

EUROA STREETSCAPE RENEWAL PROGRAM

Concept Design [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 Euroa.

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.

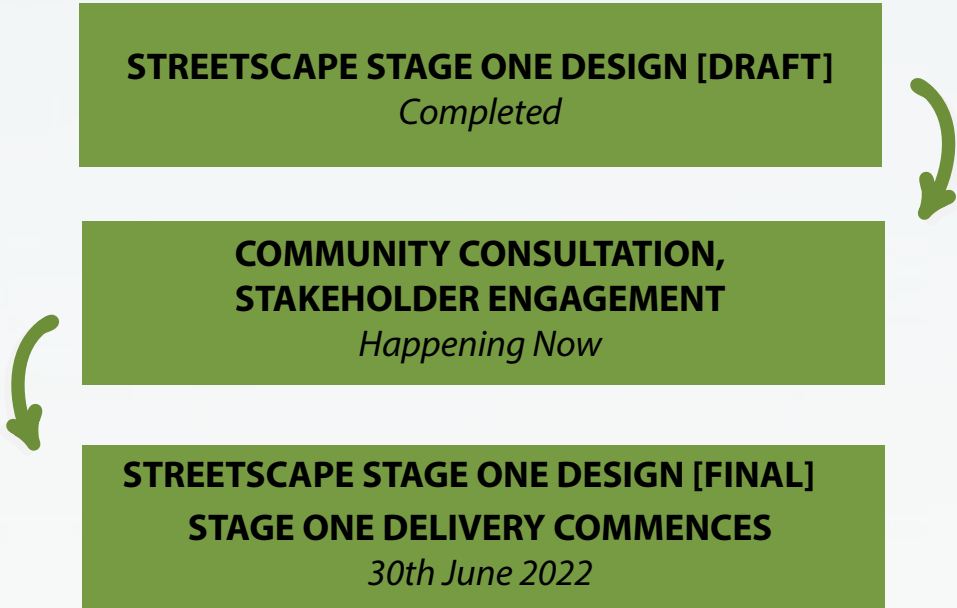
STUDY AREA

The focus of the study area is the town centre of Euroa, defined by Binney Street.

The study area includes intersections at Brock and Railway Streets.

PROJECT PHASING / TIMELINE

CURRENT PHASE



FUTURE PHASES



EXISTING CONDITIONS

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KEY QUALITIES & STREETSCAPE CHARACTER

Waterways envelope and meander around the town and through local parklands. Tree lined streets provide a tranquil and relaxed feel.

Nestled at the base of the Strathbogie Ranges and characterised by its ever present views to Balmattum Hill, the town has constant links to its surrounding environment.

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



Balmattum Hill



Hlсторic Buildings



Wide Verandahs (Albeit a bit run down)



Pedstrian Friendly



Wide Pavement Area



Good existing street structure

AREA FOR IMPROVEMENT & ADVERSE VISUAL IMPACTS



Pavement Surface Damage
Existing tree root structures have caused significant damage to the pavement surface. Opening this surface area to allow for low level planting and permeability to roots is key to streetscape development



Excess Concrete
Missed opportunities for landscaping



Short Term Fixes that have become permanent
Temporary and unappealing tree guards



Non-Descript Seating
Lacks any sense of identity or character



Other street fixtures
Non-descript and generic fixtures that need a refresh



Surface Patches
Over the years the surface has required repairs and maintenance. These patches have now become visually distracting and unappealing



Surface Drainage
Pooling and water settling occuring due to the uneven nature of the pavement surface



Laneways
Access to laneways that provide important connections to surrounding streets are non user friendly. Dark, uneven and muddy.



Service Pits
Low level of care in placement and repairs.

