AVENEL STREETSCAPE RENEWAL PROGRAM

Concept Plan [DRAFT]
Prepared by About Architecture for Strathbogie Shire
August 2021

about/Architecture

PROJECT BACKGROUND

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.

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.

PURPOSE OF THIS DOCUMENT

This document presents a conceptual streetscape renewal plan for the town of Avenel.

The intention of this streetscape renewal plan is to provide a visual guide for future streetscape development, rather than a literal or specific representation of works to be completed.

The recommendations include streetscape projects which can be implemented progressively as well as a palette of streetscape materials, finishes, fixtures and landscaping recommendations that work to maintain streetscape consistency, improve functionality and amenity and reflect a sense of identity and character for the area.

The project concentrates on the public realm, which includes the components of the streets and footpaths. Building facades are not included.
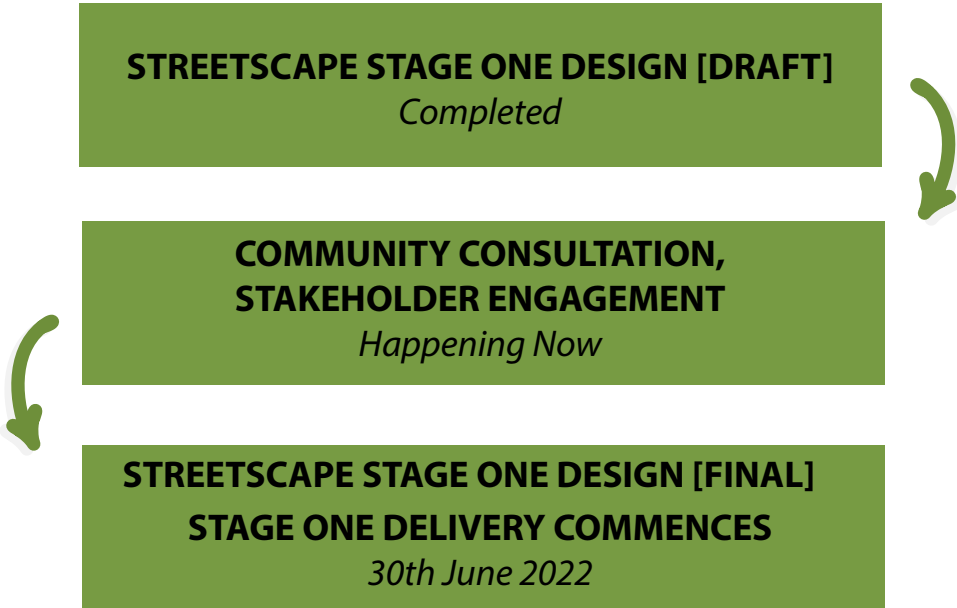
STUDY AREA

