



SWAN STREET STREETSCAPE MASTERPLAN

Issued 26 08 2021

YARRA

RUSH \ WRIGHT ASSOCIATES



We acknowledge the Wurundjeri people of the Kulin nation who are the traditional custodians of the land on which our project stands. We pay our respects to the Wurundjeri Elders- past, present and emerging.

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INTRODUCTION



INTRODUCTION

ABOUT THE MASTERPLAN

The aim of this project is to prepare a Streetscape Masterplan for Swan Street, from Punt Road to the Birrarung (Yarra River), as well as the streets and spaces around East Richmond and Burnley railway stations to guide the design and delivery of future streetscape and public realm improvements.

This streetscape masterplan is supported by Council's commitment to a placemaking approach which aims to enhance the precinct for people, local community and street life.

The opportunities set out in the Masterplan will maximise the potential of the Swan Street streetscape and surrounding public realm in line with the following strategic objectives:

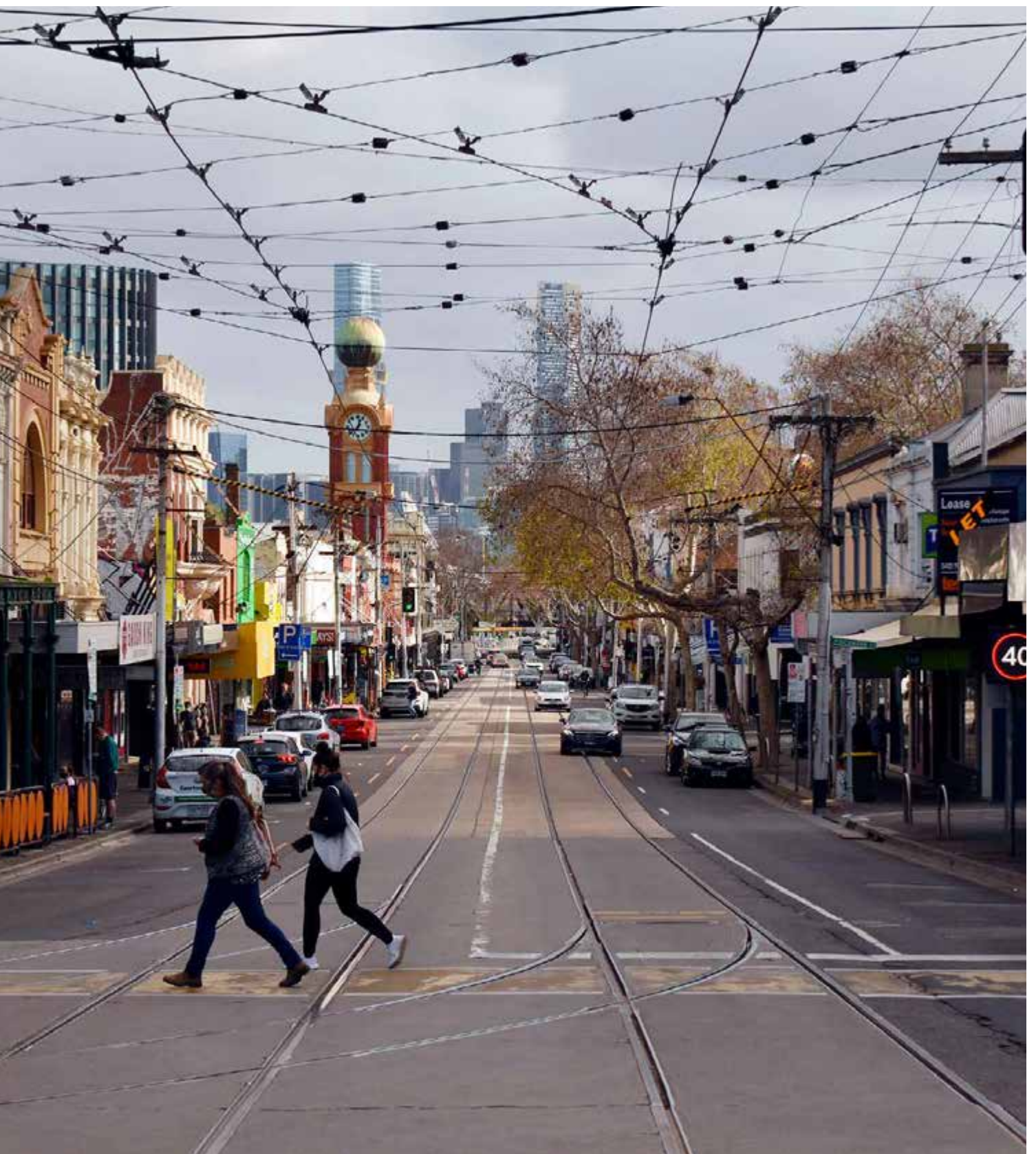
- The creation of a vibrant and user friendly pedestrian environment
- To create new public spaces where possible by identifying opportunities on intersecting side streets to expand footpaths to improve appeal and activity
- Propose public space initiatives at key adjoining sites including Richmond Library, East Richmond Station and Burnley Station
- To value local character, community and history but also be future focussed
- Reinforce links to surrounding streets, parks and community facilities
- Single out which spaces require special treatment and those that just need to be upgraded to Council's palette
- Be inventive with the small

spaces that are available and identify opportunities to create new public spaces if possible

- Explore diverse approaches for adding trees and gardens where space permits
- Develop strategies which ensure the street is safe and lively at night
- Anticipate future development in building and population; and build in flexibility to allow for the street to respond to change
- Identify opportunities to incorporate other environmental initiatives to build landscapes of resilience, including WSUD, water retention and storage.
- Provide recommendations and ideas that are future proofed and consider other current and future strategic projects and Council initiatives.

The Streetscape Masterplan is focused on the footpaths and public spaces in this precinct. A number of opportunities have been identified along the Swan Street corridor, which is experiencing high growth and change now and into the future. The projects identified allow for improved public realm outcomes to be negotiated through any future developments and strategic projects. A small selection of these projects may also be taken forward for implementation through Council's capital works programme.





HISTORY

A BRIEF OVERVIEW

The study area stands on the traditional lands of the Wurundjeri people, and its proximity to the Birrarung (Yarra River)- an integral part of the cultural and spiritual life of indigenous custodians, as well as a vital resource is significant. The presence of identified sites including the Corroboree Tree at Burnley Oval reinforce this association and living history.

The Swan Street Precinct also represents one of the City of Yarra's most intact turn of the century High Streets.

