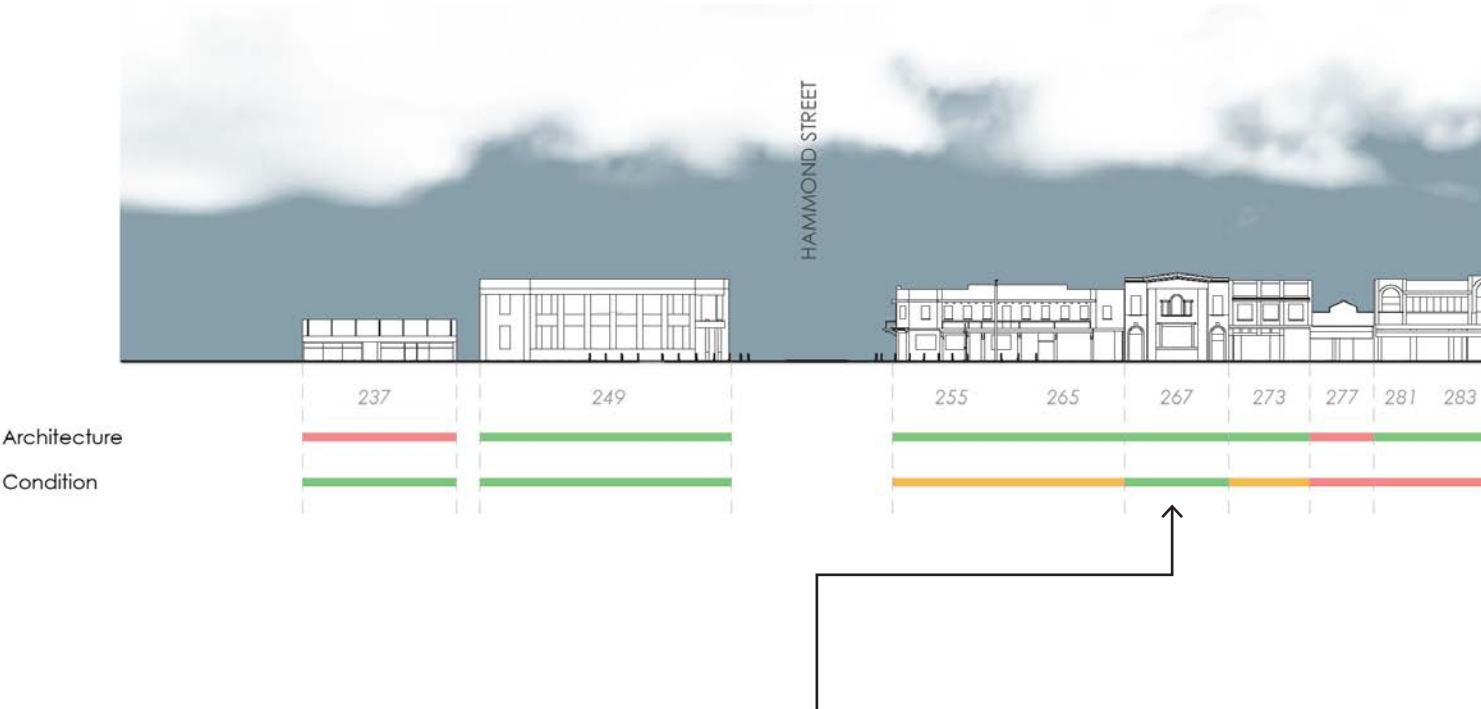


Facade Quality Survey



267 Broadway / Four Doors Down Cafe 	Upper Façade High-quality plastered masonry. Original. Good repair.
	Lower Façade As above.
	Ground-Floor Fenestration Single large window. Raised sill. One entrance glazed.
	Veranda No veranda
	Signage Discrete signage. Sympathetic to architecture.
	Activation No outdoor seating. Little visual connectivity with interior. Raised ground floor limits indoor-outdoor exchange. Some signs of first-floor inhabitation. Parallel parking allows better cross-street visibility.
	ARCHITECTURE CONDITION



- There are a wide range of facades along Broadway that vary between old or new, good or poor condition, and high or low quality architecture.
- Three contiguous blocks of heritage buildings have been identified as having potential for facade activation.
- These buildings present an opportunity for restoration that will attract passing motorists into the town.
- A temporary intervention, such as facade lighting, could be a cost-effective first step before physical upgrades.

