

AIREYS INLET TOP SHOPS STREETSCAPE CONCEPT

FINAL DETAILED CONCEPT PACKAGE FOR APPROVAL

CLIENT:
SURF COAST SHIRE COUNCIL

ISSUE:
DETAILED CONCEPT PACKAGE

DATE:
10/08/2026



studio strada

IN COLLABORATION WITH:



A STRONG SENSE OF PLACE, A STRONG SENSE OF COMMUNITY

- ENCOURAGE AND ENABLE COMMUNITY EXPRESSION AND STEWARDSHIP IN THE STREETScape.
- BUILD ON A STRONG SHARED IDENTITY.
- SUPPORT LOCAL BUSINESSES.
- KEEP IT INFORMAL WHERE POSSIBLE.
- CONNECTION TO COAST AND BUSH.
- GREEN AMENITY, PEDESTRIANS AND PUBLIC SPACE TO BE PRIORITISED OVER CARS.
- A MEETING PLACE, A SOCIAL SPACE - EQUITABLE PUBLIC SPACE DESIGN THAT SUPPORTS COMMUNITY TO SPEND TIME IN THE STRIP, WITHOUT THE NEED TO SPEND MONEY.
- ACCESSIBLE TO ALL.



DESIGNING FOR THE AIREYS VIBE

MATERIALS SHAPED BY COAST & CLIMATE

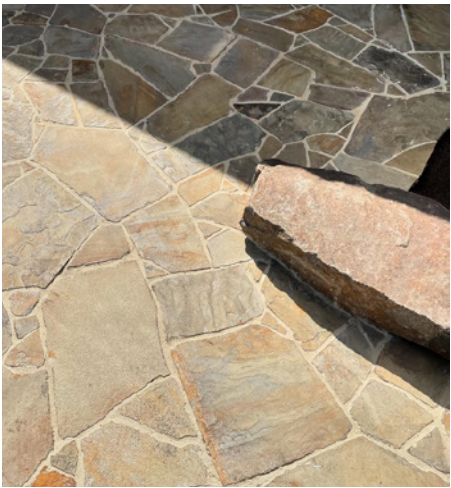
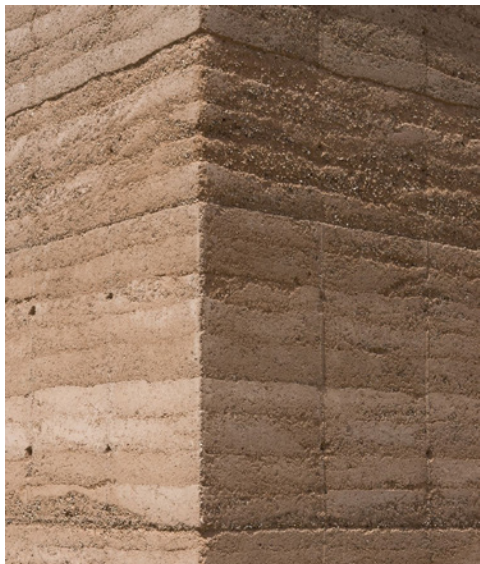
MATERIAL SELECTIONS ARE DRAWN FROM THE BROADER CHARACTER OF AIREYS INLET—ITS LAYERED GEOLOGY, COASTAL VEGETATION, LOCAL COLOURS, AND THE WEATHERED TEXTURES FOUND THROUGHOUT THE LANDSCAPE. THE WARM OCHRES, GOLDS AND BURNT-ORANGE TONES SEEN IN THE REGION'S CLIFFS ARE A KEY INFLUENCE, COMPLEMENTED BY CUES FROM THE WIDER COASTAL ENVIRONMENT.

MATERIALS HAVE BEEN CHOSEN TO WORK WITH THE ENVIRONMENT, NOT AGAINST IT. RATHER THAN RELYING ON COATINGS OR FINISHES THAT RESIST WEATHERING, THE PALETTE FAVOURS SURFACES THAT WILL CHANGE OVER TIME, TAKING ON THE PATINA AND CHARACTER OF WIND, SUN AND SALT AIR.