A rich social and commercial history too accompanies Swan Street. The precinct was designated as a road reserve in Hoddle's Crown survey of 1837, and by 1853 much of the north side of the road had been subdivided and laid out. These early streets included Wangaratta, Lennox, Stanley, Clifton, Docker and Charles Streets. By 1857 traders in Swan Street included butchers, drapers, fruiterers, tailors, shoemakers, hairdressers and hoteliers, including the Swan Inn, Dover and Royal Hotels by 1858. The railway was in by 1860, Swan Street was fully developed by 1889 and the roadway was sealed in 1901.

The architectural character of Swan Street outlines both the past, to a high level of fidelity and consistency, along with the present. Significant buildings include the old Post Office Building at the western end, what was the Dimelow and Gaylard building (Dimmey's) now refurbished as a Coles, the old Maples Furniture Store and the Former Burnley Theatre.

The street retains many of the richly decorated Victorian and Edwardian polychromatic brick edifices that

typify Melbourne's turn of the century commercial architecture, and some more recent additions.

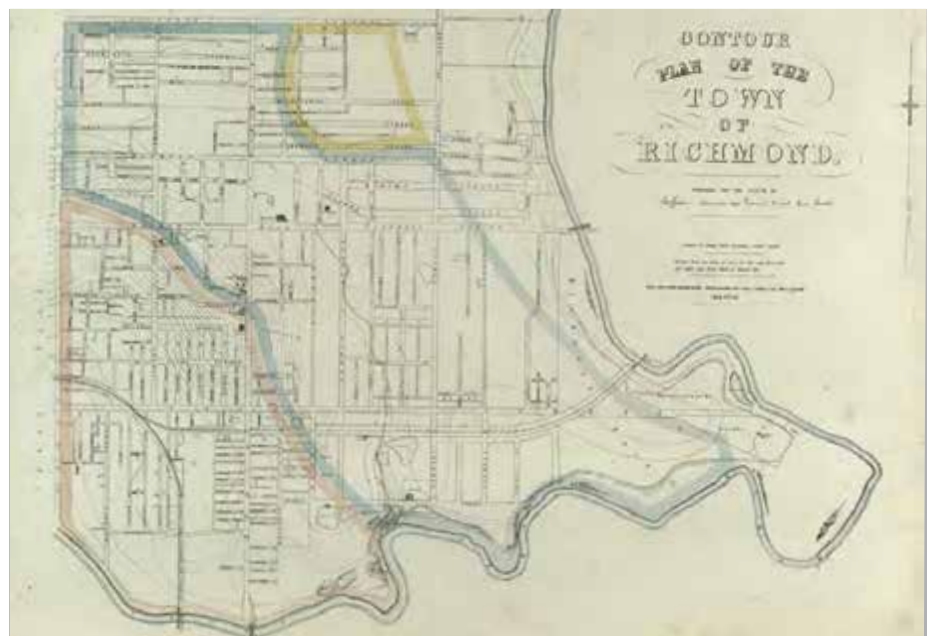
While being an important turn of the century 'High Street' and tram corridor lined with a high number of intact Victorian and Edwardian buildings and landmarks- it has a number of new challenges including different land use adjacencies and developments along with its own unique local culture and community.

Located at a economic and physical juncture- the salubrious elevated slopes of Richmond Hill meeting the swampy river flats of industrial and historically working class Cremorne, Swan Street has always been a place of diverse social and commercial exchange.

Increasing density in the surrounding residential and post industrial sites and buildings continue to keep Swan Street busy and vibrant.



*Corroboree Tree Richmond Gardens, 1933
Source: State Library of Victoria*



*Municipality of Richmond 1873
Source: State Library of Victoria*



Aerial view of Richmond, between 1924-1939
Source: State Library of Victoria



The Australian Mont de Piete Loan & Deposit Company premises, 98 Swan Street, 1920
Source: State Library of Victoria



Swan Street, looking west, 1907
Source: State Library of Victoria

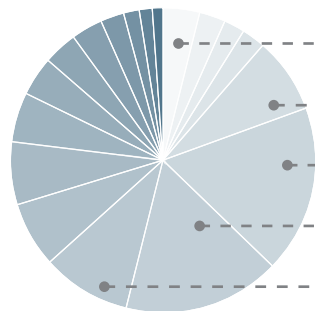
PROFILE

COMMUNITY PROFILE

Swan Street sits at the boundary of the Central Richmond and Cremorne/Burnley-South Richmond area. The 2016 Census results indicate the following:

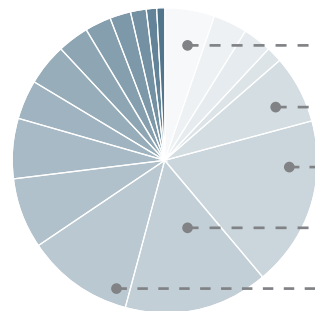
AGE IN 5 YEAR GROUPS

Residents surrounding Swan Street are a predominant young cohort with the largest age group being 25 to 29 year olds.



NORTH RICHMOND

0-4 YEARS	3.9%
20-24 YEARS	8%
25-29 YEARS	17.8%
30-34 YEARS	16.5%
35-39 YEARS	9.5%



CREMORNE AND BURNLEY

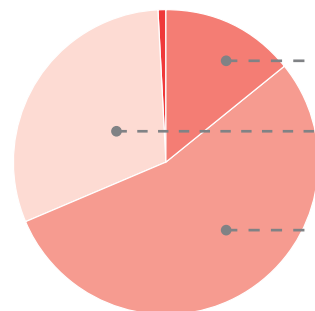
0-4 YEARS	5.3%
20-24 YEARS	7%
25-29 YEARS	18%
30-34 YEARS	15.4%
35-39 YEARS	11.2%

HOUSING TYPES

The majority of residents live in medium and high density housing making access to public space a key consideration.

Notably there is an unusually high percentage of single and group households reflecting the age and younger household makeup of the area.

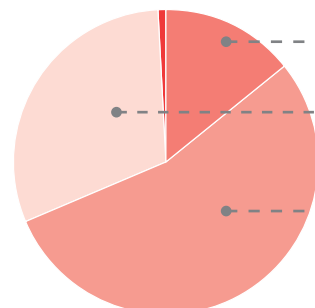
We note the data is based on 2016 census data, and as such does not reflect the recent residential development in the wider area.