Active Frontages and Entrances

- Shop frontages along Broadway are generally active and present many entrances to the street.
- Frontages that are off Broadway are less active but still have a good amount of activation.
- Although the Green has blank walls on two sides, it remains open and active along the other two edges.



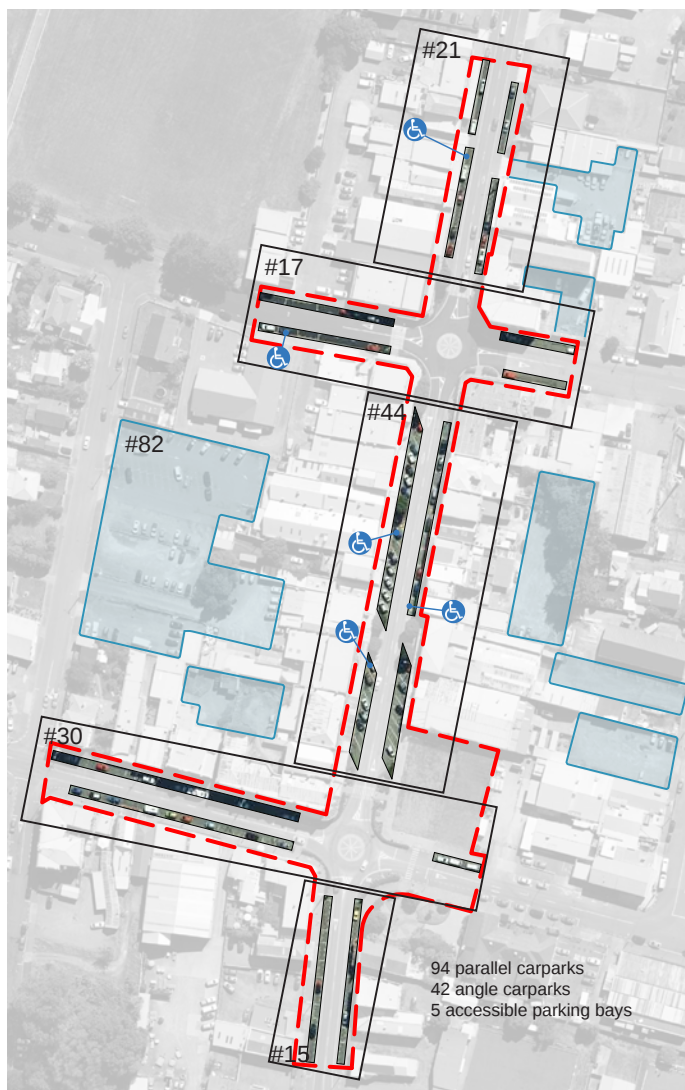
Building activities

- Broadway is dominated by General Retail and Food & Beverage Retail; this reflects the main reasons people visit the town centre.
- Office spaces are limited although there is a concentrated pockets of offices in the northwest.
- There is no trade or industrial in main town centre block.
- Residential buildings are limited to the parallel streets behind the main block.



Parking

- During the survey it was observed that there is sufficient parking on Broadway.
- More parking is available on back lots although the connection to Broadway is lacking.
- The angle of parking spaces restricts views and passage across the street.
- Accessible parks are concentrated on Broadway leaving Wellington Rd and High Street with none.
- The roundabouts provide an easy turnaround point for those searching for parking.