The focus of the study area is the town centre of Avenel, defined by connection between Bank Street & Queen Street.
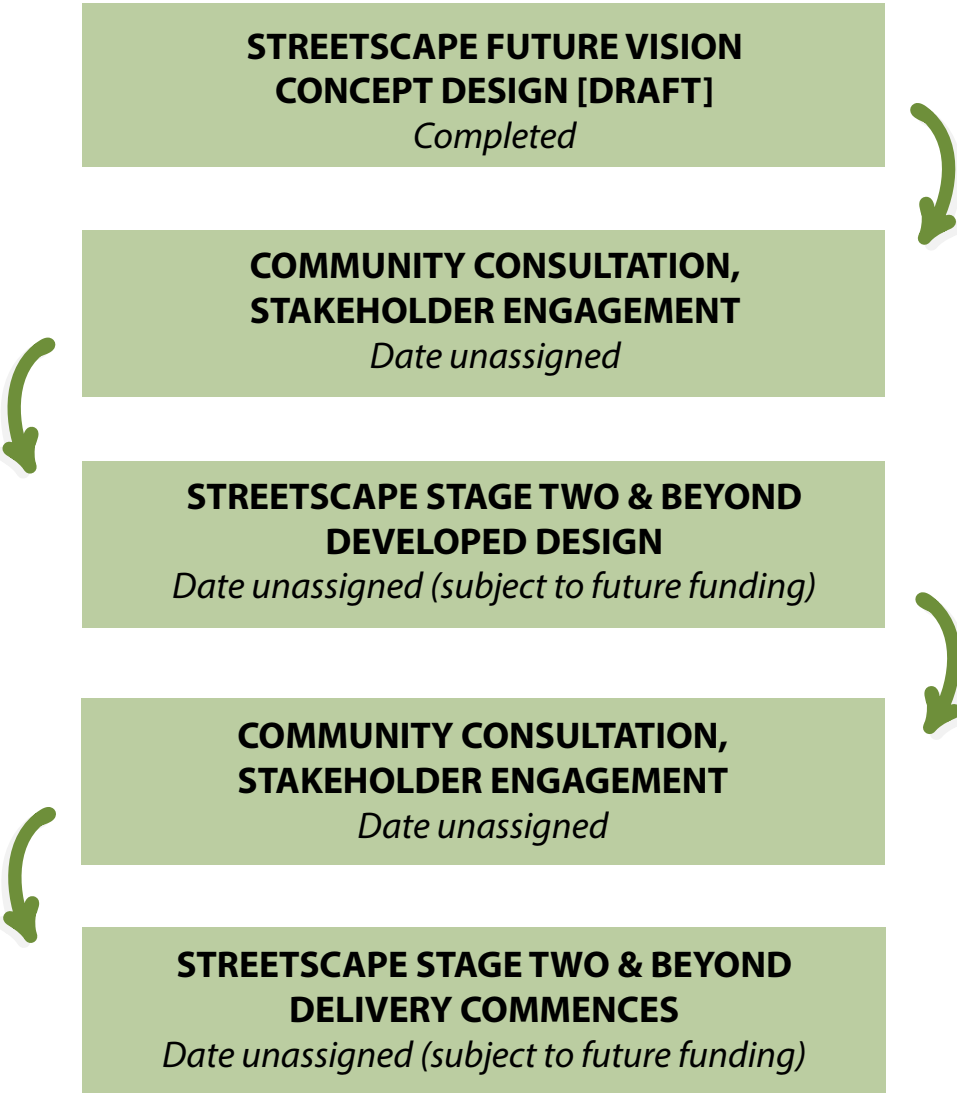
The study area includes intersections at Mitchell Street & Jones Street and Mitchell & Livingstone Street

PROJECT PHASING / TIMELINE

CURRENT PHASE

STREETSCAPE STAGE ONE DESIGN [DRAFT]
Completed

**COMMUNITY CONSULTATION,
STAKEHOLDER ENGAGEMENT**
Happening Now

**STREETSCAPE STAGE ONE DESIGN [FINAL]
STAGE ONE DELIVERY COMMENCES**
30th June 2022

FUTURE PHASES

**STREETSCAPE FUTURE VISION
CONCEPT DESIGN [DRAFT]**
Completed

**COMMUNITY CONSULTATION,
STAKEHOLDER ENGAGEMENT**
Date unassigned

**STREETSCAPE STAGE TWO & BEYOND
DEVELOPED DESIGN**
Date unassigned (subject to future funding)

**COMMUNITY CONSULTATION,
STAKEHOLDER ENGAGEMENT**
Date unassigned

**STREETSCAPE STAGE TWO & BEYOND
DELIVERY COMMENCES**
Date unassigned (subject to future funding)

EXISTING CONDITIONS

KEY QUALITIES & STREETSCAPE CHARACTER

Avenel is characterised by its rural landscapes, landmarks and village feel. Established avenues of trees create a formal yet relaxed feel, whilst the focus of the town is centred around the railway precinct. Wide residential streets funnel to narrow shopping strips on either side of the railway line.

Streetscape renewal should consider bridging the connection between the two commercial areas to create a centralised and connected central business district.

As Avenel continues to develop, streetscape renewal should reflect and celebrate its surrounds while respecting its historic village atmoshphere.

Established Pathways (in some areas)

HIstoric Buildings

Established Avenues of Ornamental Trees

Pedstrian Accessibility to Recreation Precinct

Pedestrian Wayfinding
(Vehicle wayfinding required)

Textured, heritage appeal

AREA FOR IMPROVEMENT & ADVERSE VISUAL IMPACTS

Entry Signage From the Freeway
The entry signage to Avenel township is minimal and does little to communicate the charm of Avenel township. Signage in this instance has the potential to make a positive first impression


Vehicle Wayfinding
Wayfinding to the town centre for vehicles (particularly tourists) is lacking. The scale of directional signage lacks scale and is uninteresting. The opportunity exists to create a cohesive material palette for wayfinding signage.