NORTH RICHMOND

SEPARATE HOUSE	14.2%
HIGH DENSITY	30.5%

MEDIUM DENSITY	54.5%
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CREMORNE AND BURNLEY

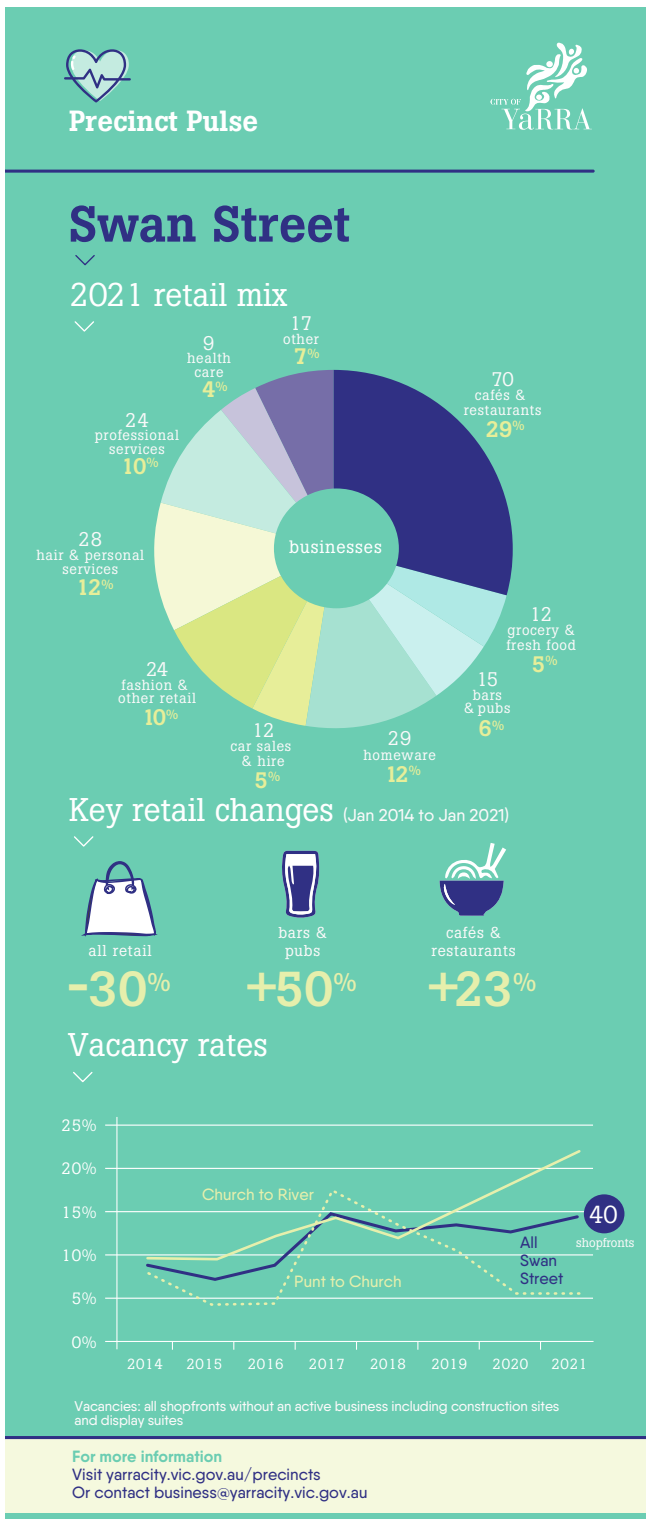
SEPARATE HOUSE	14.6%
HIGH DENSITY	23.6%

MEDIUM DENSITY	61.2%
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Source: <https://profile.id.com.au/yarra>

RETAIL PROFILE

The retail snapshot outlines a street with a high proportion of food and beverage business and an active night time economy.



Number of businesses

240



Turnover rate

16%



Night time economy

48%



Businesses open after 6pm*

27%

Businesses open after 10pm*
*2 or more nights/week



Night time economy Top 3 categories

- 1 Restaurants & Cafes
- 2 Hair & Personal Services
- 3 Bars & Pubs



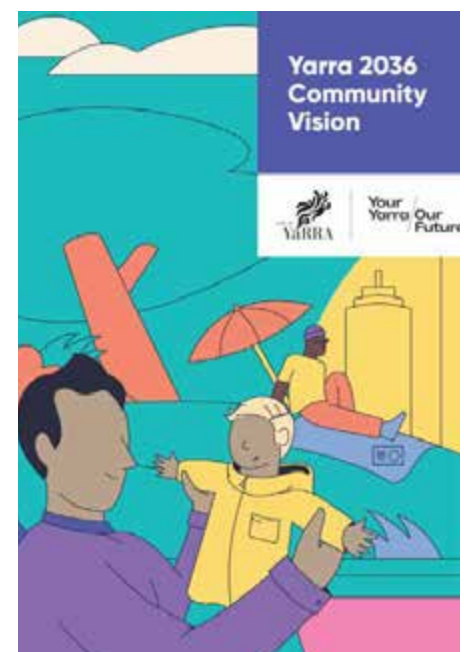
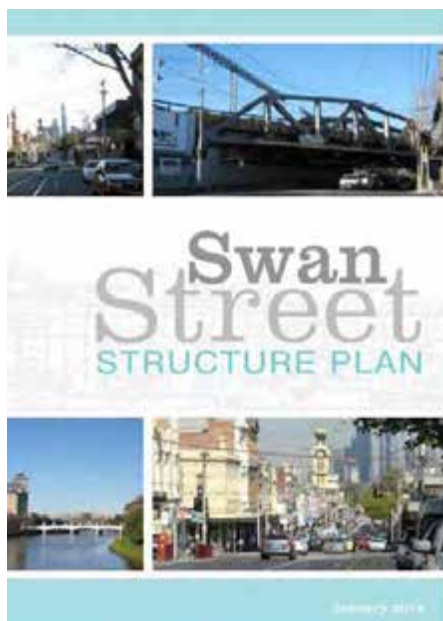
Swan Street Business Activity

POLICY FRAMEWORK

PAST AND CURRENT STRATEGIES

The following reports and strategies were reviewed to inform the historic and current policy frameworks in place for the Swan Street Precinct and the strategic direction for Yarra.

- Council Plan
- Open Space Strategy
- Urban Forest Strategy
- Community Vision
- Swan Street Structure Plan (David Lock Associates)
- Traffic and Access Review, Swan Street Activity Centre (Traffix Group)
- Swan Street Activity Centre Built Form Framework (Tract)
- Swan Street Built Form Study, Heritage Assessments and Analysis (GJM Heritage)
- Cremorne Place Implementation Plan



NOT INCLUDED IN THIS MASTERPLAN

ITEMS OUTSIDE OF THE SCOPE OF THIS STUDY

It is recognised that the experience and character of Swan Street goes beyond the footpaths and relates to a number of other elements such as the road space, transport, buildings, parks, land use and management.

