

REIBEY STREET REVITALISATION UPGRADE

CONCEPT DESIGN DRAFT

REV B

emerge
ASSOCIATES

OCTOBER 2025



REVISION	DATE	ISSUE OR AMENDMENT	BY	REVIEWED
A	05/09/2025	CONCEPT DESIGN	VD	NM
B	07/10/2025	CONCEPT DESIGN	VD	NM

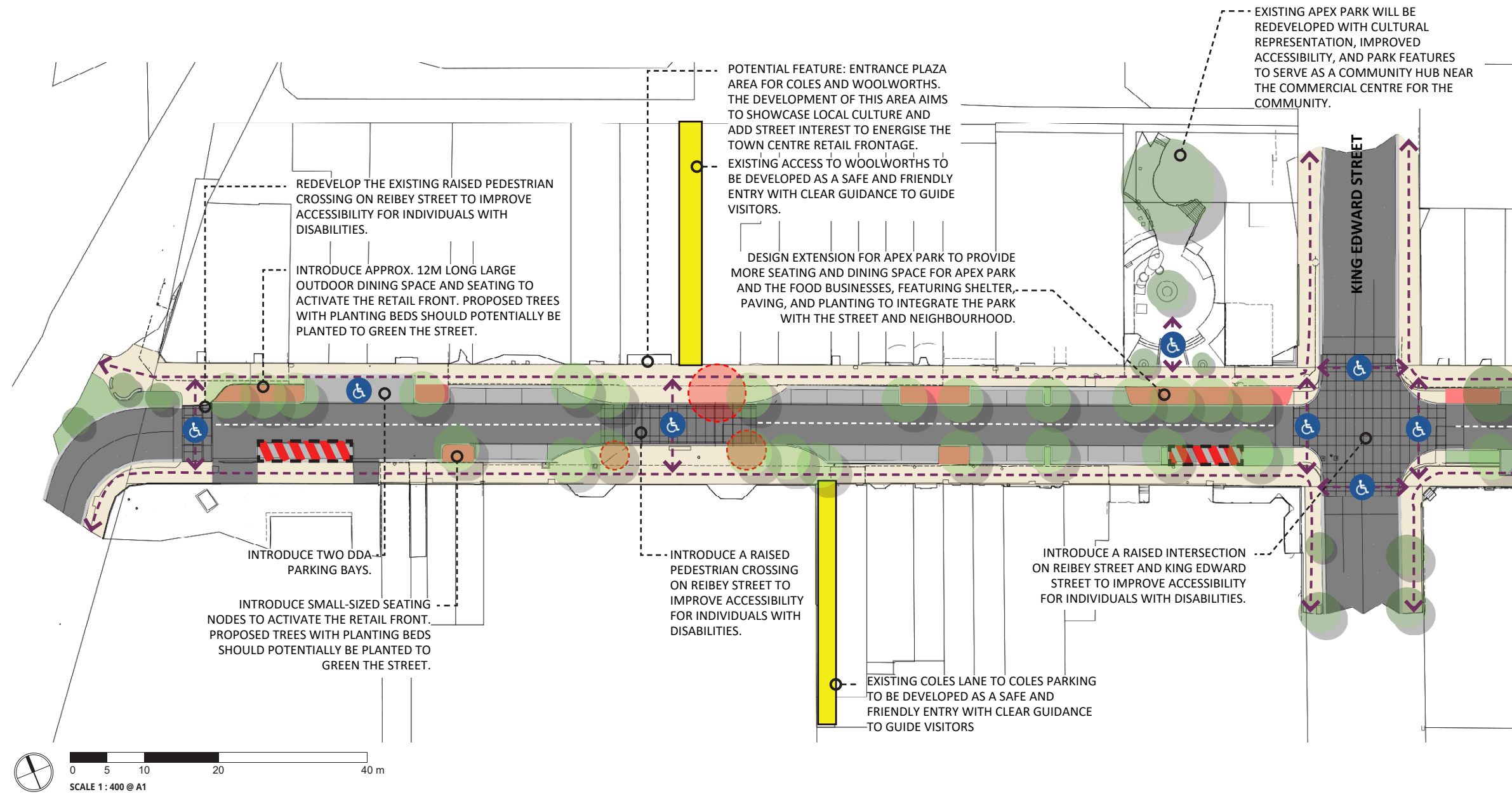
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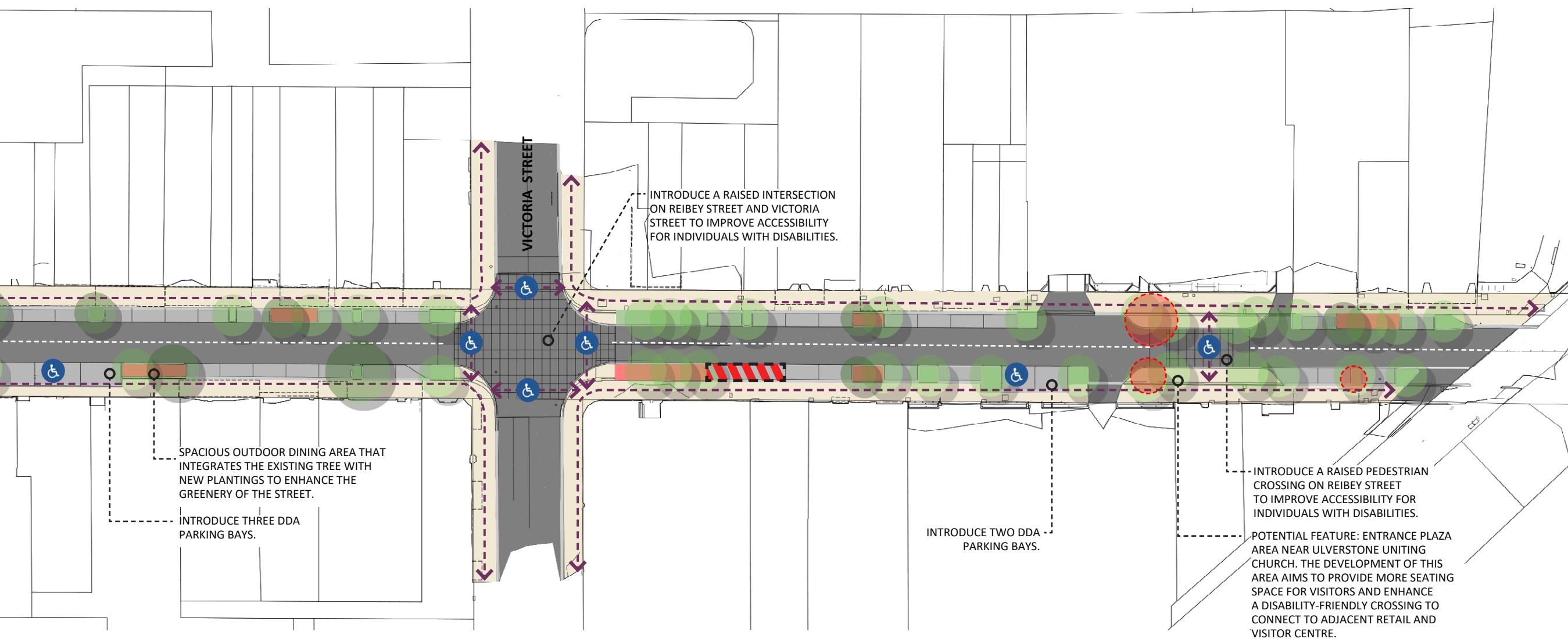
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1.0 REIBEY STREET LAYOUT STRATEGY

LEGEND

- EXISTING TREES TO BE RETAINED
- EXISTING TREES TO BE REMOVED
- PROPOSED TREES
- STREET SIDE SEATING NODES
- LOADING DOCK
- TWO LANES ROAD
- FOOTPATH
- STREET SIDE CAR PARK
- RAISED PEDESTRIAN CROSSING
- PEDESTRIAN MOVEMENT





2.0 CONCEPT DESIGN OPTION A: LEVEN RIVER BENDS

2.1 OVERALL STREET MASTERPLAN

LEGEND

- 1

CENTRAL COMMERCIAL FRONT PLAZA
With feature paving, designed street furniture, trees, and planting to create a central feature area for the town. A raised pedestrian crossing with cobble paving connects two sides, providing safe and disability-friendly access to the town centre. The pattern of River Leven is adopted for the feature paving, integrated with brick pavings to showcase local culture and guide visitors to access Coles, Coles carpark, and Woolworths. The designed furniture with planting settings potentially adds interest and greenery to the streetscape and activates the town centre retail frontage.
- 2

APEX PARK
Re-develop Apex Park with new landscape features to enhance accessibility and amenities, providing visitors and local communities with a recreational and enjoyable place to stay or pass through. The development will incorporate elements of local culture and history to enrich the cultural experience in the area.
- 3