Surface Treatments
Key pedestrian access between the two commercial precincts is unsightly, uneven and does not cater for all levels of pedestrian ability.

Connectivity
ConneCtivity for both pedestrians and vehicles across the railway line appears tired and underdone.
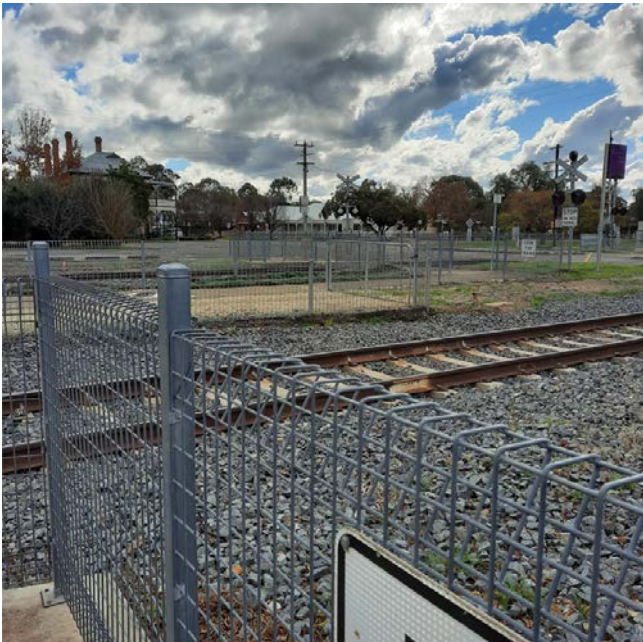
Visual Appeal
There are no appealing visual cues to encourage pedestrians to cross the railway tracks.

Landscaping & Fencing
Missed opportunities for landscaping in key areas. Fencing has the potential to be a key visual feature rather than a visual detractor.

Street Furniture
Bins have become visual clutter and obstacles for pedestrians.

Seating
Seating is limited.

Footpaths
Areas of narrow paths and uneven surface.

STAGE ONE

STAGE ONE - QUEEN STREET & WAYFINDING

The first stage of the streetscape renewal plan aims to deliver a portion of the project in the immediate term which utilises an existing funding agreement with the Federal government.
The following describes this stage of the streetscape renewal plan and the initial steps required to see it implemented.

DELIVERABLES

- Installation of entry signage and low level planting surrounding it

- Installation of overhead signage on Queen Street & Bank Street

- Verge extension at the end of Queen Street improving pedestrian movement

- Landscaping surrounding pedestrian railway crossing

- Installation of bark/ground cover and feature granite rocks where low level planting indicated

- Installation of advanced trees and low level planting

- Installation of new bench seats, bollards and bin surrounds on Queen Street

LEGEND

EVENT SPACE	EXISTING TREE	POINT(S) OF INTEREST SIGN	BINS
PLAY AREA	PROPOSED TREE	DIRECTIONAL SIGN	BIKE RACK
ART OPPORTUNITY	LOW LEVEL VEGETATION	ENTRY SIGN	
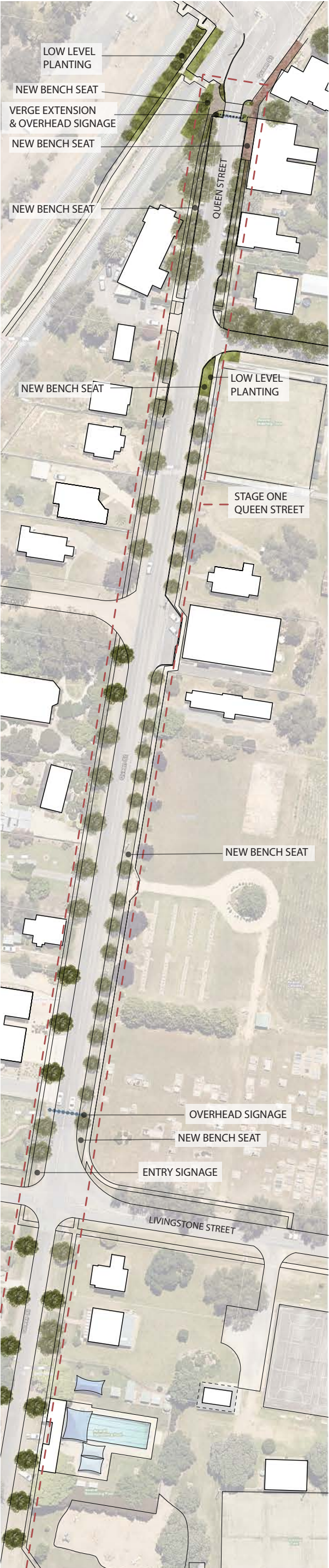
STREETSCAPE PLAN FUTURE VISION