Whilst it is not possible for this Streetscape Masterplan to cover all of these elements, other strategic work would cover these elements and overall reach a collaborative plan for the area. This includes:

- Any future transport work to explore potential for the road space, including pedestrian improvements, accessible tram stops, cycle infrastructure, parking and traffic function.
- Any planning controls to influence future development of buildings.
- Future plans for Richmond Station
- Future plans for the possible removal of the Madden Grove level crossing
- Graffiti Management Framework

We also note that all of the proposed design strategies and projects outlined in this Streetscape Masterplan are high level only, and would require further and detailed investigation into traffic, existing services, flooding and drainage in future detailed design phases.



ANALYSIS AND OPPORTUNITIES

ANALYSIS AND OPPORTUNITIES

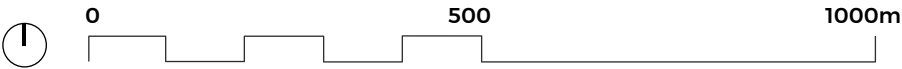
CONTEXT

The Swan Street precinct is located in Richmond, just 4 kms out of Melbourne CBD. The area is edged to the south and east by the Yarra River, to the west by Melbourne's Sports Precinct and recreational parks, to the north by the residential area of Richmond Hill and to the south by Cremorne and Burnley.

Swan Street forms a key east-west arterial link connecting the CBD to the eastern suburbs of Melbourne and is well serviced with 3 train stations and 2 tram routes (Swan Street and Church Street).

The Swan Street precinct is located within walking distance to large green open spaces such as Golden Square Park, Barkly Gardens, Burnley Park, Goschs Paddock and the Yarra River.





ANALYSIS AND OPPORTUNITIES

SWAN STREET PRECINCTS

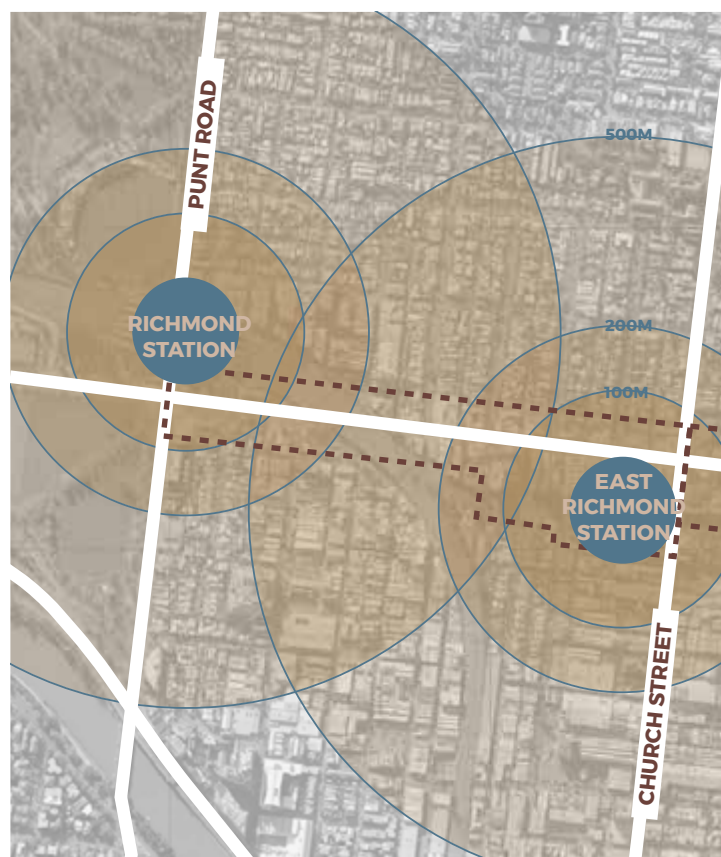
For the purpose of the Masterplan the street has been divided into three precincts based on land use, key intersecting streets, retail mix and architecture.

The precincts also perform differently in terms of provision of street furniture, trees, outdoor dining as outlined the precinct inventories.

Precinct 1 extends from Punt Road to Church Street and encompasses a concentration of diverse retail, supermarket and hospitality uses housed in some of the most intact heritage building fabric. It also includes connections to Richmond and East Richmond Railway Stations. Precinct 1 also abuts Cremorne which is experiencing a significant increase in medium and high density residential development, and a growing hub for creative and digital technology industry sectors.

Precinct 2 covers Church Street through to Stawell Street. This precinct is typified by larger format showrooms focussed on furniture, homewares, car sales and repairs and building services along with office space and some residential premises. A number of key sites are currently being considered for mixed use development. This precinct includes Burnley Railway Station and Richmond Library.

Precinct 3 extends from Stawell Street, past Ryans Reserve to the Yarra River and crosses Burnley Park and Burnley Golf Course linking to the University of Melbourne Burnley Campus and the corporate park on Botanicca Boulevard.



PRECINCT INVENTORY

PRECINCT 1: PUNT ROAD TO CHURCH STREET

Length	800 m
Street Trees	21
Benches	28
Bins	20
Bicycle Racks	38
Awning coverage	1580m²
Garden bed	0m²
Tram Stops	4



0 500 1000m

**PRECINCT 2:
CHURCH STREET TO STAWELL STREET**

Length 1025 m

Street Trees 77

Benches 10

Bins 10

Bicycle Racks 6

Awning coverage 530m²

Garden bed 0m²

Tram Stops 3

**PRECINCT 3:
STAWELL STREET TO THE YARRA RIVER**

Length 1144 m

Street Trees 36

Benches 0

Bins 2

Bicycle Racks 0

Awning coverage 0m²

Garden bed 230m² (nature strip)

Tram Stops 4

ANALYSIS AND OPPORTUNITIES

LAND USE AND TRANSPORT

Swan Street is predominantly zoned for commercial use, with commercial, mixed Use and residential zoning which surrounds the retail strip. This provides a framework for a rich and thriving local activity centre, supporting a diverse local community, as well as those travelling to the area via public transport, on foot, cycling routes and the road network.

The area is well serviced for public transport. Richmond Station is a major rail interchange for the Sandringham, Frankston, Cranbourne, Pakenham, Glen Waverley, Alamein, Belgrave and Lilydale lines. East Richmond Station and Burnley Station are also located one block back from Swan Street area and are serviced by the Glen Waverley, Alamein, Belgrave and Lilydale lines. The Route 70 tram service runs the length of Swan Street and is intersected by the Route 78 tram service at Church Street.

Swan Street is designated a Vicroads arterial road. It can experience high levels of congestion, and is a clearway on alternating sides during peak hours.