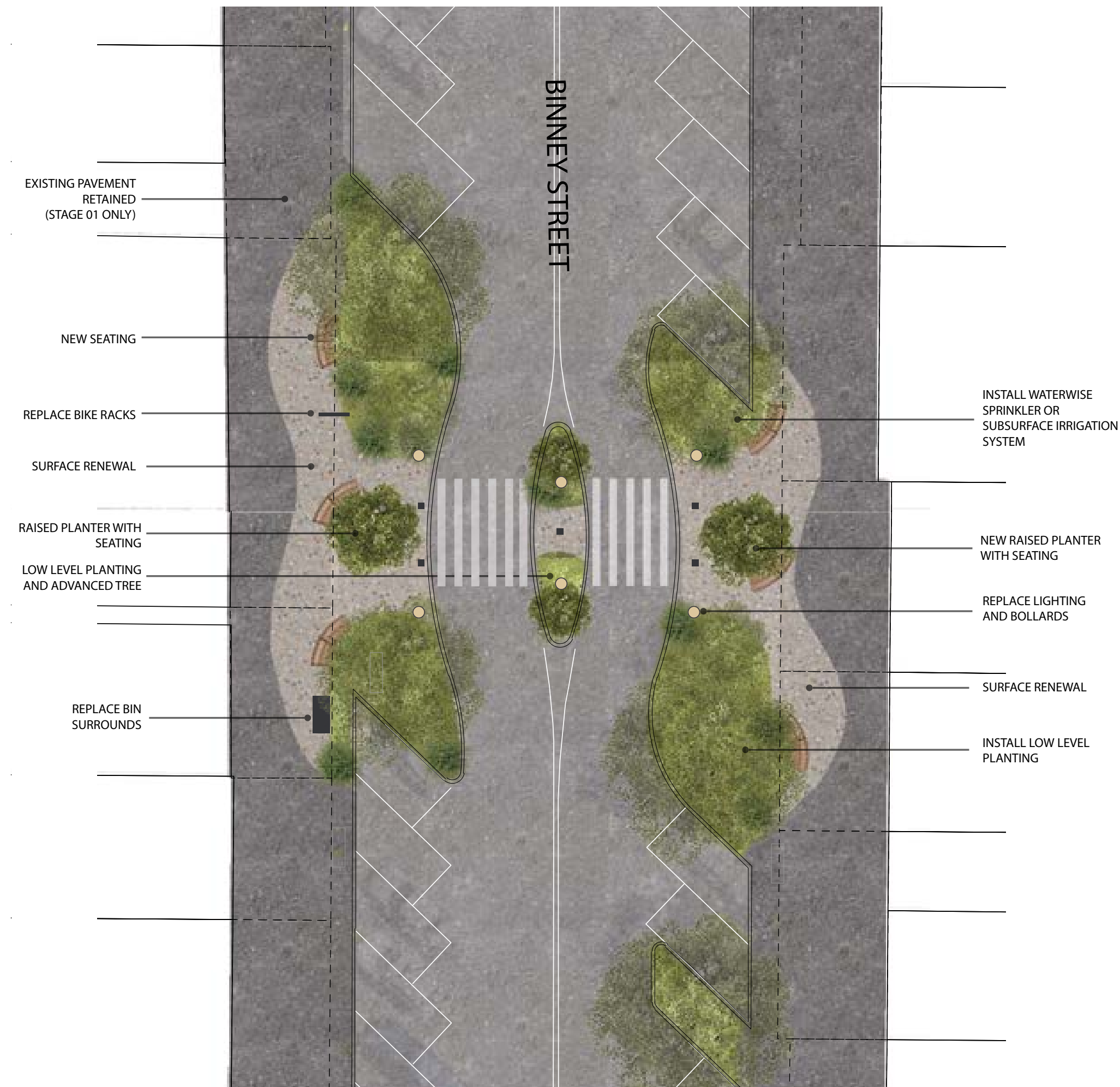
STREETSCAPE PLAN STAGE ONE

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STAGE ONE - EXISTING CROSSING 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 - EXISTING CROSSING RENEWAL

DELIVERABLES

- Repair & clean of kerbing
- Removal of damaged pavement surface in preparation of low level planting
- Installation of waterwise irrigation system
- Installation of surface drainage systems at appropriate locations
- Provision of underground power supply for inground lighting
- Preparation of soil for planting
- Installation of bark/ground cover and feature granite rocks
- Installation of advanced trees and low level planting
- Installation of new seating, bike racks, bin surrounds and planter boxes
- Installation of new pavement surface to the area (consideration of permeable concrete)
- Replacement of existing lights (taller than existing) and bollards as per material palette
- Zebra pedestrian crossing
- Installation of sculptural signage



STREETSCAPE PLAN FUTURE VISION

[DRAFT]

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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
- Improve commercial signage guidelines to enhance the public realm and reduce streetscape clutter

