



# McKeon St, Maroubra

Case Study

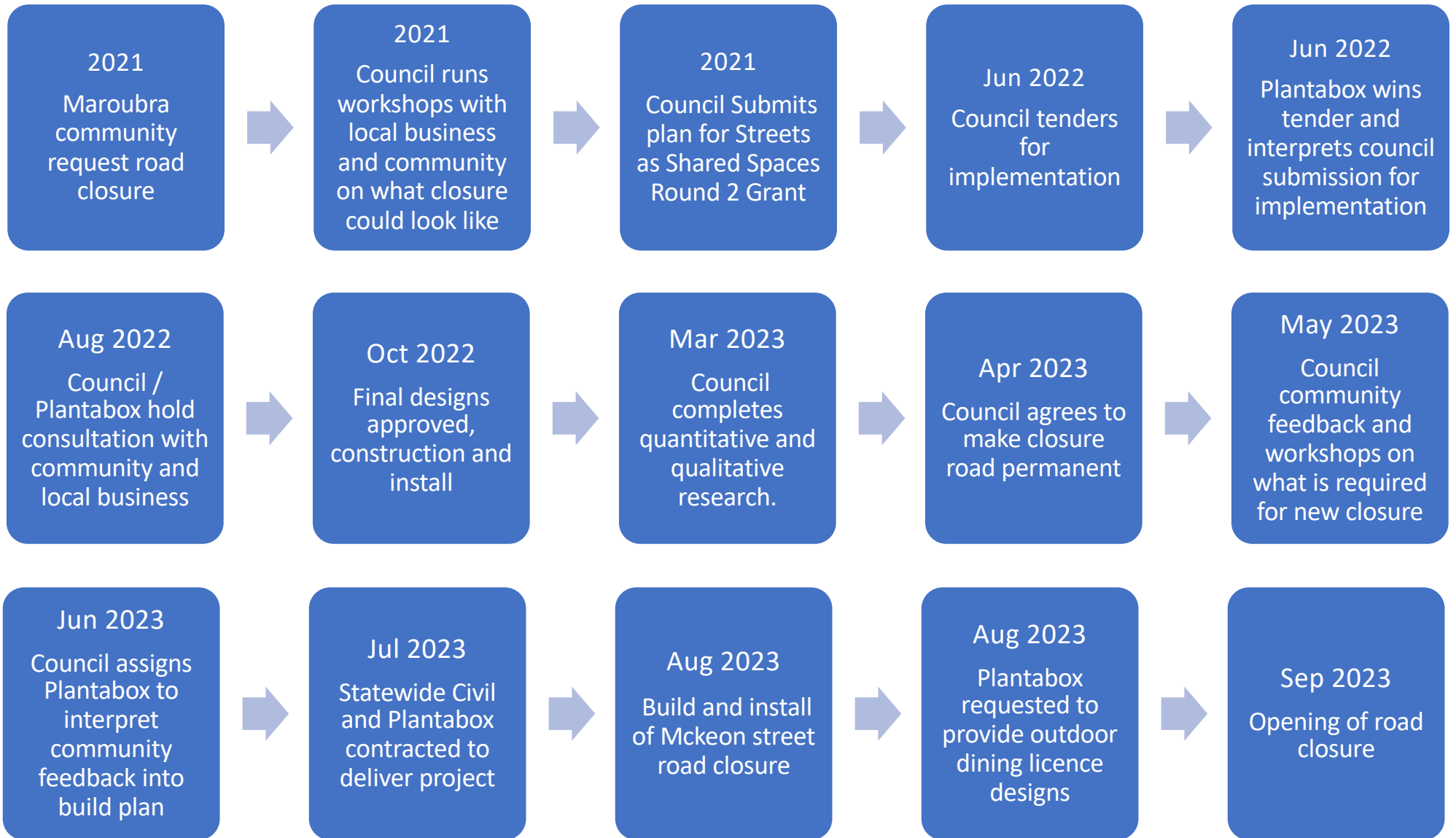
## McKeon St Placemaking

McKeon Street is located in the beach suburb of Maroubra, located south of the Sydney CBD in Randwick Council. The street flows east-west, terminating against Marine Parade that runs beside the main beach. This is the local shopping strip with primarily cafes and restaurants located on the south side and the Maroubra Hotel on the north. The street acts as the main conduit from the beach to the shops.

In 2021 after a successful part closure of Coogee Bay Rd, locals requested council to examine closing the eastern end of McKeon St. As part of the NSW Government, Streets as Shared Spaces Round 2 grant, council applied for funding to trial this closure. Plantabox in partnership with Randwick council provided preliminary designs based on community feedback.

In 2022 Randwick council was successful in their bid and Plantabox won the tender to design and install a 6 month road closure trial. On completion of the trial, community and local business feedback was extremely positive and council made the decision to fund a permanent road closure.