Dominant transport infrastructure



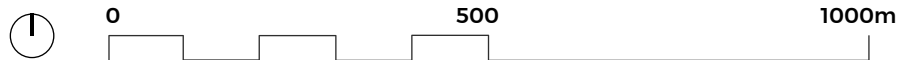
Fine grained active commercial frontages in heritage building fabric

LEGEND:

- Commercial Use
- Residential Use
- Education Use

- Public Use
- Public Recreational Use
- Education Use
- 70
P Tram Route

- Train Route
- Bus Route
- Cycle Route



Connection to Melbourne Sports Precinct



Larger showrooms for car sales and homewares and office spaces

ANALYSIS AND OPPORTUNITIES

PRECINCT CHARACTER

PRECINCT 1

Punt Road to Church Street

The Punt Road intersection marks a distinct edge between high street commercial use of Swan Street to the eastern end of the Melbourne Sports Precinct. New accessible tram stops have been installed to improve crossing and connection.

Richmond Station and its rail bridge crossing are another landmark in the area.

Continuing east, Swan Street between Lennox and Church Street is a finer grain than the western end of Swan Street, with mainly double storey Victorian terrace buildings with direct street frontage. Small lanes access to the side and rear of commercial properties to the south with small streets extending north into the residential area.

A number of streetscape improvement zones have provided both public seating and outdoor dining zones along with improved pavements to the norther street intersections to Swan Street. The southern sides street terminate at the raised rail infrastructure.

Layered and intricate decorative features of the shopfront facades- tiles, scrollwork, cast iron posts, names, reliefs- imbue the street with a rich sense of the historical development of Richmond as a vibrant inner city suburb.

East Richmond Station is hidden to the south of Swan Street, behind a block of commercial properties. Although pedestrian access is available down several laneways off Swan Street, these are not well highlighted and overall the laneway connections are a poor quality pedestrian experience.



PRECINCT 2 **Church to Stawell Street**

This precinct is characterised by a predominance of large lots on the south side, many of which have a discontinuous street edge and accommodate large retail showrooms, commercial and retail uses. There are some two storey terraces on the north, with some larger new mixed use developments dotted throughout.

Richmond Library sits on Church street just to the north of Swan Street and is a key community attractor.

Burnley Station is to the south of Swan Street, with the road overpass acting as a visual and physical barrier. The station lacks clear wayfinding or public realm initiatives to create a safe or enjoyable experience while accessing the station or connecting through to Swan Street from the south.



PRECINCT 3 **Stawell Street to the Yarra River**

This stretch of the street has a diverse mix of building forms and businesses. Commercial buildings on the south side of the road are generally 1-2 storey with a mix of commercial uses. Directly to the east of Stawell Street is Ryan's Reserve Tennis and Netball Centre, creating a break in the streetscape edge. Buildings on the northern side of the road are generally 1-2 storey and mostly residential east of Belgravia Street.

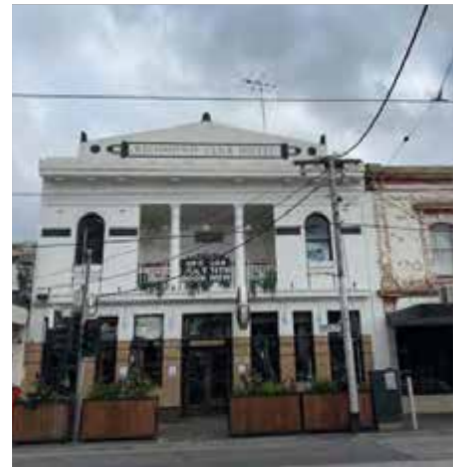
Burnley Park sits at the east of Park Grove and acts as a bookend to the parks to western end of Swan Street. The Botanicca Corporate Park along with University of Melbourne Burnley Campus are located at the eastern end of the precinct.



SURVEYING SWAN STREET

A PLACE WHERE PEOPLE COME TOGETHER

Swan Street has always been a place of diverse social and commercial exchange. Proximity to Melbourne's sporting precincts, a long standing live music scene, and a diverse cafe, pub and restaurant offering together with the increasing density in the surrounding residential and post industrial sites continue to keep Swan Street busy and vibrant- day to day, in event mode both day and night.



HERITAGE FABRIC AND LANDMARKS

The building facades that line the street make a significant contribution to the streetscape character. There are many distinct details, patterns and materials that define the visual experience of the precinct.

The Swan Street Retail Precinct is covered by a local council heritage overlay, along with additional individual overlays for significant buildings including Dimmeys Building, Former Richmond South Post Office, Former State Bank Former Burnley Theatre, Central Club Hotel and the Former Swan Street Drill Hall.



SURVEYING SWAN STREET

A RICH PALETTE OF PATINAS AND DETAILS

What typifies the unique quality of Melbourne's turn of the century local strip shopping streets. The sheer idiosyncratic exuberance of decoration that was expressed through craft and materiality of the architecture and public realm fittings imparts a rich abundance of layered textures and details for the careful observer in juxtaposition with the continual overlays and new additions that time and changing tastes and ideas demand.





SURVEYING SWAN STREET

PAVING

Asphalt is the predominant paving material in Swan Street along with some historic bluestone kerbs and gutters in the older side streets, and some sections of grey concrete pavement.

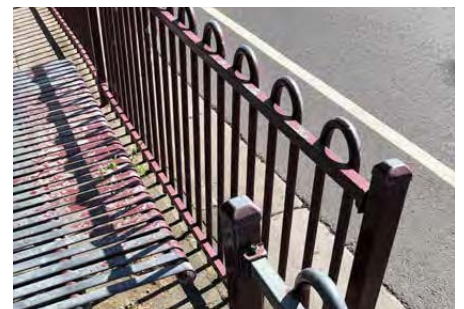
Generally the existing pavements are in poor condition, and display extensive patching, cracking and uplift from tree roots.

There are also fragments of earlier streetscape projects or improvement works that have introduced smaller feature paving moments - including feature stone and cobble banding and concrete with stone inlays. The lack of resilience of these over time is a lesson to be learned from in considering new paving treatments.



STREET FURNITURE

The types of furniture in Swan Street are relatively consistent, with some variations throughout. The quantity, arrangement and consideration of location and aspect are real opportunities to improve the capacity of the street to provide comfort and amenity, along with social potential to the public.



THE LEGACY OF INFRASTRUCTURE

A mix of organised, incidental and guerrilla art provides vibrancy to Swan Street and the surrounding streets and in part is due to the presence of the significant rail infrastructure that bisects Richmond. This mix should be encouraged as it is part of Swan Street's character and identity.



