



Kal City Centre

Place Proposition, Place Plan and Destination Snapshots

Prepared for City of Kalgoorlie-Boulder - DRAFT 1 August 2018

element.
the art and science of place

Kal City Centre Place Proposition

The Place Proposition for Kal City Centre articulates the distinct, defining qualities and essence of the future place, informed by the needs of its community and key stakeholders. It comprises a unique vision statement along with a series of supporting themes that work to align key elements such as the function and layout of the public realm, positioning and investment attraction, place branding, activation and place management.



'KURTURTU' Kalgoorlie's Heart

Shaped by Kalgoorlie's people and potential, our city centre pulses with the energy of a strong region; uniting community and commerce through new experiences, attractions and special places for 'Kal life' to unfold.



Kal City Centre Place Themes

A handbuilt city:

- Celebrating Kalgoorlie's rich heritage as a **place shaped by many hands**; built on the blood, sweat and tears of its people, past and present
- A city centre that welcomes **ideas and exchange**. Fuelled by mateship and an entrepreneurial outlook, the city's fortunes have been made and lost by **colourful characters** and a 'have a go' spirit
- **Telling ancient stories** of the Indigenous people and the entwined lives that have shaped us over thousands of years
- Showcasing the city's DNA – its **people, places and attractions**. Bringing buildings, public spaces and daily interactions to life.

(re)discovery:

- Creating new attractions to **bring locals and visitors back** to the city centre – the preferred place to meet, play and re-charge
- Injecting **colour, energy and excitement**, transforming old spaces to make way for the new rituals and ways of life expected by a modern, progressive community
- Growing a new **green city identity** with welcoming spaces that bring respite, revival and refreshment. Places to pause and reflect or surprise and delight.

Catalyse:

- Reaffirming its role as the Goldfield's capital and engine room, Kalgoorlie's **global outlook and local feel** will be on show, to attract new energy and investment
- **Expanding the city's economic foundations**, partnering with established and emerging industry, small business and the government sector, hand in hand with the Indigenous people
- Building local and visitor **tourism potential** by creating new products, places and experiences to reposition and grow together
- Tailoring place management to enhance a **friendly, safe and welcoming** environment for everyone.





City Centre Place Plan

Transforming the Kal City Centre into a much-loved location and visitor destination, requires an approach that unites physical planning and design with longer term destination development drivers.

The draft Kal City Centre Place Plan has considered the City Centre's current performance and future potential with a focus on investment, experience and image by examining:

- How it will be used, by who and when
- What key destinations, facilities and amenities are required
- How it is positioned to attract visitors and investment
- How it could be programmed and managed to ensure the ultimate place experience delivers on the proposition
- How the precinct could be improved in the short term, whilst planning for long term project delivery
- The people and partnerships required for successful ongoing place management and long term viability.

The draft Place Plan has been developed in response to key concepts and directions from extensive community engagement undertaken by the City of Kalgoorlie-Boulder in April 2018, with a focus on meeting the needs of a diverse range of users and audiences.

Seven key zones have been identified across the precinct, as the focus for social and community life:

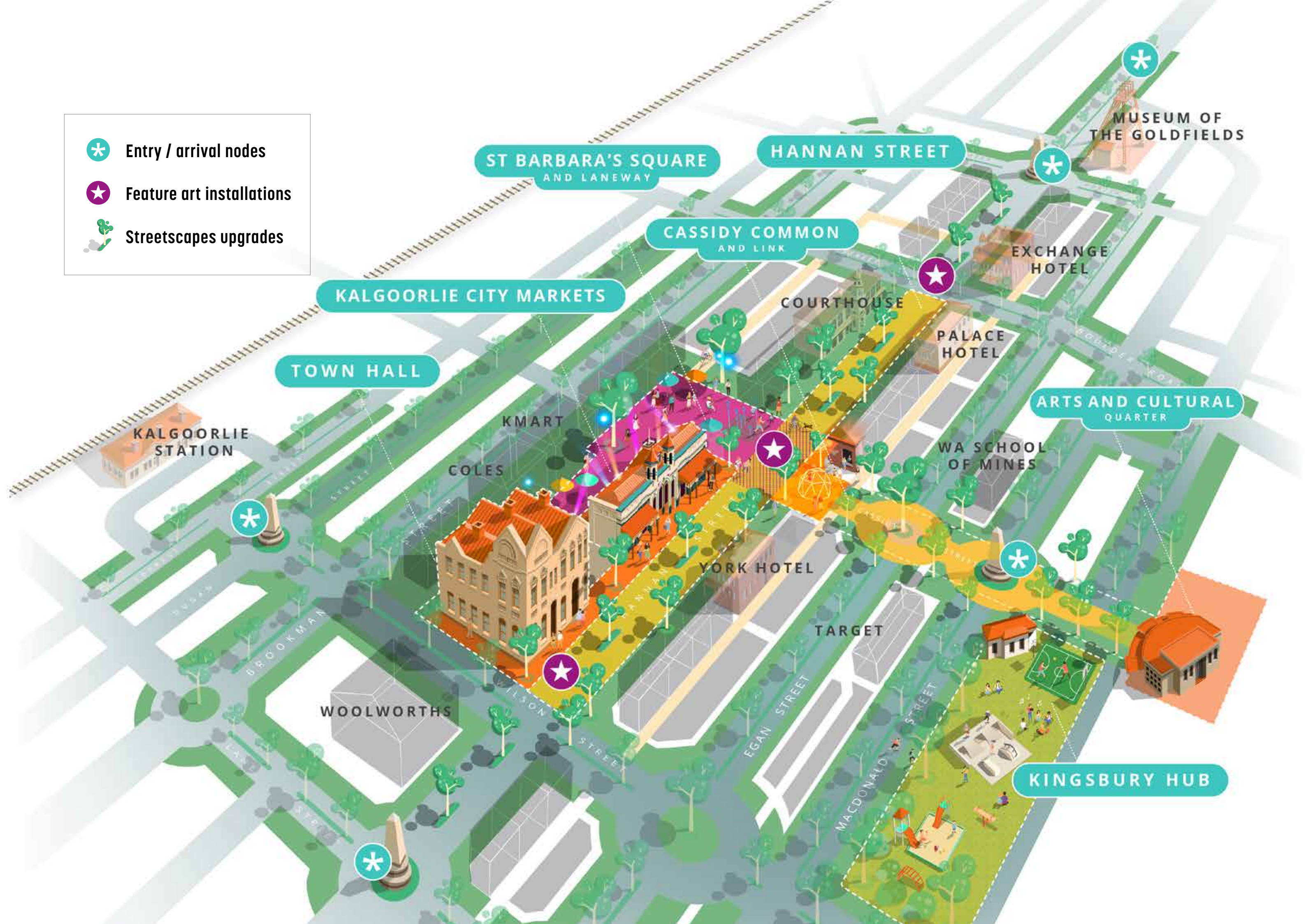
Primary Destinations

- **St Barbara's Square and Laneway:** the city centre's new piazza and celebration space where everyday life and special experiences come together
- **Hannan Street:** The lifeblood of the Kal City Centre – to be transformed through catalyst investment in the Endowment Block and street wide amenity and landscape upgrades
- **Cassidy Common and Link:** A new 'people first' zone celebrating Cassidy's idyllic trees and connecting the energy of St Barbara's Square to Kingsbury Hub
- **Kingsbury Hub:** The city centre's go-to place for kids and teens to get connected - bringing together active outdoor recreation and a programmed youth-centre and tech zone

