

VIOLET TOWN STREETSCAPE RENEWAL PROGRAM

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



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 Violet Town.

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 Violet Town, defined by Cowslip Street.

The study area includes intersections at both ends of this street.

PROJECT PHASING / TIMELINE

CURRENT PHASE



FUTURE PHASES



EXISTING CONDITIONS

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KEY QUALITIES & STREETScape CHARACTER

Violet Town is a quiet, picturesque town, with a strong connection to the arts and music. The main commercial precinct maintains historic buildings and a central tree lined street, creating an uncongested and relaxed village feel. Visitors are drawn to Violet Town for the monthly market that injects energy and movement within the town. The railway forms a large part of the town's history as is evident in the memorial for the Southern Aurora train crash. Consideration of traffic calming and pedestrian safety should be considered in the future streetscape renewal.



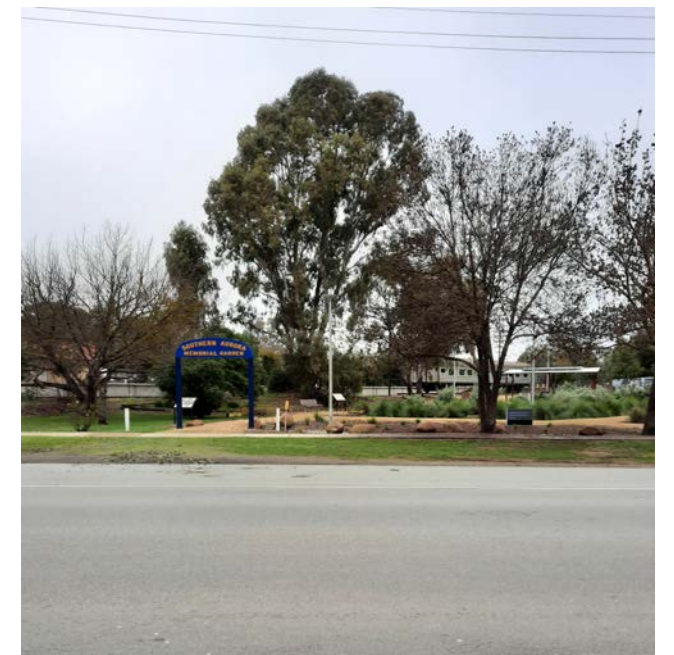
Appropriate native plantings



Good Central Amenity



Wide Verandahs



Good sense of history and identity

AREA FOR IMPROVEMENT & ADVERSE VISUAL IMPACTS



Wide Main Road Surface Area
The current structure reduces pedestrians desire to cross the road and does not influence traffic to reduce speed through the shopping precinct.



Landscaping
There are pockets of positive landscaping features existing in Violet Town as is evident in the train memorial garden. The existing central median strip is not wide enough to provide the trees planted access to water.



Road and Pathway Surfaces
The existing footpaths are inconsistent in material use and are uneven in nature. The central median strip has become raised and uneven due to tree roots lifting the surface materials. Improving pedestrian surfaces will assist safe use for all levels of pedestrian mobility. This will also create a positive consistent visual theme within the streetscape. Road edges are requiring attention and upgrade.



Pathway Surfaces
Repairs and patching over time have created a degraded looking pavement surface



Street Furniture
Existing street furniture such as seating and bins have become tired and non-descript. Reviewing the placement and aesthetic appeal of these features will improve public use and enjoyment.



Wayfinding/Signage
Current signage is limited, inconsistent and tired in appearance. Clear wayfinding methods such as paths and signage directing people to key points of interest and amenities could improve the experience of visitors to Violet Town.



Street Trees in Poor Health
Ornamental trees planted on the median strip may benefit from a wider permeable landscape below (to encourage root health) and may be complimented by tall shade trees in newly proposed landscaped areas.



Wide Main Road Surface Area
Creating obvious narrowing points between the street kerb and the central median strip, would foster safer pedestrian crossing as well as improve the aesthetic interest and landscaping potential on Cowslip Street.

STAGE ONE

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STAGE ONE - MEDIAN STRIP RENEWAL

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.