CORRIDOR CONNECT TO WOOLWORTHS
Re-develop the existing indoor corridor to Woolworths with feature paving and lighting to ensure safe access guiding visitors through.
- 4

COLES LANE CONNECT TO COLE'S CARPARK
Re-develop the existing Coles Lane with the feature paving extension from the central commercial front plaza to provide safe access guiding visitors through.
- 5

LARGE SIZE STREET DINING AREA FOR FOOD BUSINESS
To provide outdoor dining space for the nearby food business. A set of designed furniture with seating, tables, and bar table settings will be developed occasionally for each, based on existing street-side conditions.
- 6

SMALL STREET DINING AREA / SEATING NODES FOR VISITORS AND FOOD BUSINESS
Create a small outdoor seating area on the street for small food business. A set of designed furniture with a table and seats will be added occasionally, based on existing conditions.
- 7

APEX PARK FRONT SEATING NODE AND OUTDOOR DINING AREA
An extension of the park onto the street will offer more seating and outdoor dining space for both the park and nearby food business, featuring paving, shelter, and planting to seamlessly connect the park with the street and neighborhood.
- 8

RAISED INTERSECTION AND PEDESTRIAN CROSSING TO REIBEY AND KING EDWARD STREET
A raised pedestrian intersection at Reibey and King Edward Street with cobble paving links the street blocks, offering safe and disability-friendly access to the town.
- 9

STREET SEATING NODES
Small seating nodes with trees and planting to provide seating for visitors.
- 10

RAISED INTERSECTION AND PEDESTRIAN CROSSING TO REIBEY AND VICTORIA STREET
A raised pedestrian intersection at Reibey and King Edward Street with cobble paving links the street blocks, offering safe and disability-friendly access to the town.
- 11

CHURCH FRONT PLAZA
With feature paving, designed street furniture, trees, and planting to create additional seating near the church or visitors from the visitor centre. A raised pedestrian crossing with cobble paving connects two sides, providing safe and disability-friendly access to the church, adjacent retails, and the visitor centre.
- 12

STREET SIDE DDA CAR PARKING SPACE
To provide parking spaces for people with disabilities.

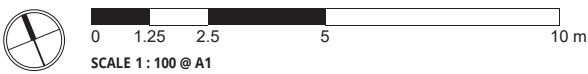




2.2 APEX PARK CONCEPT PLAN

LEGEND

- ① APEX PARK MAIN PLAZA**
A large open space with distinctive paving, a feature shelter, timber terrace, and seating to accommodate local events and large group gatherings in the town centre
- ② APEX PARK EXTENSION**
An extension of the park onto the street will offer more seating space for the park featuring paving, shelter, and planting to seamlessly connect the park with the street and neighborhood.
- ③ OUTDOOR DINING AREA**
Outdoor dining area next to the Apex Park Extension to create more space for the food business.
- ④ STREET FEATURE PAVING**
Feature paving to guide visitors as they enter the park.
- ⑤ PARK ENTRY PAVING**
Paving with plaques or engravings to showcase the local culture and history.
- ⑥ OPEN TURF AREA**
- ⑦ TIMBER TERRACE**
The timber terrace features a designed timber seating platform, providing seating for large group gatherings or events.
- ⑧ EXISTING FEATURE TREE**
To be retained and integrated with timber seating around.
- ⑨ PARK SEATING POCKET 1**
With brick paving, designed furniture, water features, and feature planting to create a space for small group meetings and seating. The designed furniture adds interest to the park to enhance the overall experience.
- ⑩ TIMBER DECKING WITH FEATURE TREE**
- ⑪ PARK SEATING POCKET 2**
With brick paving, designed furniture, and timber decking integrated with existing large to create a shaded space for small group meetings and seating.
- ⑫ PLAZA FEATURE PAVING**
Feature paving to enhance interest in the park and link the spaces.
- ⑬ FEATURE SHELTER**
To increase shaded areas in the park and establish a link between the main park area and the park extension.



2.3 OPTION A - APEX PARK VISUALISATION



2.4 CENTRE COMMERCIAL CONCEPT PLAN

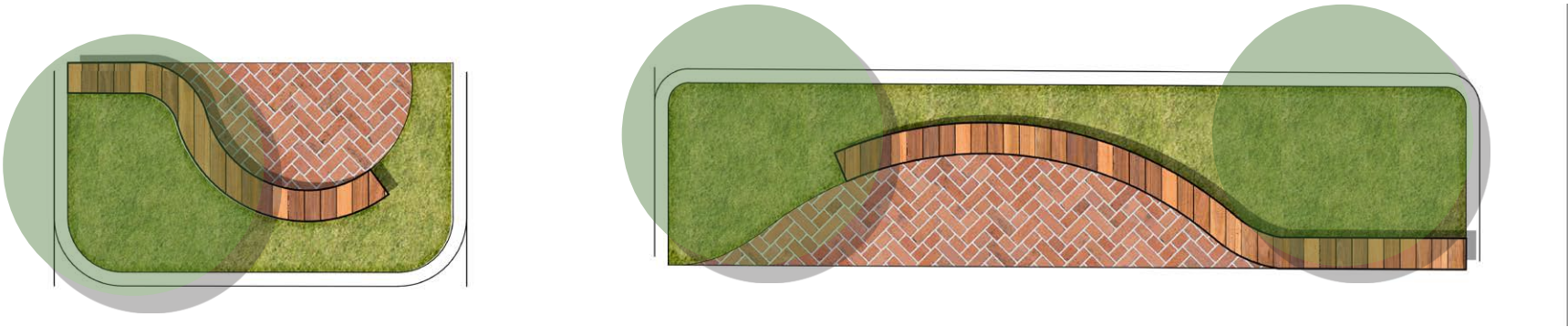
LEGEND

- 1 RAISED PEDESTRIAN CROSSING
With cobble paving to create a disability-friendly and safe crossing, enhancing the existing street connections.
- 2 COMMERCIAL CENTRE FEATURE PAVING
Adopt the Leven River pattern for the feature paving to create a town's centre commercial plaza that showcases local culture and adds interest to the streetscape.
- 3 COMMERCIAL CENTRE SEATING AREA
With brick paving to represent the street's historical characters, it provides more seating along with trees and plantings to enhance the visitor's experience and green the street.
- 4 WOOLWORTHS CONNECTION CORRIDOR
Re-develop the existing indoor corridor leading to Woolworths by extending the feature paving pattern from the central commercial plaza and adding feature lighting to ensure safe access, guiding visitors through.
- 5 COLES LANE CONNECT TO COLE'S CARPARK
Re-develop the existing Coles Lane with the feature paving extension from the central commercial front plaza to provide safe access guiding visitors through.



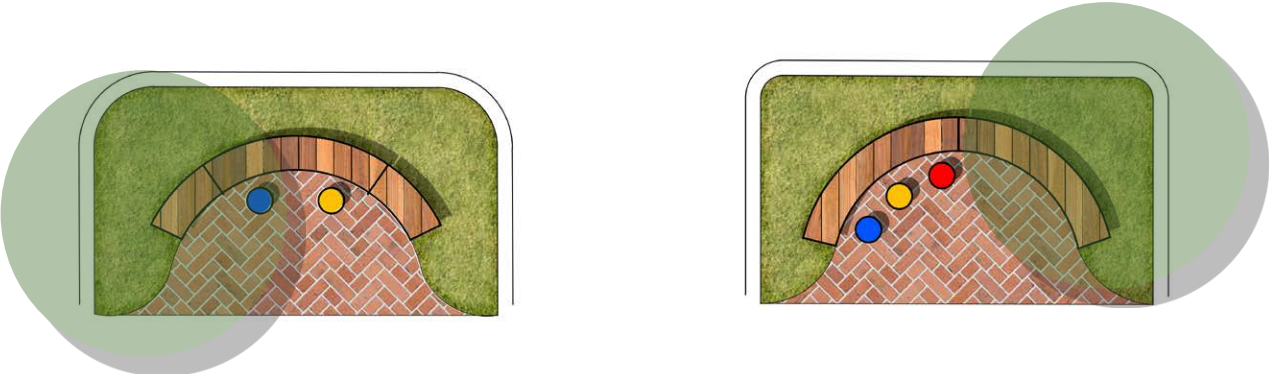
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2.6 STREET SIDE OUTDOOR DINING