Secondary Destinations

- **Town Hall:** After more than 100 years, the Town Hall will be returned to the people as Kal City Centre's community hub
- **Kalgoorlie City Markets:** The jewel in the crown of Hannan Street, Markets Arcade will become a local and visitor drawcard featuring food and beverage, small bar and gift wares
- **Arts and Cultural Quarter:** A transformed Kalgoorlie Arts Centre will anchor the city centre's arts and cultural scene, working in synergy with Kingsbury Hub

- ✱ Entry / arrival nodes
- ★ Feature art installations
- 🌿 Streetscapes upgrades



St. Barbara's Square and Laneway

THE VISION:

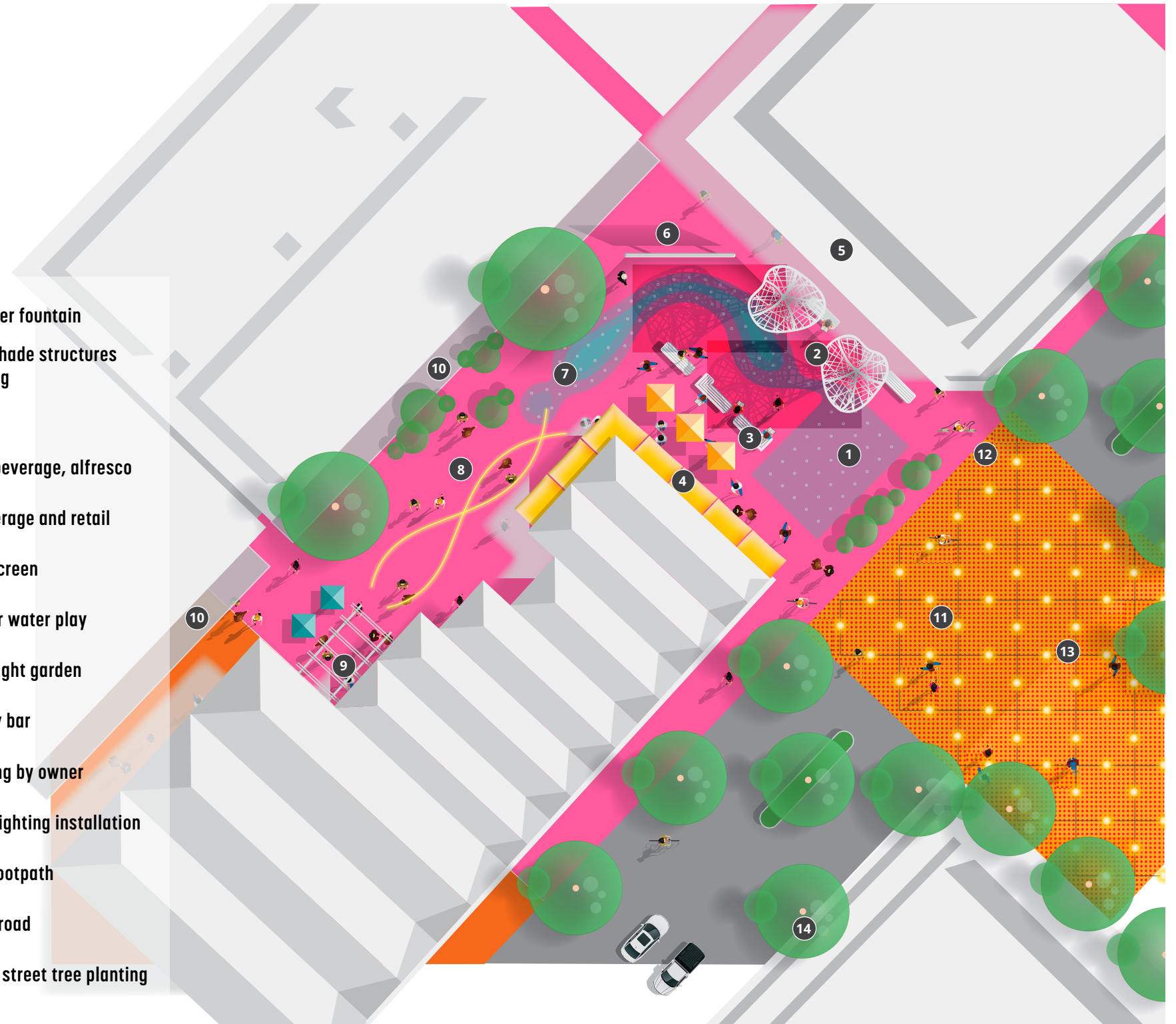
As the city centre's piazza and celebration space, St. Barbara's Square will be transformed with new amenity and attractions to create a place where everyday life and special experiences come together:

- With a focus on comfort, amenity and family appeal, it will feature iconic shade structures doubling as public art and new water playscapes surrounded by lush plantings
- An enhanced cluster of alfresco food and beverage will front the square, blurring the edges and creating a more unified space
- As an extension of the Square, the Laneway fronting Coles and Kmart will be transformed with a focus on creating a safe and welcoming zone
- During the evenings, the Square and Laneway will be brought to life through a new speakeasy small bar off the lane, free film screenings and a dynamic and sensory lighting installation – the Laneway Light Garden.