STAGE ONE - MEDIAN STRIP RENEWAL

DELIVERABLES

- New kerbing (existing has significant damage), widening the median strip to 3m
- Removal of damaged pavement surface in preparation of low level planting at crossing points.
(Level of pavement height at top of kerb in preparation for future speed hump crossings at these locations)
- Installation of waterwise irrigation system
- Installation of surface drainage systems at appropriate locations
- Preparation of soil for planting
- Installation of bark/ground cover and feature granite rocks
- Installation of advanced trees only as required (where existing have failed to thrive) and low level planting
- Removal of trees at new crossing locations
- Installation of bollards
- Installation of new pavment surface to the area
- Installation of sculptural signage
- Installation of art pieces



* Artwork shown as indicative only
* Planting shown as indicative only

COMMUNITY INVOLVEMENT & IMPLEMENTATION

Involvement and engagement with local groups is key to achieving the best outcome for the streetscape renewal program.

Community groups active in Violet Town such as the Euroa Arboretum, the Violet Town Action Group and the Honeysuckle Recreation Environment 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

STREETSCAPE PLAN FUTURE VISION

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THE STREETScape PLAN

VISION & OBJECTIVES

Improve Visual Appeal

- Create a unified and visually appealing town
- Reinforce and improve existing streetscape character
- Improve arrival experience
- Encourage landscaping along the road reserve 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
- Streetscape upgrades (shade/seating/traffic calming)

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

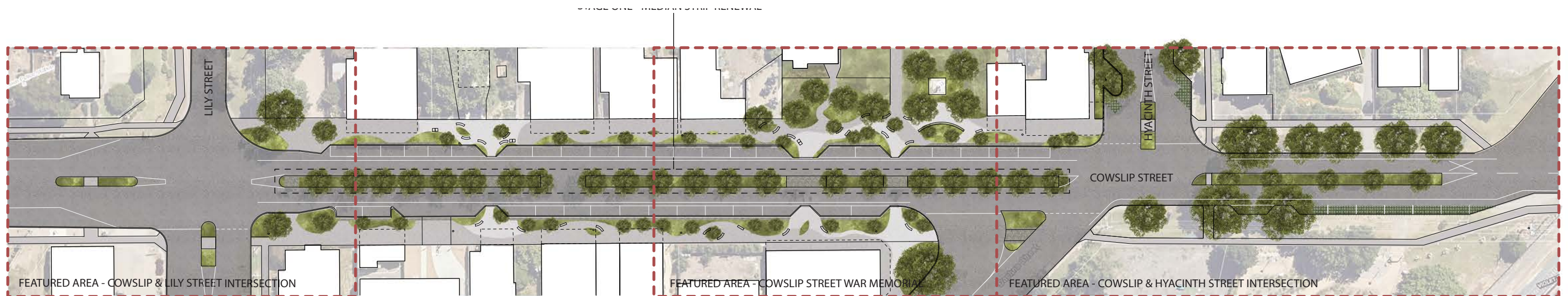
- Connect the community and visitors to the surrounding natural landscape
- Facilitate walkable streets
- Improve mobility access, circulation, safety and connectivity in the pedestrian and cycling network
- Create links and wayfinding methods to enhance locals and visitors experience of the township with particular regard for key community assets - the shopping strip, the station, the memorial gardens, the market precinct and the lions park
- Employ measures to reduce vehicle speed through the shopping strip

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, the arts, sports, play, resting and dining in a landscaped or sheltered setting

Improve Environmental Function

- Improve the environmental function of the street
- Maximise the opportunities for incorporating landscaping into the streetscape to buffer noise, screen pedestrians from vehicle traffic, beautify the streetscape, and provide weather protection
- Embrace opportunities to increase passive irrigation and stormwater
- Replace landscape treatments that are at the end of their life cycle
- 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



FEATURED AREAS

[DRAFT]












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FEATURED AREA - COWSLIP & LILY STREET INTERSECTION

VISION & OBJECTIVES FOR THIS AREA

- Improved surface treatment of general pavement
- Pedestrian refuge island to create safer crossings and as a traffic calming measure
- Slight widening of central median to accomodate improved tree health and low level planting
- Widening of pavement verge to accomodate street planting and as a traffic calming measure - visual separation between pedestrians and vehicles.
- Installation of new street furniture and signage
- Consideration of lighting and power to key areas