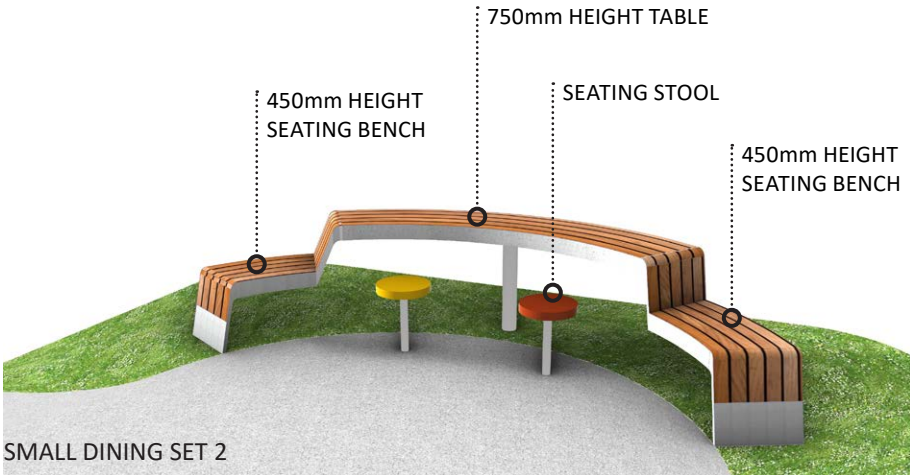
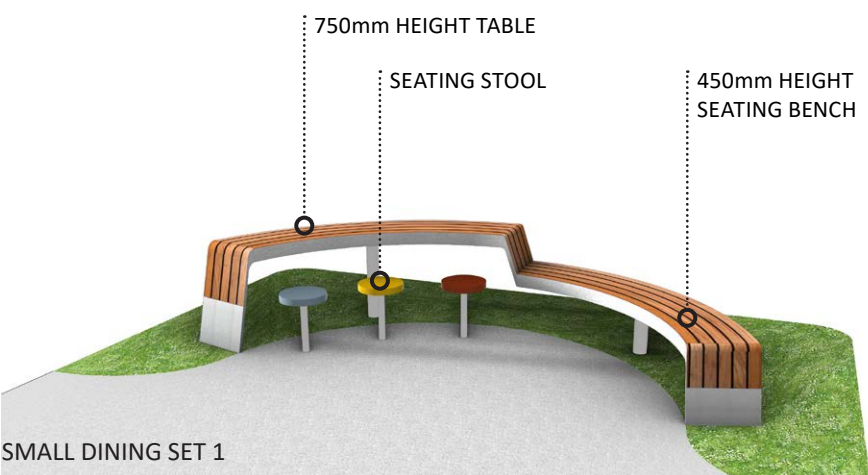
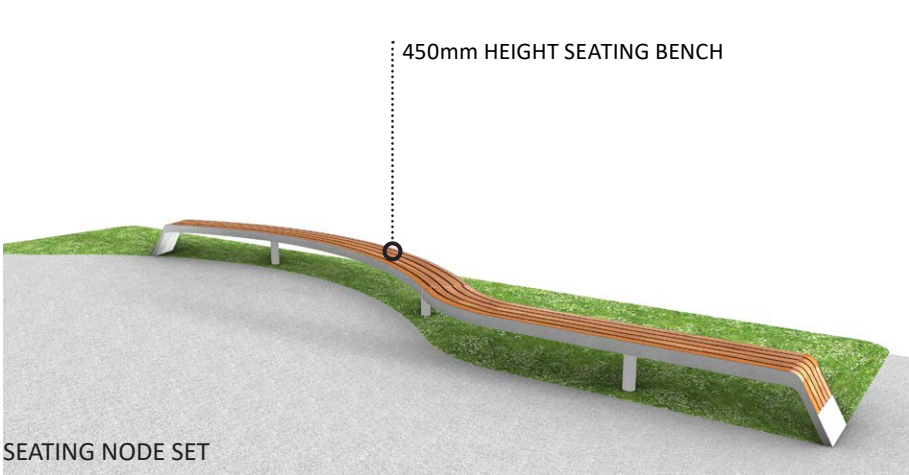
STREET SIDE SEATING NODES MODULAR

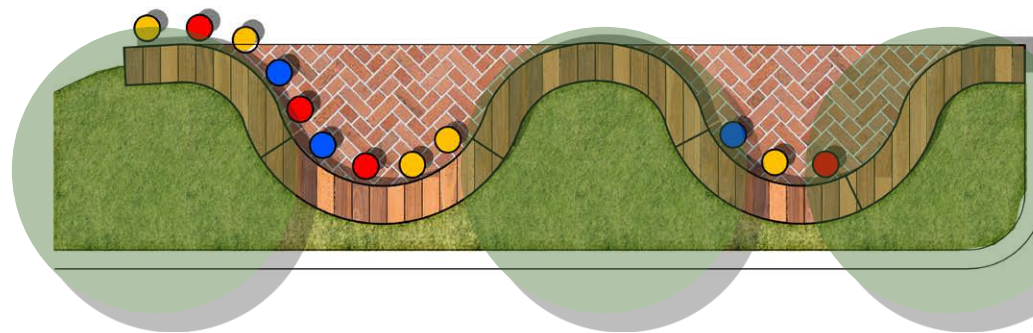
- Provide bench seating for pedestrians or small groups to gather.
- Design incorporated with existing or proposed trees.



SMALL SIZE OUTDOOR DINING (6m LENGTH)

- Offer small outdoor dining options to the nearby café.
- Designed furniture including one set of standard table, table stool, and seating bench.
- Design incorporated with proposed trees.

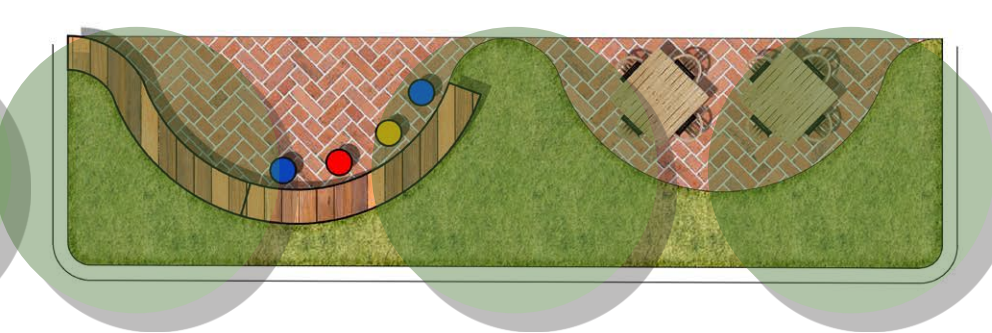




LARGE SIZE OUTDOOR DINING - MODULAR A

Designed furniture with

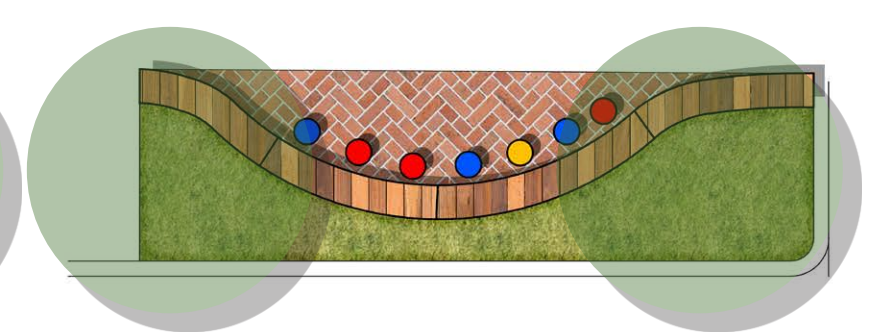
- 2 Set of standard table and table stool
- 1 Set of bar table and bar stool
- Standard bench seat
- Design incorporated with proposed trees.
- To western end of Riebey Street Only



LARGE SIZE OUTDOOR DINING - MODULAR B

Designed furniture with

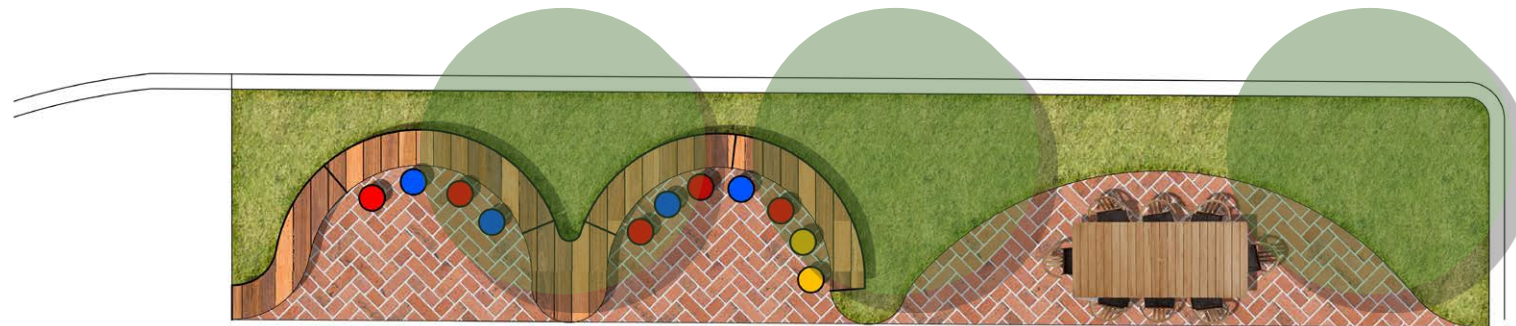
- 1 Set of bar table and bar stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