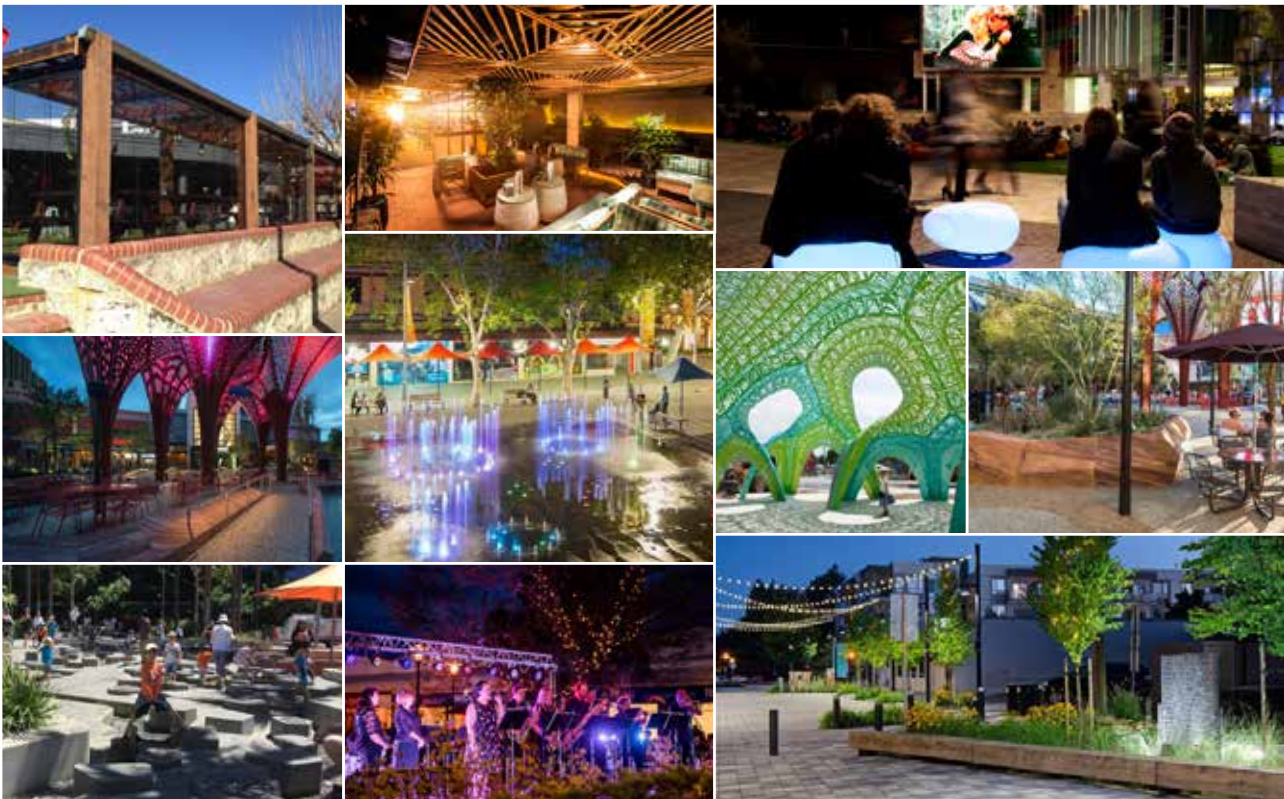
Key Attractions

- Iconic water fountain
- Complementary water play – linear feature linking from fountain to laneway and Kmart entrance – can quickly drain away
- Large screen (movable) for performances and celebrations
- New seating, shade and shelter
- Public art doubling as dynamic shade structures
- Catenary lighting installation over Hannan Street to connect to Cassidy Common
- Tenancies with active uses at edges – day and night
- Renewed laneway – safe and attractive
 - Laneway Light Garden - dynamic, sensory, integrated into landscaping
 - Designed to encourage through movement
 - Café / eatery with alfresco dining
 - Speakeasy small bar for night-time activation
- Ongoing calendar of events, performances, celebrations

- 1 Iconic water fountain
- 2 Dynamic shade structures and seating
- 3 Seating
- 4 Food and beverage, alfresco
- 5 Food, beverage and retail
- 6 Movable screen
- 7 Curvilinear water play
- 8 Laneway light garden
- 9 Speakeasy bar
- 10 New awning by owner
- 11 Catenary lighting installation
- 12 Widened footpath
- 13 Narrowed road
- 14 Additional street tree planting



St Barbara’s Square



Laneway



Uses and Activities	Assets to Support Activation	Key Interfaces / Connections	Place Design Principles
<p>Primary user groups:</p> <ul style="list-style-type: none">• Community – all ages and life stages• Local families – parents, carers and children• People watchers• Tourists and visitors• Lunch time breakers <p>What will people see and do?</p> <ul style="list-style-type: none">• Play – jump, run, splash• Watch friends / kids / families play• Attend an event / screening• Admire artworks / lighting• Relax in the sun• Read a book / browse phone• Enjoy a coffee / meal• Take a break from work• Discover Kal's history	<ul style="list-style-type: none">• Terraced seating around edges• Retractable / removable screen for events / broadcasts• Infrastructure for weekly markets – power connections, branded tables, chairs, signage (brought out of nearby storage)• CCTV, lighting, wi-fi• Wayfinding – centralised to locate attractions throughout city centre	<ul style="list-style-type: none">• Seamless link to Laneway and Kmart / Coles / new Markets Arcade Providedore and Emporium• Strong connection across Hannan Street to Cassidy Common – narrowed road space, raised paving, catenary lighting above• Focal points for Hannan Street and east west connectivity	<ul style="list-style-type: none">• Active building frontages facing the piazza through curated tenancies, large openings, glazing, lighting, painted walls, fine-grain detailing. No servicing or blank walls• Wide awnings provided on building edges to provide pedestrian shelter and define the ground plane• Local ecology showcase through high quality landscape treatment• Indigenous cultural theming – public art, water play, lighting design• Focus on safety and security – actively managed to attract positive interactions• Activated through the day and evening – mix of people• Existing heritage vernacular of Markets Arcade incorporated in footpath and laneway• Seasonal shade a key element of the new piazza space• Local materials and skills leveraged to develop new public realm

Hannan Street

THE VISION:

Hannan Street will be transformed through catalyst investment in the Endowment Block, coupled with street wide infrastructure and amenity upgrades and business support for city centre retailers.

Endowment Block

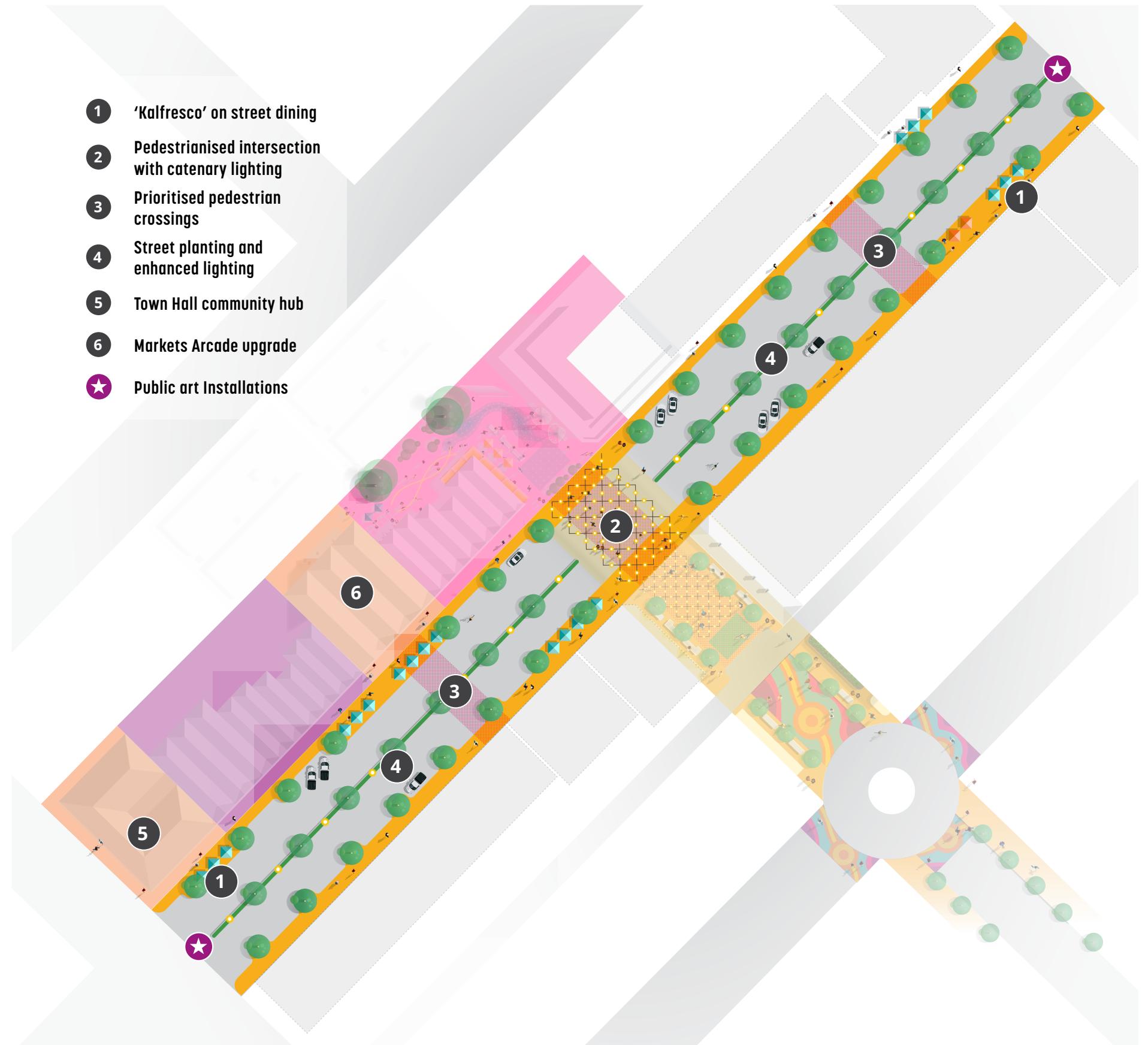
- Prioritising investment in the Council owned properties between Town Hall and St Barbara's Square will set the broader retail vision for Hannan Street and demonstrate early momentum attracting the best of Kal back on to the main street
- This will include a curated leasing strategy linked to management and activation of St Barbara's Square, business and retailer support as well as unified facades, lighting and signage to support visual presentation and overall appeal
- Entryways and interiors will be upgraded to meet new planning and building codes, unlocking the ability to house a greater diversity of businesses as Hannan Street evolves
- Markets Arcade will be transformed into a local and visitor drawcard featuring café, cooking school, small-batch coffee roastery, provedore and gift emporium.