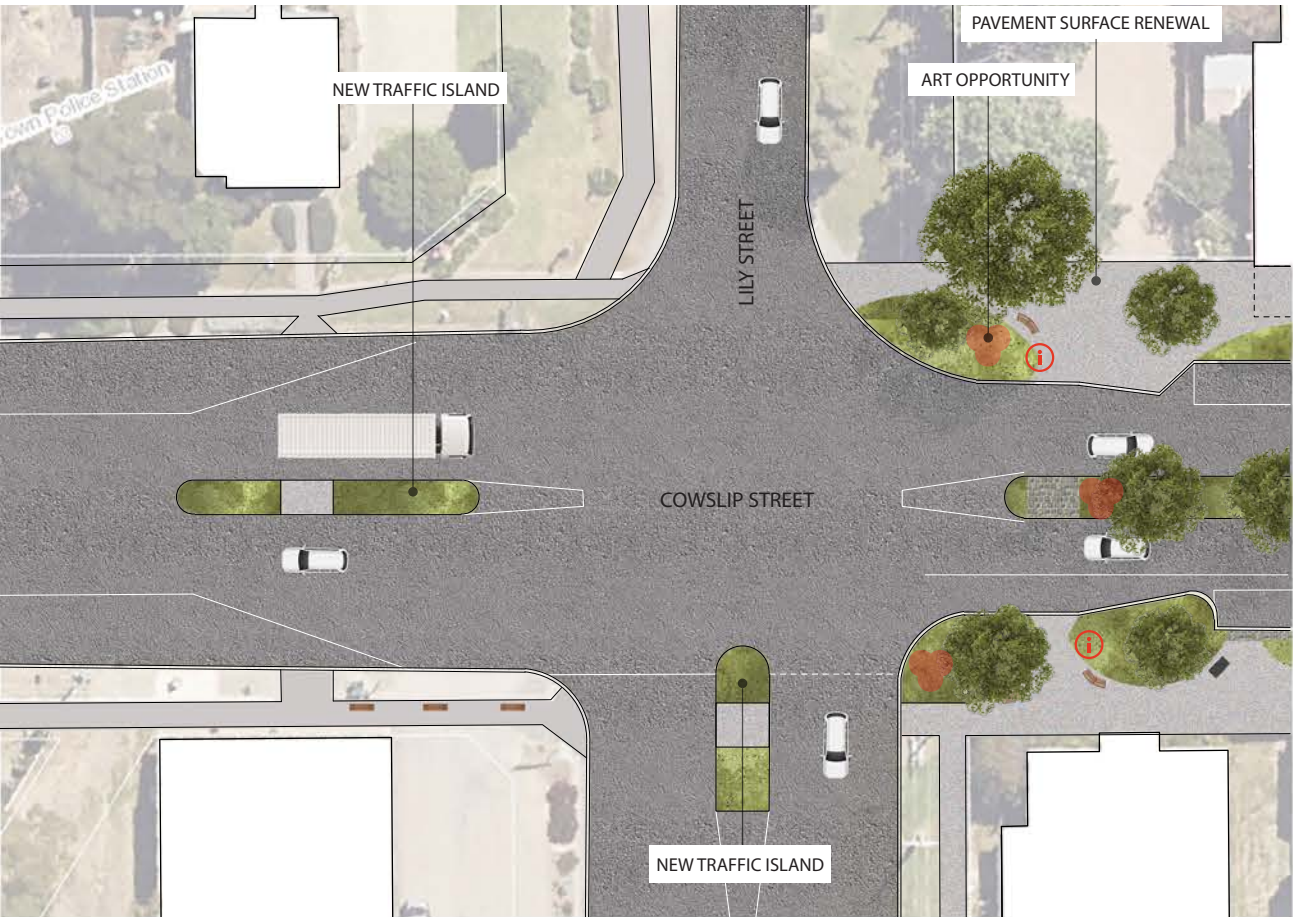
LEGEND

- | | | | |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
|  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 | |

EXISTING



PROPOSED



FEATURED AREA - COWSLIP STREET WAR MEMORIAL

VISION & OBJECTIVES FOR THIS AREA

Improved surface treatment of general pavement

Slight widening of central median to accomodate improved tree health and low level planting

Widening of pavement verge to accomodate street planting and as a traffic calming measure - visual separation between pedestrians and vehicles.