LARGE SIZE OUTDOOR DINING - MODULAR C

Designed furniture with

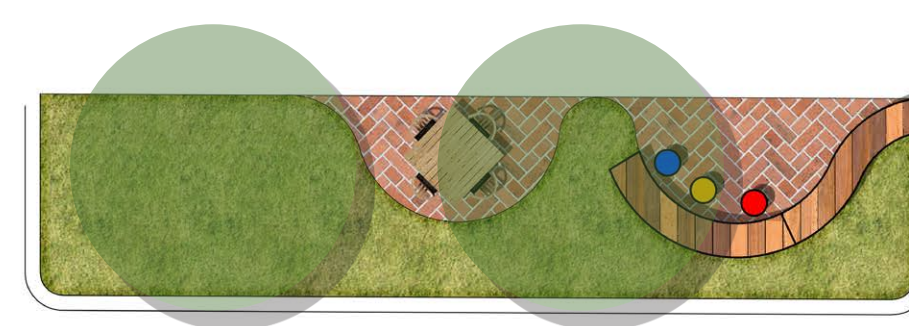
- 1 Set of standard table and table stool
- 1 Set of bar table and bar stool
- Standard bench seat
- Design incorporated with existing and proposed trees.



LARGE SIZE OUTDOOR DINING - MODULAR D

Designed furniture with

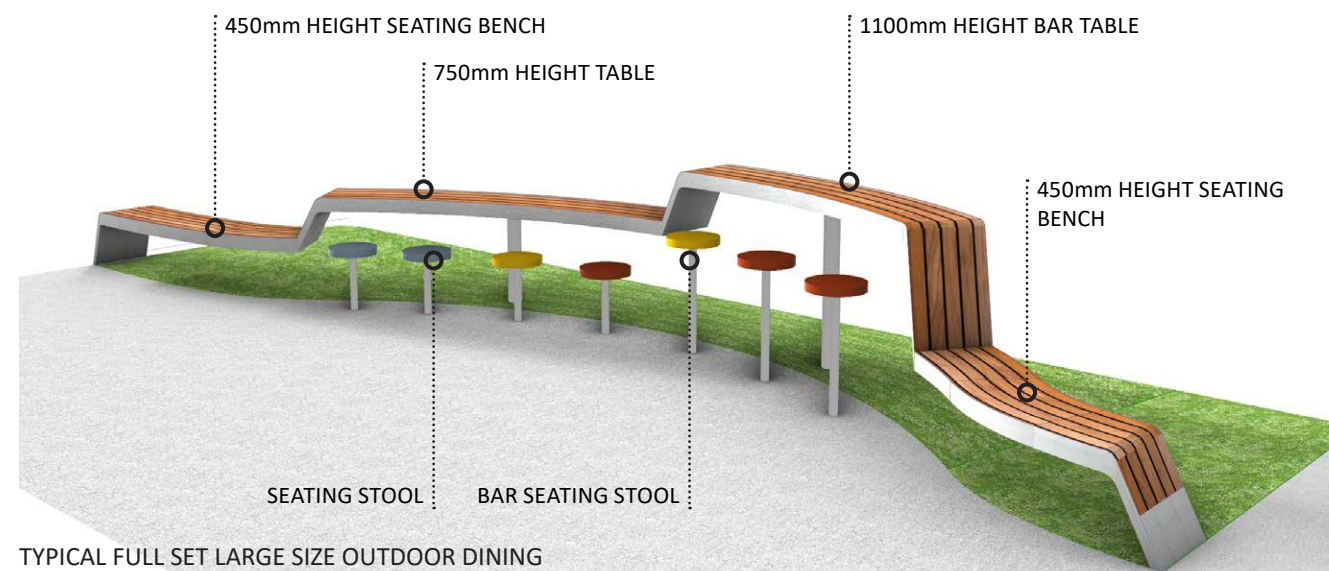
- 1 Set of standard table and table stool
- 1 Set of bar table and bar stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



LARGE SIZE OUTDOOR DINING - MODULAR E

Designed furniture with

- 1 Set of bar table and bar stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



TYPICAL FULL SET LARGE SIZE OUTDOOR DINING



TYPICAL HALF SET LARGE SIZE OUTDOOR DINING

2.7 MATERIALITY

STREETSCAPE

Mainly exposed aggregate concrete will be used on the pedestrian footpath to match the existing surfaces at the west and east ends of Reibey Street. Brick paving will be applied to the featured seating area to reflect the streetscape character in the centre of Ulverstone. Timber integrated with concrete will be the primary material for the designed street furniture. Cobblestone paving to be installed on raised pedestrian crossings to improve the safety and accessibility of Reibey Street.

APEX PARK

Feature pavement design will provide finishes variations in Apex Park to guide visitors to walk into each part of the park. Bricks will be the key material for the surface finishes, wall cladding, and furniture facades to highlight the local history. Metal plaques will be inserted into the paving surfaces to tell the historical stories. A designed shelter will provide shaded areas in the park. Timber will be the primary material for all furniture in the park and park extension.

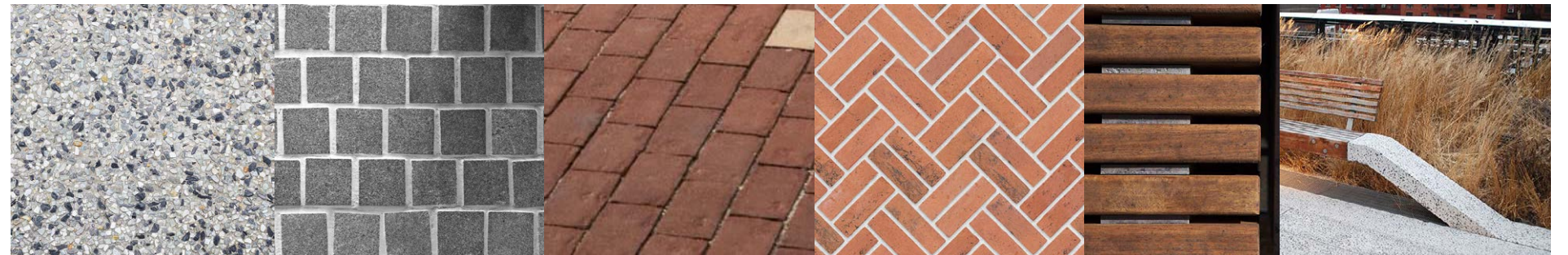
CENTRE COMMERCIAL

Feature paving design adopts the River Leven's pattern to reflect the local cultural context in the centre commercial area. Brick paving will be used in the featured seating zone to mimic the streetscape character of Ulverstone's centre. Timber combined with concrete will be the main material for the street furniture. Cobblestone paving will be installed on raised pedestrian crossings to enhance safety and accessibility on Reibey Street.

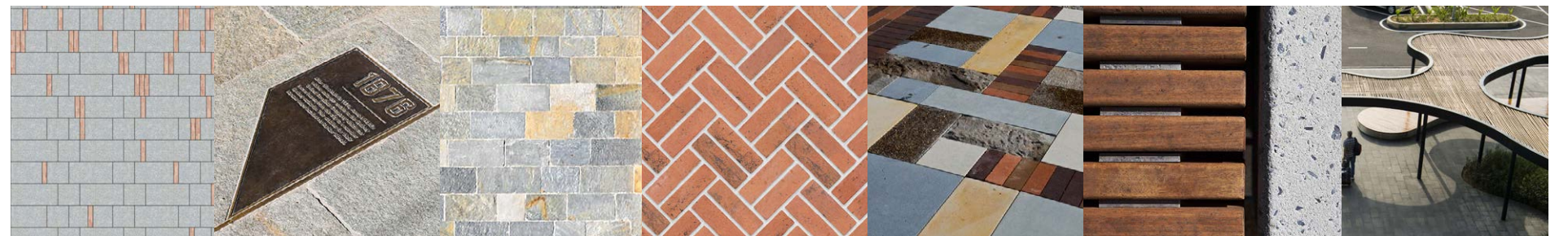
CONNECTION CORRIDORS

Extend the centre commercial feature paving to Coles Lane to guide visitors' access to the Coles car park. Use the paving pattern from the indoor corridor leading to Woolworths to redevelop the paving and lighting, improving safety and accessibility.