OUTDOOR TRADING

There is a concentration of businesses with outdoor dining permits and some outdoor trading between Richmond Station and Church Street which add to the activation of the street day and night.

There are some issues with footpath congestion, particularly near designated pedestrian crossings which need to be considered in conjunction with achieving a balance between public and private seating provision.



SURVEYING SWAN STREET

VEGETATION

There is a random assortment of street trees on and off Swan Street.

Issues with tree pit construction, uplift and cracking of pavements around some of the established trees are common.

There also are many empty tree pits where trees have either failed or been removed and not replaced.

The extent of building verandahs vary along the length of street, and while there still are the limitations of tram catenary and overhead wires, and numerous underground services, there is the opportunity for street tree planting.

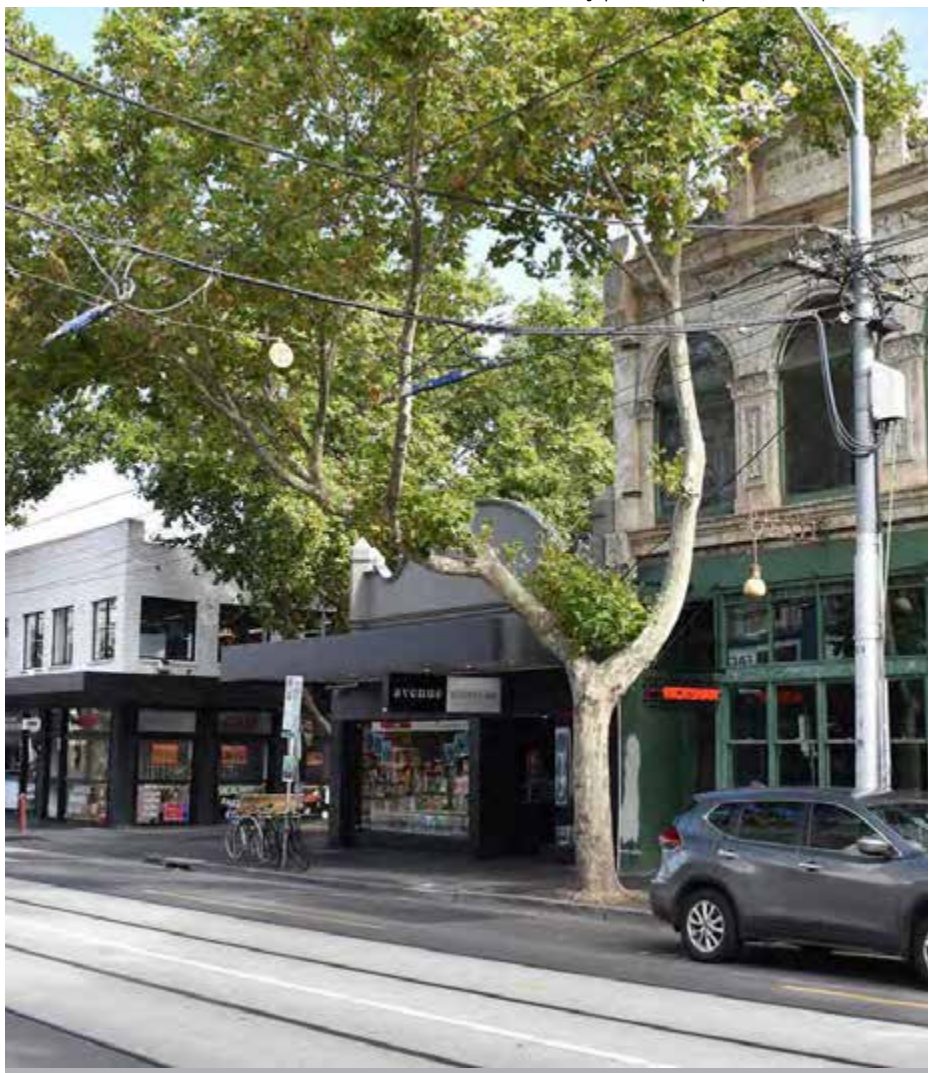
The likelihood of establishing a continuous, consistent avenue is not possible, therefore the approach to increasing tree planting in line with Councils' Urban Forest Strategy canopy targets must be an opportunistic one which fits in as many trees as possible, where possible.



New *Lophostemon confertus* planting near Punt Road intersection



Lagerstroemia indica is another commonly planted species



Platanus x acerifolia are some of the more mature species occurring in the street



Olea europaea planted in the outstand at Lord Street



An example of some of the common issues with *Platanus* species



Tristanopsis laurina



Eucalyptus pulverenata copse and native grasses at Punt Road intersection



A mix of native and exotic species within Barkly Gardens



Local business also make contributions in small and quirky ways

SPATIAL CONSTRAINTS

THE LIMITS OF THE STREET SECTIONS

Swan Street has fairly continuous footpath widths of 3.8m to the north and south sides of the street. The road space typically comprises two through traffic lanes in each direction, with tram lines running within the central traffic lane.

The outer traffic lanes also provide kerbside parallel parking with clearways applying during the AM peak (7am-9:15am) on the southern side of the street and during the PM peak (4:30pm-6:30pm) on the northern side of the street.

From Punt Road to Church Street a 40km/h speed limit applies. Swan Street has a 60km/h speed limit east of Church Street.

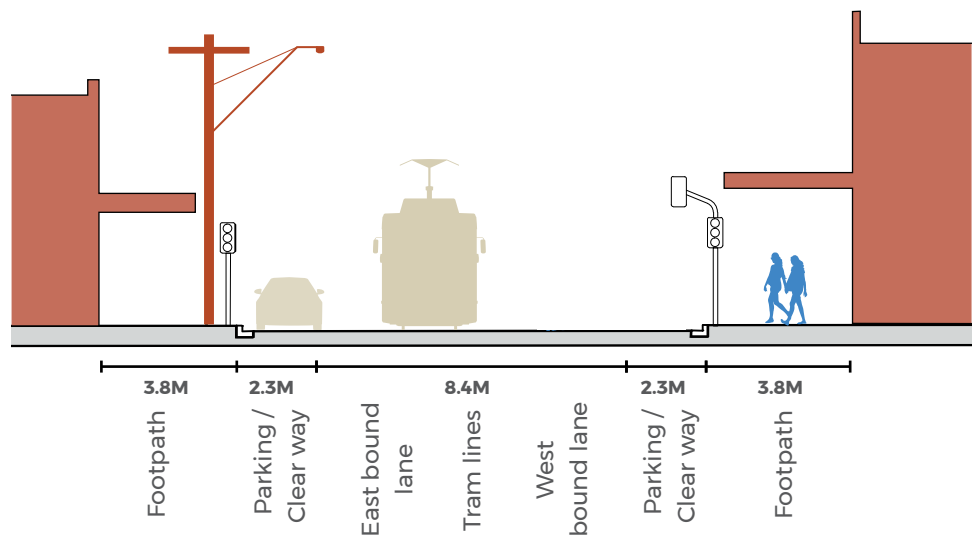
Overhead powerlines, tram catenary and intermittent verandahs have determined the location and type of tree planting. There are no garden beds or groundcover planting in the study area, which the exception of some grassed nature strips at the eastern end in Precinct 3.