Streetwide enhancement

- Town Hall will be transformed into Kalgoorlie's Community Hub
- New streetlights and spot lighting of iconic buildings will give Hannan Street a new lease on life after dark. Support will be provided for private building owners through a precinct-wide heritage upgrade initiative providing co-funding for upgrades that improve access and unlock new spaces for businesses to grow
- Public art installations will draw attention and energy to key intersections and focal points
- Streetwide infrastructure and facilities upgrades will provide a new backdrop for civic life to unfold including alfresco, parklets and significant investment in street trees, lighting and shelter.

Key Attractions

- Renovated heritage buildings – façades and interiors, uplit at night
- Cluster of curated with an active street presence across retail, food and beverage tenancies, art and visitor tourism
- Markets Arcade as local and visitor drawcard
- Town Hall Community Hub
- Public art / catenary lighting feature connecting St Barbara's Square and Cassidy Street
- Ongoing calendar of events, performances, celebrations
- Iconic public art installations





Uses and Activities	Assets to Support Activation	Key Interfaces / Connections	Place Design Principles
<p>Primary user groups:</p> <ul style="list-style-type: none">• Shoppers• Browsers and window shoppers• Workers• Food lovers• Tourists and visitors <p>What will people see and do?</p> <ul style="list-style-type: none">• Shop, eat, drink• Meet up with friends• Look up – admire the buildings• Explore previously hidden places and spaces• Attend pop-up markets, street festivals• Admire public art installations	<ul style="list-style-type: none">• Streetscape and Public Realm:<ul style="list-style-type: none">- Traffic calming, crossing points- Alfresco pods, seating- Street trees, planter boxes/beds- Signage, bins, bike racks- Lighting• Feature public art• Business and landowner support<ul style="list-style-type: none">- Pop-Up Shop Starter Kit- Heritage strategy- Leasing vision and strategy- Co-operative marketing and branding	<ul style="list-style-type: none">• Pedestrian crossing at St Barbara’s Square/Cassidy Street• Marked pedestrian crossings adjacent Markets Arcade and Courthouse	<ul style="list-style-type: none">• Traffic slowed at key points through:<ul style="list-style-type: none">- Footpath widening at Cassidy Street- Street trees in angled parking alignment- Widening median to accommodate larger plantings- ‘Kalfreso’ structures in parking bays where appropriate• Specially designed street lighting which:<ul style="list-style-type: none">- Provides a higher level of lux- Highlights key buildings- Signifies pedestrian crossing points (catenary lighting at Cassidy Street) and adds visual interest to Hannan Street’s long vista

Kalgoorlie City Markets

THE VISION:

As the 'jewel in the crown' of Hannan Street, Markets Arcade will be transformed into a local and visitor drawcard - reinventing its heritage as the city's original trade centre.

- A cluster of complementary new offerings will enhance Hannan Street's destination appeal including:
 - Café and gourmet cooking school
 - Small-batch coffee roastery and provedore showcasing produce inspired by Goldfields' bush tucker
 - A small bar fronting Hannan Street improving evening activation, connecting through to a micro brewery and wine cellar for exclusive samplings
- An emporium and gift shop will round out the space which will feature wares of Kalgoorlie's maker community, alongside renowned WA and Australian artists.

Key Attractions

- Provedore showcasing local gourmet food and beverage
- Emporium and gift shop showcasing art, craft, furniture, wares
- Tourism information – multimedia displays, heritage, interpretation
- Café with cooking school fronting Hannan Street
- Small bar – beer and wine selection fronting Hannan Street
- Craft brewery and wine cellar
- Small-batch coffee roastery





User Groups	Assets to Support Activation	Key Interfaces / Connections	Place Design Principles
<p>Primary user groups:</p> <ul style="list-style-type: none"> • After work crowd • Couples and families • Coffee lovers • Food enthusiasts • Wine / beer aficionados • Makers and creators • Tourists – organised and self-organised <p>What will people see and do?</p> <ul style="list-style-type: none"> • Browse and purchase local, independent produce and wares • Soak up the energy / buzz • Attend coffee cupping / cooking classes / beer/wine samplings • Learn about the building's history – stories, characters, uses 	<ul style="list-style-type: none"> • Moveable seating and tables • Wayfinding, tourism signage • Facilities for beer/wine tastings, coffee cupping, cooking classes 	<ul style="list-style-type: none"> • Central energy point for revitalised Endowment Block • Opportunity for makers and creators from Town Hall to exhibit / sell wares • Attractive / open connection through to Laneway, Coles / Kmart and St Barbara's Square • Programming connections to Central Regional TAFE – commercial cookery 	<ul style="list-style-type: none"> • Celebrating and enhancing the iconic architecture of the markets building • Co-location of uses to activate Hannan Street and enhanced Laneway – a connector • Central space to act as a flexible, programmable zone brought to life with events and small gatherings • Flexible design – range of spaces and uses which can be combined, or stand alone depending on programming and activation • A distinctly Australian vibe and palette, interspersed with colour and energy of Kal City Centre brand

Town Hall

THE VISION:

After more than 100 years, Kalgoorlie's iconic Town Hall will be returned to the people as the city centre's new 21st century community hub.

A key focus will be turning the Town Hall 'inside out' – enabling community to access iconic spaces previously reserved for the Tourism Centre and office space through:

- Workshop spaces designed for a wide array of makers and creators – from pottery and woodturning to painting, craft and design – with the opportunity to exhibit their wares in the new Kalgoorlie City Markets (Markets Arcade)
- Upgraded rooms to host meetings, skill-shares, seminars and informal group gatherings
- A dedicated artist-in-residence studio, equipped to attract globally renowned artists while nurturing and supporting locally grown talent
- The relocated City of Kalgoorlie-Boulder Customer Service Centre, which will also act as venue manager for the new community hub
- The theatre is proposed to host arts and cultural performances (i.e. FringeWorld, Comedy Festival etc) as well as dance and movement classes
- The banquet hall is proposed to be programmed as part of a venue-wide strategy and may include community feasts in partnership with the cooking school proposed at Kalgoorlie City Markets.