Installation of new street furniture and signage

Consideration of lighting and power to key areas

Additional low level planting to improve the feeling of safety and separation between pedestrians and vehicles

Extension of verge at crossing points to encourage and faciitate better pedestrian movement

Incorporation of visual interest and organic lines to better reflect Violet Town's identity and openness

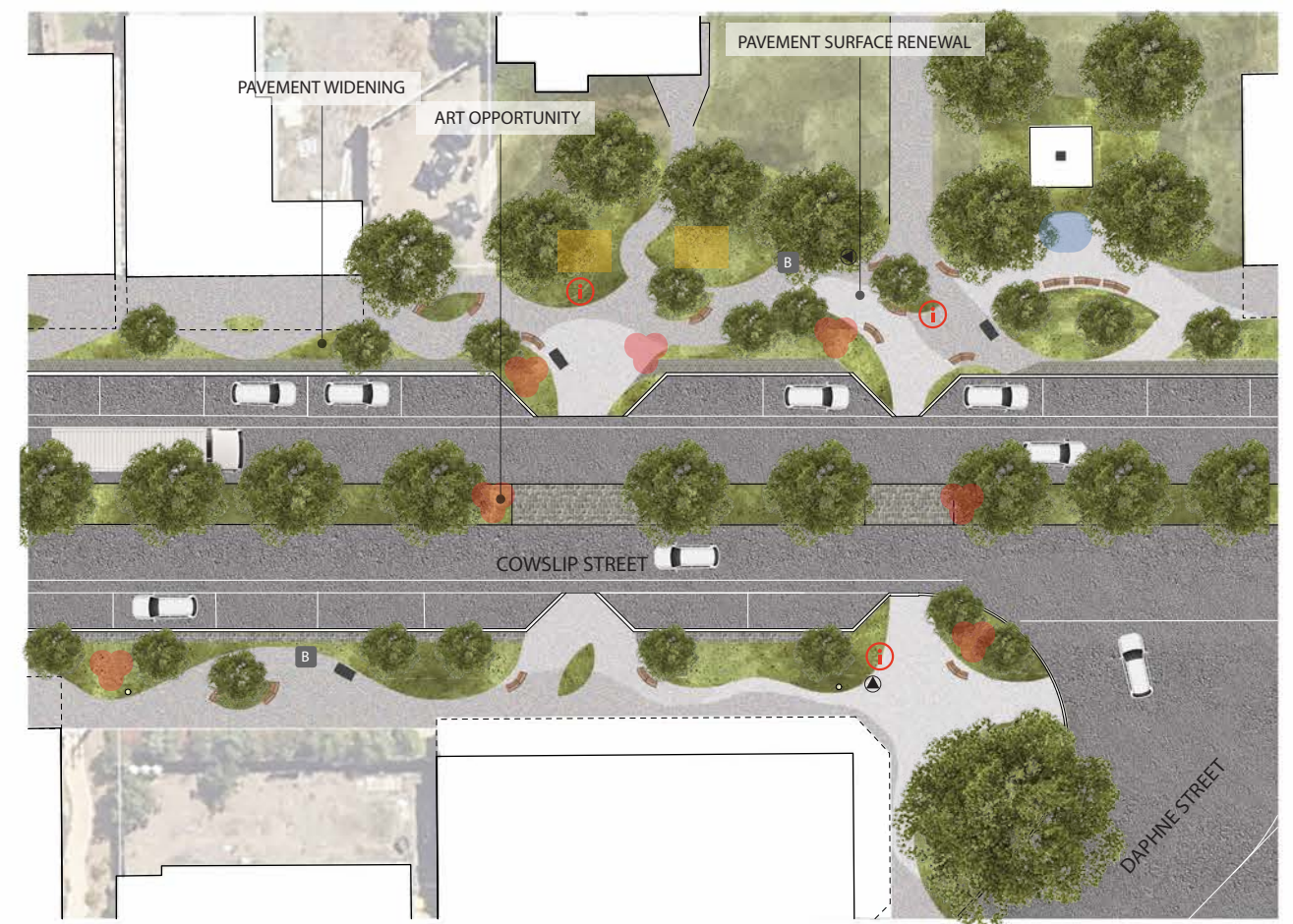
EXISTING



CONSIDERATION - Central median and verge at crossing points widened only



PROPOSED - Pavement widened right along street, Central Median widened slightly



FEATURED AREA - COWSLIP STREET WAR MEMORIAL





FEATURED AREA - COWSLIP & HYACINTH STREET INTERSECTION

EXISTING














VISION & OBJECTIVES FOR THIS AREA

- Pedestrian refuge islands to create safer crossings and as a traffic calming measure
- Slight widening of central median to accomodate improved tree health and low level planting
- Introduction of additional central median strip - this works to extend the main area of Cowslip Street and capture market traffic
- Additional street tree planting
- Improve roadside edge to define parking area for Southern Aurora Train Memorial area
- Extension of footpath to create clear crossing point across Cowslip Street
- Directional signage to assist in capturing market traffic and directing visitors down Cowslip Street.

PROPOSED



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 AREA - COWSLIP & HYACINTH STREET INTERSECTION



DESIGN ELEMENTS

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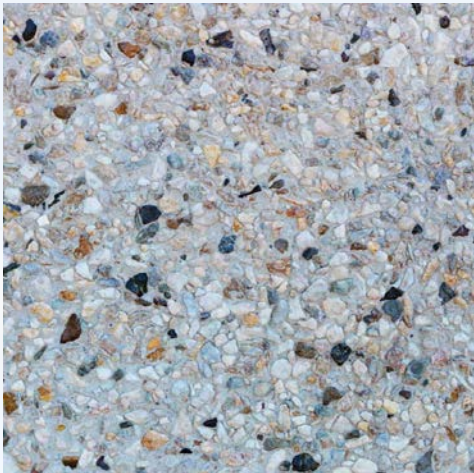
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MATERIAL PALLETTE