THE STREETSCAPE PLAN

VISION & OBJECTIVES

Improve Visual Appeal
• Create a unified and visually appealing town
• Reinforce and improve existing streetscape character
• Improve arrival experience and wayfinding signage for vehicles.
• Encourage landscaping that is consistent, high-quality and represents the landscape character of the town
• Utilise degraded public space between two commercial zones as a feature public promenade.
• Feature landscaping and/or public artwork in selected locations
• Create a consistent material palette in signage and street furniture.

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
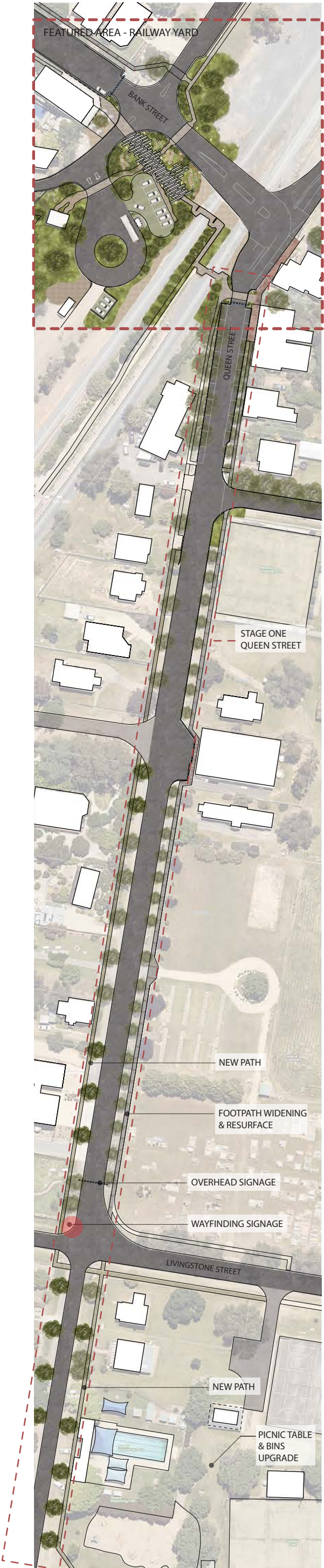
Improve Access & Movement
• Improve directional signage to guide visitors to the town centre.
• Connect the community and visitors to the key points of interest within the township
• Facilitate walkable streets
• Improve mobility access, circulation, safety and connectivity between the commercial precincts.
• Create links and wayfinding methods to enhance locals and visitors experience of the township with particular regard for key community assets - commercial areas, recreation hub and associated parkland and the station.
• Cater for all pedestrians through the upgrade of surface treatments on key thoroughfares.

Improve Activation & Diversity
• provide a central public domain with necessary street furniture and amenities
• Improve current land use at railway yard with upgrades to parking and pedestrian accessability.
• Allow for diversity in the use of the railway yard space such as parking, community markets, centalised spAce for gathering, arts, play, resting and dining in a landscaped or sheltered setting.
• Formailse car parking options and wayfinding for visitors.

Improve Environmental Function
• Improve the environmental function of the street
• Increase areas of landscaping to improve passive cooling.
• Embrace opportunities to utilse solar energy for lighting.
• Increase irrigation potential and stormwater drainage.
• Replace landscape treatments that are at the end of their lifecycle
• Increase the capacity of existing green networks to enhance biodiversity and habitat corridors
• Ensure the retention and renewal of the significant mature street trees and the character of leafy streetscapes
• Increase the amount of permeable surfaces, soft landscape areas and shade trees.