The clearways prevent any current possibility of kerb extension directly on Swan Street to allow for cycling infrastructure or any additional space gain for planting, furniture and other urban amenity.

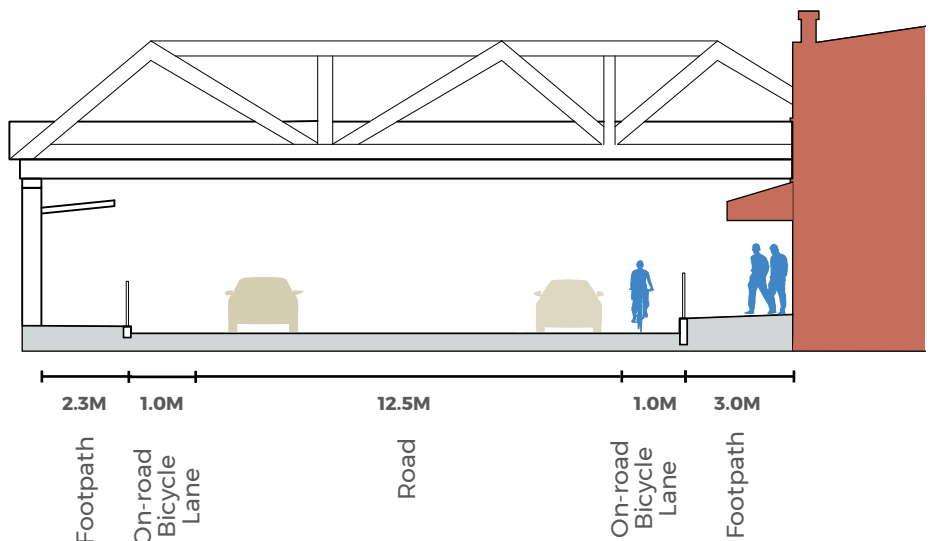
Any opportunity of expansion of public space lies in the potential of the intersecting side streets which also vary in width.

The sections on this page illustrate some of the typical street cross sections and the arrangement of footpaths, parking and tree planting and the challenges and opportunities inherent in the limited spaces available.