Vegetation & Surfacing

- Several large parks are within walking distance of the town centre.
- Park on the corner of Wellington Road and Lower High Street is out of scope.
- The Green is included in the scope and presents great opportunity with a blank canvas.
- Established horse chestnut trees along Broadway help to define identity but more are needed for 'avenue effect'.
- Most of the town centre is paved with concrete unit pavers; the footpath is generously wide but the pavers are worn smooth and slippery when wet.
- Raised crossings with concrete bricks contrast with road surface and increase pedestrian safety.
- Asphalt or concrete footpaths are more common further from the centre of town.



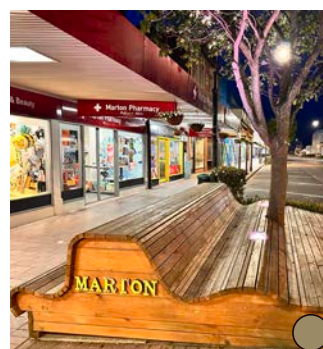
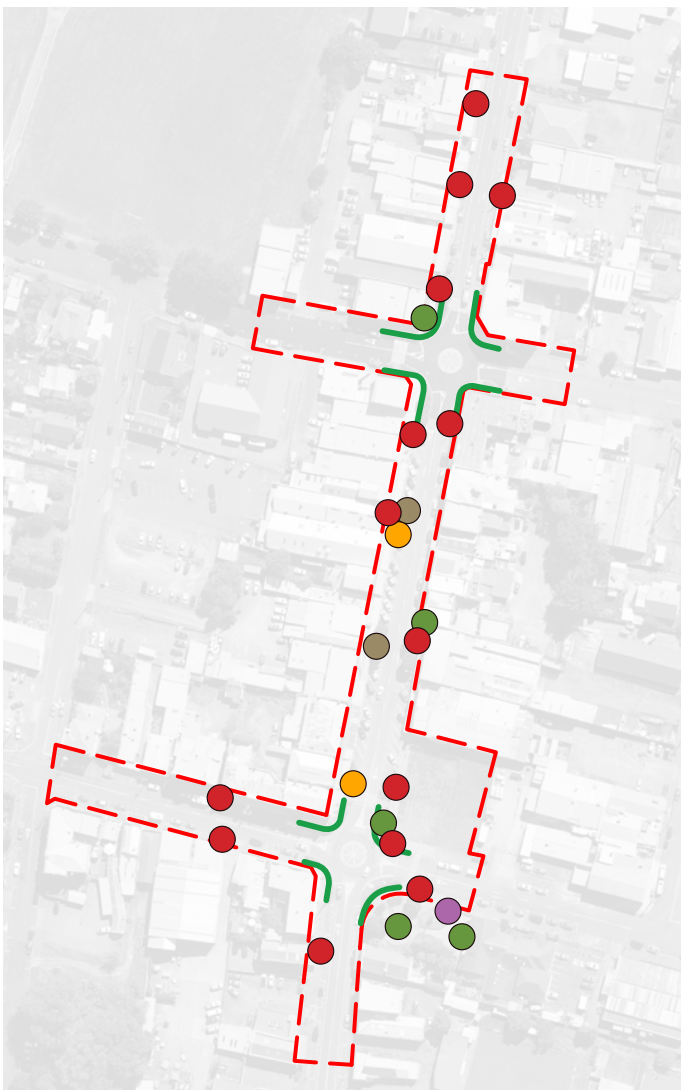
Street Lighting

- The town centre is generally well illuminated.
- Ornate light columns are concentrated around both roundabouts and central Broadway.
- Fluorescent lighting under awnings is harsh but provides a fairly consistent light source.
- Uplighting of trees using coloured bulbs brings a decorative element to the streetscape.
- There is opportunity to add artistic expression by illuminating heritage buildings.