KEY IDEAS:

- MATERIALS THAT SHOW TEXTURE, LAYERING AND NATURAL VARIATION.
- WEATHERING THAT ADDS CHARACTER RATHER THAN DAMAGE.
- FORMS AND FINISHES THAT ECHO THE SCULPTED, COASTAL LANDSCAPE.
- A CONSTANT DIALOGUE BETWEEN MATERIALS AND THE ELEMENTS.
- THE OUTCOME IS A PALETTE THAT FEELS HONEST, COASTAL, AND DEEPLY CONNECTED TO PLACE.
- PRIMARY MATERIALS:
 - EXPOSED AGGREGATE CONCRETE
 - NATURAL STONE CRAZY PAVING
 - GRAVEL AGGREGATE
 - DECKING / GRATES
 - RAMMED EARTH
 - CONCRETE
 - STONE / BOULDER
 - CORTEN (WEATHERING) STEEL



MATERIAL PRECEDENTS

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SHARED, SOCIAL, WELCOMING - ‘THE LONG TABLE’

FURNITURE IS ORGANISED AROUND THE IDEA OF THE LONG TABLE - A PLACE WHERE PEOPLE GATHER AS EQUALS TO EAT, TALK AND SPEND TIME TOGETHER. INSTEAD OF MANY SMALL, SEPARATE PIECES, THE DESIGN EMPHASISES LONGER, SHARED ELEMENTS THAT ENCOURAGE CONNECTION.

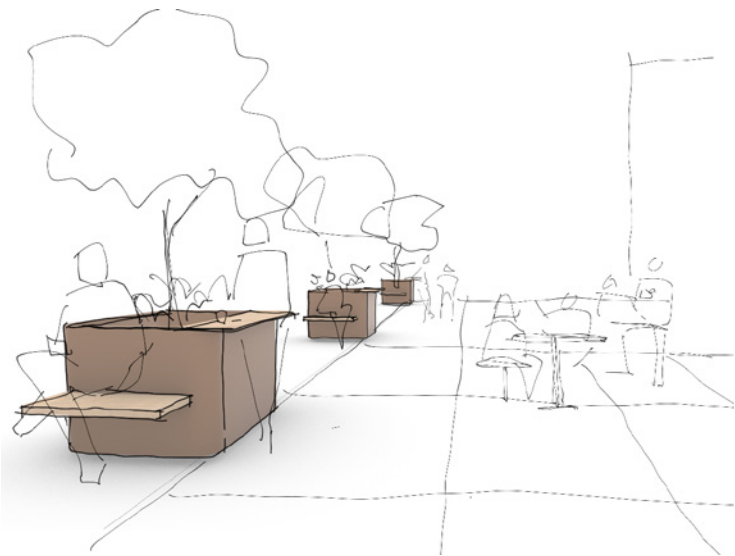
- EVERYONE RECEIVES THE SAME SEAT AND THE SAME WELCOME.
- EASY TO UNDERSTAND AND NATURALLY INVITING.
- SUPPORTS EATING, WORKING, GATHERING AND EVENTS.
- ENCOURAGES SMALL, EVERYDAY INTERACTIONS THAT BUILD COMMUNITY.
- A CONTINUOUS ELEMENT THAT ANCHORS THE SPACE.
- THIS APPROACH REFLECTS A RELAXED, EASY HOSPITALITY AND OPENNESS THAT MIGHT BE FOUND IN A LOCAL AIREY’S HOME.



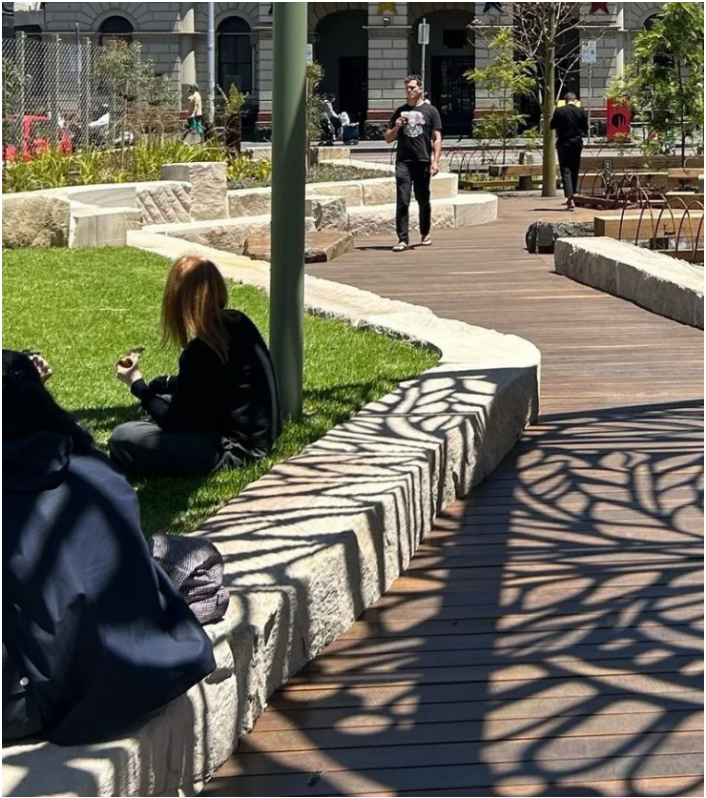
A PLACE THAT SUPPORTS A COMMUNITY AND ITS VISITORS - THE ‘SOFT INFRASTRUCTURE’

