



AVENEL STREETSCAPE RENEWAL PROGRAM

Prepared by **About Architecture** for Strathbogie Shire
July 2021

INTRODUCTION

ABOUT THE PROJECT

Within the 2020/21 budget, the Strathbogie Shire Council approved funding for works to be undertaken to renew and improve existing streetscapes within the shire. This allocation has been supported by a grant from the Federal Government. The townships approved for streetscape renewals include:

Avenel, Euroa, Longwood, Strathbogie and Violet Town.

Effective streetscape design is an integral part of shaping a community's identity, increasing civic pride and improving a sense of well-being and belonging. Areas for improvement may include but are not limited to; town entry features, street furniture, planting, pedestrian/traffic circulation and safety, public art, lighting, general wayfinding and signage.

ABOUT US

About Architecture is a regional based practice creating flexible, perceptive and enduring architecture for people and places. We see every project as an opportunity to enrich, contribute and respond to the social and built fabric around us. About Architecture makes spaces and creates places. But more than that – our work aims to connect individuals and communities. We are about building on identity, enhancing daily life and creating joy all through the enriched experience of a place and the understanding of its community.

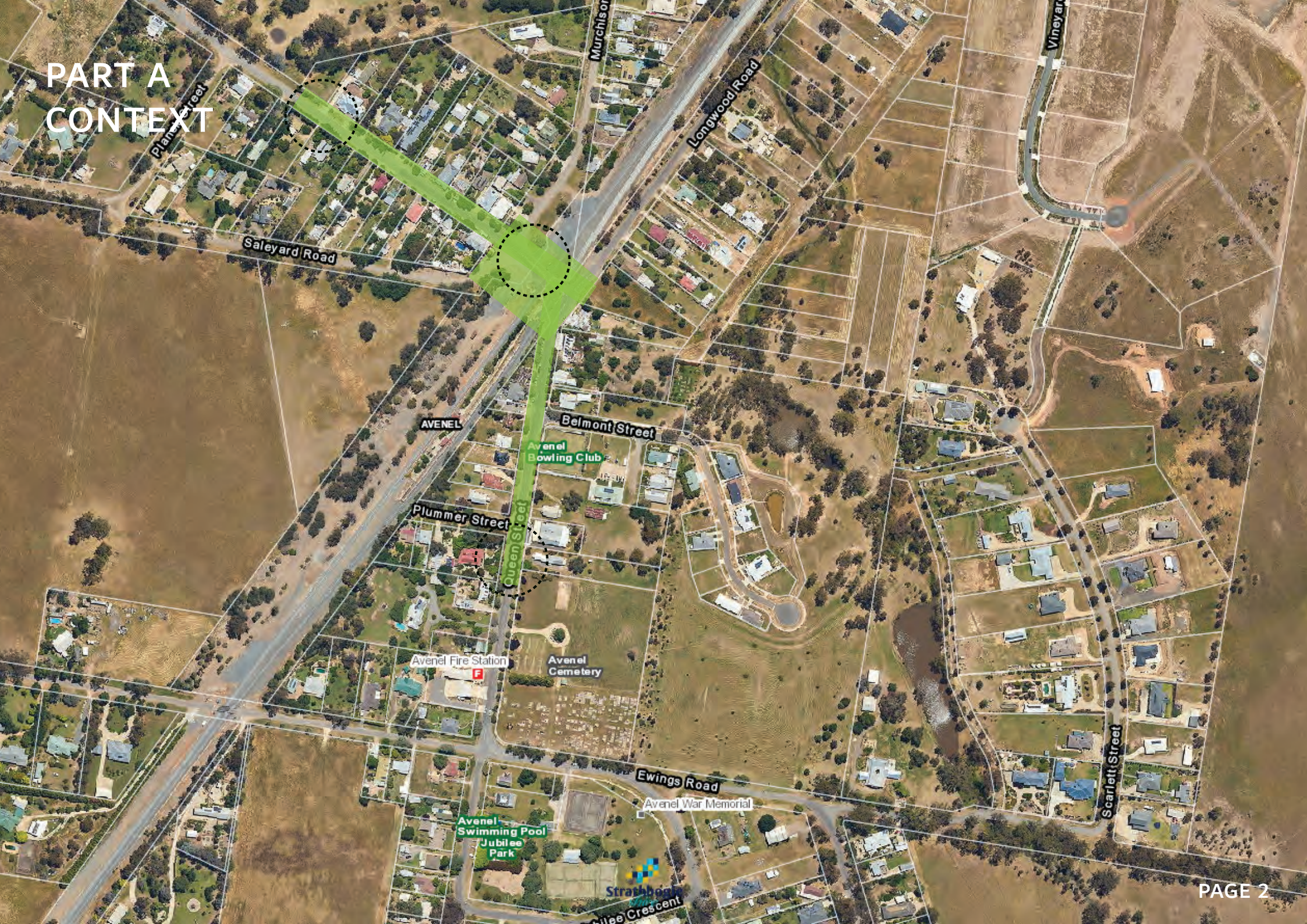
We acknowledge the traditional custodians throughout Aboriginal and Torres Strait Islander lands where our projects are placed. We recognise their ongoing connection to country, land and waters that were never ceded and pay our respects to Elders, past, present and future generations.