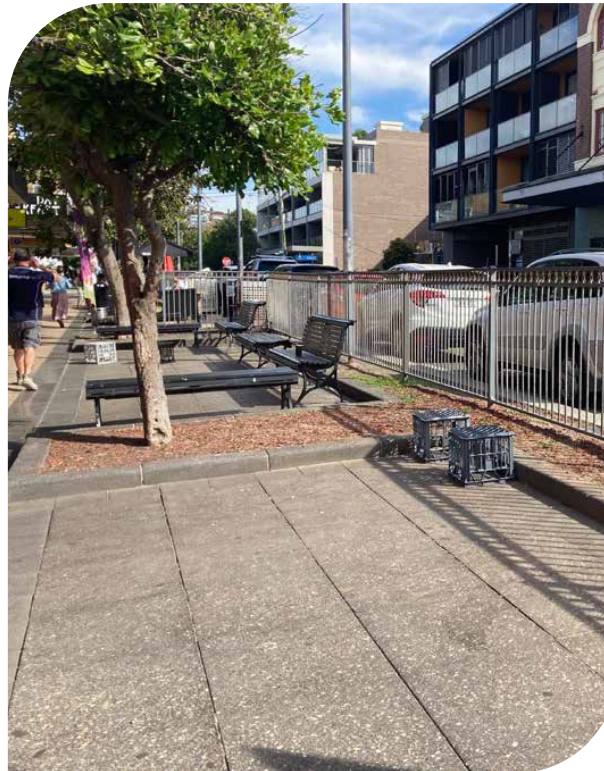
Plantabox was commissioned to design this new road closure using community feedback and requests. The original trial was extended for 3 months before Statewide Civil undertook road surface works and Plantabox project managed and installed all placemaking and other free-standing components.



# McKeon St Location



# McKeon St Existing condition

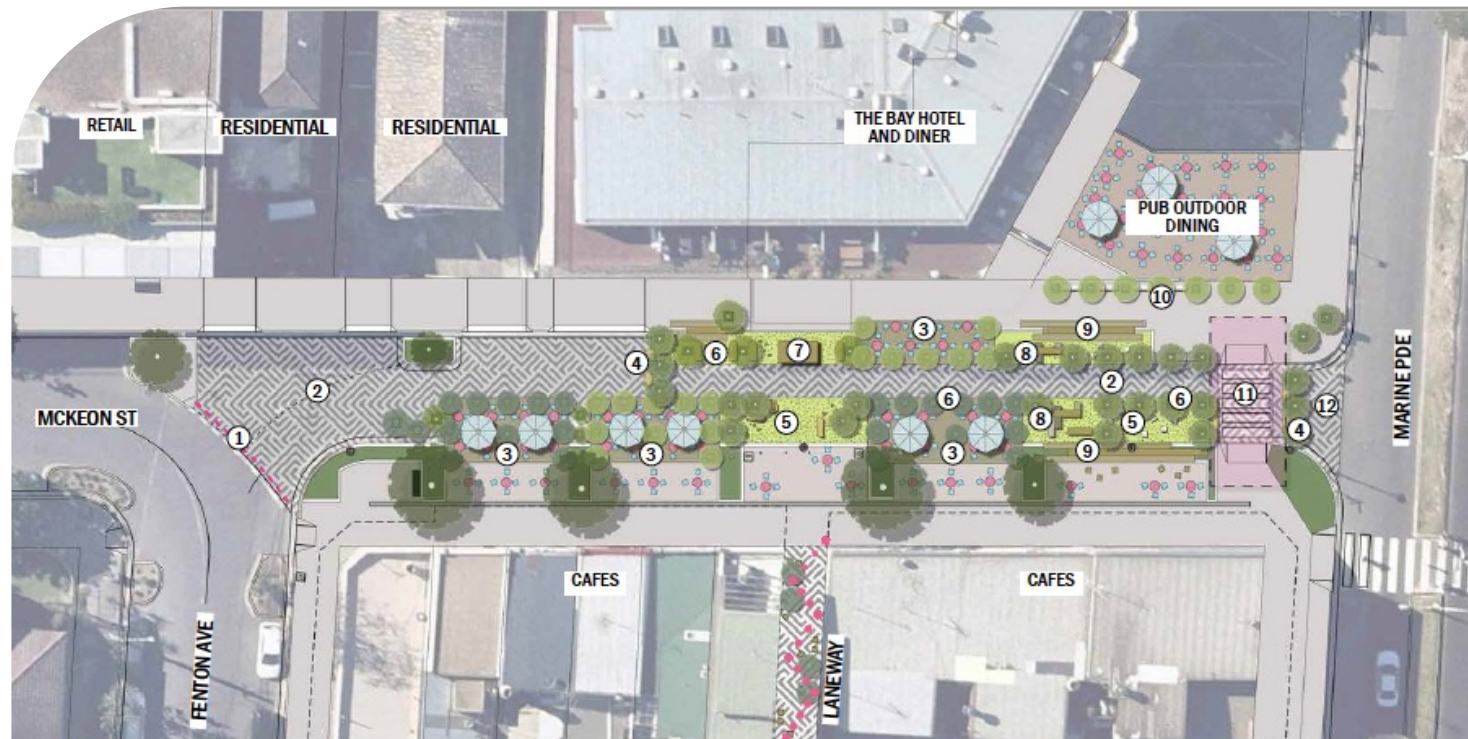


# McKeon Street

TRIAL 1

# McKeon St Concept Plan

Concept plan created by council for Streets as Shared Spaces Grant Application



## LEGEND

- ① Temporary rubber speed bump to slow traffic.
- ② Local artist to paint road with hyper-graphic.
- ③ Raised decking area with seating, secured umbrellas and pot plants with small trees and shrubs.
- ④ Sandstone boulders and large pots with trees to provide vehicular barrier.
- ⑤ Artificial turf with seating, games, sandstone boulders and large pots with trees.
- ⑥ Large pots with trees and shrubs to create a green avenue of planting.
- ⑦ Moveable wood stage with power supply.
- ⑧ Climbing benches / seating modules for informal games.
- ⑨ Mini wood amphitheatre for informal seating opportunities.
- ⑩ Bench seating with backrests surrounded by pots with large trees.
- ⑪ Shade canopy to be designed by artist.
- ⑫ Loading zone / pub keg drop off area.