STREETSCAPE



APEX PARK



CENTRE COMMERCIAL

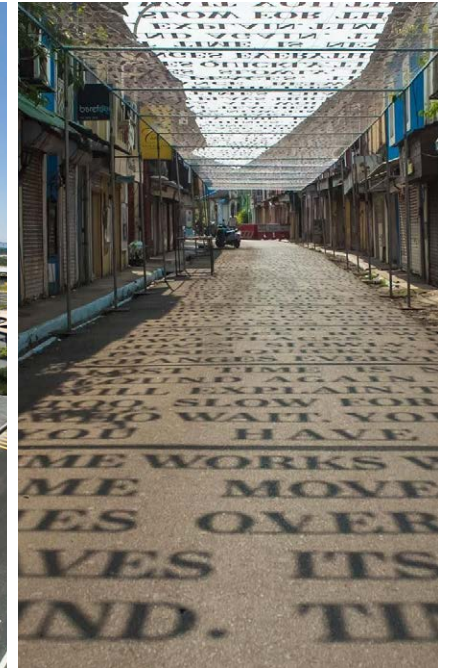
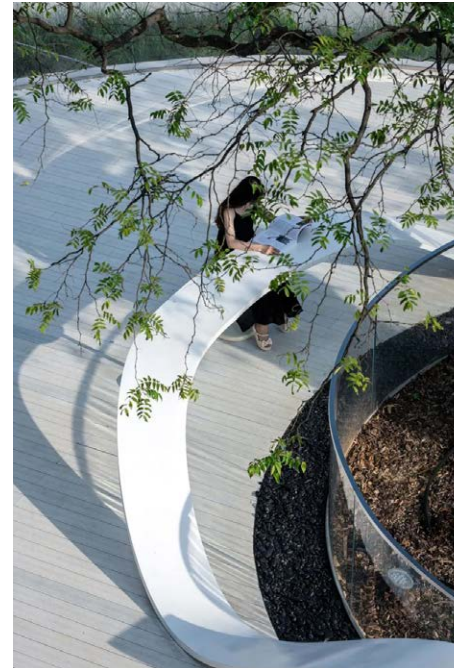


CONNECTION CORRIDOR TO COLES CAR PARK AND WOOLWORTH



2.8 PRECEDENTS

The Leven River Bends option aims to introduce curved lines and organic forms to the streetscape and public areas. These organic shapes will enhance visual interest and aesthetic appeal, contributing to the creation of diverse spaces and amenities. This concept will be incorporated into all components, with careful consideration of safety, accessibility, cultural, and historical aspects.



3.0 CONCEPT DESIGN OPTION B: GNOMON ANGLES

3.1 OVERALL STREET MASTERPLAN

LEGEND

- 1 CENTRAL COMMERCIAL FRONT PLAZA**
With feature paving, designed street furniture, trees, and planting to create a central feature area for the town. A raised pedestrian crossing with cobble paving connects two sides, providing safe and disability-friendly access to the town centre. The pattern of River Leven is adopted for the feature paving, integrated with brick pavings to showcase local culture and guide visitors to access Coles, Coles carpark, and Woolworths. The designed furniture with planting settings potentially adds interest and greenery to the streetscape and activates the town centre retail frontage.
- 2 APEX PARK**
Re-develop Apex Park with new landscape features to enhance accessibility and amenities, providing visitors and local communities with a recreational and enjoyable place to stay or pass through. The development will incorporate elements of local culture and history to enrich the cultural experience in the area.
- 3 CORRIDOR CONNECT TO WOOLWORTHS**
Re-develop the existing indoor corridor to Woolworths with feature paving and lighting to ensure safe access guiding visitors through.
- 4 COLES LANE CONNECT TO COLE'S CARPARK**
Re-develop the existing Coles Lane with the feature paving extension from the central commercial front plaza to provide safe access guiding visitors through.
- 5 LARGE SIZE STREET DINING AREA FOR FOOD BUSINESS**
To provide outdoor dining space for the nearby food business. A set of designed furniture with seating, tables, and bar table settings will be developed occasionally for each, based on existing street-side conditions.
- 6 SMALL STREET DINING AREA / SEATING NODES FOR VISITORS AND FOOD BUSINESS**
Create a small outdoor seating area on the street for small food business. A set of designed furniture with a table and seats will be added occasionally, based on existing conditions.
- 7 APEX PARK FRONT SEATING NODE AND OUTDOOR DINING AREA**
An extension of the park onto the street will offer more seating and outdoor dining space for both the park and nearby food business, featuring paving, shelter, and planting to seamlessly connect the park with the street and neighborhood.
- 8 RAISED INTERSECTION AND PEDESTRIAN CROSSING TO REIBEY AND KING EDWARD STREET**
A raised pedestrian intersection at Reibey and King Edward Street with cobble paving links the street blocks, offering safe and disability-friendly access to the town.
- 9 STREET SEATING NODES**
Small seating nodes with trees and planting to provide seating for visitors.
- 10 RAISED INTERSECTION AND PEDESTRIAN CROSSING TO REIBEY AND VICTORIA STREET**
A raised pedestrian intersection at Reibey and King Edward Street with cobble paving links the street blocks, offering safe and disability-friendly access to the town.
- 11 CHURCH FRONT PLAZA**
With feature paving, designed street furniture, trees, and planting to create additional seating near the church or visitors from the visitor centre. A raised pedestrian crossing with cobble paving connects two sides, providing safe and disability-friendly access to the church, adjacent retails, and the visitor centre.
- 12 STREET SIDE DDA CAR PARKING SPACE**
To provide parking spaces for people with disabilities.





3.2 APEX PARK CONCEPT PLAN

LEGEND

- 1** APEX PARK MAIN PLAZA
A large open space with distinctive paving, timber terrace, and seating to accommodate local events and large group gatherings in the town centre
- 2** APEX PARK EXTENSION
An extension of the park onto the street will offer more seating space for the park featuring paving, shelter, and planting to seamlessly connect the park with the street and neighborhood.
- 3** OUTDOOR DINING AREA
Outdoor dining area next to the Apex Park Extension to create more space for the food business.
- 4** STREET FEATURE PAVING
Feature paving to guide visitors as they enter the park.
- 5** PARK ENTRY PAVING
Paving with plaques or engravings to showcase the local culture and history.
- 6** OPEN TURF AREA
- 7** TIMBER TERRACE
The timber terrace features a designed timber seating platform, providing seating for large group gatherings or events.
- 8** EXISTING FEATURE TREE
To be retained and integrated with timber seating around.
- 9** PARK SEATING POCKET 1
With brick paving, designed furniture, shelter, water features, and feature planting to create a space for small group meetings and seating. The designed furniture adds interest to the park to enhance the overall experience.
- 10** TIMBER DECKING WITH FEATURE TREE
- 11** PARK SEATING POCKET 2
With brick paving, designed furniture, and timber decking integrated with existing large to create a shaded space for small group meetings and seating.
- 12** PLAZA FEATURE PAVING
Feature paving to enhance interest in the park and link the spaces.
- 13** FEATURE SHELTER
To increase shaded areas in the park and establish a link between the main park area and the park extension.