PROVIDING A SPACE THAT SUPPORTS COMMUNITY OWNERSHIP, CONNECTION AND EXPRESSION. A COSY, WELCOMING, FAMILIAR ALMOST RESIDENTIAL SCALE THAT CAN ALSO HANDLE SMALL EVENTS.

AN IRRESISTIBLE PIT STOP ALONG THE GREAT OCEAN ROAD.



ARTISTS IMPRESSION: SHOPFRONT PLANTERS HELP ADD BUSINESS LEAD CHARACTER AND INTEREST TO THE STREETScape



PLACEMAKING & COMMUNITY

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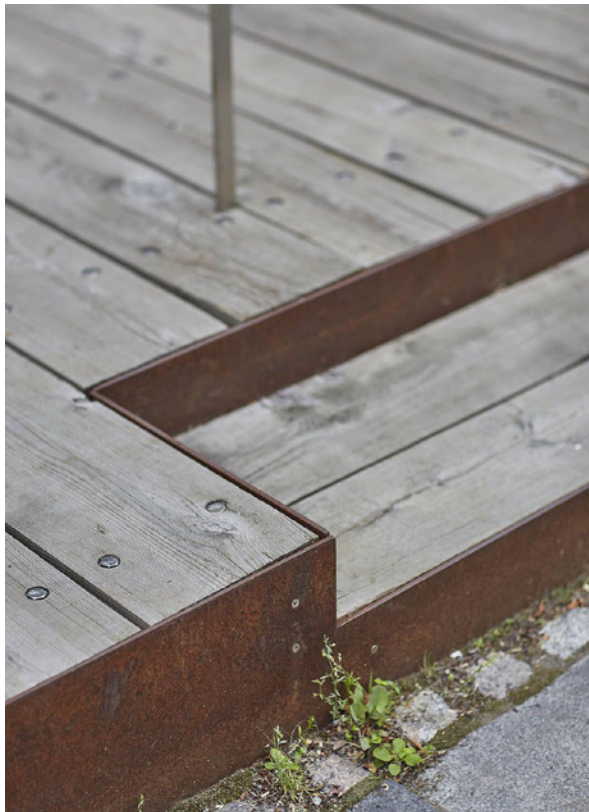
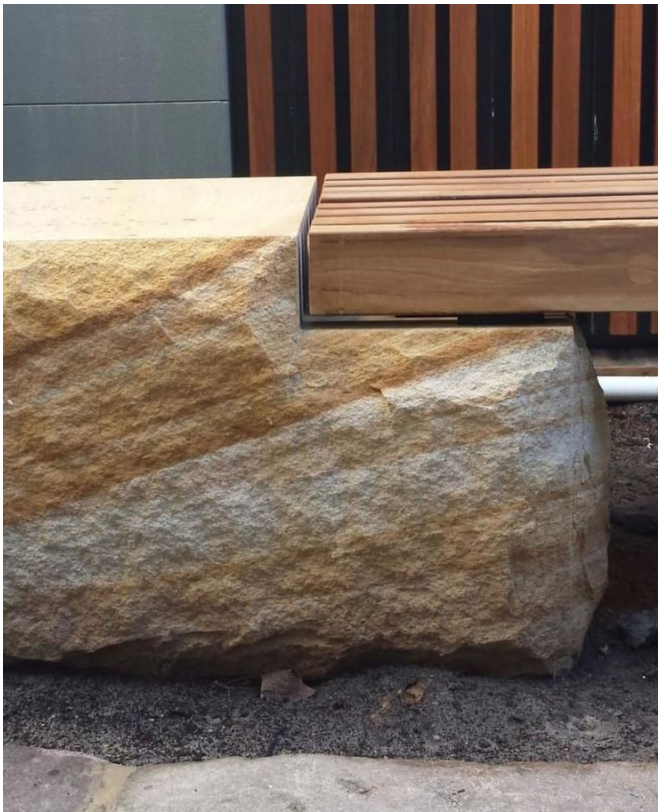
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NATURAL MATERIALS, REFINED CRAFT

FURNITURE MADE FROM NATURAL, RUSTIC MATERIALS OF STONE, TIMBER AND EARTH-TONED ELEMENTS, CRAFTED WITH CARE AND REFINEMENT. THIS BRINGS TOGETHER RUGGED CHARACTER AND THOUGHTFUL, SOPHISTICATED DETAILING, ECHOING THE ARTISTIC, HANDS-ON NATURE OF THE AIREYS INLET COMMUNITY.