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

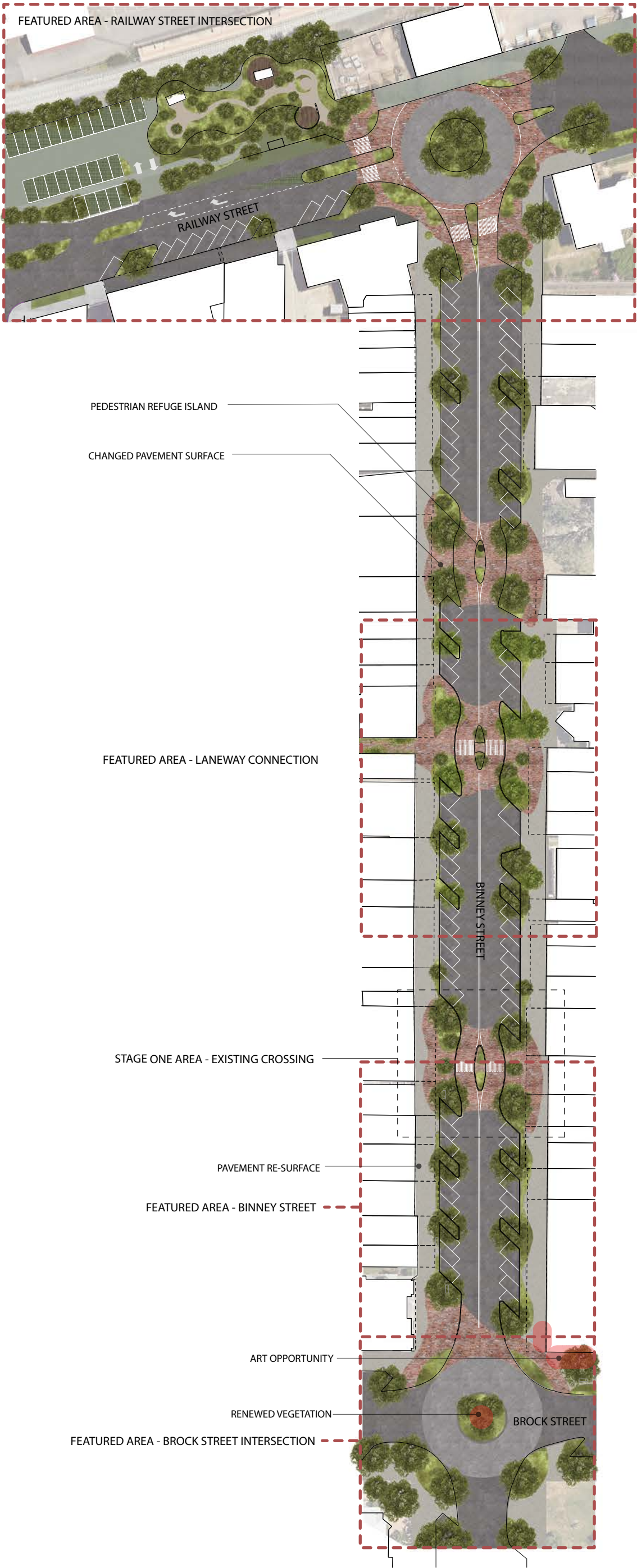
- Connect the community and visitors to the surrounding natural landscape and heritage assets
- Facilitate walkable streets
- Improve mobility access, circulation, safety and connectivity in the pedestrian and cycling network
- Create links and wayfinding methods to enhance locals and visitors experience of the township with particular regard for key community assets - the shopping strip, sevens creek and its park and the station
- Cater for bicycle parking for ease and convenience of active transport modes

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, arts, sports, play, resting and dining in a landscaped or sheltered setting
- Improve car parking options and wayfinding for visitors

Improve Environmental Function

- Improve the environmental function of the street
- Embrace opportunities to increase passive irrigation 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 AREAS FUTURE VISION

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FEATURED AREA - RAILWAY STREET INTERSECTION



EXISTING



PROPOSED

VISION & OBJECTIVES FOR THIS AREA

New roundabout, increased landscaping and pedestrian crossings

Relocated bus stop and developed car parking area

Public realm/park space

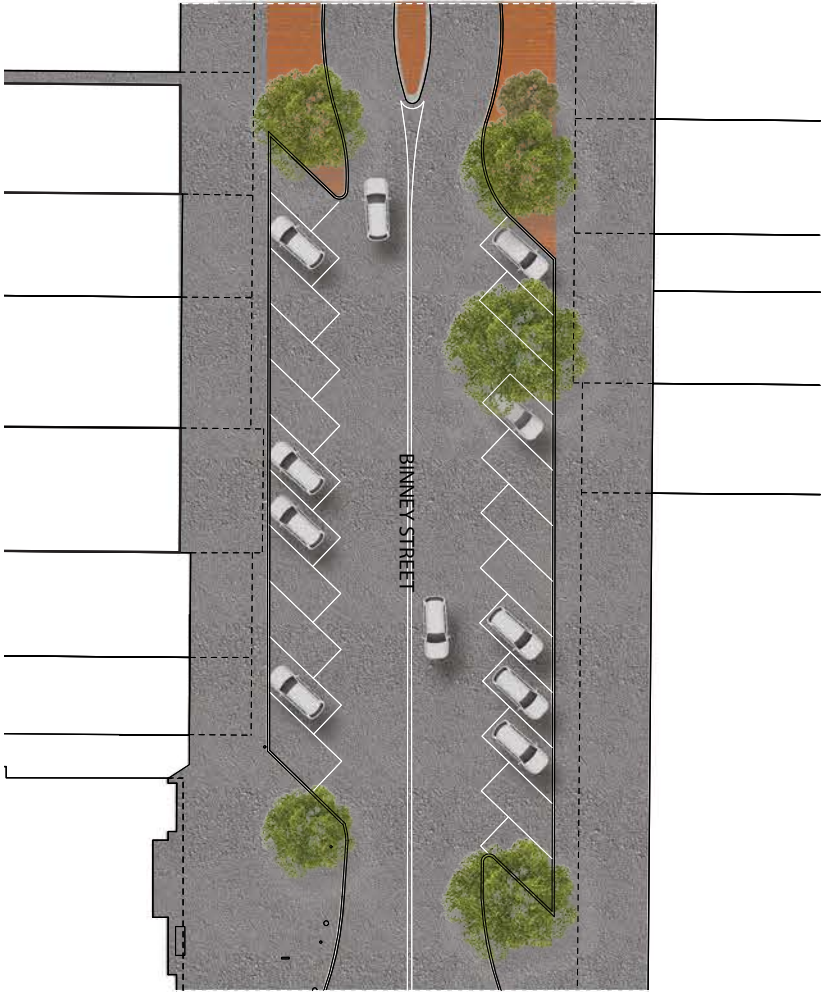
Improved surface treatment of general pavement

