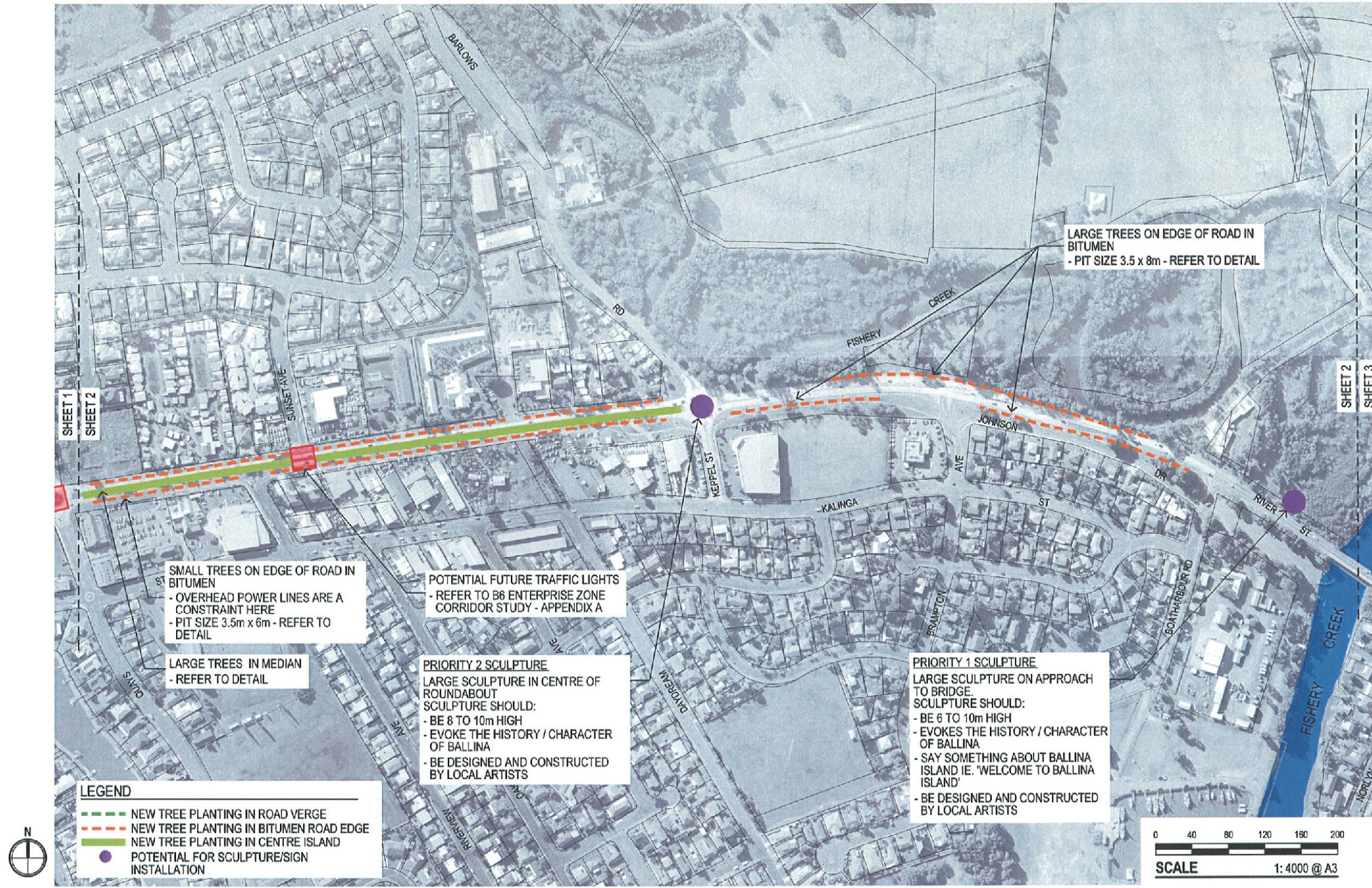


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CONCEPT SHEET 2 OF 5