SOLID, GROUNDED, BUILT TO LAST

THE FURNITURE DESIGN WILL HAVE A SENSE OF MASS AND PERMANENCE. FORMS FEEL ANCHORED, DEPENDABLE AND ENDURING DESIGNED TO WITHSTAND THE COASTAL CLIMATE, HEAVY USE, AND A LONG LIFE OUTDOORS.



FURNITURE & FEATURE PRECEDENTS



UNIQUE TO AIREYS

DESIGNED SPECIFICALLY FOR THE AIREYS INLET TOP SHOPS, THIS FURNITURE RESPONDS TO THE CHARACTER OF THE PLACE AS MUCH AS ITS FUNCTION. RATHER THAN RELYING ON OFF-THE-SHELF PRODUCTS, THE RANGE COMPRISES FOUR UNIQUE PIECES, PURPOSE-DESIGNED FOR THIS LOCATION AND UNITED BY A COMMON LANGUAGE.

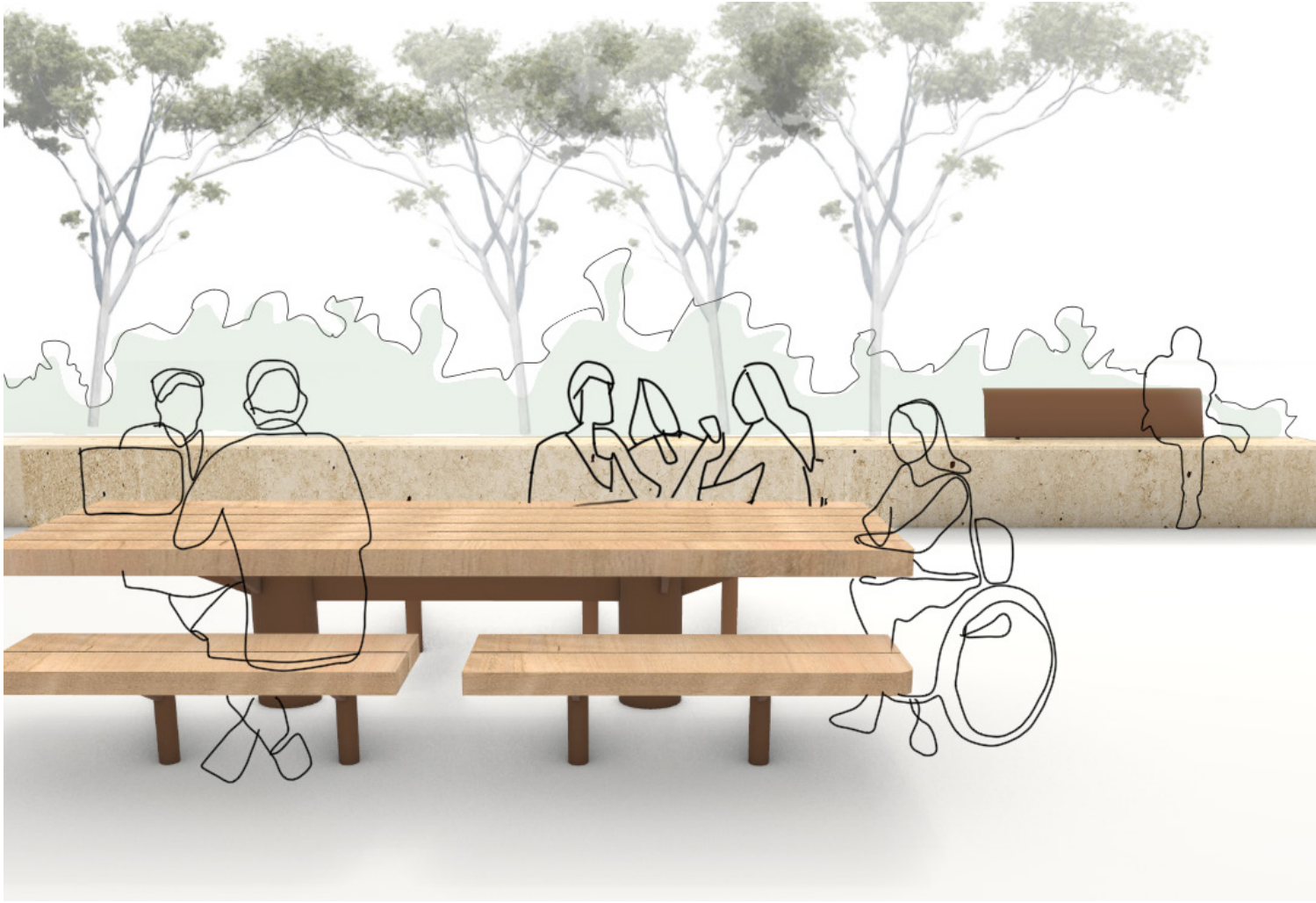
THE MATERIAL PALETTE IS DELIBERATELY SIMPLE: HEAVY-GAUGE WEATHERED STEEL PAIRED WITH LARGE-PROFILE HARDWOOD TIMBER. ROBUST, NATURAL MATERIALS THAT AGE WELL AND HOLD THEIR CHARACTER OVER TIME.