## CONCEPT PLAN

# McKeon St Concept Plan

Concepts outlining potential placemaking and finishing elements outlined in council's submission



**SHADE CANOPY**  
To be designed by artist and structurally certified by engineer.



**ROAD PATTERN**  
Thermally applied paint to be design and applied by local artist.



**MINI AMPHITHEATER**  
Custom built wood mini amphitheater. 450mm tall seating terraces.



**MOVEABLE TABLES AND CHAIRS**  
Supplier to be determined.



**POT PLANTS**  
Supplier to be determined.



**UMBRELLAS**  
To be wind rated and fixed. Supplier to be determined.



**CLIMBING BENCHES**  
Custom built 400mm tall wood clad modules.



**ARTIFICIAL TURF**  
Supplier to be determined.



**SANDSTONE BOULDERS**  
Varying dimensions. Supplier to be determined.



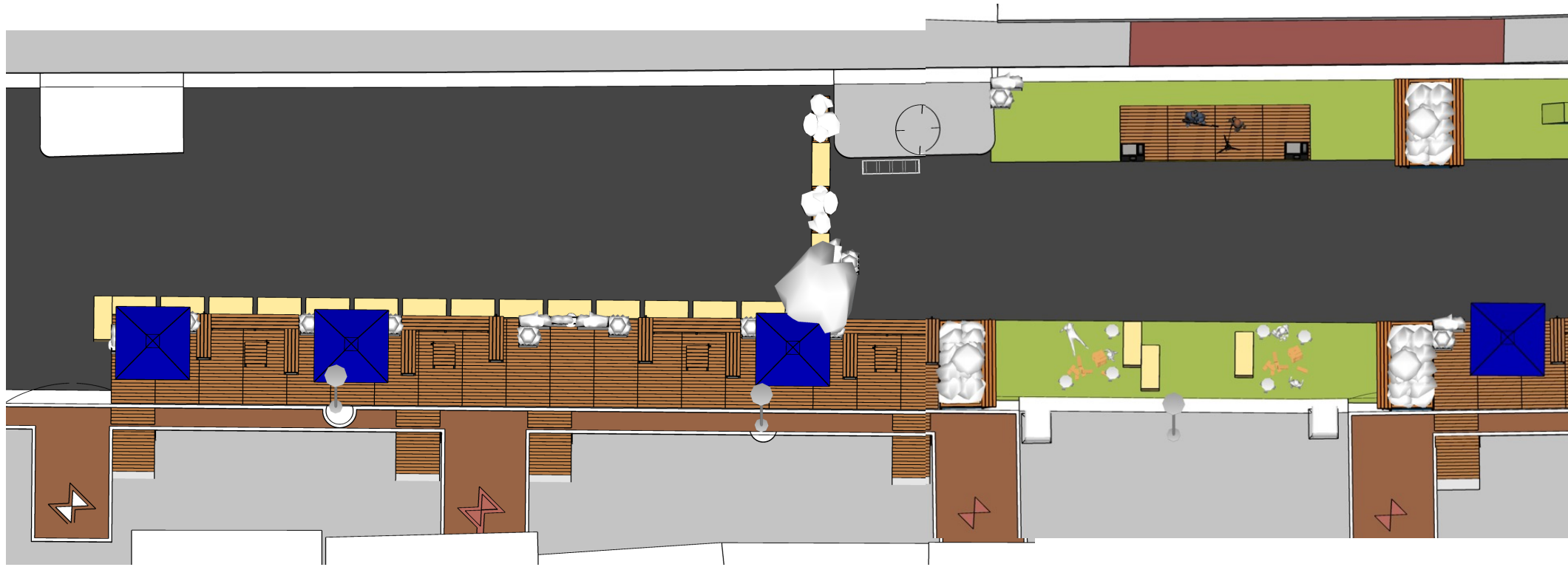
**RAISED WOOD DECKING**  
Accessible raised wood decking. Varying dimensions. Supplier to be determined.