FEATURED AREA - RAILWAY YARD

BANK STREET

QUEEN STREET

STAGE ONE
QUEEN STREET

NEW PATH

FOOTPATH WIDENING
& RESURFACE

OVERHEAD SIGNAGE

WAYFINDING SIGNAGE

LIVINGSTONE STREET

NEW PATH

PICNIC TABLE
& BINS
UPGRADE

FEATURED AREAS FUTURE VISION

FEATURED AREA - RAILWAY YARD

VISION & OBJECTIVES FOR THIS AREA

Public promenade created to connect the two commercial pecincts

Paved and exposed aggregate surface for Pedestrian walkway

Surface treatment (such as grasscrete) to formalise parking areas, whilst allowing flexibility for alternative public use

Installation of new street furniture

Introduce low level landscaping and grassed areas within promenade

Pathway connections to street crossing points

Feature trees and canopy structures to provide shaded seating areas

Paving to be applied across pedestrian crossings to prioritise pedestrian movement and encourage traffic calming

Pavilion and raised deck space for events and gathering

Consideration of lighting and power to key areas

Utilisation of overhead signage on either side of rail crossing to create visual cues connecting commercial precincts

Kerb and channel upgrades to formalise promenade and accommodate pedestrian crossing points.

LEGEND

EVENT SPACE	EXISTING TREE	POINT(S) OF INTEREST SIGN
PLAY AREA	PROPOSED TREE	DIRECTIONAL SIGN
ART OPPORTUNITY	LOW LEVEL VEGETATION	ENTRY SIGN

BINS

BIKE RACK

OVERHEAD SIGNAGE

BANK STREET

PEDESTRIAN PROMENADE

BUS STOP

TOILETS

AREA SUBJECT TO FURTHER STAKEHOLDER AND COMMUNITY INVOLVEMENT

BUS TURNING

VERGE EXTENSION

OVERFLOW PARKING

OVERHEAD SIGNAGE

FEATURED AREA - RAILWAY YARD

EXISTING

FEATURED AREAS - SIGNAGE POINTS

VISION & OBJECTIVES FOR THESE AREAS

Improve the overall arrival experience to the township of Avenel.

Enhance the capacity for visitors to easily navigate their way to the town centre, in particular from entry off the Hume Freeway.

Create a positive first impression that tells a story of the charm of the Avenel township.

Create a cohesive material palette in signage that is relevant to the Avenel area.

Utilise a dominant scale in the design and construction of wayfinding signage.

Continue signage palette to guide pedestrians from one side of the railway tracks to the other. Height and scale required to create the visual cue.

GATEWAY SIGNAGE
Entry signage in a prominent position to improve arrival experience. Strength in scale and appropriate material selection to be considered in signage design.

SECONDARY GATEWAY SIGNAGE
Utilise secondary signage at key navigational points (see visualisations). Overhead navigational cues consistent with those proposed in the township.

LEGEND

EVENT SPACE	EXISTING TREE	POINT(S) OF INTEREST SIGN BINS
PLAY AREA	PROPOSED TREE	DIRECTIONAL SIGN BIKE RACK
ART OPPORTUNITY	LOW LEVEL VEGETATION	ENTRY SIGN

FEATURED AREAS - GATEWAY AND NAVIGATIONAL SIGNAGE
MITCHELL & JONES STREET INTERSECTION

VISION & OBJECTIVES FOR THIS AREA

improve arrival experience and allow for ease of navigation to Avenel township.

Positive first impression that suggests the charm of Avenel.

Prominent scale and selection of materials that are relatable to the Avenel area.

Potential for lighting to allow for 24 hour efficacy in wayfinding.

EXISTING

FEATURED AREAS - GATEWAY AND NAVIGATIONAL SIGNAGE
LIVINGSTONE & MITCHELL STREET/HENRY STREET INTERSECTION

EXISTING

VISION & OBJECTIVES FOR THESE AREAS

Material Palette should remain consistent with gateway sign.
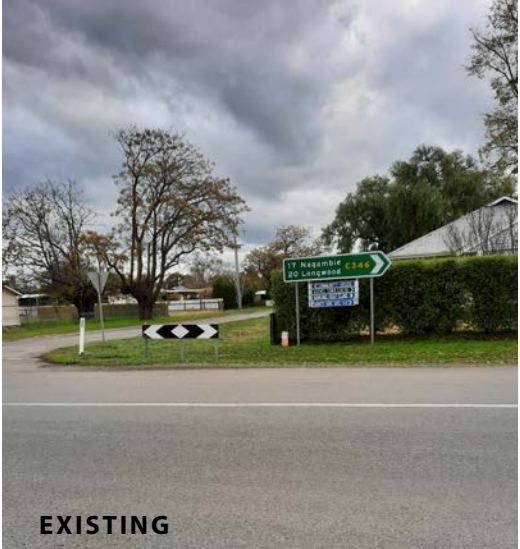
Scale to be prominent in terms of height to assist vision and vehicle guidance.