ACROSS THE RANGE, THE FURNITURE OFFERS A VARIETY OF WAYS TO SIT, STAND, LEAN, AND GATHER — CATERING TO DIFFERENT AGES AND ABILITIES, AND MAKING THE SPACE WELCOMING AND ACCESSIBLE FOR ALL. THIS CREATES REASONS TO SLOW DOWN, SIT, AND STAY A WHILE. THAT EXTENDED DWELL TIME IS GOOD FOR VISITORS AND GOOD FOR TRADERS, TURNING THE STREET INTO A PLACE PEOPLE WANT TO LINGER, NOT JUST PASS THROUGH.



THE LONG TABLE

A GENEROUS COMMUNAL TABLE DESIGNED TO BRING PEOPLE TOGETHER — FOR A GATHERING, AN EVENT, OR JUST AN INCIDENTAL MEETING. ACCESSIBLE SEATING IS INTEGRATED THROUGHOUT, WELCOMING EVERYONE TO THE TABLE, FROM DAILY REGULARS TO VISITORS PASSING THROUGH.



BESPOKE FURNITURE CONCEPT





PLANTERS

A SERIES OF RAISED PLANTERS ALONG THE PROPERTY BOUNDARY, GIVING TRADERS A DEFINED EDGE TO THEIR DINING / RETAIL AREAS WITHOUT CLOSING THE SPACE OFF. THEY PROVIDE STRUCTURE, SHADE AND GREENERY.



BAR SEATING

MAKING THE MOST OF A NARROW STRIP OUTSIDE THE SUPERMARKET, THIS OFFERS A QUICK, FLEXIBLE PERCH — STAND, LEAN, OR SIT FOR A COFFEE OR A BITE OF LUNCH. A PLANTED BUFFER SEPARATES IT FROM THE ROADWAY.



SEATING WALL

A LONG RAMMED EARTH WALL PROVIDING A PROTECTIVE EDGE BETWEEN THE PUBLIC SPACE AND THE ROAD, AND AN EXTENDED RUN OF INCIDENTAL SEATING. BACKRESTS, ARMRESTS, AND TABLES TURN SIMPLE PERCHING SPOTS INTO COMFORTABLE, ACCESSIBLE SEATING.

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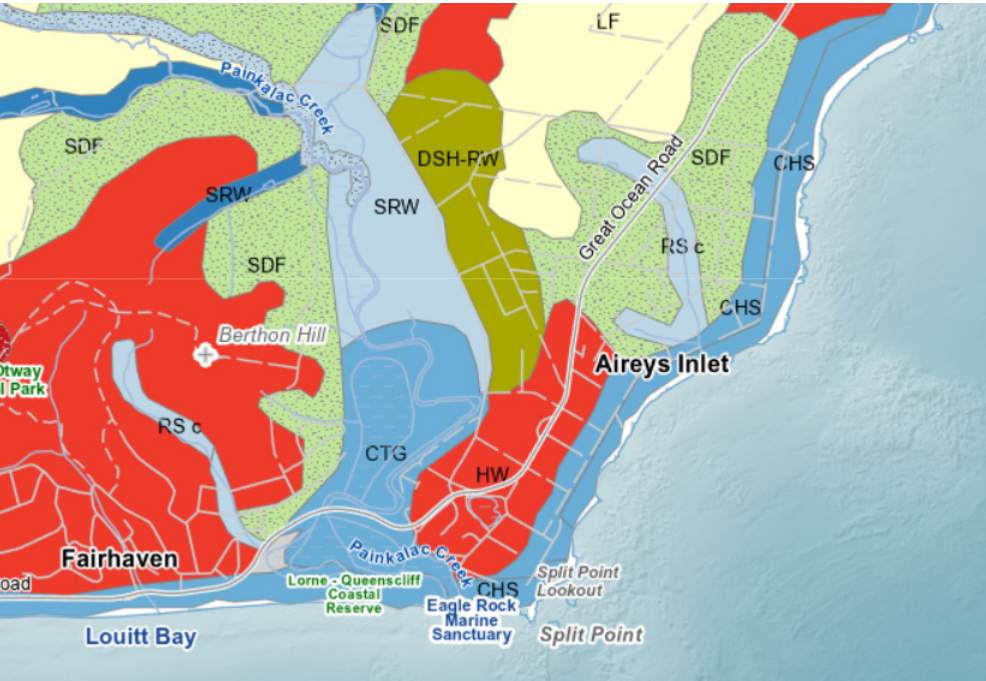
IMMERSED IN A BUSHLAND GARDEN