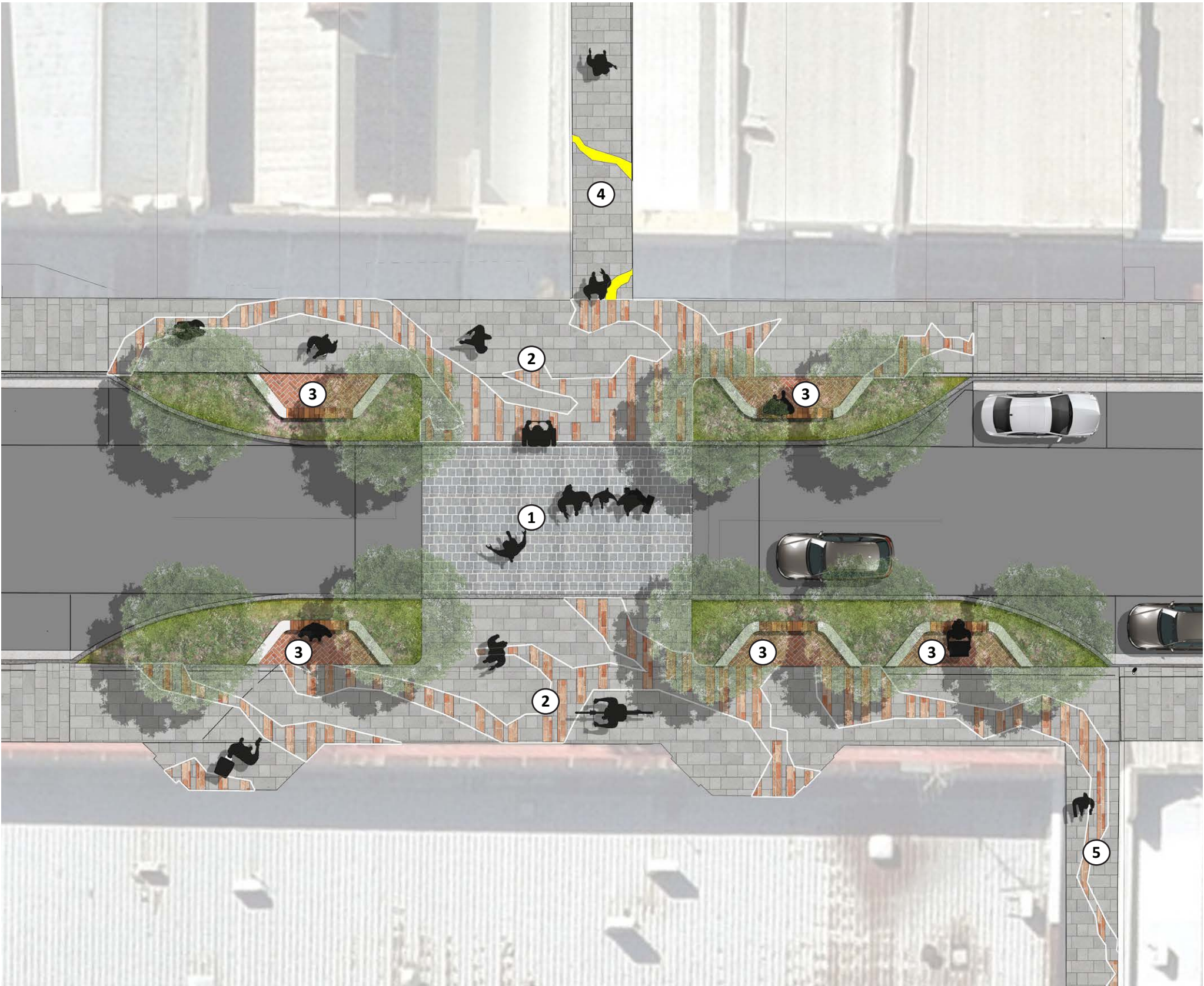
3.3 OPTION B - APEX PARK VISUALISATION



3.4 CENTRE COMMERCIAL CONCEPT PLAN

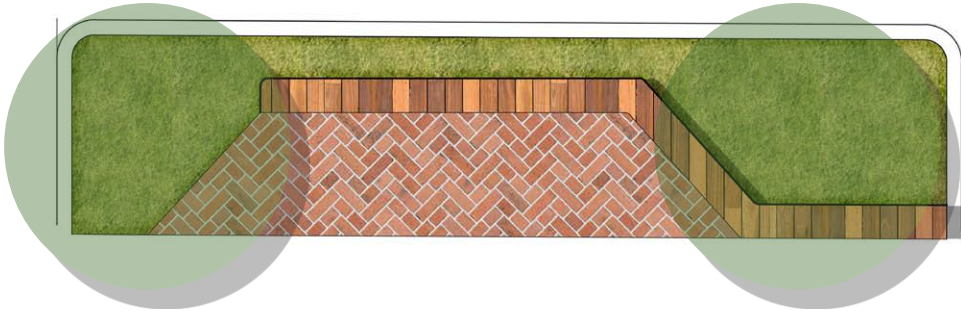
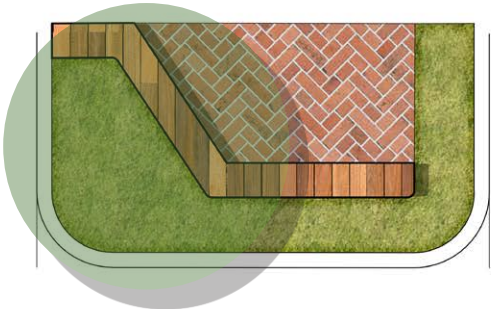
LEGEND

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- 3 COMMERCIAL CENTRE SEATING AREA
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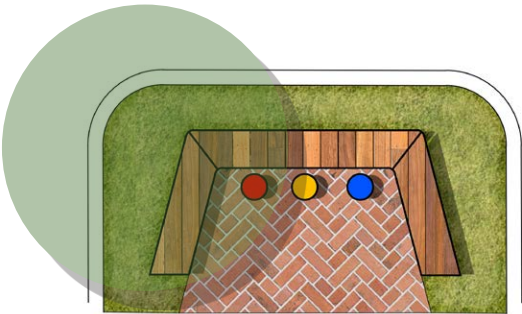


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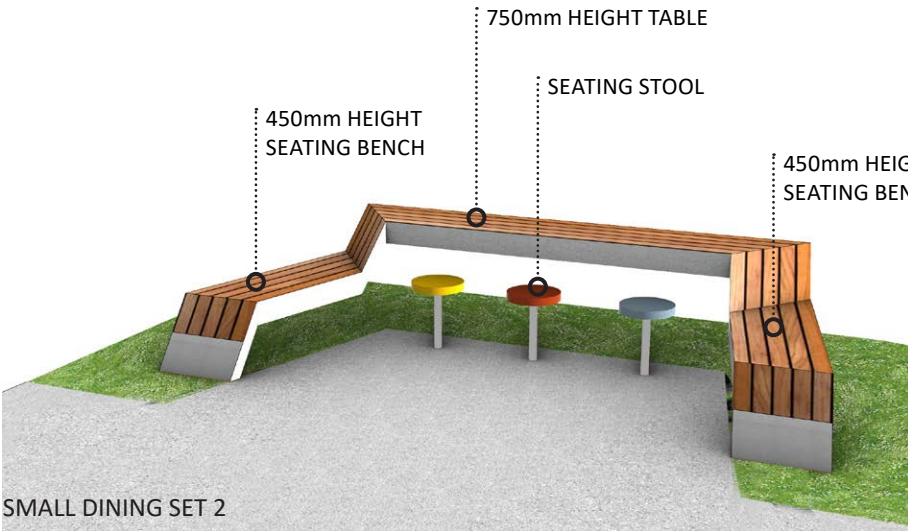
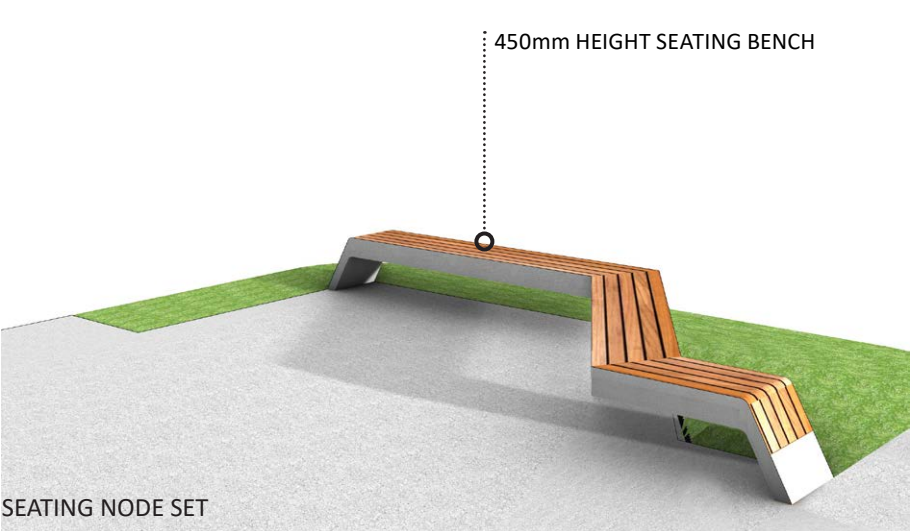
3.5 STREET SIDE OUTDOOR DINING

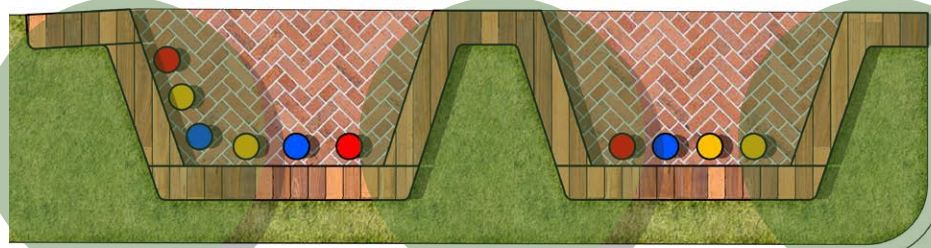


- STREET SIDE SEATING NODES MODULAR**
- Provide bench seating for pedestrians or small groups to gather.
 - Design incorporated with existing or proposed trees.