The current tourism Visitor Centre will be reimagined as part of a strategic review of Kalgoorlie's tourism strategy which will inform configuration, function and mobility of the Visitor Centre to ensure broader reach.

Key Attractions

- Refurbished building – façades, interiors
- Upgraded rooms and spaces
 - Workshops / studios
 - Formal and informal meeting spaces – tables, chairs, lounges
 - Flexible design – adapt size of rooms as needed
 - Artist in residence facilities
- Theatre – local and visiting plays, performances, acts
- City of Kalgoorlie-Boulder Customer Service Centre
- Council Chambers





Uses and Activities	Assets to Support Activation	Key Interfaces / Connections	Place Design Principles
<p>Primary user groups:</p> <ul style="list-style-type: none">• Community members – all ages and life stages• Community groups – culture, dance, social, business• Seniors groups• Parents groups• Local and visiting artists and performers• Local makers and creators• City Customer Service Centre <p>What will people see and do?</p> <ul style="list-style-type: none">• Meet – formal and informal groups• Make and create – pottery, woodturning, design, art, craft etc• Attend events / performances / seminars / skill-shares / community dinners• Learn from locals, visiting professionals / artists-in-residence• Access city customer services / programs	<ul style="list-style-type: none">• Workshop / studio equipment – pottery wheels, easels, lathes, tools• Tech – wi-fi, smart whiteboards, projectors, AV, laptops for hire• Concierge / reception with TV displays – calendar, imagery, welcome messages• Online booking service – managed by the City	<ul style="list-style-type: none">• Gateway arrival experience to city centre• Kalgoorlie City Markets Emporium opportunity for local makers and creators to exhibit / sell wares• Endowment Block food and beverage operators as preferred caterers for events• Programming connections to Central Regional TAFE – carpentry and joinery	<ul style="list-style-type: none">• Multi-use, flexible, adaptable design• Welcoming entrance / reception• Active building frontages fronting Hannan Street• Building footprint which bleeds the edges and becomes an active presence on the street• Improved legibility and presence through signage, wayfinding, branding

Cassidy Common and Link

THE VISION:

Cassidy Common is a new 'people first' zone celebrating Cassidy's idyllic tree canopies and mirroring the energy of rejuvenated St Barbara's Square. Car access is removed from Hannan Street to the laneway, creating a safe, inviting space for families in the heart of the action:

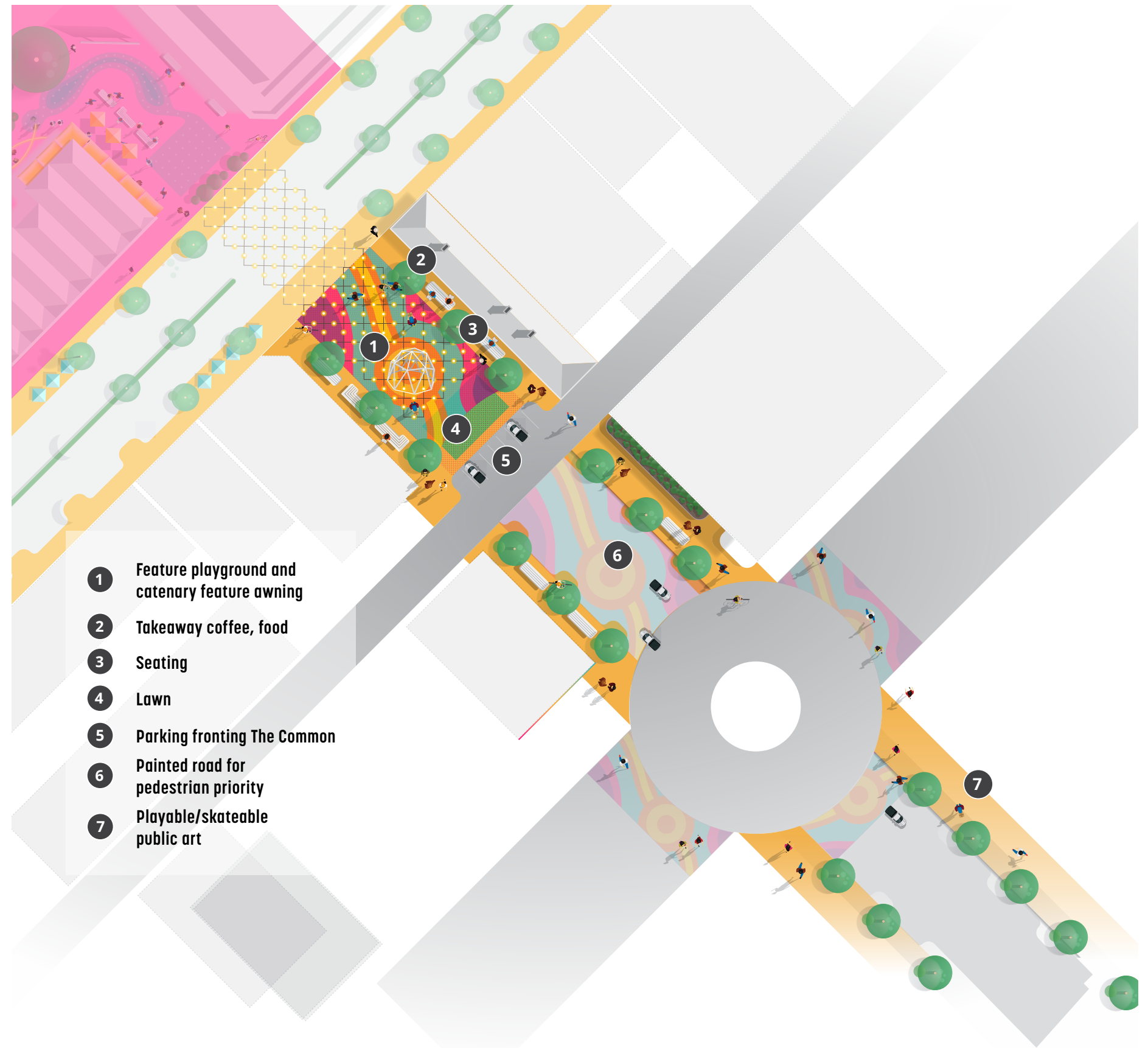
- Anchoring the Common is an elevated landmark, junior play space (for 2-10 year-olds) nestled between the trees – designed to reflect the Karlkurla (Silky Pear tree).
- Takeaway food and beverage including coffee and juice bar with communal alfresco fronts the Common and offers strong surveillance of the of the play space. Reconfigured car parking will make for safe and easy access.
- Intersecting with Hannan Street, Cassidy Common 'reaches out' to improve the connection to St Barbara's Square and Laneway beyond. A ceiling of catenary lighting across the street, narrowed and elevated pedestrian crossing, paving and feature art improve pedestrian legibility and create a sense of enclosure and comfort.

Cassidy Link

The creation of a green spine interspersed with interactive / playable public art will further enhance the pedestrian experience along Cassidy Street, creating an active link through to proposed Kingsbury Hub and Arts and Cultural Quarter to the east.