Future connection to Railway Station (accessible from Railway Street in the future)

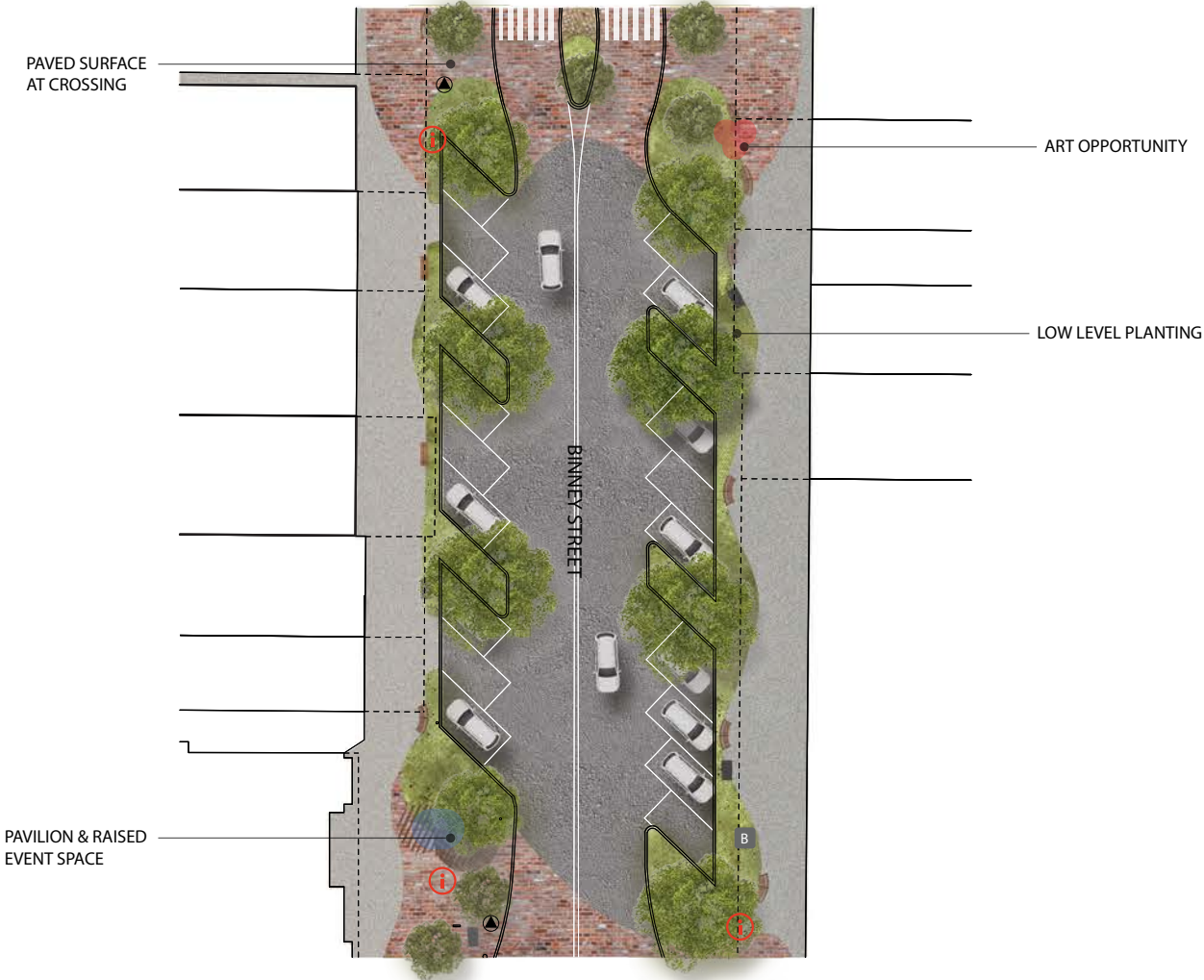
FEATURED AREA - BINNEY STREET

VISION & OBJECTIVES FOR THIS AREA

- Improved surface treatment of general pavement
- Additional paving across pedestrian crossing to prioritise pedestrian movement and traffic calming
- Additional low level landscaping and street trees
- Pavilion and raised deck space for events and gathering
- Installation of new street furniture
- Consideration of lighting and power to key areas
- Incorporation of new signage strategy including sculptural signage
- Verge extension around existing and new trees to facilitate additional planting