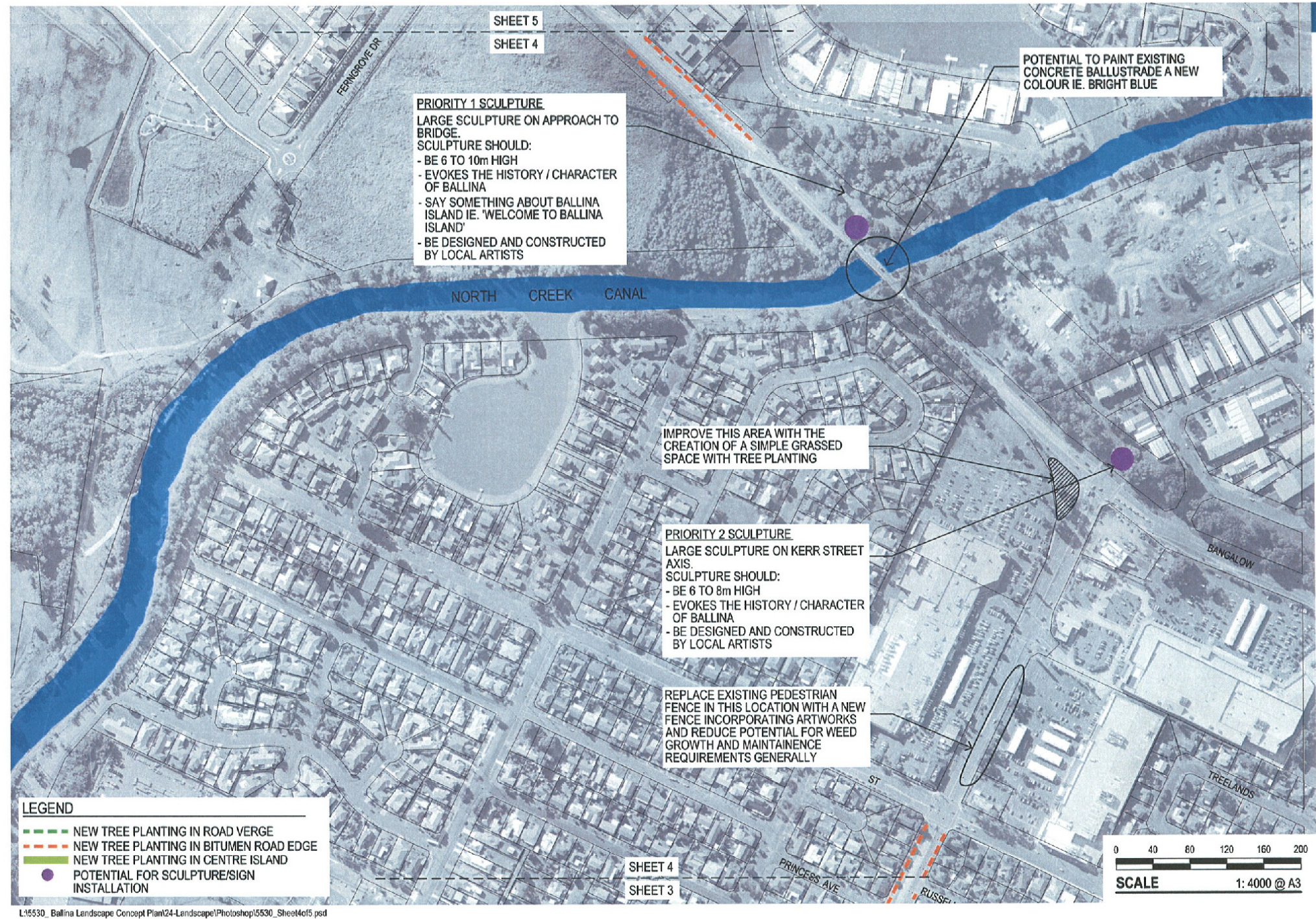
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