Associated planting, landscaping should be contextually considerate and allow for ease of maintenance/care.

Signage strategy to be continued within the township/proposed promenade area.

FEATURED AREAS - GATEWAY AND NAVIGATIONAL SIGNAGE
EWINGS ROAD & QUEEN STREET INTERSECTION

EXISTING

DESIGN ELEMENTS

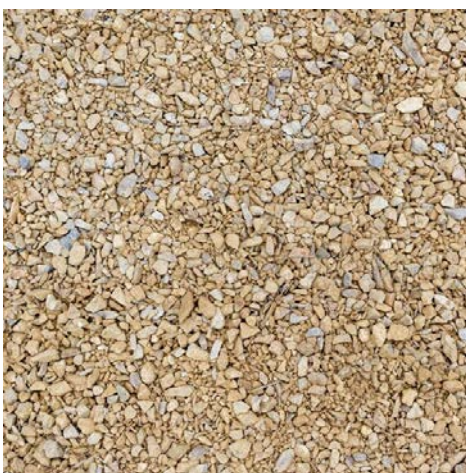# MATERIAL PALETTE

PATHS, PAVEMENTS

PROMENADE
Exposed Aggregate Concrete
(Colour guide: Mintaro
Moonscape)

PROMENADE
Coloured Concrete Pavers
Colour: Wilderness

FORMAL PATHS
Concrete Pavement, Brick Joints &
Edges

INFORMAL PATHS
Compacted Granite

PARKING/MIXED USE PUBLIC SPACE

PROPOSED
Location: Parking zone within
proposed promenade area.
Key Attributes: structured/multi-
purpose surface material
Key Material: Concrete and grass

FENCING

PROPOSED
Key Material: Timber
Predominant Use: Railway fencing

ALTERNATIVE
Key Material: Steel
Predominant Use: Railway fencing

OVERHEAD SIGNAGE

EXAMPLES
Location: Queen & Bank Street
Entry Points

Contemporary or more traditional
examples provided.

These overhead sign examples
will provide and add to the village
atmosphere and connect the two
main streets. Defining more clearly
the village of Avenel.

**Enagagement with local arts and
culture groups will provide voice
and identity on the deisgn of
these signs**

MATERIAL PALETTE

KEY MATERIALS

MILD STEEL, SEALED

RED BRICK

LOCAL GRANITE

LOCAL HARDWOOD TIMBER

SEATING

TIMBER BLOCK SEATING
Location: Promenade
Key Attributes: Hardwood Timber Seating blocks to compliment formal seating throughout.

PLANTING WITHIN SEATING
Location: Promenade
Key Attributes: Planter boxes to be incorporated within the style of seating. Planting to compliment the selection within surrounding landscape.

TIMBER SEATING WITH BACKREST
Location: Promenade
Key Attributes: Hardwood Timber option with back support

OPEN SIDED SEATING
Location: Promenade
Key Attributes: Hardwood Timber, allows for sitting on either side of seating.

PICNIC BENCHES
Location: Jubilee Park
Key Attributes: Hardwood Timber Steel or Concrete Base

STRAIGHT SEATING
Location: Jubilee Park
Mild Steel & Hardwood Timber
Non-Back Supoort

STRAIGHT SEATING
Location: Jubilee Park
Mild Steel & Hardwood Timber
Back Supoort

MATERIAL PALETTE

OTHER STREET FIXTURES

BIKE RACK
Example
Key Attributes: Simple
Key Material: Steel

BOLLARD
Example
Key Attributes: Simple With Lighting
Key Material: Timber

BINS
Example
Key Attributes: Dog Bags
Key Material: Steel, Timber

DRINKING
Example
Key Attributes: Bowl Refill, Bottle Refill & Bubbler
Key Material: Stainless Steel, Timber