## INDICATIVE MATERIALS PALETTE



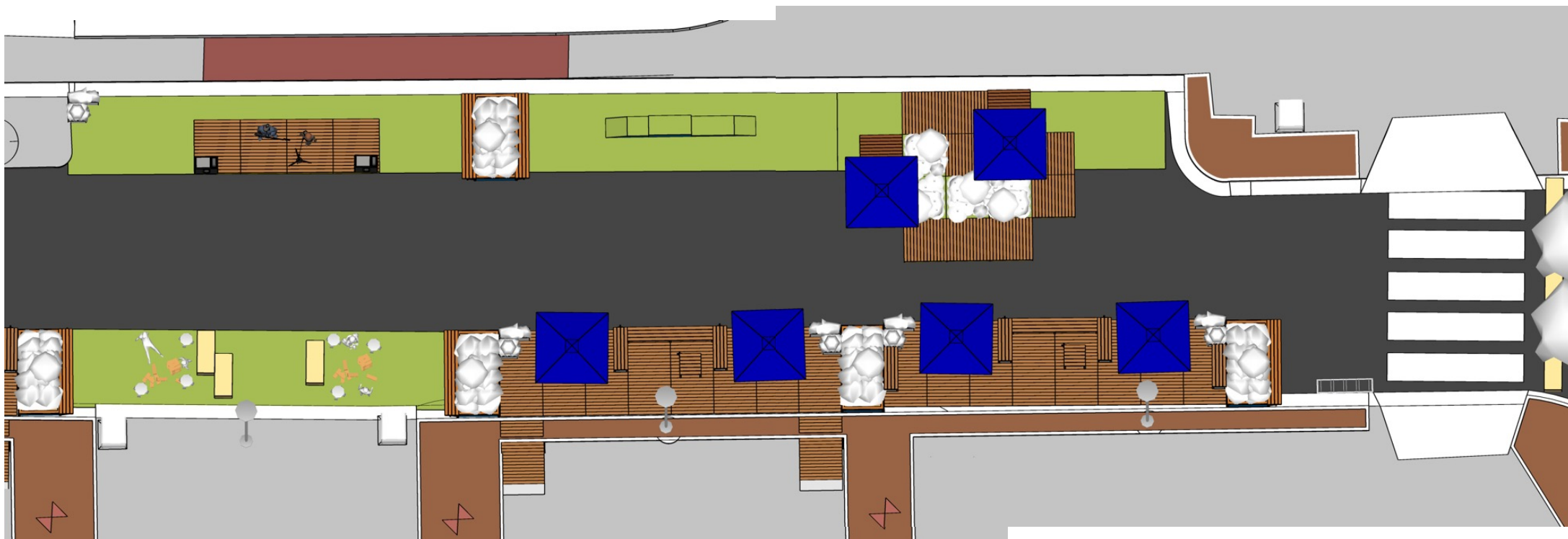
# McKeon St Build Plan

Plantabox plans for trial  
closure – elements from  
west towards centre



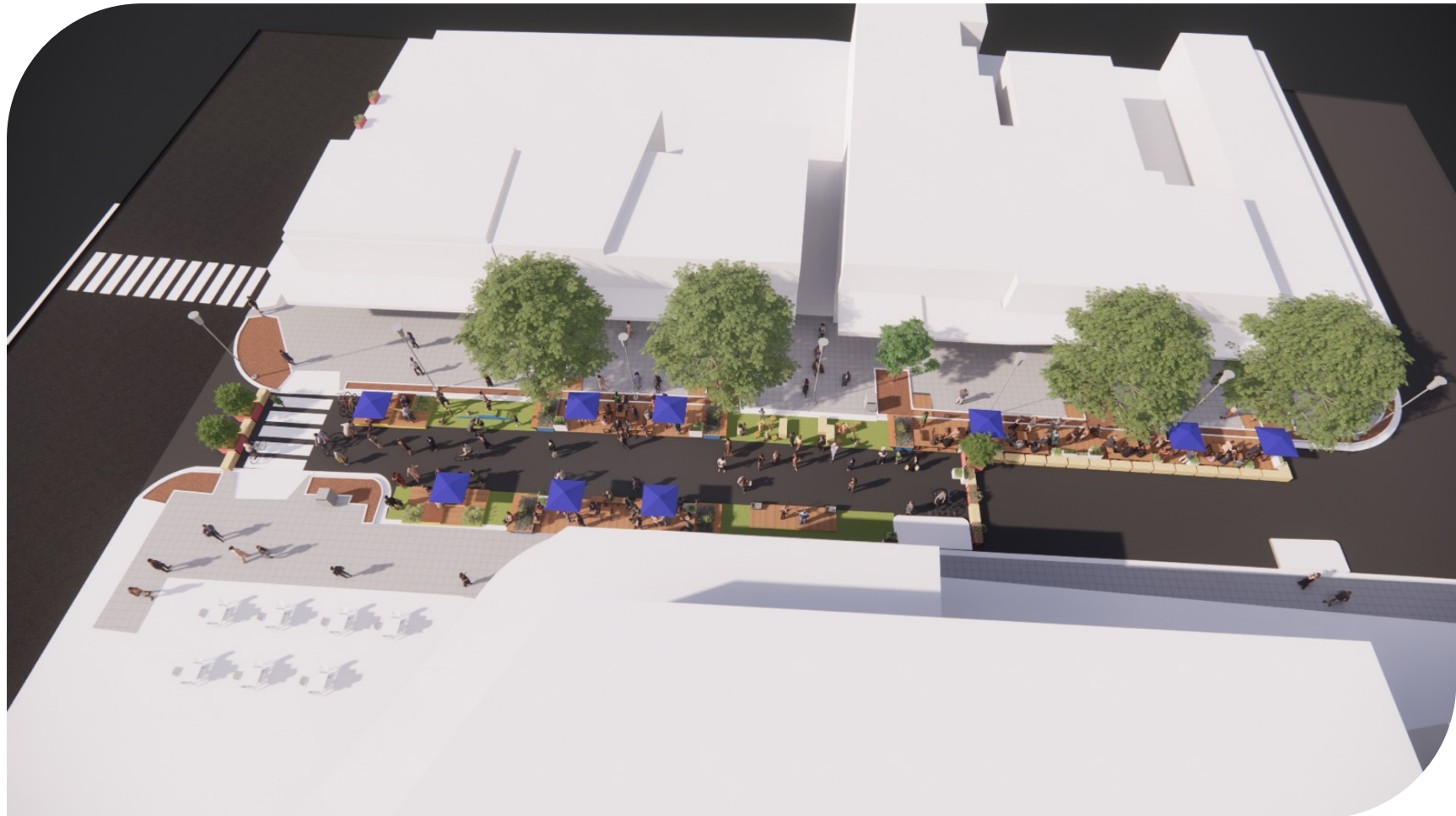
# McKeon St Build Plan

Plantabox plans for trial  
closure – elements from  
centre towards east



# McKeon St 3D renders

Renders to help community, council, business owners visualise the designs



## McKeon St 3D renders



## McKeon St 3D renders



# Fly through of design

<https://vimeo.com/812997439>



# Opening Day



# Opening Day





# Opening Day



## McKeon St DATA

For the duration of the project there was an onsite QR Code survey with 262 responses, that demonstrated strong community support for the Plaza to be made permanent with 90% of respondents believing the Plaza should be a permanent space. 7% said “No” and 3% not sure. There was also a consistent connection between Council and the businesses. This connection saw adjustments to layout, programming and parking made to improve the functioning of the Plaza.