EXISTING



PROPOSED

LEGEND

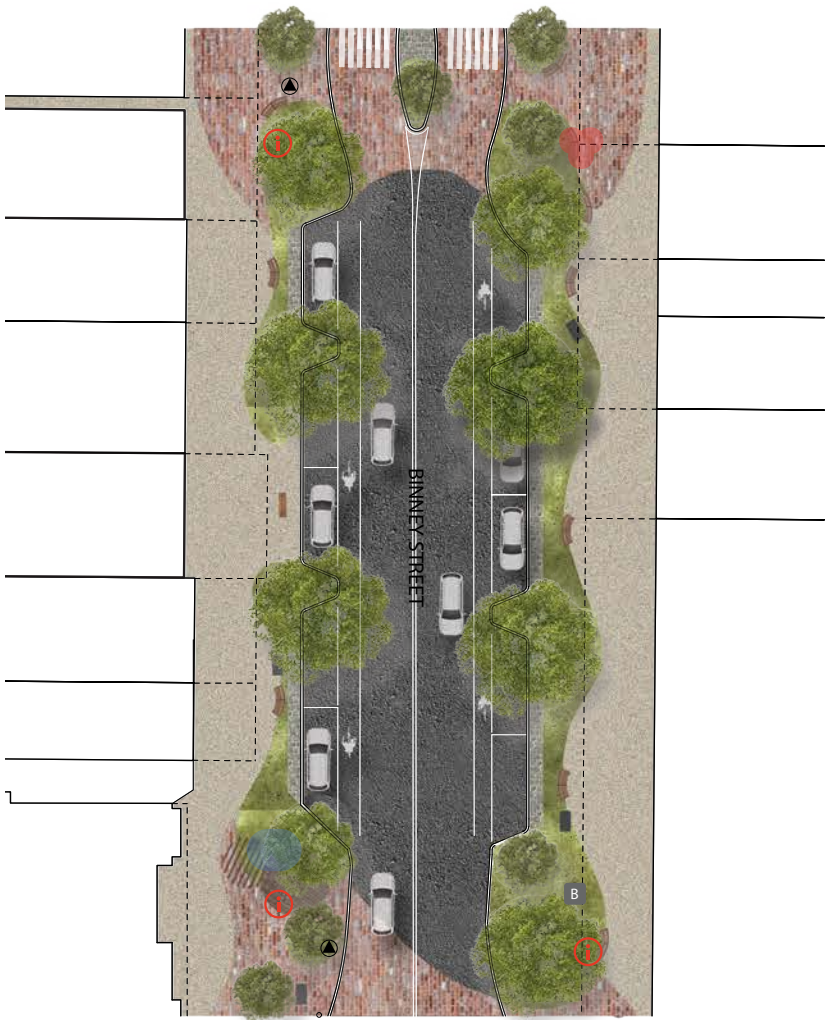
- | | | | |
|---|--|---|---|
|  EVENT SPACE |  EXISTING TREE |  POINT(S) OF INTEREST SIGN |  BINS |
|  PLAY AREA |  PROPOSED TREE |  DIRECTIONAL SIGN |  BIKE RACK |
|  ART OPPORTUNITY |  LOW LEVEL VEGETATION |  ENTRY SIGN | |

CONSIDERATIONS - BINNEY STREET

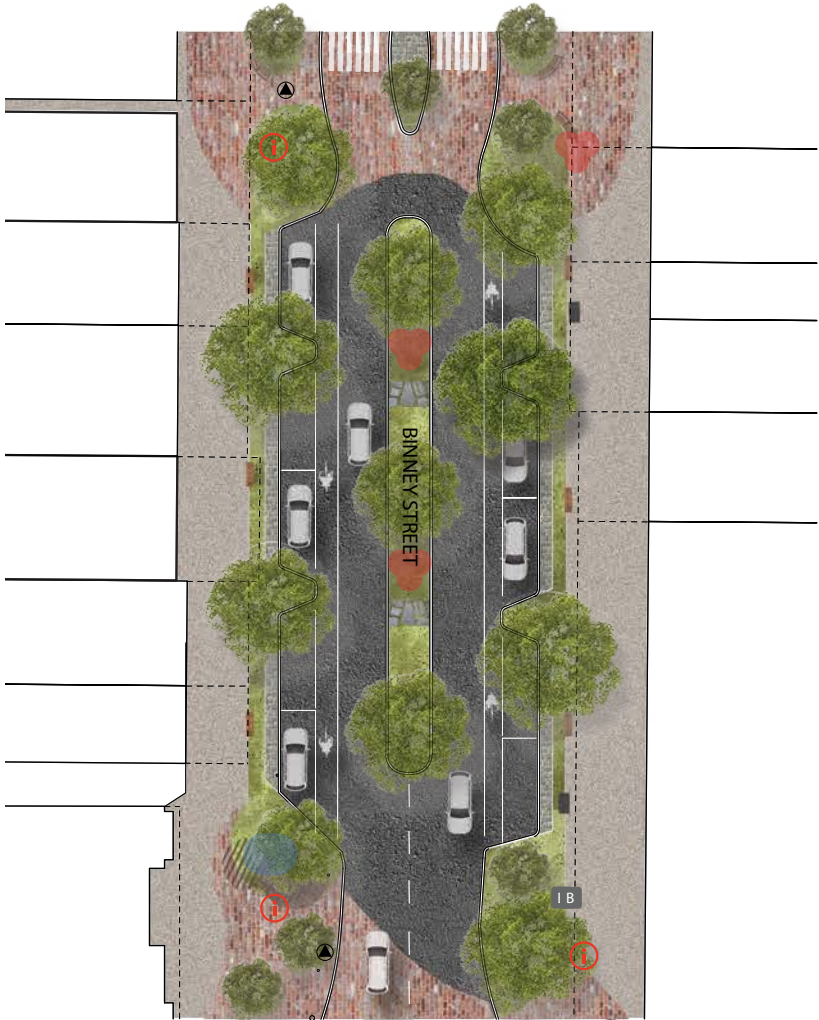
The following parking considerations test alternatives to the existing angle parking arrangement in Binney Street