THE DESIGN WILL USE CAREFULLY SELECTED INDIGENOUS SPECIES FROM THE OTWAY PLAIN BIOREGION AND SELECT NATIVE SPECIES THAT ARE SUITABLE FOR STREETScape PLANTING. NO EXOTIC OR DECIDUOUS SPECIES.

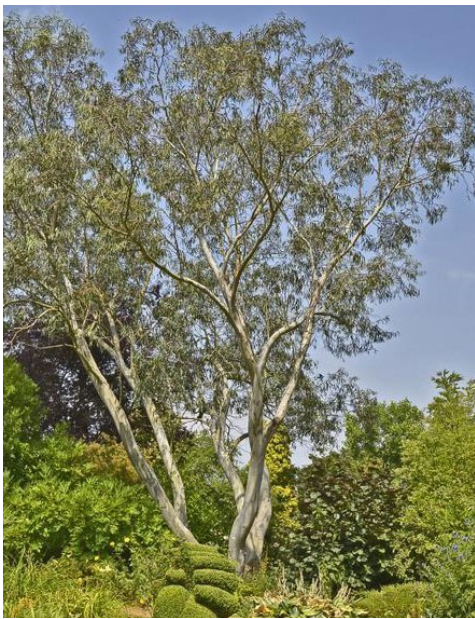
NOTE: ALL FINAL PLANTING DESIGN WILL BE SUBJECT TO A BUSHFIRE RISK ASSESSMENT.

LOCAL VEGETATION COMMUNITIES INCLUDE:

- LOWLAND FORESTS (EVC 16),
- HEATHY WOODLANDS (EVC 48),
- HERB-RICH WOODLANDS (EVC 3),
- COASTAL SCRUBS GRASSLANDS & WOODLANDS (EVC 163),
- RIPARIAN SCRUBS OR SWAMPY SCRUBS AND WOODLANDS (EVC 83),
- DRY FORESTS (EVC 21)



LOCAL VEGETATION COMMUNITIES (SOURCE: NATUREKIT/DEECA)