As part of the funding acquittal a comprehensive engagement program was conducted to gain feedback on the Plaza layout, content, programming and future. A Neighbourhood Sentiment Survey via Your Say Randwick, including a 10,000-letterbox drop was run and achieved 730 responses. Both the local community and businesses were provided opportunities to provide feedback through an online survey, social media posts, informal site meetings and face to face interviews.

In summary, in response to the question Should the Plaza be made permanent 85% said yes, 10% no and 5% were unsure. 48% of respondents visit the Plaza to eat out and 28% to catch up with friends. 97% see the space as safe, 69% feel it has a good atmosphere, 67% see the Plaza as a good space to socialize and 88% agree the Plaza has a positive impact on the community.

## McKeon St DATA continued

Council ran individual face to face meetings and a briefing session with McKeon/Marine Pde businesses showed that while they have had to adjust to new usage, patterns and changes to customer movement, overall, they are supportive of the Plaza with 80% supporting the plaza to be permanent and 20% unsure.

Spend data from Spendmapp covering dining and specialised retail was collected specifically for the precinct comparing 2022 to 2021. This data showed a modest increase in local spend however a significant increase to visitor spend. For dining & entertainment visitor spend increased by 61%, in specialised retail it increased by 87%. This clearly reflected a benefit to business and an increase in activity in the Plaza.

Data and information

<https://www.randwick.nsw.gov.au/about-us/business/public-space-projects/mckeon-street-plaza>

# McKeon Street

Permanent Closure

# McKeon St Permanent Closure

Taking into account the positive community feedback and increase to business activity Council resolved at its April 2023 meeting to make the Plaza permanent. The construction of the permanent McKeon Street Plaza is to be completed by the end of September 2023

Council developed an initial layout of the site using input from community that council had consolidated into a mud map plan. Council was also working with Statewide Civil to remove the guttering on the south side and re-asphalt the road surface to create a continuous open space and provide further electrical ports along the street poles.

Plantabox was commissioned to design the road closure space. We were requested to output detailed plan drawings for civil works, 2D, 3D graphics and fly throughs for community and council consultation and outdoor dining licencing plans. Plantabox was then charged with Project Managing all elements post initial civil works of levelling road surface. This included road art, soft fall, planters, canopies, stage, street furniture, bike and surfboard rack holders, soft landscaping and external suppliers.