LIGHTING

POLE LIGHTING
Simple aesthetic, Contemporary

UPLIGHTING
In-ground spikes to uplight trees

OVERHEAD ROAD LIGHTS
To create nightime visual wayfinding cues. Provides structure for event lighting and seasonal decorations
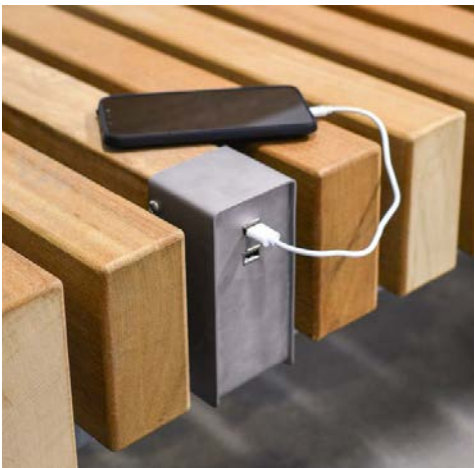
SHADE STRUCTURES

PROPOSED
Examples
Location: Proposed Promenade area, Proposed amenities
Key Attributes: Organic Shape, Mix of covered and shaded area.
Key Material: Steel, Timber

OTHER STREET INITIATIVES

USB CHARGING
Integrated into Seating

EV CHARGING
In Car Parking Areas

LANDSCAPING

LOW LEVEL PLANTING EXAMPLES
Lemon Beauty Heads, Wingless Bluebush, Nodding Saltbush, Wooly New Holland Daisy, Common Wheatgrass, Westringia Fruticosa, Lomandra Tanika, Ficinia Nodosa, Kangaroo Grass, Lomandra longifoia, Lomandra 'lime light', Wattle Mat-Rush, Juncus psammophilus, Pycnosaurus globulus, Drumsticks, Woolly grevillea – prostrate form, Acacia mitchellii, Bristle Wallaby Grass, Common Everlasting, Kidney Weed, Weeping Grass

SHRUB EXAMPLES
White Correa, Wyeena Flax Lily, Mallee Wattle, Gold-dust Wattle, Golden Wattle, Sweet Bursaria

LANDSCAPING REFERENCE GUIDE
Refer to the Ecological Vegetation Class Bioregion Benchmark for Vegetation Quality Assessment in the Victorian Riverina bioregion. EVC 55_62: Riverina Plains Grassy Woodland (syn. Plains Woodland) and EVC 56: Riverine Grassy Woodlands or Forests

This streetscape renewal concept incorporates a mix of local indigenious planting to improve local biodiversity, promote sustainable local plantings and provide a sense of identiy and connection to place through the landscape approach.
The use of local and indigenious plantings has many benefits including local availability, environmental tolerance, reducing the effects of climate change and improved water use.
The additional benefit of involving existing community groups (that have interest and expert knowledge in conservation, land care and their local environment) into the plant selection process, has the ability to also see this landscaping approach thrive.