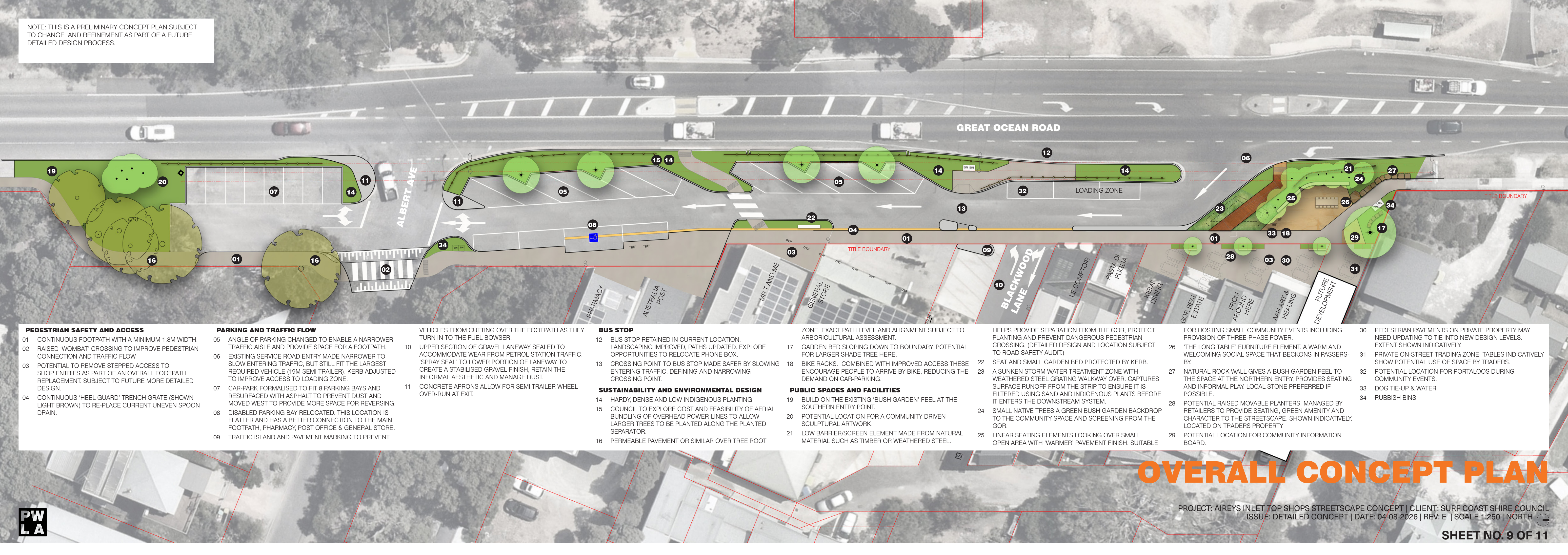


NOTE: THESE IMAGES DEMONSTRATE THE PLANTING LOOK AND FEEL TO BE ACHIEVED USING NATIVE SPECIES. NOT ALL IMAGES SHOW NATIVES.

PLANTING



NOTE: THIS IS A PRELIMINARY CONCEPT PLAN SUBJECT TO CHANGE AND REFINEMENT AS PART OF A FUTURE DETAILED DESIGN PROCESS.



- PEDESTRIAN SAFETY AND ACCESS**

 - 01 CONTINUOUS FOOTPATH WITH A MINIMUM 1.8M WIDTH.
 - 02 RAISED 'WOMBAT' CROSSING TO IMPROVE PEDESTRIAN CONNECTION AND TRAFFIC FLOW.
 - 03 POTENTIAL TO REMOVE STEPPED ACCESS TO SHOP ENTRIES AS PART OF AN OVERALL FOOTPATH REPLACEMENT. SUBJECT TO FUTURE MORE DETAILED DESIGN.
 - 04 CONTINUOUS 'HEEL GUARD' TRENCH GRATE (SHOWN LIGHT BROWN) TO RE-PLACE CURRENT UNEVEN SPOON DRAIN.
- PARKING AND TRAFFIC FLOW**

 - 05 ANGLE OF PARKING CHANGED TO ENABLE A NARROWER TRAFFIC AISLE AND PROVIDE SPACE FOR A FOOTPATH.
 - 06 EXISTING SERVICE ROAD ENTRY MADE NARROWER TO SLOW ENTERING TRAFFIC, BUT STILL FIT THE LARGEST REQUIRED VEHICLE (19M SEMI-TRAILER). KERB ADJUSTED TO IMPROVE ACCESS TO LOADING ZONE.
 - 07 CAR-PARK FORMALISED TO FIT 8 PARKING BAYS AND RESURFACED WITH ASPHALT TO PREVENT DUST AND MOVED WEST TO PROVIDE MORE SPACE FOR REVERSING.
 - 08 DISABLED PARKING BAY RELOCATED. THIS LOCATION IS FLATTER AND HAS A BETTER CONNECTION TO THE MAIN FOOTPATH, PHARMACY, POST OFFICE & GENERAL STORE.
 - 09 TRAFFIC ISLAND AND PAVEMENT MARKING TO PREVENT
- VEHICLES FROM CUTTING OVER THE FOOTPATH AS THEY TURN IN TO THE FUEL BOWSER.