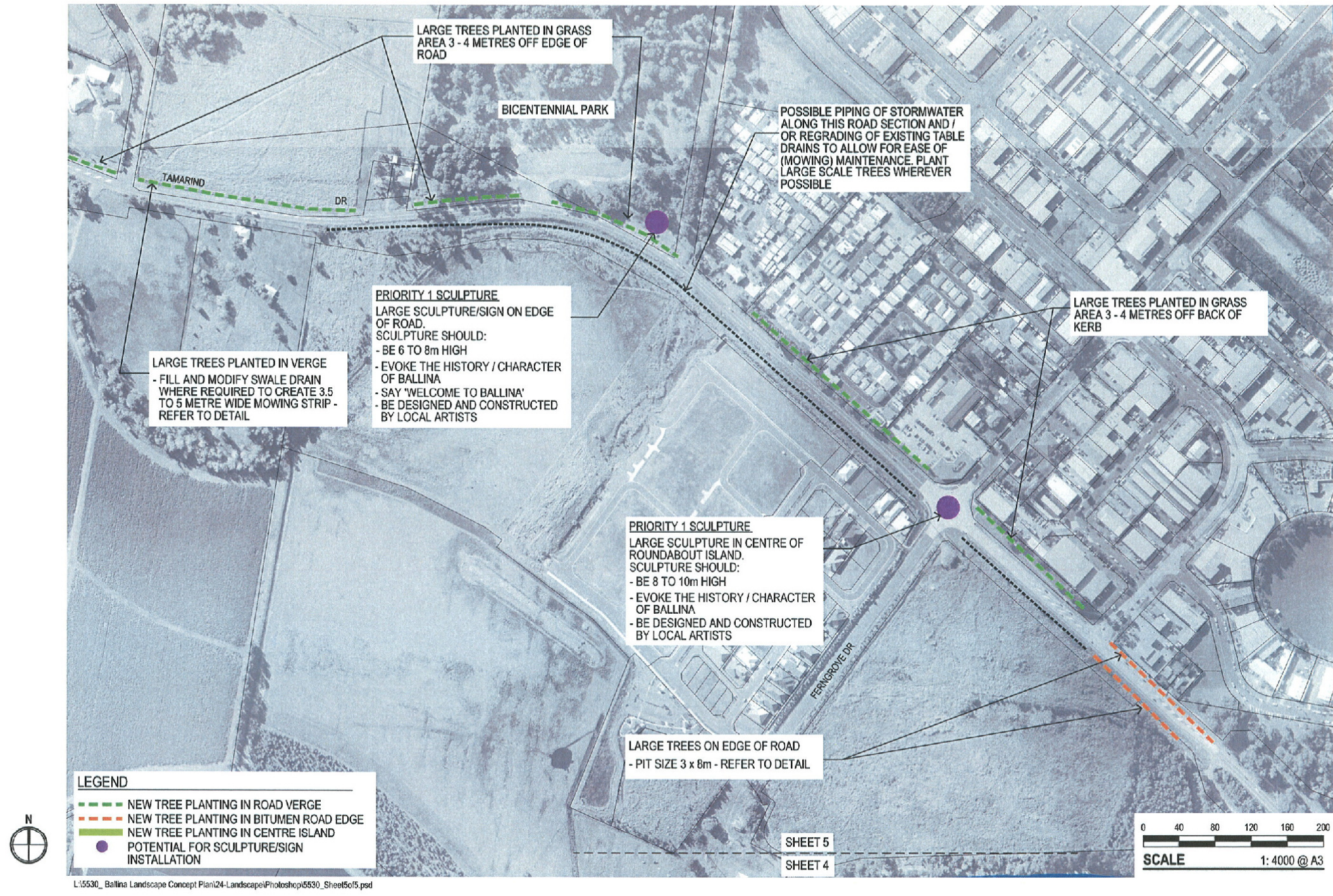
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CONCEPT SHEET 4 OF 5