These considerations may improve:

- increased landscaping potential
- less visual impact of parked vehicles
- allowing additional modes of transport (cycling)
- encourages pedestrian movement across street
- environmental street cooling (median strip)




CONSIDERATION
Parallel Parking, Bike Lane,
Widened Pavement, Increased
Landscaping



CONSIDERATION
Parallel Parking, Central Median
Strip, Bike Lane, Increased
Landscaping

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 - BINNEY STREET



FEATURED AREA - LANEWAY CONNECTION

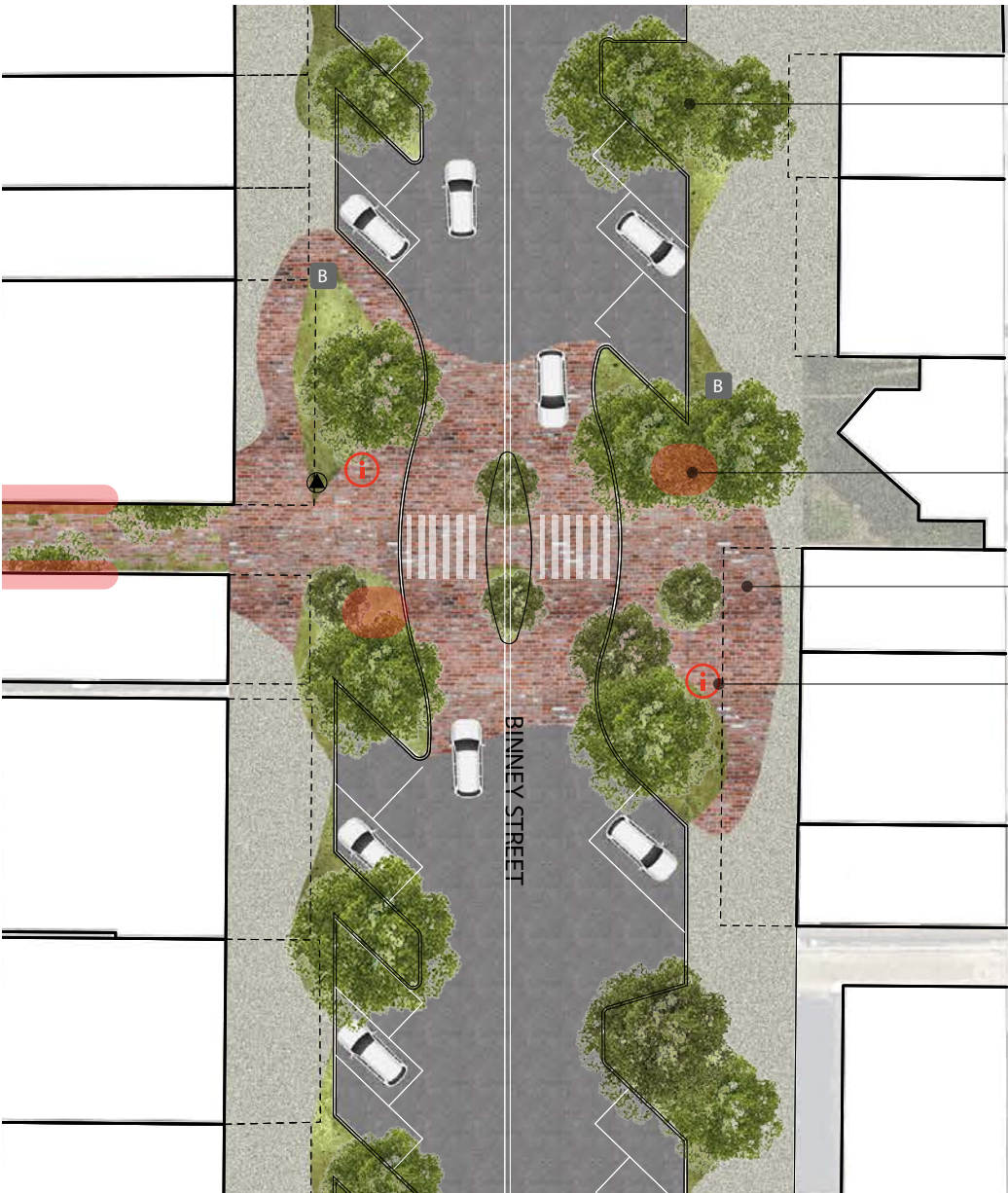
VISION & OBJECTIVES FOR THIS AREA

- Improved laneway accessibility with new surface treatment, additional lighting and signage
- New pedestrian crossing leading to and from the laneway
- Consideration of parking area development including re-surfacing and planting
- Improved surface treatment of general pavement
- Additional paving across pedestrian crossing to prioritise pedestrian movement and traffic calming
- Additional low level landscaping and street trees
- Incorporation of new signage strategy including sculptural signage