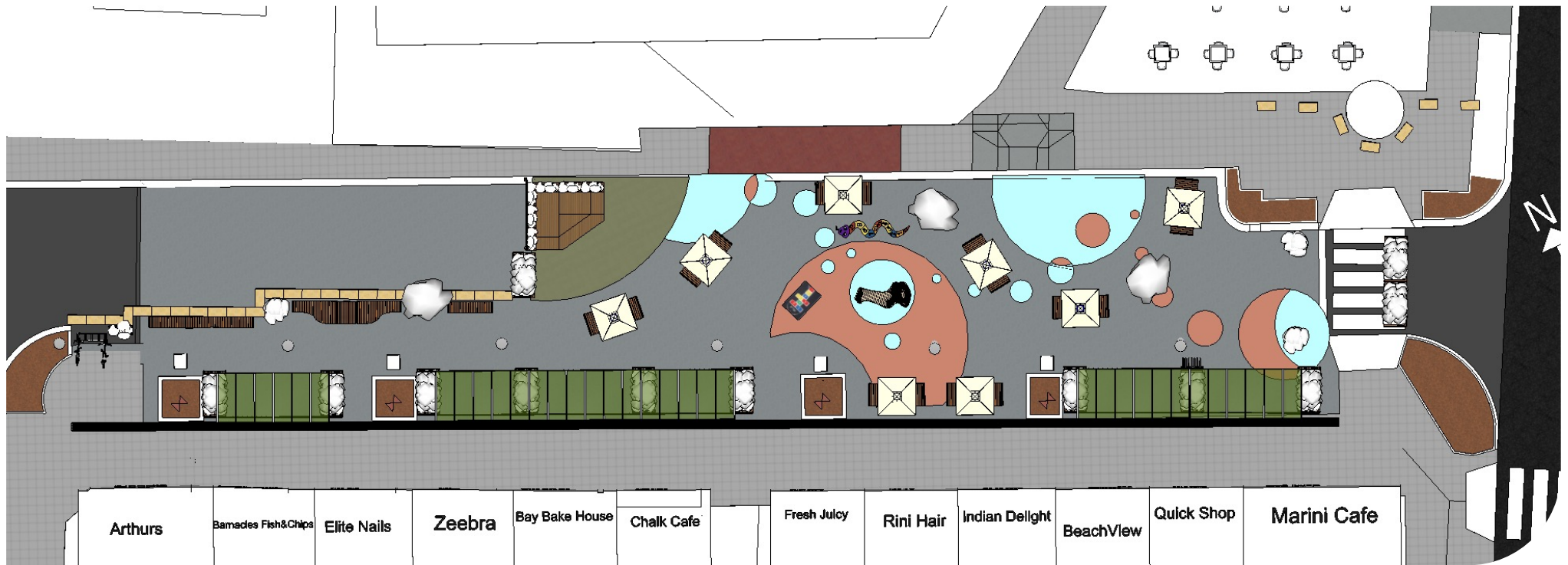
# McKeon St Council Plan

Councils initial plan outlining potential elements and zones requested



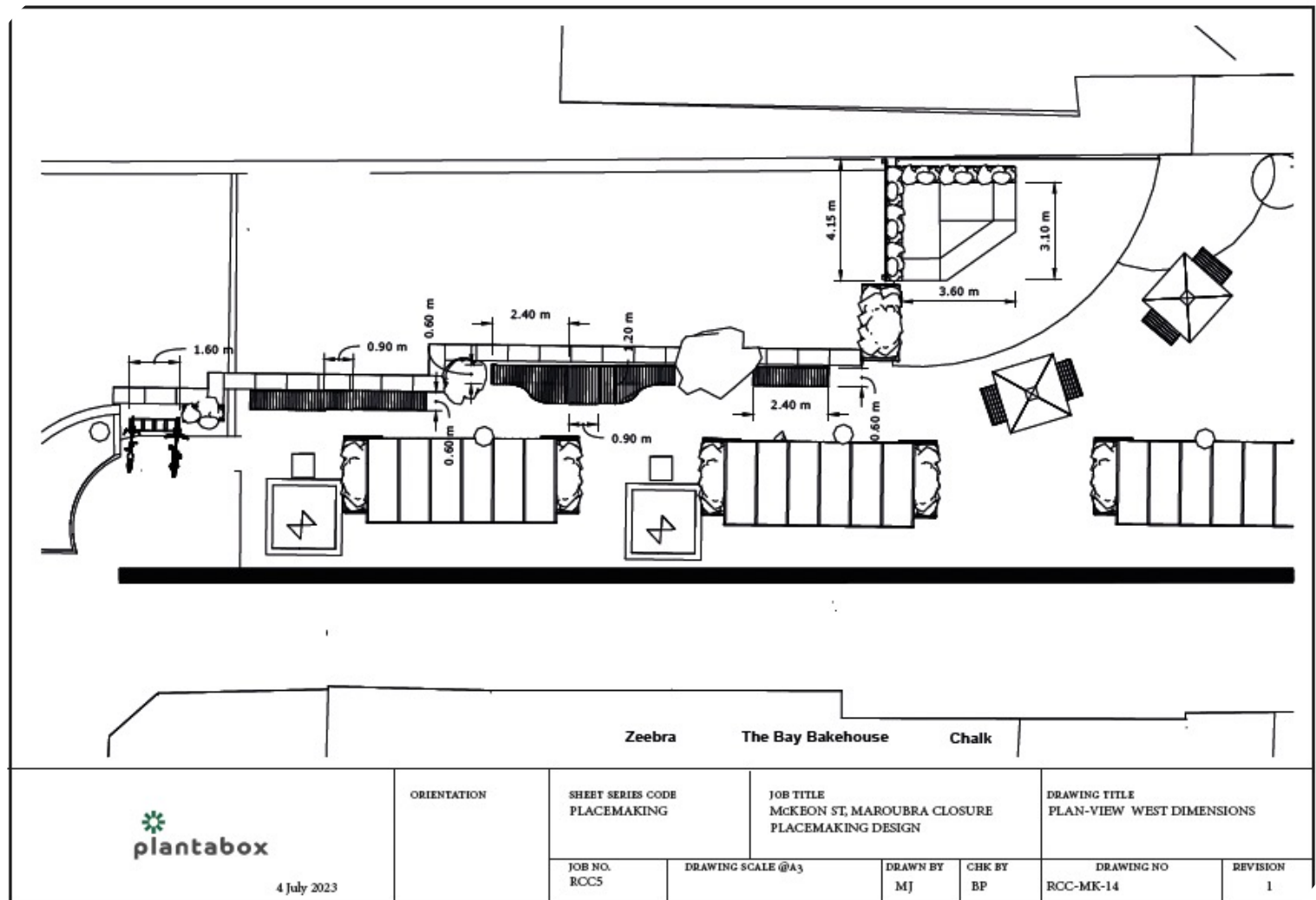
# McKeon St Plan 2

Plantabox interpretation of council's Supplied plan, Site risk assessment, Alcohol Management and Hostile Vehicle Assessment reports