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LARGE TREE FOR CENTRE MEDIAN PLANTING



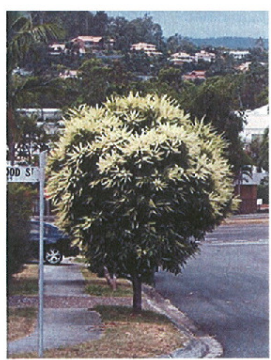
Brachycton acerifolius (Flame Tree)

LARGE TREE FOR ROAD EDGE PLANTING

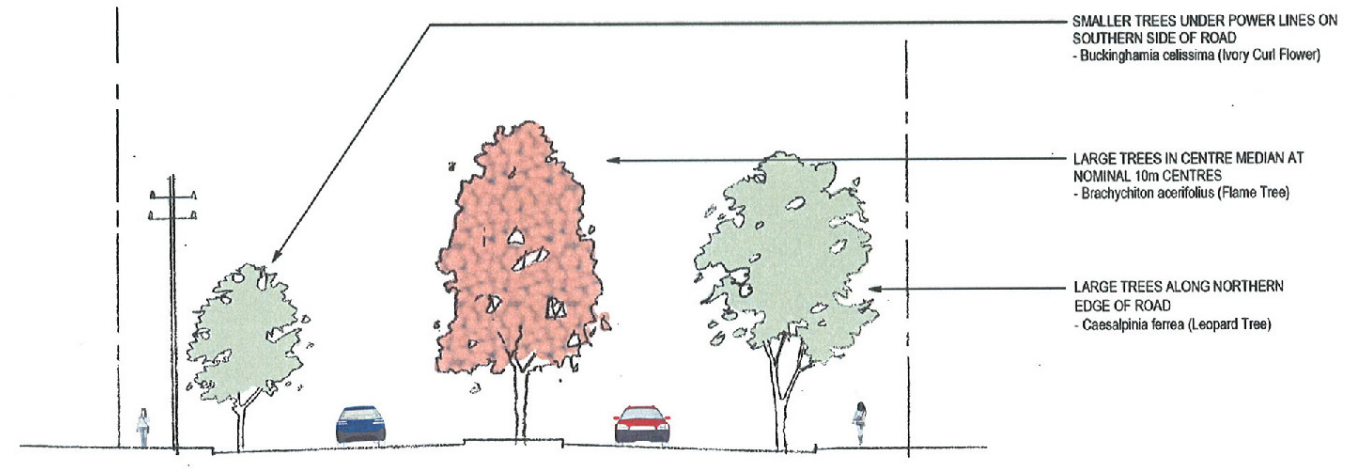


Caesalpinia ferrea (Leopard Tree)

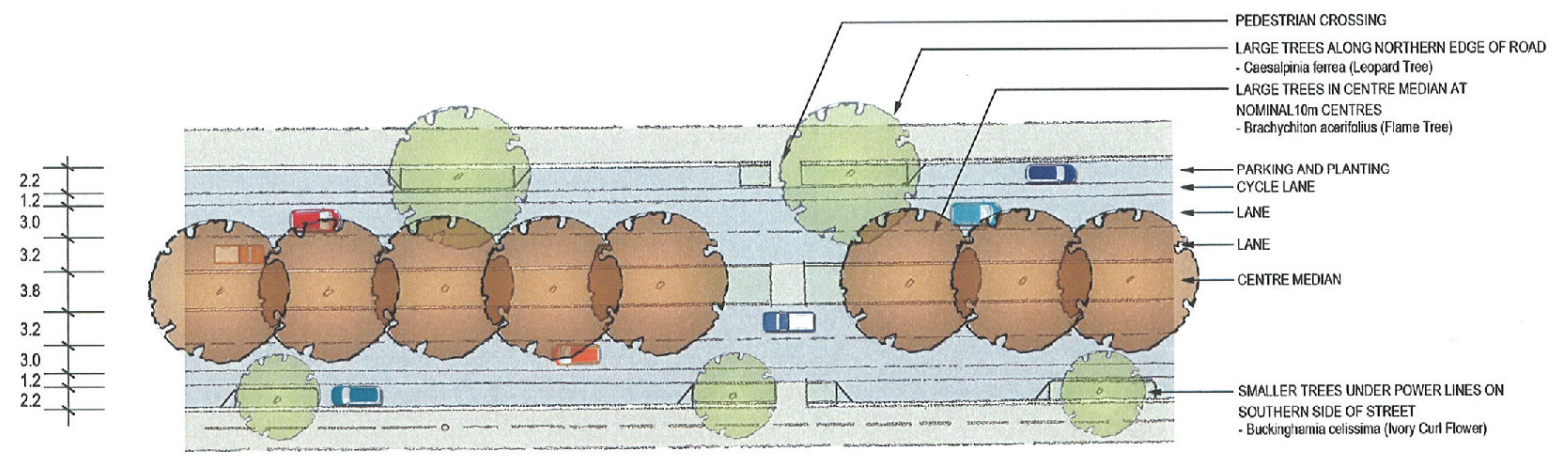
SMALL TREE FOR ROAD EDGE PLANTING



Buckinghamia celissima (Ivory Curl Flower)