EXISTING



PROPOSED



VERGE EXTENSION
UNDER TREES

ART OPPORTUNITY

PEDESTRIAN CROSSING HIGHLIGHT

SCULPTURAL SIGNAGE

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 - BROCK STREET INTERSECTION



COMMUNITY INVOLVEMENT & IMPLEMENTATION

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

Community groups in Euroa such as the Euroa Arboretum, Friends of the Sevens, the Euroa Chamber of Commerce and the Euroa Community 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

DESIGN ELEMENTS

[DRAFT]

Prepared by About Architecture for Strathbogie Shire
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MATERIAL PALLETTE

INFLUENCE



PATHS, PAVEMENTS



PEDESTRIAN ZONE
Littlehampton Old Red Paver
Permeable



BUS ZONE
Coloured Concrete
Colour: Wilderness



PAVEMENT
Exposed Aggregate Concrete
Colour: Southern Cross



PAVEMENT
Exposed Aggregate Concrete
Colour: Bacchus Marsh

EDGES & FENCES



CARPARKING (Driving Area)
Drivecon Permeable Concrete
Colour: Papyrus



CARPARKING (Parking Area)
Grass Crete



PROPOSED
Predominant Use:
Garden Bed Edges

MATERIAL PALLETTE

KEY MATERIALS



MILD STEEL, SEALED



POWDERCOATED
TEXTURED BLACK/DARK GREY



LOCAL GRANITE



LOCAL HARDWOOD TIMBER

SHADE STRUCTURES



PROPOSED
Examples
Location: Post Office, Front of Old Gambles Nursery Site
Key Attributes: Organic Shape, Mix of covered and shaded area.
Key Material: Steel, Timber



EVENT SPACE



PROPOSED
Examples
Location: Post Office
Key Attributes: Raised
Key Material: Timber



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

MATERIAL PALLETTE

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



EV CHARGING
In Car Parking Areas

OTHER STREET ACTIVITY



OUTDOOR BOOK STORAGE
Example Only
Facilitating existing street activity
Location: Already Read Bookshop



PLAY
Example Only
Facilitating & encouraging play



PLAY
Example Only
Facilitating & encouraging play



PLAY
Example Only
Facilitating & encouraging play

LANDSCAPING



LOW LEVEL PLANTING EXAMPLES
Lemon Beauty Heads, Wingless Bluebush, Nodding Saltbush, Woolly 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

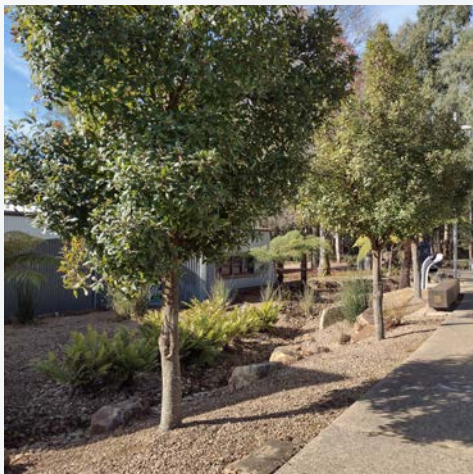
Refer to the Ecological Vegetation Class Bioregion Benchmark for Vegetation Quality Assessment in the Victorian Riverina bioregion. EVC 55_62: Riverina Plains Grassy Woodland (syn. Plains Woodland)

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.

OTHER LANDSCAPING TREATMENTS



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



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

LIGHTING



REPLACEMENT FOR EXISTING OVERHEAD ROAD LIGHTS
Replace & add additional, providing structure for event lighting and seasonal decorations



REPLACEMENT FOR EXISTING HERITAGE POLE LIGHTS
To replace the existing heritage pole lights at existing crossing points



UPLIGHTING
In-ground spikes to uplight trees



LOW LEVEL LIGHTING
Located in low level planting areas and down laneways. Could also be integrated into bollards