Key Attractions

- Landmark play space – Karlkurla (silky pear) theme – open during the day
- Seating, tables fronting play space, seasonal shade structures
- Skateable furniture in Cassidy Link
- Painted, vibrant floor treatments
- Enhanced landscaping – trees, greenery
- Complementary uses – hole-in-the-wall coffee, takeaway food
- Continuation of precinct-wide attractions:
 - Kal City Centre Discovery Trail
 - Skate sculpture trail connecting to Kingsbury Hub
 - Upgraded streetscapes – trees, lighting, seating, public amenities – reflecting city centre branding, CCTV



- 1 Feature playground and catenary feature awning
- 2 Takeaway coffee, food
- 3 Seating
- 4 Lawn
- 5 Parking fronting The Common
- 6 Painted road for pedestrian priority
- 7 Playable/skateable public art



Uses and Activities	Assets to Support Activation	Key Interfaces / Connections	Place Design Principles
<p>Primary user groups:</p> <ul style="list-style-type: none">Local familiesParents and carersChildren – (primary 2-10 year olds)People watchersTourists taking a breakLunch timers <p>What will people see and do?</p> <ul style="list-style-type: none">Meet family and friendsPlay – jump, climb, slideWatch friends / kids / families playRelax under the tree canopies, read a book etcEnjoy a coffee takeaway coffeeTake a break from work - lunch etc.Discover Kal's history	<ul style="list-style-type: none">Seating, shade, shelterPermanent play structureLightingAV system – music, microphone	<ul style="list-style-type: none">Active recreation connection from Cassidy Common to Kingsburry HubStrong connection across Hannan Street to St Barbara's Square – narrowed road space, raised paving, catenary lighting above	<ul style="list-style-type: none">Child friendly play space – bespoke design which reflects Kalgoorlie heritage and identityManaged risk taking – parents and friends viewing spaces and seating – comfortable, shaded, attractive.Crime Prevention Through Environmental Design principlesExtension of St Barbara's Square family friendly vibeCatenary lighting unifies the space with St Barbara's Square – a key day and night connectorProvision of seasonal shade structures

Kingsbury Hub

THE VISION:

Kingsbury Hub will become Kalgoorlie's go-to place for kids and teens to get active and feel connected. It will operate on two rhythms - offering more fast paced / energetic activities for teens, and nature discovery for young families:

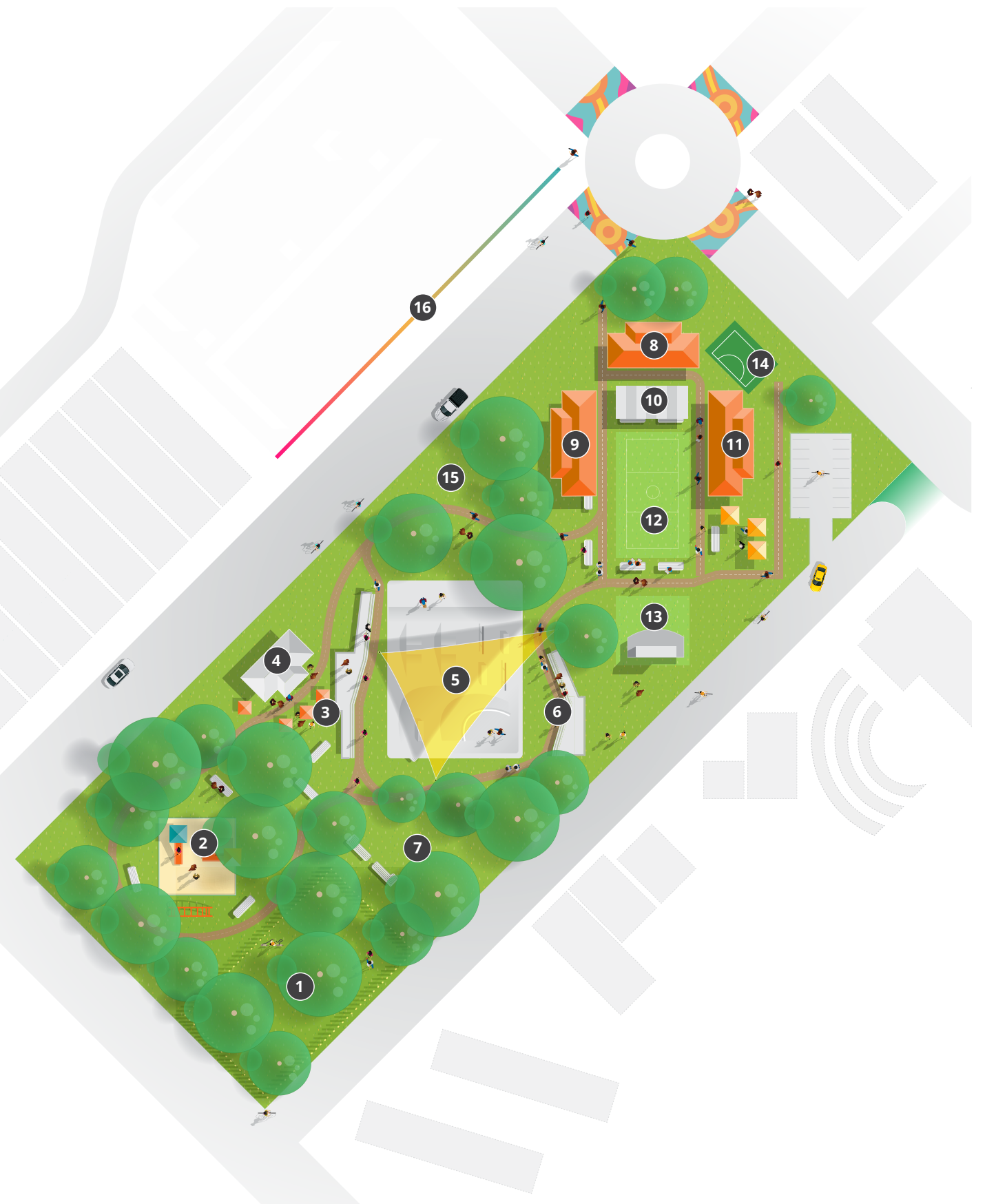
- The city centre's much-loved skate park will be expanded and upgraded and a dirt BMX track will offer a new attraction for adrenaline seekers
- A new nature playground reflecting Kal's history and people will cater for younger children and young at heart – a place to dig, climb, crawl and construct
- The Lord Forrest Memorial Pool buildings will be converted into a youth recreation and drop in space, operated by the City's Youth Services team and appealing to a wide range of teens with a gaming arcade, tech hub, table tennis and basketball courts
- Kingsbury Hub will be actively programmed, making use of the stage with a focus on youth centred events including live music, linking the space into the Arts and Cultural Quarter and reaching out to students at the WA School of Mines, Eastern Goldfields College and TAFE.

While predominately a day-time destination, Kingsbury Hub will also host night-time events, such as twilight skate competitions, gaming nights and basketball.