# McKeon St Plan 2

Example of plan drawing for western end

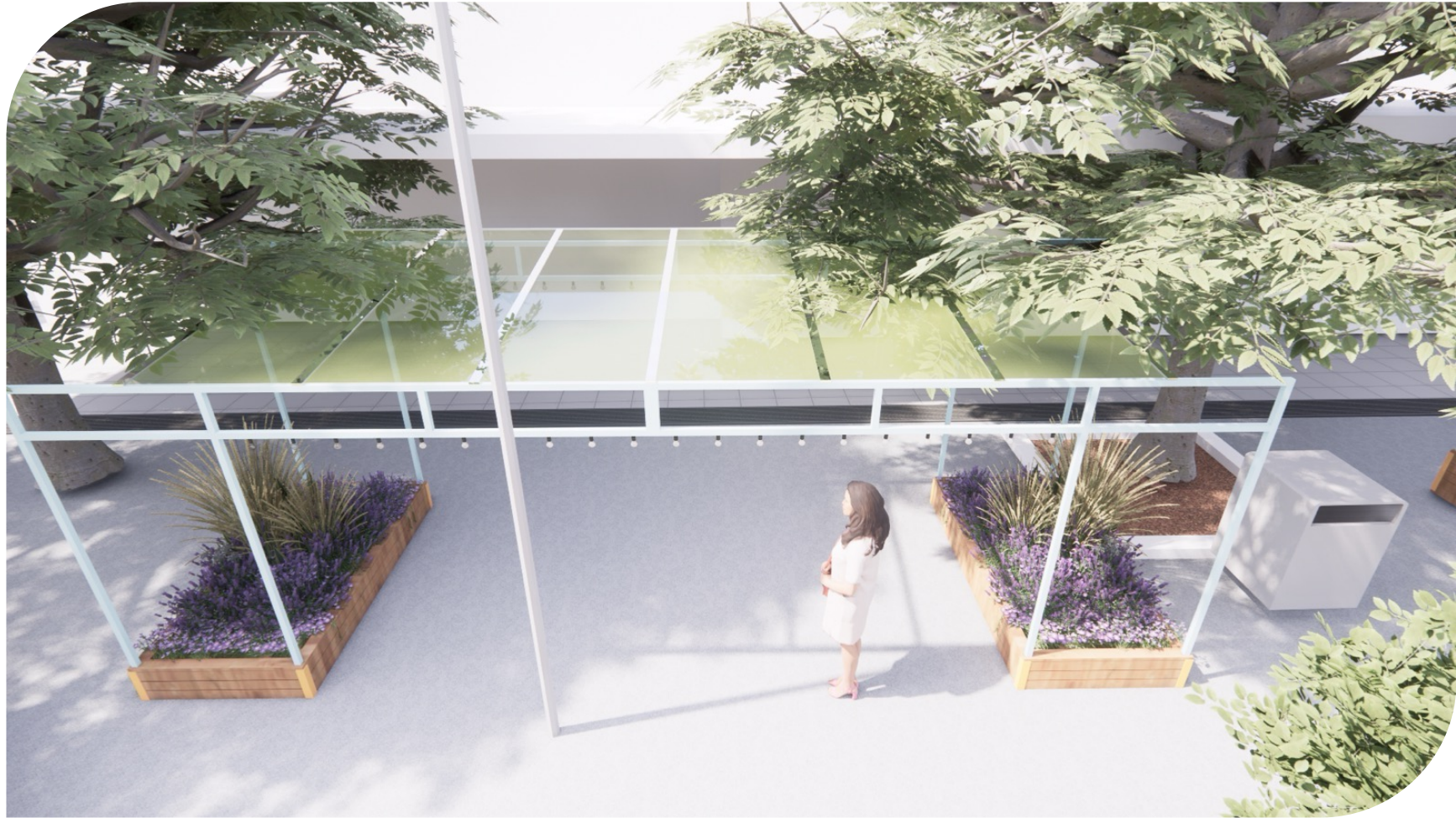




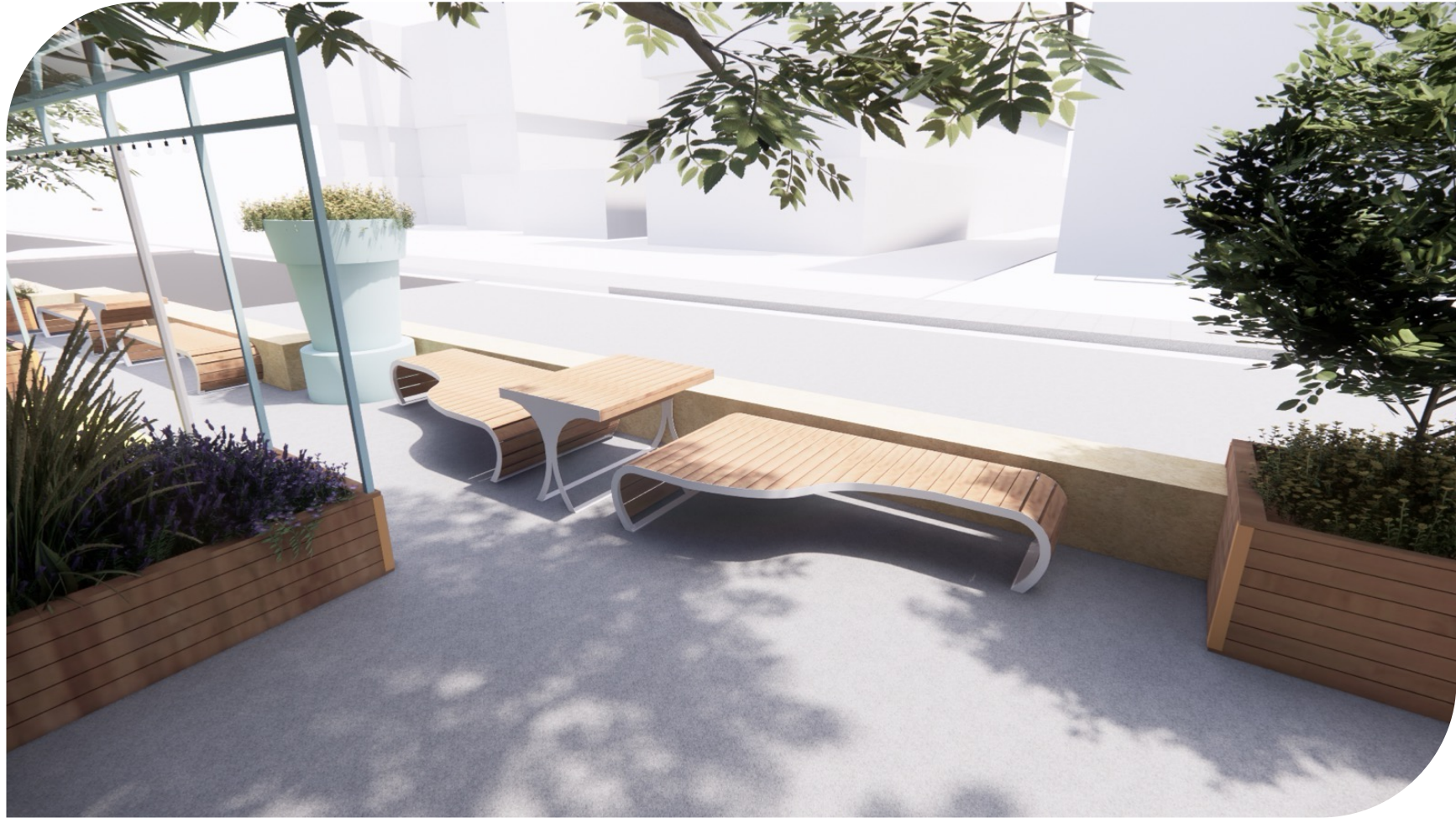
## McKeon St 3D renders



## McKeon St 3D renders



## McKeon St 3D renders



# Fly