Fixtures and Furniture

- The town centre has a good amount of seating and number of bins.
- Bench seats in the town centre are cast iron and timber, fitting the heritage theme and forming a cohesive furniture suite.
- Custom community-built seats around street trees are uniquely Marton and contribute to the community spirit and sense of place.
- Bins are frequent and well-placed
- Bicycle parking is limited to just two locations and are outdated 'wheel-bender' slot racks.
- Bollards with chains are in poor condition and obsolete due to hedges planted behind.



Sun and Shade

21 December / Summer Solstice

- Broadway is oriented roughly north-south so sun and shade are evenly distributed across both sides of the street.
- The west side of Broadway receives morning sun whilst the east side receives afternoon sun.
- The Green receives all day sun in summer with only minimal shading from the north and east.

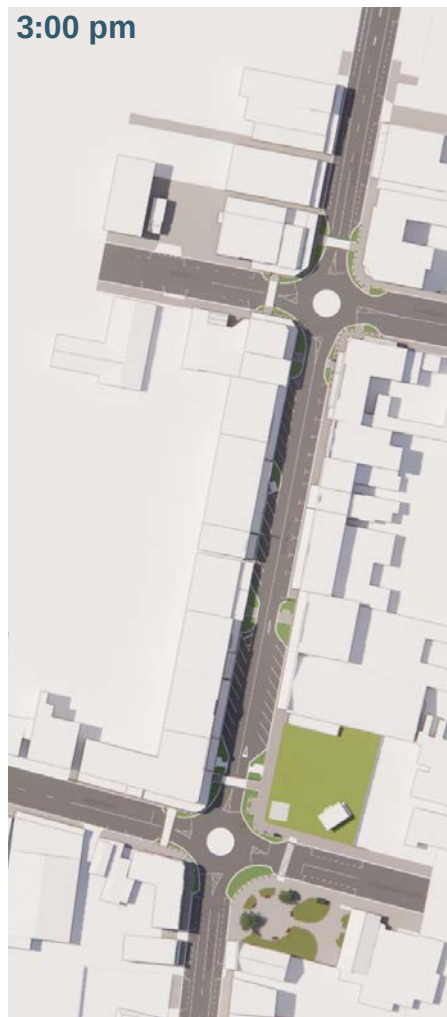
9:00 am



12:00 pm



3:00 pm

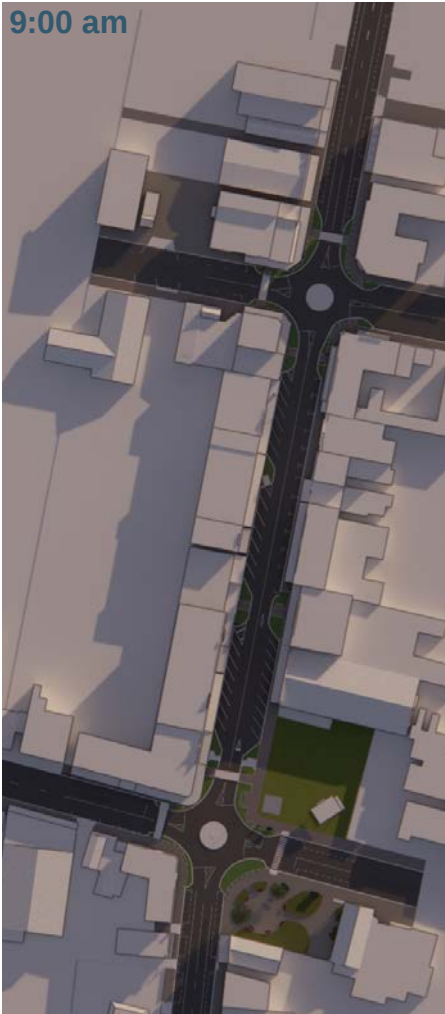


Sun and Shade

21 June / Winter Solstice

- Morning sunlight is much more limited in winter.
- The Green is shaded more in the morning and is mostly sunny by the afternoon.

9:00 am



12:00 pm



3:00 pm