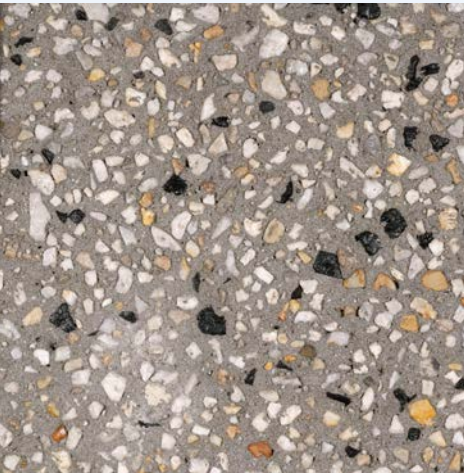
PATHS, PAVEMENTS



DIRECTELY ADJACENT PARKS
Cobblestone Pavers



PAVEMENT
Exposed Aggregate Concrete
Colour: Southern Cross



PAVEMENT
Exposed Aggregate Concrete
Colour: Cowes



CARPARKING (Parking Area)
Grass Crete

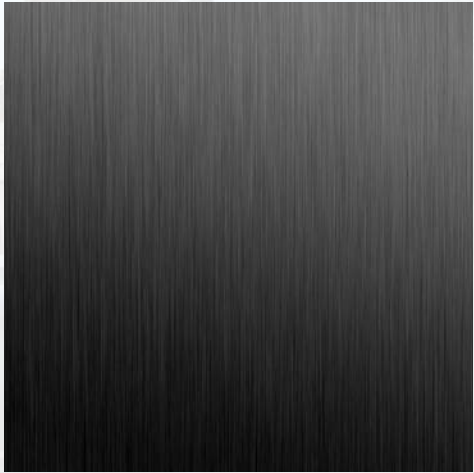


PROPOSED
Predominant Use:
Garden Bed Edges

KEY MATERIALS



MILD STEEL, SEALED



**POWDERCOATED
TEXTURED BLACK/DARK GREY**

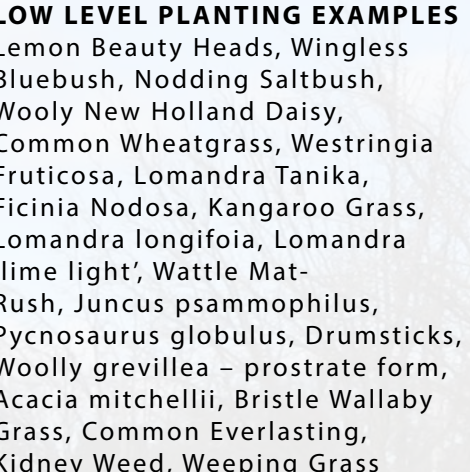


LOCAL GRANITE



LOCAL HARDWOOD TIMBER

LANDSCAPING



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

OTHER LANDSCAPING TREATMENTS



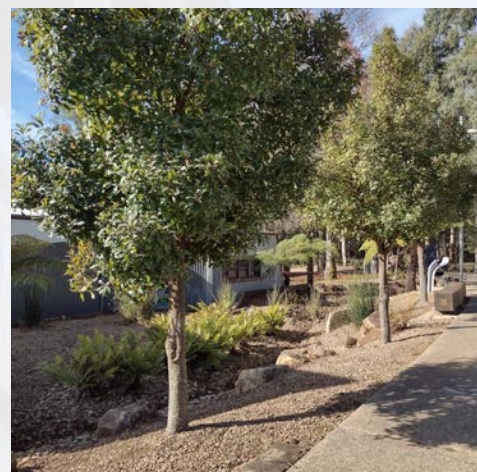
LANDSCAPING ROCKS
Predominant Use: Mixed in
with low-level planting areas

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)

This streetscape renewal concept incorporates a mix of local indigenous planting to improve local biodiversity, promote sustainable local plantings and provide a sense of identity and connection to place through the landscape approach. The use of local and indigenous 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.