 - 10 UPPER SECTION OF GRAVEL LANEWAY SEALED TO ACCOMMODATE WEAR FROM PETROL STATION TRAFFIC. 'SPRAY SEAL' TO LOWER PORTION OF LANEWAY TO CREATE A STABILISED GRAVEL FINISH. RETAIN THE INFORMAL AESTHETIC AND MANAGE DUST.
 - 11 CONCRETE APRONS ALLOW FOR SEMI TRAILER WHEEL OVER-RUN AT EXIT.
- BUS STOP**

 - 12 BUS STOP RETAINED IN CURRENT LOCATION. LANDSCAPING IMPROVED, PATHS UPDATED. EXPLORE OPPORTUNITIES TO RELOCATE PHONE BOX.
 - 13 CROSSING POINT TO BUS STOP MADE SAFER BY SLOWING ENTERING TRAFFIC, DEFINING AND NARROWING CROSSING POINT.
- SUSTAINABILITY AND ENVIRONMENTAL DESIGN**

 - 14 HARDY, DENSE AND LOW INDIGENOUS PLANTING
 - 15 COUNCIL TO EXPLORE COST AND FEASIBILITY OF AERIAL BUNDLING OF OVERHEAD POWER-LINES TO ALLOW LARGER TREES TO BE PLANTED ALONG THE PLANTED SEPARATOR.
 - 16 PERMEABLE PAVEMENT OR SIMILAR OVER TREE ROOT
- ZONE. EXACT PATH LEVEL AND ALIGNMENT SUBJECT TO ARBORICULTURAL ASSESSMENT.

 - 17 GARDEN BED SLOPING DOWN TO BOUNDARY. POTENTIAL FOR LARGER SHADE TREE HERE.
 - 18 BIKE RACKS. COMBINED WITH IMPROVED ACCESS THESE ENCOURAGE PEOPLE TO ARRIVE BY BIKE, REDUCING THE DEMAND ON CAR-PARKING.
- PUBLIC SPACES AND FACILITIES**

 - 19 BUILD ON THE EXISTING 'BUSH GARDEN' FEEL AT THE SOUTHERN ENTRY POINT.
 - 20 POTENTIAL LOCATION FOR A COMMUNITY DRIVEN SCULPTURAL ARTWORK.
 - 21 LOW BARRIER/SCREEN ELEMENT MADE FROM NATURAL MATERIAL SUCH AS TIMBER OR WEATHERED STEEL.
- HELPS PROVIDE SEPARATION FROM THE GOR, PROTECT PLANTING AND PREVENT DANGEROUS PEDESTRIAN CROSSING. (DETAILED DESIGN AND LOCATION SUBJECT TO ROAD SAFETY AUDIT.)

 - 22 SEAT AND SMALL GARDEN BED PROTECTED BY KERB.
 - 23 A SUNKEN STORM WATER TREATMENT ZONE WITH WEATHERED STEEL GRATING WALKWAY OVER. CAPTURES SURFACE RUNOFF FROM THE STRIP TO ENSURE IT IS FILTERED USING SAND AND INDIGENOUS PLANTS BEFORE IT ENTERS THE DOWNSTREAM SYSTEM.
 - 24 SMALL NATIVE TREES A GREEN BUSH GARDEN BACKDROP TO THE COMMUNITY SPACE AND SCREENING FROM THE GOR.
 - 25 LINEAR SEATING ELEMENTS LOOKING OVER SMALL OPEN AREA WITH 'WARMER' PAVEMENT FINISH. SUITABLE
- FOR HOSTING SMALL COMMUNITY EVENTS INCLUDING PROVISION OF THREE-PHASE POWER.

 - 26 'THE LONG TABLE' FURNITURE ELEMENT. A WARM AND WELCOMING SOCIAL SPACE THAT BECKONS IN PASSERS-BY.
 - 27 NATURAL ROCK WALL GIVES A BUSH GARDEN FEEL TO THE SPACE AT THE NORTHERN ENTRY, PROVIDES SEATING AND INFORMAL PLAY. LOCAL STONE PREFERRED IF POSSIBLE.
 - 28 POTENTIAL RAISED MOVABLE PLANTERS, MANAGED BY RETAILERS TO PROVIDE SEATING, GREEN AMENITY AND CHARACTER TO THE STREETScape. SHOWN INDICATIVELY. LOCATED ON TRADERS PROPERTY.
 - 29 POTENTIAL LOCATION FOR COMMUNITY INFORMATION BOARD.
- 30 PEDESTRIAN PAVEMENTS ON PRIVATE PROPERTY MAY NEED UPDATING TO TIE INTO NEW DESIGN LEVELS. EXTENT SHOWN INDICATIVELY.
 - 31 PRIVATE ON-STREET TRADING ZONE. TABLES INDICATIVELY SHOW POTENTIAL USE OF SPACE BY TRADERS.
 - 32 POTENTIAL LOCATION FOR PORTALOOS DURING COMMUNITY EVENTS.
 - 33 DOG TIE-UP & WATER
 - 34 RUBBISH BINS

OVERALL CONCEPT PLAN

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EXISTING CONDITIONS OVERLAY

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