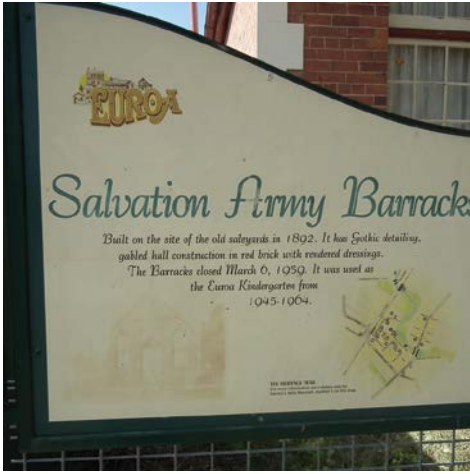
SIGNAGE



EXISTING STORYTELLING



EXISTING MAP SIGNAGE

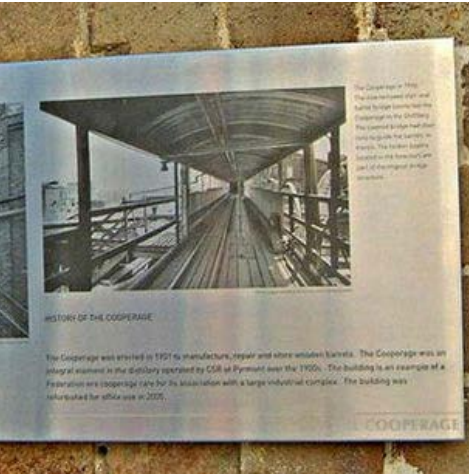


EXISTING POINT OF INTEREST



EXISTING DIRECTIONAL

PROPOSED



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: Car Parks



PROPOSED DIRECTIONAL
Example
Direction to public toilets, car-parking, walks
Key Attributes: Simple, Clear, Minimal, With Lights
Key Material: Metal

SCULPTURAL SIGNAGE

[DRAFT]

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SCULPTURAL SIGNAGE / STORYTELLING

INSPIRATION



TRADE, PRODUCE, AGRICULTURE



HISTORIC FIGURES



SPORT



NATIVE FLORA & FAUNA



SURROUNDING FEATURES



HISTORIC BUILDINGS



WAR MEMORIAL

EXAMPLES



Portrait Bench series from transport charity Sustrans.



There, Not There by Jackie Lantelli

SCULPTURAL SIGNAGE / STORYTELLING

*As a means of storytelling, wayfinding and reflecting our identity
- our past, our assets, our interests and our values*



LOCATED IN LOW LEVEL PLANTING
ALONGSIDE GROUND-LEVEL INFORMATION SIGNS



ENDLESS POSSIBILITIES....

IMPLEMENTATION

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STEPS TO RENEWAL

To be developed & reviewed through further Community Feedback

1. STAGE ONE, RENEW EXISTING CROSSING AREA IN BINNEY STREET

2. RESURFACE FOOTPATH/PAVEMENT

Repair uneven surface, restore even gentle pavement slope, repair and consolidate service pits (remove decommissioned pits, improve straightness). Prior to commencement, provide provision for future lighting and power to key areas in the street for street events. Refer to concept pavement design and material palette.

3. EXTEND CURB AROUND EXISTING TREES AND INSTALL LOW LEVEL PLANTING BELOW

Refer to concept pavement design and landscape schedule. This will improve health of existing trees. Note: This requires the removal of existing car spaces.

4. ADDITIONAL TREES AND APPROPRIATE LOW LEVEL PLANTING

Plant additional trees for shade in locations as shown on the concept plan. Extend curb around the proposed trees and install low level planting below. Refer to concept pavement design and landscape schedule

5. REPLACEMENT OF EXISTING PLANTING

Replace existing low level planting at Binney Street & Brock Street Intersection with native plants. Refer to concept pavement design and landscape schedule

6. REPLACE GENERIC SEATING & ADD ADDITIONAL

Remove all existing generic seating and replace and add in proposed locations. Refer to street furniture plans and furniture schedule

7. REPLACE OTHER GENERIC STREET FIXTURES & ADD ADDITIONAL

Replace bin surrounds with new fixtures. Remove and install in new locations proposed bike racks and bollards. Add additional water fountains.

8. REPLACE GENERIC LIGHT FIXTURES & ADD ADDITIONAL

Remove existing light fixtures and re-instate proposed fixtures in existing and new locations. Proposed new lighting incorporates a vertical element in the street that can be attached to in order to display seasonal or event decorations and suspend event lighting or décor over the street. Refer to lighting section. Consider provisioning for power to key areas in the street for future street events.

9. CONSOLIDATE INCONSISTENT SIGNAGE AND ADD ADDITIONAL SIGNAGE

Replace existing directional signage, map signage and heritage signage with new signage with clear and consistent colours and themes that represent the identity of the town. Add signage for off street parking (including caravan parking), public toilets and heritage information signs.

10. INCORPORATE IDENTITY/WAYFINDING SCULPTURE SERIES

Refer to the Shire of Strathbogie Wayfinding Sculpture Series. These figurative and sculptural elements will connect visitors to the identity of the area as well as provide a means of story telling. They will add to wayfinding by providing a visual sculpture to identify nearby precincts (for example a cricketer may provide direction to sporting precincts, flora may provide information on the natural environment in the area or direction to the various bushwalks, a heritage building provides direction and information on nearby heritage buildings)