Key Attractions

- Repurposed Lord Forrest pavilions as central youth drop-in space
- Cassidy Street basketball courts - adjacent to Youth Space
- Interactive, multi-use playground for 8-14 years – nature play, Kalgoorlie themed (e.g. water pipeline, gold discovery, native landscapes)
- Enhanced skate park – shade sails
- BMX pump track
- Fenced in dog park
- Informal turfed areas to soften the landscape
- Small food and beverage kiosk/pod with picnic essentials / games for hire
- Continuation of precinct-wide attractions:
 - Kal City Centre Discovery Trail
 - Skate sculpture trail connecting the park to Cassidy Common play space
 - Upgraded streetscapes – trees, lighting, seating, public amenities – reflecting city centre branding, CCTV

- 1 Fenced in dog park
- 2 Nature play space
- 3 Seating and tables
- 4 Kiosk
- 5 Upgraded skate park and-shade sails
- 6 Viewing stand
- 7 BMX pump track
- 8 Youth team tech hub
- 9 Gaming arcade
- 10 Refurbished recreation space - table tennis etc.
- 11 Chillout area
- 12 Kick-about area for volleyball, etc.
- 13 Stage-performances DJ's, underage gigs
- 14 Basketball halfcourt
- 15 Food truck space
- 16 Illuminate wall art





Uses and Activities

Primary user groups:

- Youth – children and younger teenagers
- Local families
- School kids
- Skaters, BMX-ers
- Parents
- Fitness enthusiasts - joggers, walkers, cyclists
- Dog walkers

What will people see and do?

- Play, hang out in the Youth Space
- Take part in targeted youth programs/activities
- Attend small gigs / concerts on the pool diving platform
- Play, exercise - group or individual
- Watch friends / kids / families play
- Dog walking
- Picnic / BBQ
- Play a mini social / scratch match
- Discover Kal's history

Assets to Support Activation

Youth Space

- Gaming (air hockey, arcade machines, pinball etc)
- Technology (free Wi-Fi, iPads, USB charge points)

Kingsbury Park

- WiFi, Bluetooth speakers in shelters
- Storage space for temporary / moveable recreation assets
- Public toilets, change rooms
- Seating, shade, shelter
- Flood lighting for night use
- Hard stand for temporary food truck
- Dog walking amenities

Key Interfaces / Connections

- Integration between Kingsbury Park and Youth Space
- Active recreation connection from Youth Space to Cassidy Common
- Outdoor youth performance space at Lord Forrest – connection to Arts and Cultural Quarter
- Public events / activities calendar in conjunction with WA School of Mines, TAFE, Eastern Goldfields College – attract students into space
- Youth programming connections to YMCA Kalgoorlie

Place Design Principles

- Specifically designed lighting as a key feature for security and safety, and to highlight trees, buildings, play equipment
- Distinctive zones – some in areas of high intensity activity, and some adjacent trees/shaded areas to provide different experiences
- Natural material palette to echo the landscape and “Hand Built City” theme, juxtaposed with colourful materials that support the intent and function of the space – i.e activity, sport, recreation and wellbeing
- Continuity of overall park elements including columns, lighting, paths, shade, furniture and fencing

Arts and Cultural Quarter

THE VISION:

Working in synergy with Kingsbury Hub, the long term vision is to transform Goldfields Arts Centre into the anchor of the city centre's wider Arts and Cultural Quarter via:

- Stronger integration of public spaces with surrounding area
- Enhancement of the current forecourt to provide a more seamless connection to surrounding learning institutions and Kingsbury Hub
- Upgrade and reconfiguration of interior to host a wider array of uses – building on existing art, theatre, dance and music
- Expansion of the northern car park and development of new Aboriginal Cultural Centre celebrating the history, stories, food, art, creativity and languages of the Goldfields' diverse indigenous cultures.

A comprehensive study into the Cultural Quarter's attractions, mix, configuration and design will need to be undertaken between the City (building manager) and the State Government (building owner), with a co-funding and management plan established.

Key Attractions

- Renovated Goldfields Arts Centre building
- Reconfigured forecourt – reaching out into precinct, universal access
- New Aboriginal Cultural Centre – multi-use, designed in collaboration with local indigenous groups

- 1 Renovated Goldfields Arts Centre
- 2 Enhanced forecourt - events, celebrations
- 3 Aboriginal Cultural Centre
- 4 Ceremonial forecourt space
- 5 Performance events space
- 6 Live music entertainment space
- 7 Lord Forrest youth space
- 8 TAFE
- 9 WA School of Mines



Place Design Principles

- Existing spaces and public realm re-designed to maintain flexibility for a range of uses, but enable smaller spaces within them to be created for everyday functionality
- Shade and shelter through tree planting, appropriately designed shade structures (removable umbrellas, perimeter pergolas etc.)
- Renewed colour palette of public realm to inject colour, vibrancy and creative culture away from goldfields brown / red
- Goldfield Arts Centre designed to be more porous – encouraging a range of smaller uses, more often

- Existing spaces and public realm re-designed to maintain flexibility for a range of uses, but enable smaller spaces within them to be created for everyday functionality
- Shade and shelter through tree planting, appropriately designed shade structures (removable umbrellas, perimeter pergolas etc.)
- Renewed colour palette of public realm to inject colour, vibrancy and creative culture away from goldfields brown / red
- Goldfield Arts Centre designed to be more porous – encouraging a range of smaller uses, more often

Streetscapes and public realm

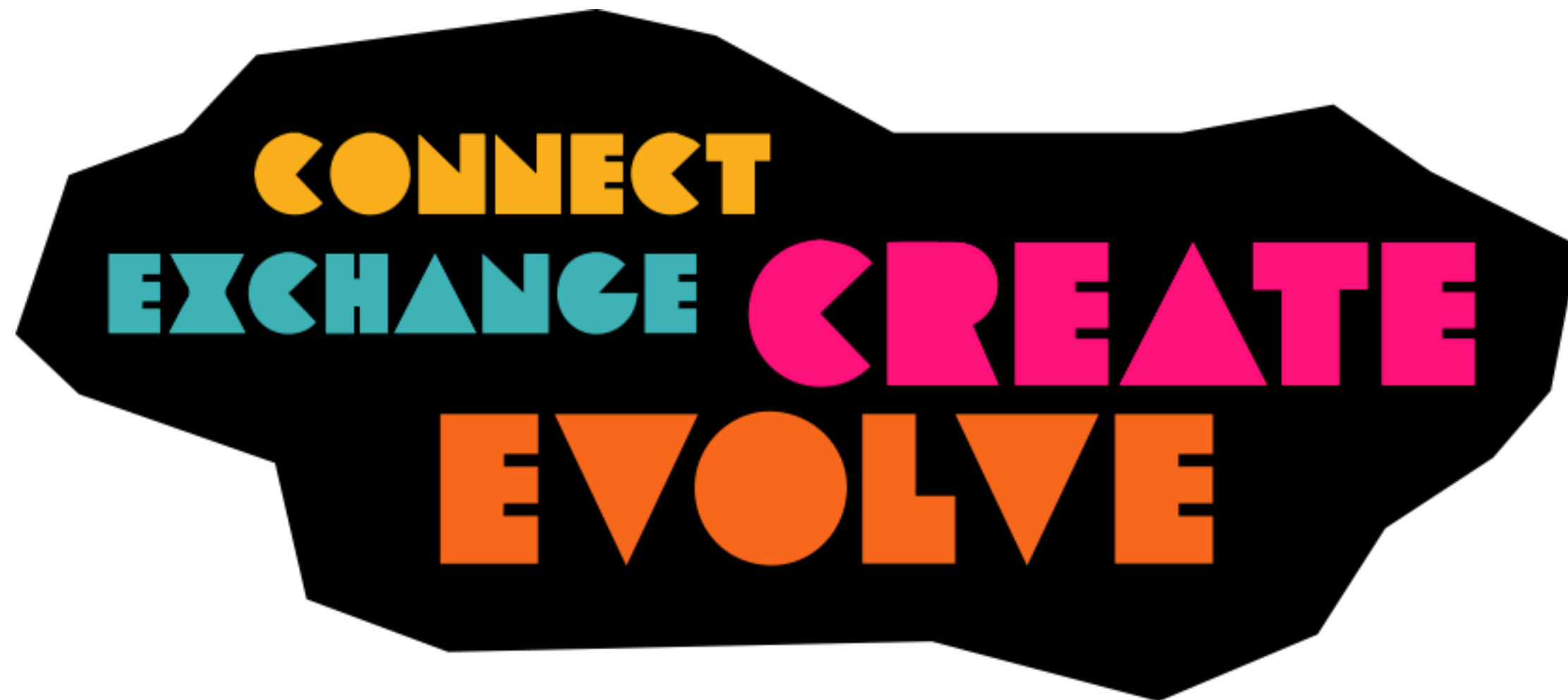
Kalgoorlie's new local destination and public space network will be connected through a street experience that brings new life to iconic places such as Hannan Street and its supporting streets and laneways. Enhancements will be centred around the following:

- Transformation of Hannan Street into a leafy urban boulevard through:
 - Investing in a greening program to extend the street tree canopy to create shade and cool the street experience. Embellish with native understory plantings
 - Prioritising pedestrian movement through feature paving to delineate strategic crossing points, introducing traffic calming and potentially reducing by one lane
 - Reconfiguring and reallocating on street car parking to encourage pedestrian movements. Car bays could be reallocated to consolidated parking areas off rear lanes
 - Improving and enhancing wayfinding signage to connect key local destinations and introduce new place names. Signage should reflect city centre brand identity and embed multipurpose features where possible - e.g. wifi, USB charging points etc
 - Deliver new street furniture that reflects the local landscape character - seating, planter boxes, rubbish bins (inc recycling), water fountains, bike racks and wifi / USB charging points.
- Supporting streets as key urban connectors, bringing the city centre together:
 - Enhance Cassidy Street by extending the greening program and street tree canopy / native understory plantings in the central median and sides, to blend with Hannan Street.
 - Install new street furniture (see Hannan Street), linear skate park and parkour sculpture trail (see Cassidy Common and Link)
 - Extend greening and street improvements on a rolling infrastructure upgrade program. Improvements should focus on extending street tree canopies, upgrading footpaths and essential street furniture. Key streets include Forrest, Dugan, Brookman, Egan, MacDonald, Cheetham, Porter, Maritana, Wilson and Lane.
- Flagship entry statements to be located at key city gateways and crossing points, integrated with wayfinding where appropriate to highlight nearby points of interest. Key locations:
 - Kalgoorlie train station
 - Roundabouts at Lane and Hannan Street, Porter and Hannan Street, Egan and Boulder (new)

- Feature public art at key locations which focus on local stories, characters and events across Aboriginal, settler and migrant communities:
 - To be supported by a public art masterplan and interpretation strategy, procurement and management strategy to work hand in hand with the City Centre Transformation Strategy. Key initiatives include:
 - St Barbara's Square - embed public art opportunity into shade structure design; appoint an artist to work with the design team to deliver the Laneway Light Garden
 - Hannan Street - explore suspended artworks to denote crossing threshold at Maritana and Wilson intersection
 - Appoint a local artist to co-design canopy lighting at Cassidy Street to create comfort and a sense of intimacy
 - In the interpretation strategy, explore key opportunities:
 - Indigenous – key figures, narratives
 - History – goldrush people/stories, water pipeline, mining lamps/lights
 - Architecture - reinterpret the former crown above the McKenzie Building
 - Nature – landscapes, sun, sky, earth
 - Contemporary Kal life
- Develop a precinct wide Kal City Centre Discovery Trail. Other existing walks, tours and experiences to guide visitors past key attractions, heritage buildings, public spaces and local businesses, for example:
 - HeartWalk, www.welovekb.com.au, Audio Walking Tour, Bush Ghoodhu Wongutha Tour

Design Intent

- Green, soft scaping in balance with urban spaces to deliver a high level of comfort and shade
- Deliver inclusive spaces that are welcoming to people of all ages and backgrounds
- Embed the Kalgoorlie DNA – native plantings, expansive skyline, red dirt
- Select a material palette sympathetic to the existing town centre, incorporating threads of red brick, natural materials and feature paving that showcases the city's heritage
- Include greenery around building façades and front setbacks where possible to soften streetscapes
- Embed feature lighting to create balance and focus for evening attractions
- Prioritise multifunctional and flexible spaces that can be curated by event organisers



City centre transformation strategies - direction

For Kalgoorlie city centre to thrive as a lively, cohesive destination that becomes the focal point for local community life and on every visitor's 'must see' list, a number of key strategies will need to work hand in hand with proposed physical and infrastructure improvements:

Destination Development

- Adopt and extend the Kalgoorlie City Centre brand to support ongoing destination development and strategic positioning
- Embed and interpret the place brand in new physical and infrastructure assets - such as signage, street furniture, lighting, wayfinding, visual merchandising and marketing collateral
- Develop a cohesive destination marketing plan that unifies the city centre products, assets and experiences and promotes these across relevant audiences / channels
- Collaboratively market the city centre in partnership with business and stakeholder groups, including Kalgoorlie Chamber of Commerce to:
 - Unify and strengthen the retail and commercial offer
 - Deliver cross-promotional activities and campaigns, via a city centre retail coalition
 - Share information, insights and data between businesses

Investment attraction

- In collaboration with key land / asset owners, develop a City Centre Leasing Strategy which aims to:
 - Attract key operators missing from the current mix
 - Cluster complementary uses together over time (e.g. fashion and design, health and beauty, tech and communications)
 - Collaborate to support marketing and tenant attraction activity
- Establish a Heritage Building Upgrade Fund to incentivise adaptive re-use of key properties, the fund could be structured as follows:
 - Co-funding arrangement between landowner/City/State
 - Works to upgrade façades, interiors, improve safety and access and unlock inaccessible spaces
- Leverage the city centre place brand to support marketing and tenant attraction campaigns, to consistently communicate the key vision and opportunity

Partnerships

- Maintain strong partnerships with local businesses and representative organisations, leveraging the Kal Transformation Team governance framework
- Work with local business and relevant stakeholders to develop:
 - A Business Innovation and Support Strategy, with the purpose of upskilling local business to offer unique experiences that 'surprise and delight' current and prospective customers, for example, live music, fashion parades, progressive dinners, VIP evenings
 - A Pop-Up Shop Kickstart Kit offering base infrastructure, chattels and signage to quickly activate empty tenancies in key locations
- Leverage existing relationships with other regional Councils and tourism organisations / operators to raise awareness of the new destination offer

Activation and management

- Shape activation and management initiatives to achieve interdependency between land use, built form, public realm retail and business mix. For the city centre, the next steps include:
 - Review and consolidate Kalgoorlie's current event schedule and identify opportunities to align with city centre transformation initiatives
 - Develop a Place Activation hierarchy that considers - permanent attractions, annual major celebrations, incidental programming etc. Incorporate business and retailer initiatives
 - Appoint a City Centre place manager in the City Living team, responsible for coordinating marketing, visitor services, security, site presentation and programming
- Prioritise dedicated management of new major attractions supported by a destination-focussed Operational Plan that covers:
 - Visitor safety and security
 - Approvals and licensing
 - Parking and vehicle management
 - Resourcing – responding to precinct operating hours
 - Budget framework and management



element.
the art and science of place