OTHER LANDSCAPING TREATMENTS

LANDSCAPING ROCKS
Predominant Use: Mixed in with low-level planting areas

PROPOSED GARDEN EDGING
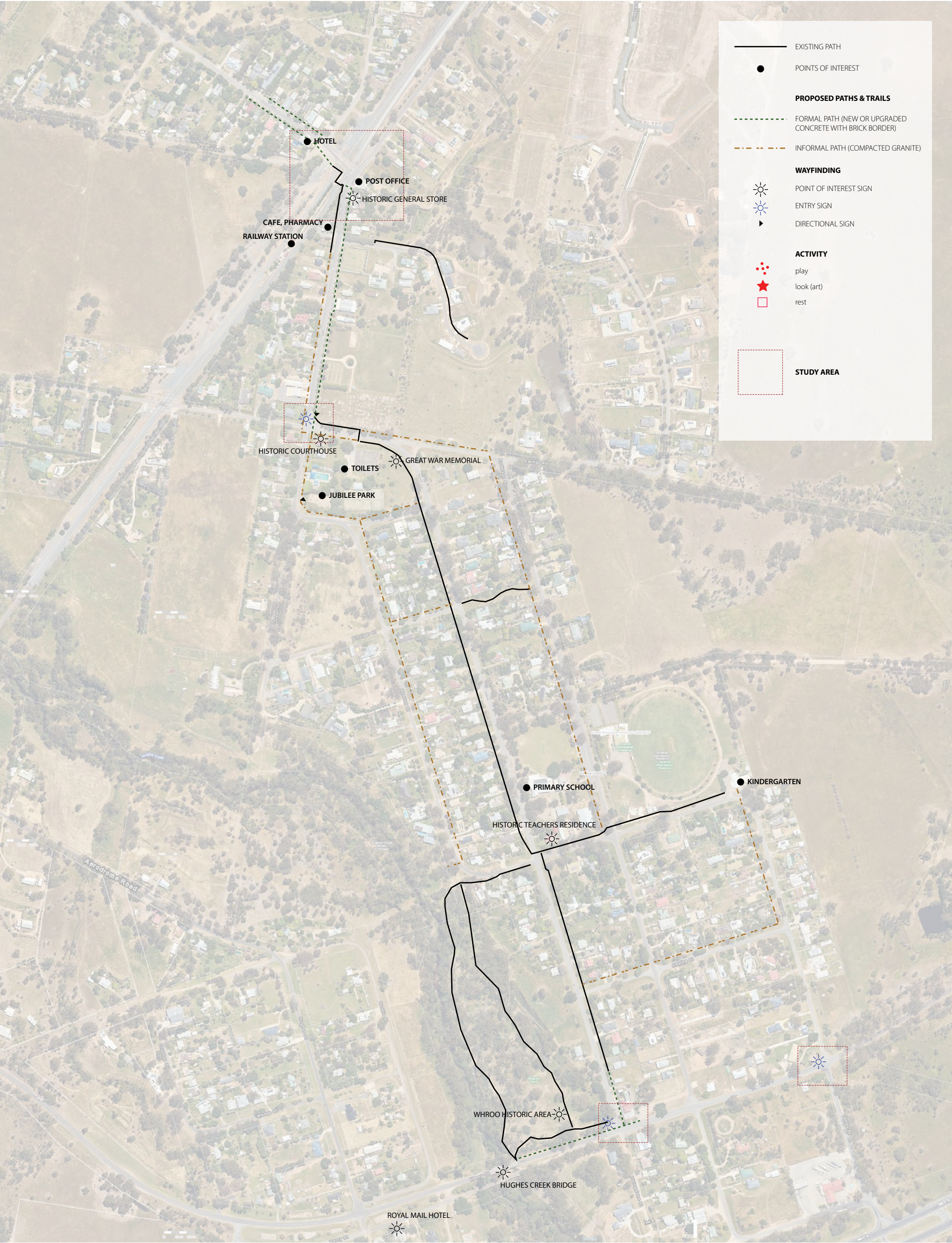Predominant Use:
Garden Bed Edges

MEDIUM TREE EXAMPLES
Tristianopsis laurina 'Luscious',
Eucalyptus mannifera 'Little
Spotty', Lemon Squash Corymbia
citriodora, Corymbia citriodora
'Scentuous' syn. 'Dwarf Pink',
Acacia implexa - Hickory Wattle,
Lightwood, Weeping Pittosporum

LARGE TREE EXAMPLES
Eucalyptus leucoxylon
megalocarpa, Brachychiton
populneus, Lophostemon
confertus

CONNECTIVITY

EXISTING PATH

POINTS OF INTEREST

PROPOSED PATHS & TRAILS

FORMAL PATH (NEW OR UPGRADED CONCRETE WITH BRICK BORDER)

INFORMAL PATH (COMPACTED GRANITE)

WAYFINDING

POINT OF INTEREST SIGN

ENTRY SIGN

DIRECTIONAL SIGN

ACTIVITY

play

look (art)

rest

STUDY AREA

HOTEL

POST OFFICE

HISTORIC GENERAL STORE

CAFE, PHARMACY

RAILWAY STATION

HISTORIC COURTHOUSE

TOILETS

GREAT WAR MEMORIAL

JUBILEE PARK

PRIMARY SCHOOL

KINDERGARTEN

HISTORIC TEACHERS RESIDENCE

WHROO HISTORIC AREA

HUGHES CREEK BRIDGE

ROYAL MAIL HOTEL

COMMUNITY INVOLVEMENT & IMPLEMENTATION

Involvement and engagement with local groups is key to achieving the best outcome for the streetscape renewal program.
Community groups in Avenel such as the Euroa Arboretum and the Avenel Action Group can provide a wealth of knowledge and understanding of desired local outcomes in particular to plant selection and long-term maintenance strategies.
Other community groups with interest in arts and culture can provide a local voice and identity to furniture design, signage design and identified art opportunities.
Engaging the skills of these groups and their networks within the community as part of the implementation process will improve;

Knowledge Transfer
Local Wealth Transfer
Community Involvement
Site Specific and Appropriate Outcomes
Community Ownership
Community Socialisation & Well-Being

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