- SMALL SIZE OUTDOOR DINING (6m LENGTH)**
- Offer small outdoor dining options to the nearby café.
 - Designed furniture including one set of standard table, table stool, and seating bench.
 - Design incorporated with proposed trees.

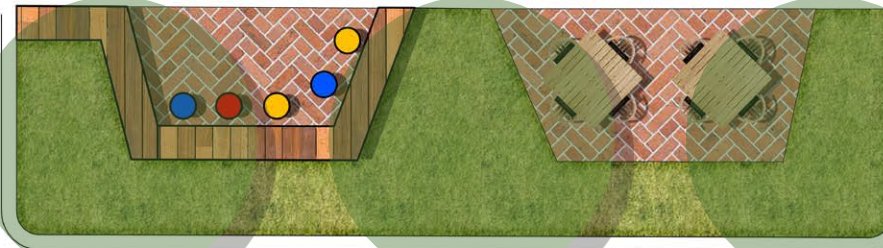




LARGE SIZE OUTDOOR DINING - MODULAR A

Designed furniture with

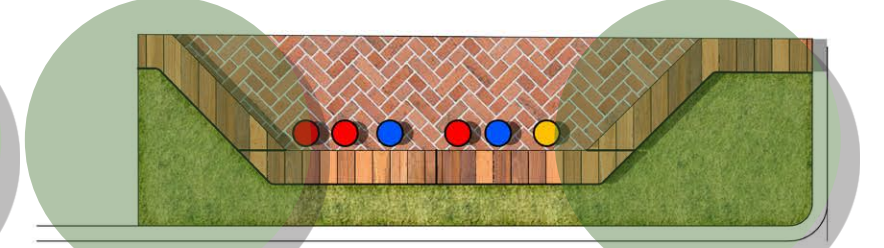
- 2 Set of standard table and table stool
- 1 Set of bar table and bar stool
- Standard bench seat
- Design incorporated with proposed trees.
- To western end of Riebey Street Only



LARGE SIZE OUTDOOR DINING - MODULAR B

Designed furniture with

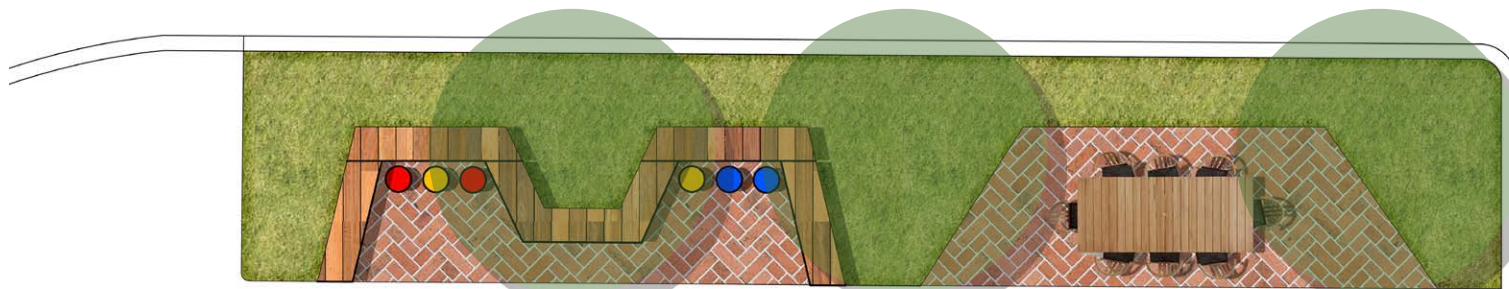
- 1 Set of bar table and bar stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



LARGE SIZE OUTDOOR DINING - MODULAR C

Designed furniture with

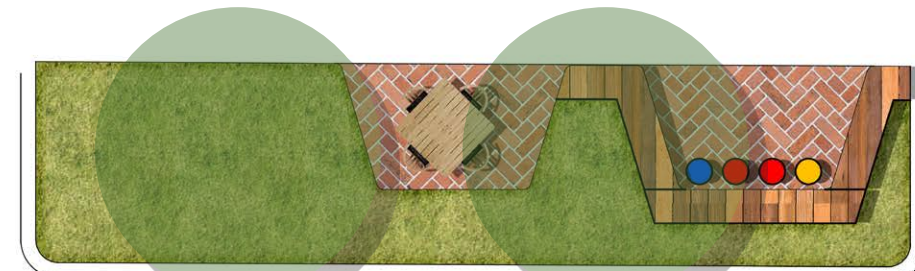
- 1 Set of standard table and table stool
- 1 Set of bar table and bar stool
- Standard bench seat
- Design incorporated with existing and proposed trees.



LARGE SIZE OUTDOOR DINING - MODULAR D

Designed furniture with

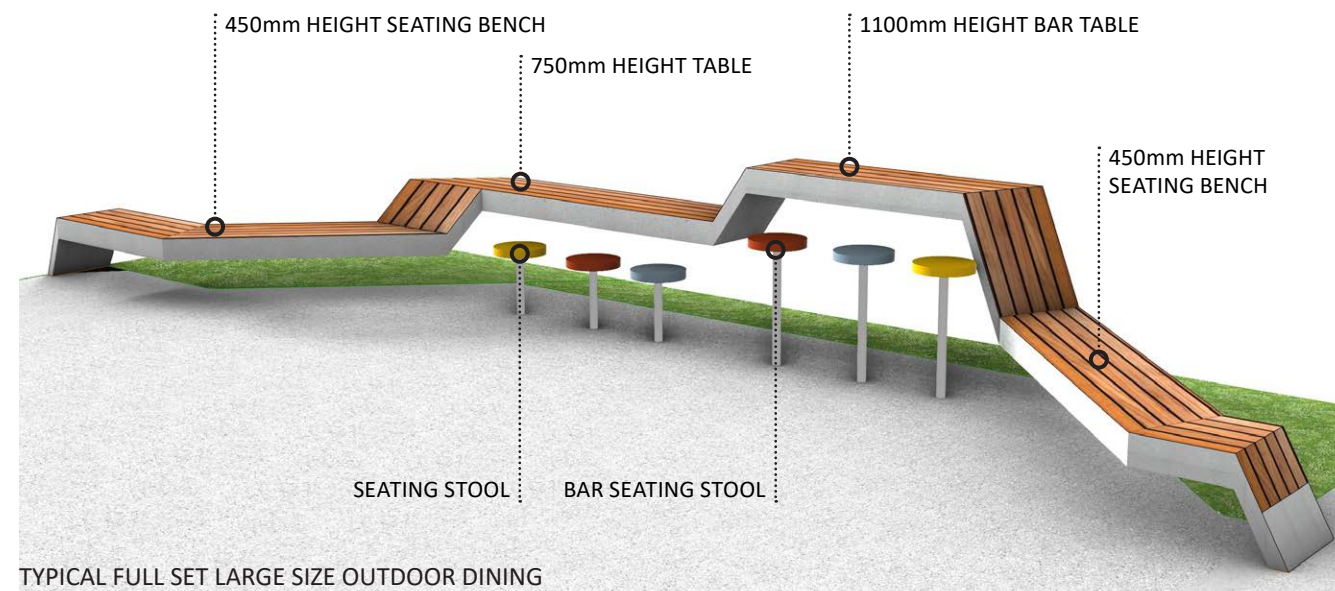
- 1 Set of bar table and bar stool
- 1 Set of standard table and table stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