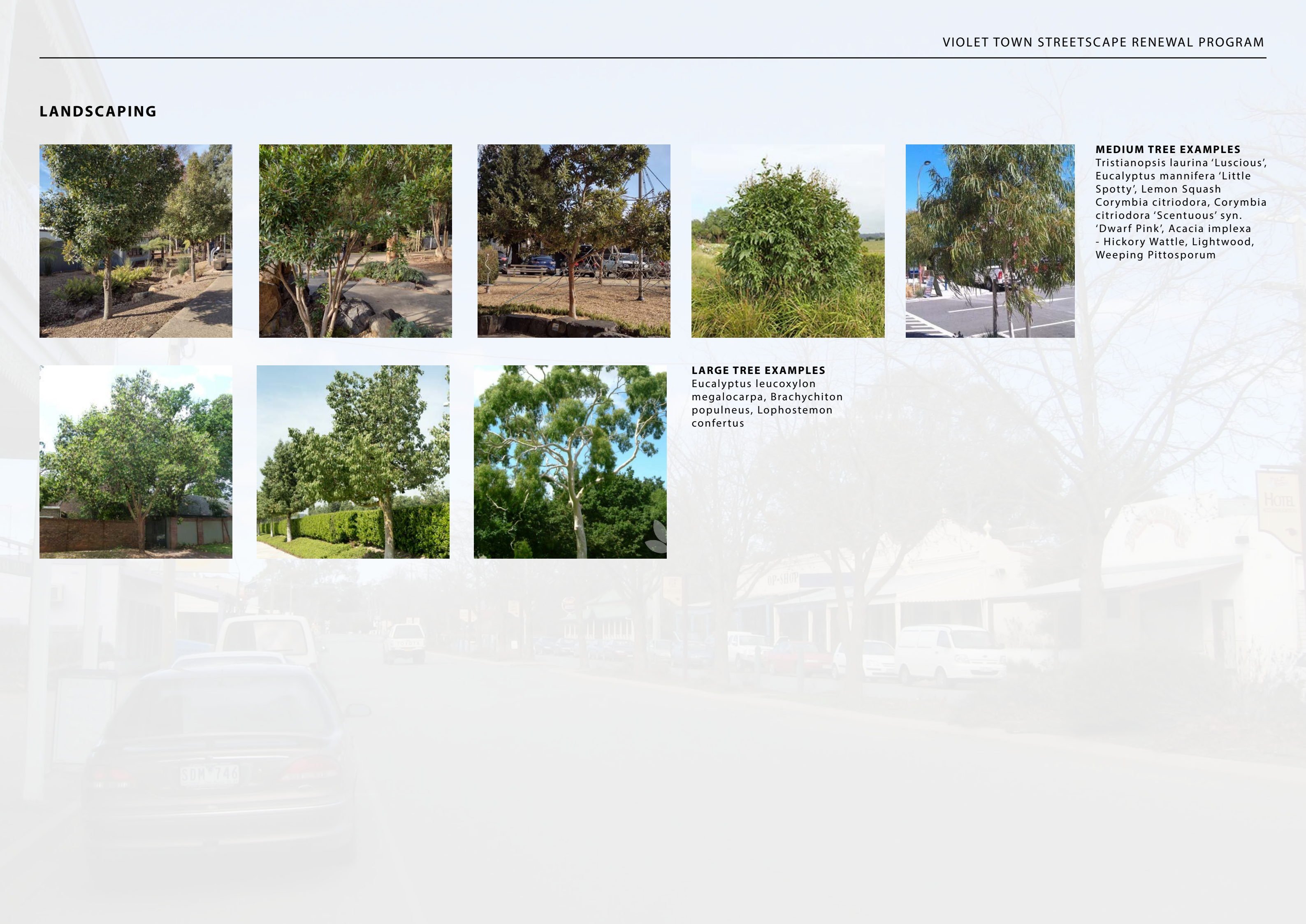
LANDSCAPING



MEDIUM TREE EXAMPLES
Tristanopsis 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



MATERIAL PALLETTE

SEATING



REGULAR CURVED SEATING
Mild Steel & Hardwood Timber
Back Support & Non-Back Support
Options



REGULAR CURVED SEATING
Mild Steel & Hardwood Timber
Back Support & Non-Back Support
Options
Integrated into planter boxes



STRAIGHT SEATING
Mild Steel & Hardwood Timber
Non-Back Support



STRAIGHT SEATING
Mild Steel & Hardwood Timber
Back Support

OTHER STREET FIXTURES



BIKE RACK
Example
Key Attributes: Simple
Key Material: Steel



BOLLARD
Example
Key Attributes: Simple
Key Material: Steel



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



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

OTHER STREET INITIATIVES



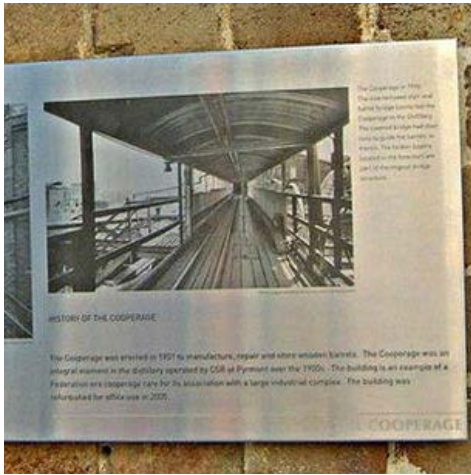
USB CHARGING
Integrated into Seating

SIGNAGE



PROPOSED HERITAGE STORYTELLING

Examples
Location: As Per Heritage Trail
Key Attributes: Key Images, Consistant text type with other signage. Possible accompaniment of qr code linking to additional photos and audio description
Key Material: Etched steel. Muted grey tones.



PROPOSED MAP SIGNAGE

Example
Key Attributes: Map of the Area, Covered Area, With Lights
Key Material: Timber
Location: Near Lions Park



PROPOSED DIRECTIONAL

PROPOSED
Example
Direction to public toilets, carparking, walks
Key Attributes: Simple, Clear, Minimal, With Lights
Key Material: Metal

OTHER STREET ACTIVITY



PLAY
Example Only
Facilitating & encouraging play



PLAY
Example Only
Facilitating & encouraging play



PLAY
Example Only
Facilitating & encouraging play

ART OPPORTUNITIES



SEASONAL PAVEMENT ART
Example Only



SCULPTURAL ART
Example Only

SCULPTURAL SIGNAGE

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SCULPTURAL SIGNAGE / WAYFINDING

INSPIRATION



COWSLIP STREET



HYACINTH STREET



LILY STREET



DAPHNE STREET



LOCATED IN LOW LEVEL PLANTING
ALONGSIDE GROUND-LEVEL INFORMATION SIGNS