through of design <https://vimeo.com/842422071>



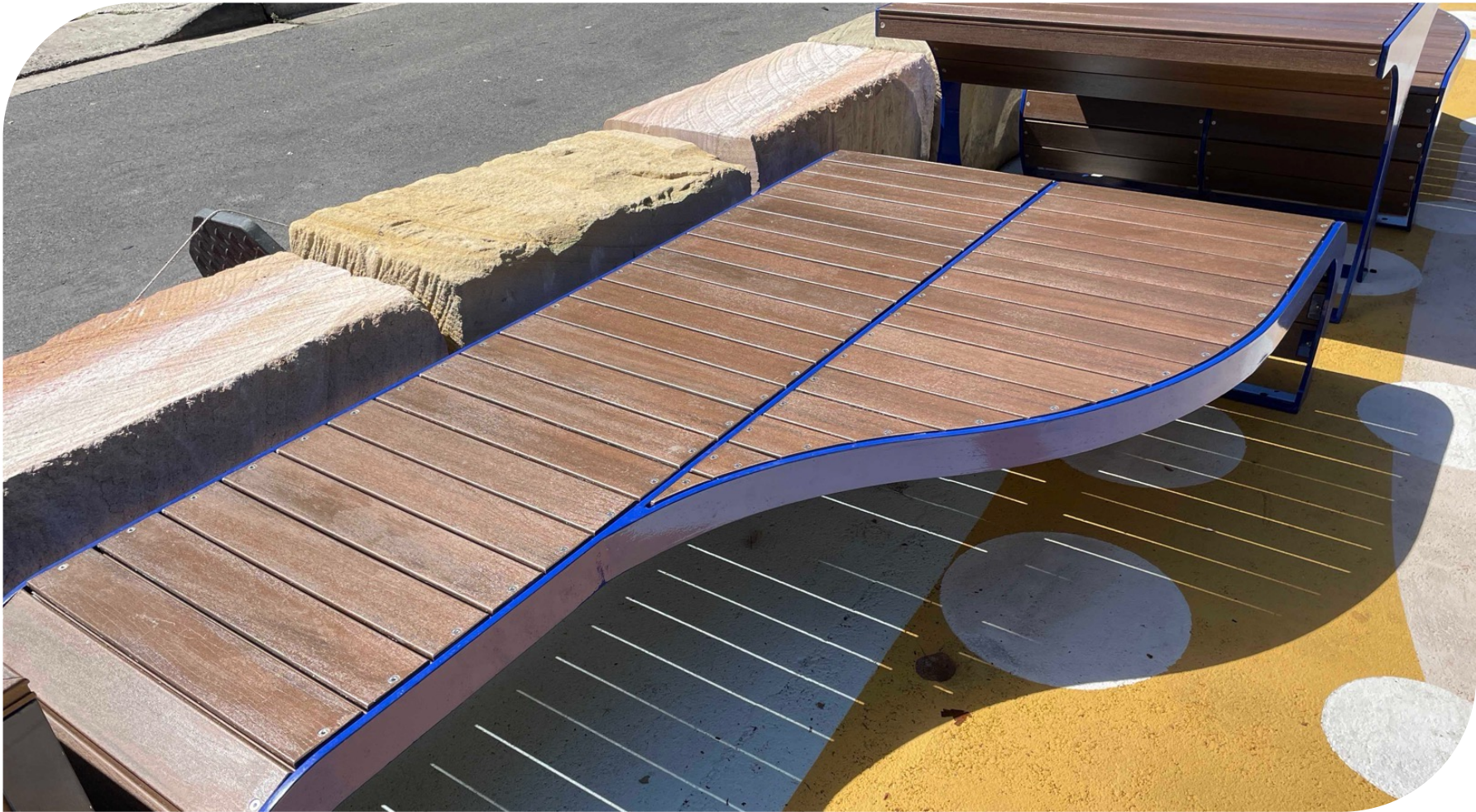
## Completed plaza



## Completed plaza



## Completed plaza



# Plaza open





# Plaza open



# Plaza open



# Plaza open



# Plaza open