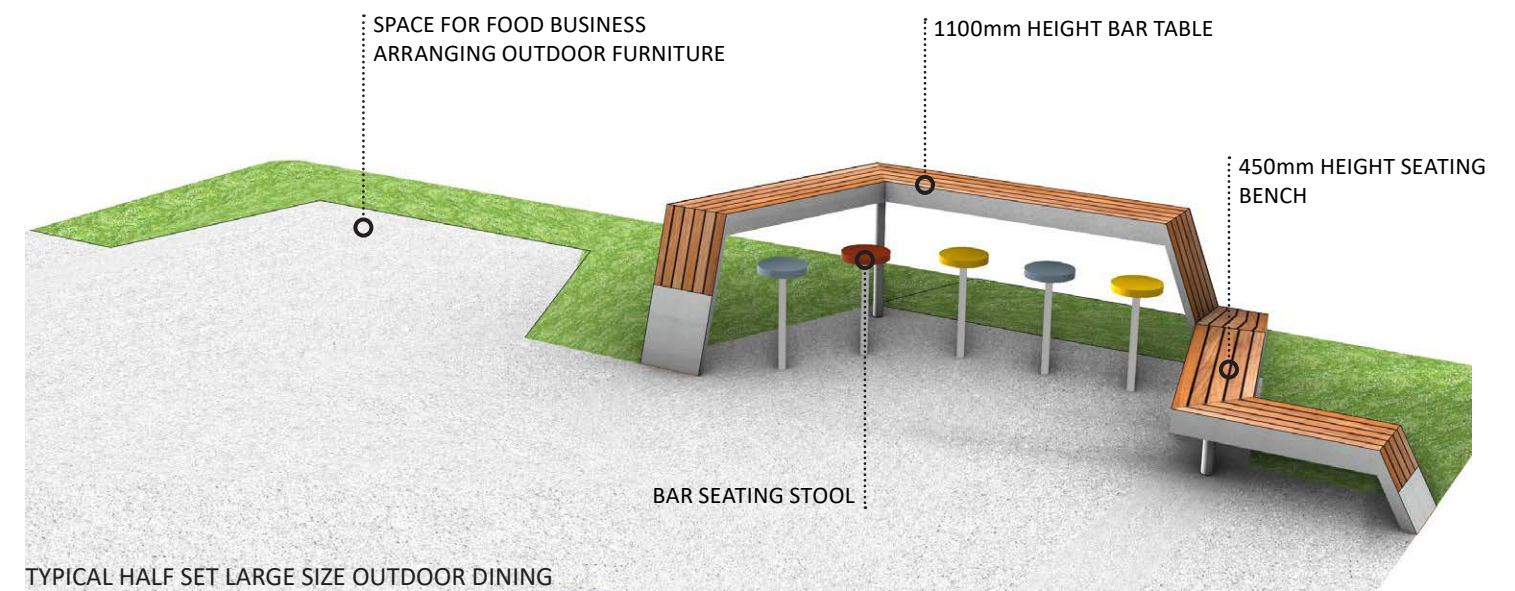
LARGE SIZE OUTDOOR DINING - MODULAR E

Designed furniture with

- 1 Set of bar table and bar stool
- Standard bench seat
- A space for nearby restaurant to place there outdoor dining furniture
- Design incorporated with existing and proposed trees.



TYPICAL FULL SET LARGE SIZE OUTDOOR DINING



TYPICAL HALF SET LARGE SIZE OUTDOOR DINING

3.6 MATERIALITY

STREETSCAPE

Mainly exposed aggregate concrete will be used on the pedestrian footpath to match the existing surfaces at the west and east ends of Reibey Street. Brick paving will be applied to the featured seating area to reflect the streetscape character in the centre of Ulverstone. Timber integrated with concrete will be the primary material for the designed street furniture. Cobblestone paving to be installed on raised pedestrian crossings to improve the safety and accessibility of Reibey Street.

APEX PARK

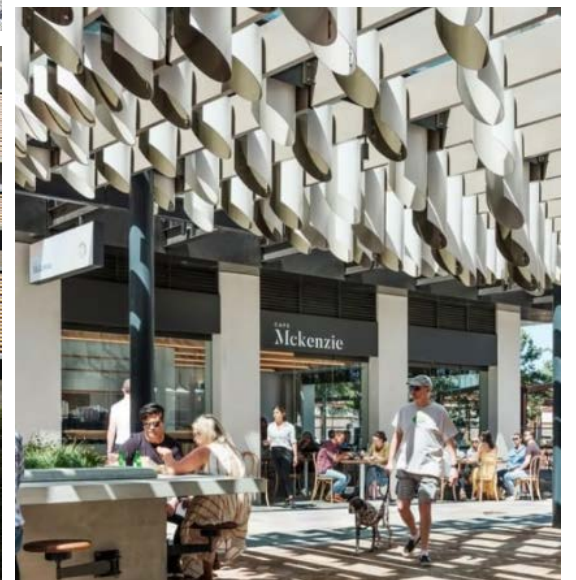
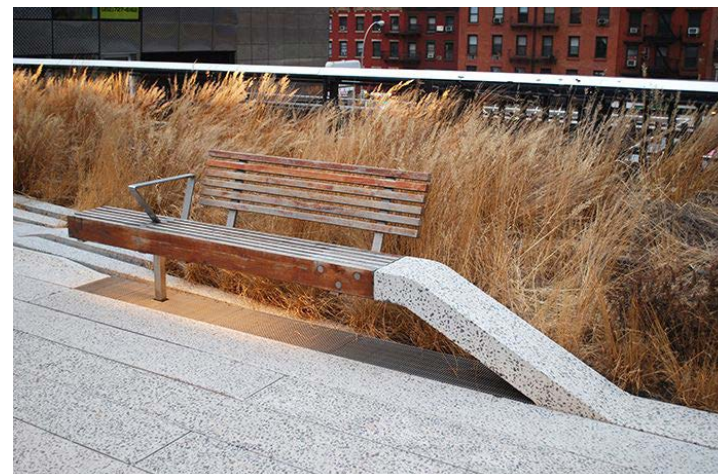
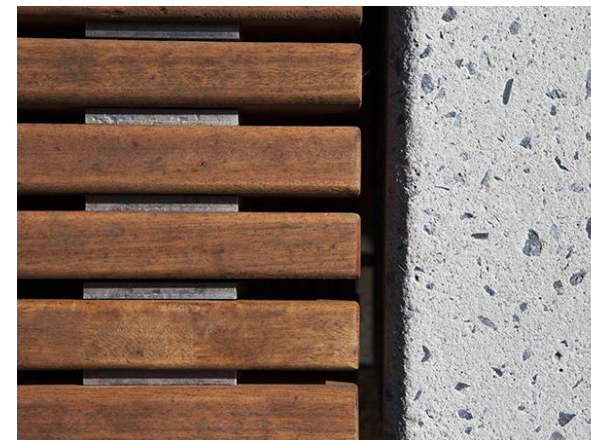
Feature pavement design will provide finishes variations in Apex Park to guide visitors to walk into each part of the park. Bricks will be the key material for the surface finishes, wall cladding, and furniture facades to highlight the local history. Metal plaques will be inserted into the paving surfaces to tell the historical stories. A designed shelter will provide shaded areas in the park. Timber will be the primary material for all furniture in the park and park extension.

CENTRE COMMERCIAL

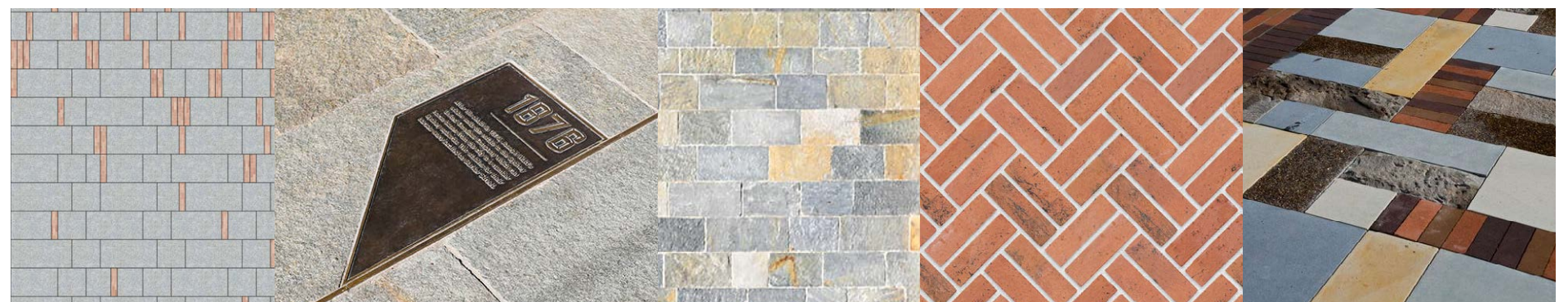
Feature paving design adopts the River Leven's pattern to reflect the local cultural context in the centre commercial area. Brick paving will be used in the featured seating zone to mimic the streetscape character of Ulverstone's centre. Timber combined with concrete will be the main material for the street furniture. Cobblestone paving will be installed on raised pedestrian crossings to enhance safety and accessibility on Reibey Street.

CONNECTION CORRIDORS

Extend the centre commercial feature paving to Coles Lane to guide visitors' access to the Coles car park. Use the paving pattern from the indoor corridor leading to Woolworths to redevelop the paving and lighting, improving safety and accessibility.



FINISHES VARIATIONS



STREET FEATURE PAVING

PARK ENTRY PAVING

PLAZA PAVING

BRICK PAVING

CENTRE PLAZA FEATURE PAVING

3.7 PRECEDENTS

The Gnomon Angles option aims to introduce angular and formal forms to the streetscape and public areas. These formal shapes will enhance heritage in both streetscape and public spaces, providing clear guidance to visitors on accessing different parts of the street and open spaces.