TYPICAL CROSS SECTION 1:200 @ A3

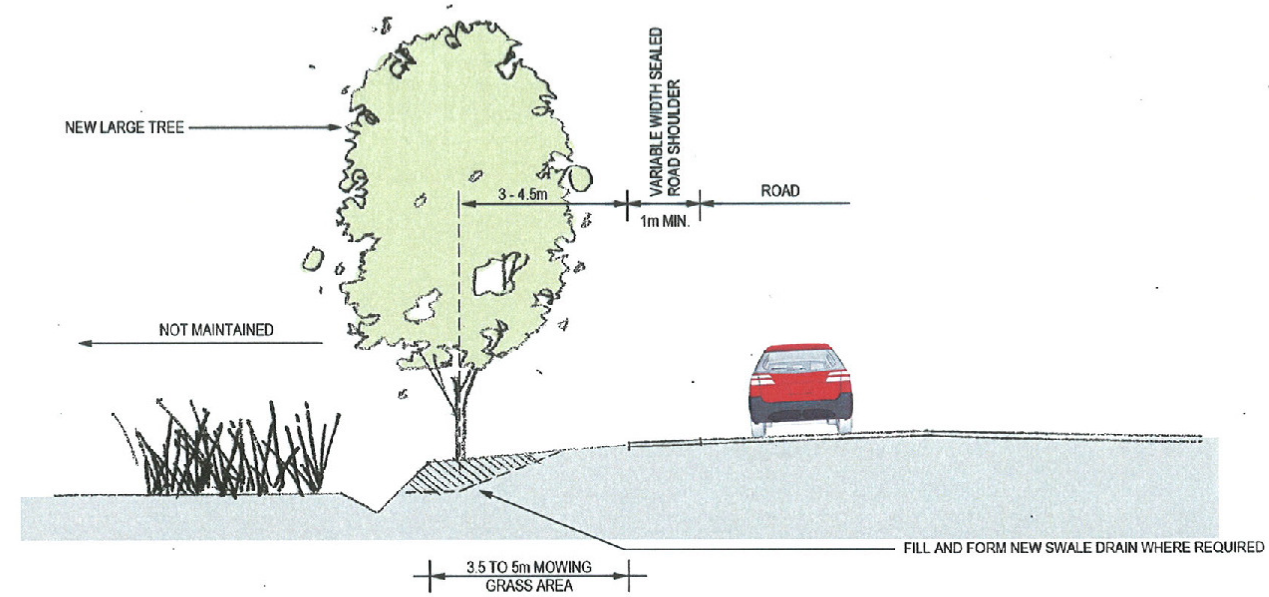


TYPICAL PLAN SECTION 1:500 @ A3

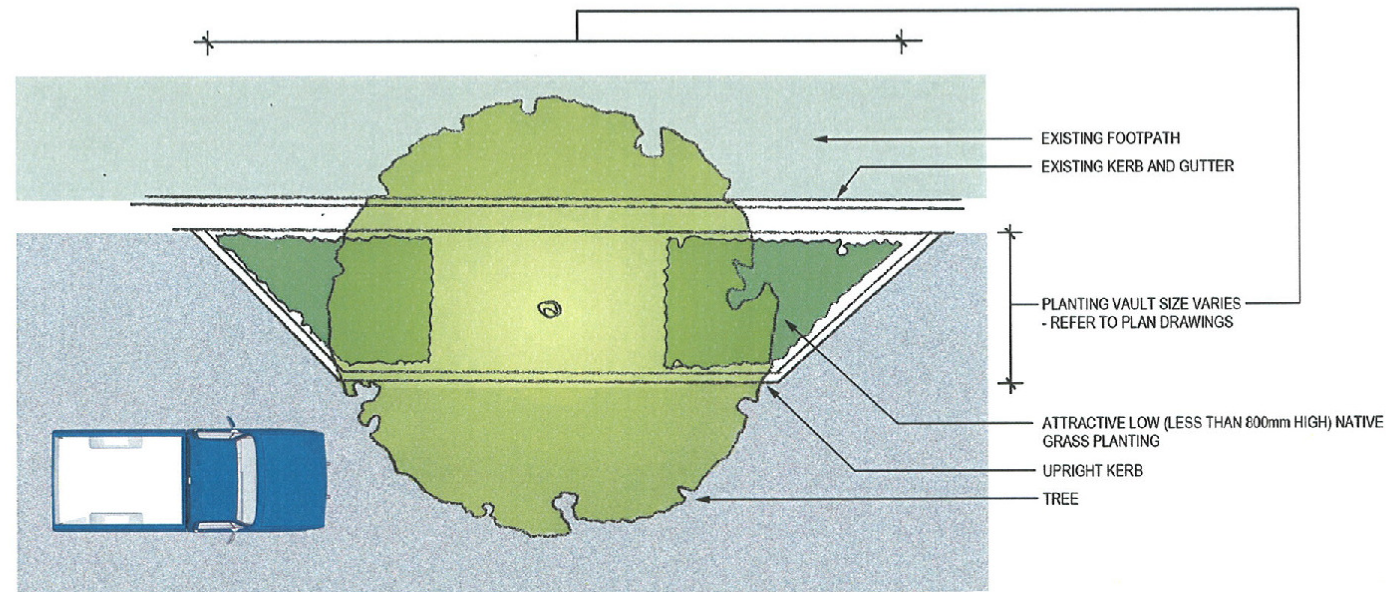
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TREE PLANTING AND TYPICAL RIVER STREET SECTION BETWEEN KEPPEL STREET AND QUAYS DRIVE
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TYPICAL VERGE TREATMENT 1:100 @ A3



TREE PLANTING ON ROAD EDGE - TYPICAL DETAIL 1:100 @ A3

TYPICAL DETAILS

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