ABOUT THIS FEEDBACK

This feedback document has been produced prior to concept designs being developed. The intent of this document is to receive information, advice, thoughts and input from the community. This forms Part 1 of a deliberative process whereby the community is involved in the design process. Their knowledge, understanding, experiences and desires for their towns will drive the design from the beginning. Feedback from this document will inform the design response.

Part 2 of this process is the draft design being developed and provided to the community for secondary feedback before a final design is delivered in early August.

PART A CONTEXT





PART B

VISION & OBJECTIVES

Improve Visual Appeal

- Create a unified and visually appealing town
- Reinforce and improve existing streetscape character
- Improve arrival experience
- Encouraging landscaping at key locations that is consistent, high-quality and represents the landscape character of the town
- Feature landscaping and/or public artwork in selected locations
- Improve the visual appeal of carparking areas
- Enhance visual continuity between the two key commercial precincts divided by the railway tracks.
- Improve visual appeal with lighting placement

Improve Connection to Place

- Create a local sense of place by reinforcing identity and telling local stories through the choice of materials and placemaking
- Reinforce visual and physical connections to the surrounding landscape and heritage

Improve Access & Movement

- Encourage safe pedestrian movement from one side of the railway tracks to the other.
- Connect the community and visitors to the surrounding natural landscape
- Facilitate walkable streets
- Improve mobility access, circulation, safety and connectivity in the pedestrian and cycling network
- Create links and wayfinding methods to enhance locals and visitors experience of the township with particular regard for key community assets - the creek, the shopping strip, the station and community spaces.

Improve Activation & Diversity

- Generate more activity
- Improve current land uses such as outdoor dining
- Create future opportunities to increase activity of surrounding land use
- Provide places for gathering, sports, play, resting and dining in a landscaped or sheltered setting
- Provide centralised amenities to encourage visitors to remain and engage within the town centre.

Improve Environmental Function

- Embrace opportunities to increase passive irrigation and stormwater
- Increase the capacity of existing green networks to enhance biodiversity and habitat corridors
- Ensuring the retention and renewal of the significant mature street trees and the character of leafy streetscapes



PART C

CONCEPTUAL THEMES



WINE



RAIL



NED KELLY



HERITAGE



CREEK

FEEDBACK

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PART A - CONTEXT

Locate key areas and/or streets that your group considers should be included in the streetscape renewal program

(Feel free to add to or remove highlighted areas on page 2 & 3.)

PART B - VISION & OBJECTIVES

Provide a list of the objectives that your group considers to be important in the streetscape renewal program.

(Feel free to include or add to the draft list provided on page 4.)

PART C - CONCEPTUAL THEMES

We have identified some key conceptual themes on page 5.

Does your group have any additional themes that could drive design outcomes. If so, list them here:



Return via email to info@aboutarchitecture.com.au
Alternatively this feedback can be provided online; visit <https://share.strathbogie.vic.gov.au>

For your feedback to be tabled prior to completion of this project please return by **July 9th 2021**