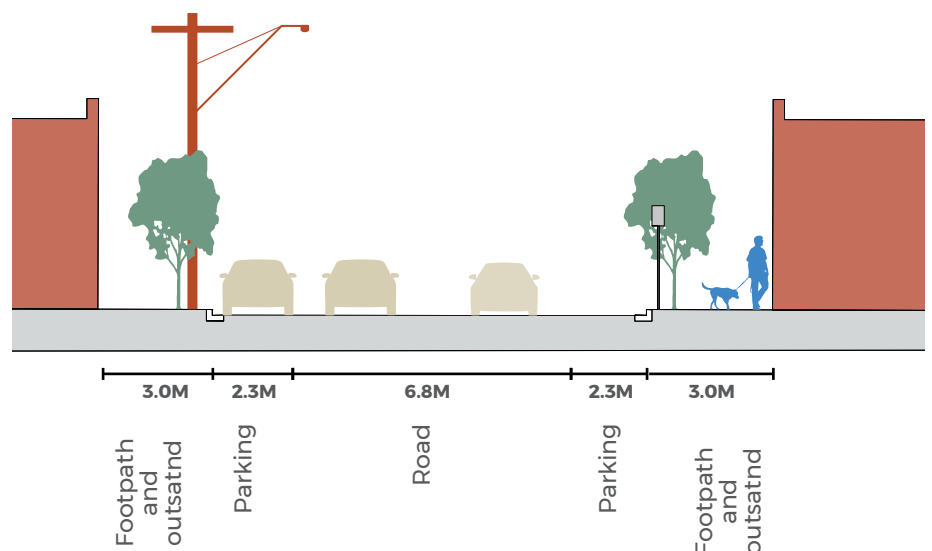
TYPICAL CROSS-SECTION: SWAN STREET



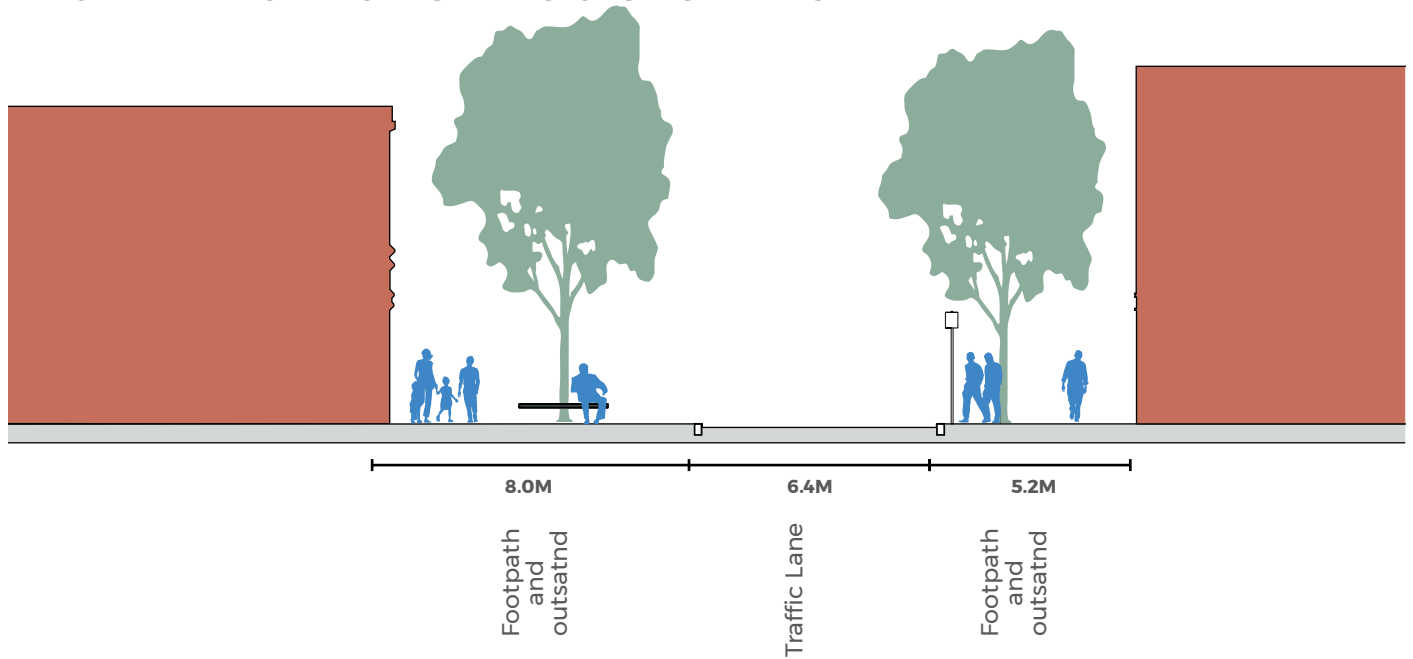
CROSS-SECTION: SWAN STREET RAIL BRIDGE



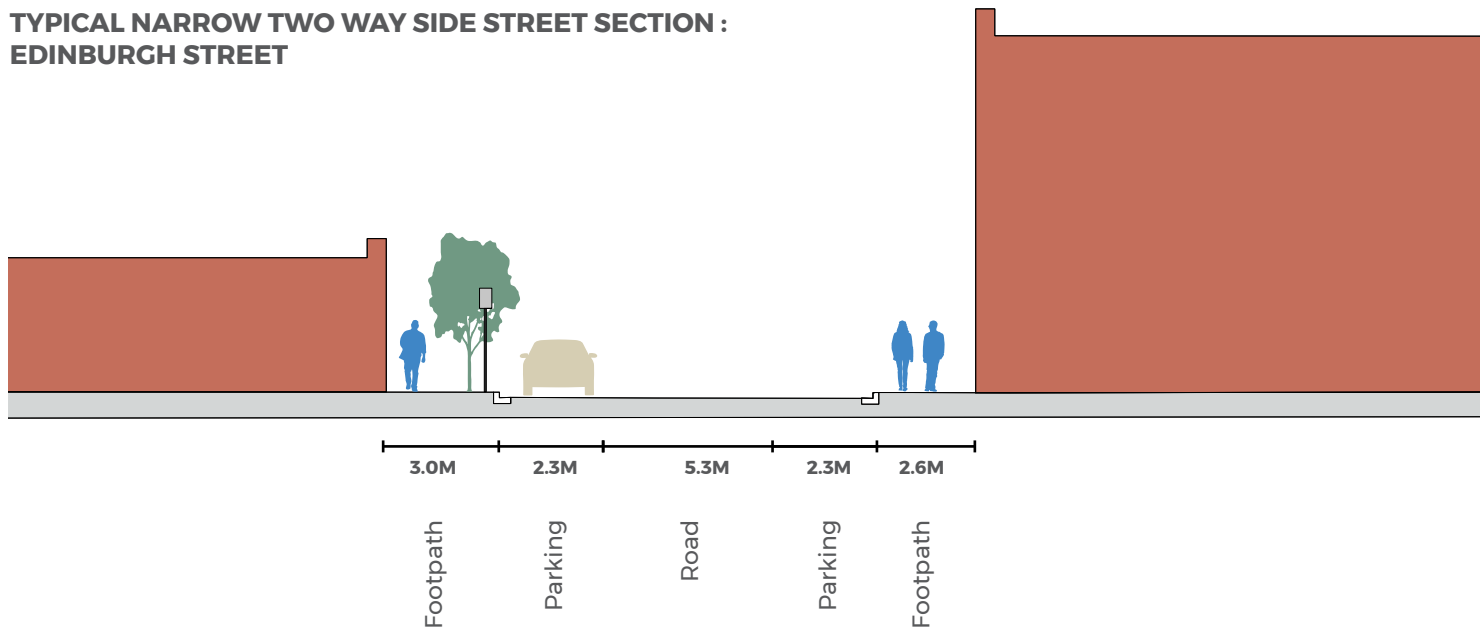
TYPICAL TWO WAY SIDE STREET SECTION : CHARLES STREET



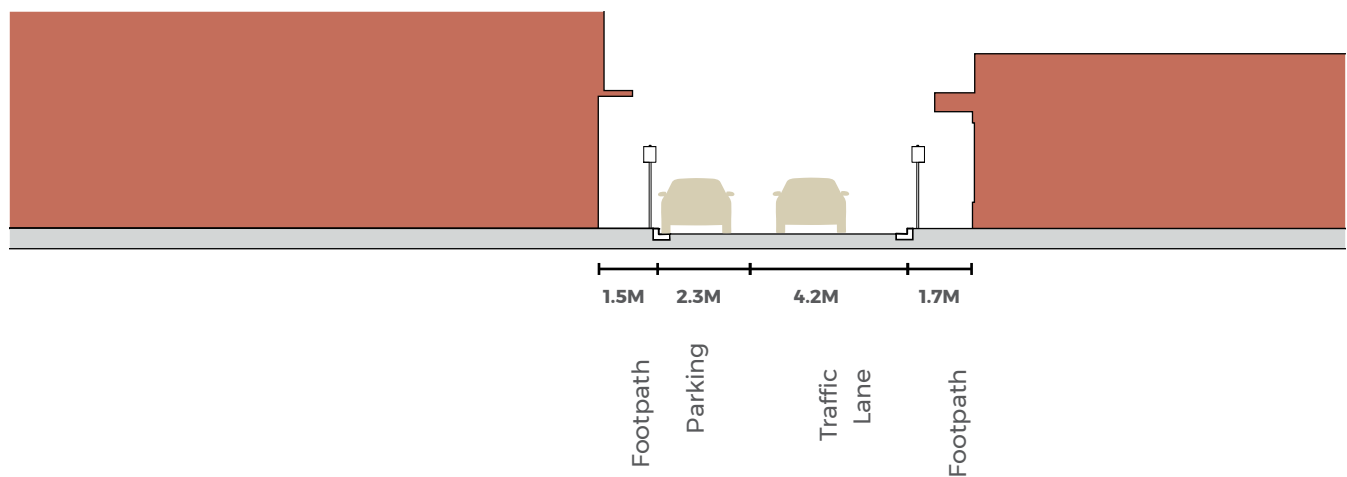
TYPICAL WIDE TWO WAY SIDE STREET SECTION : STANLEY STREET



TYPICAL NARROW TWO WAY SIDE STREET SECTION : EDINBURGH STREET



TYPICAL ONE WAY SIDE STREET SECTION :BOTHERAMBO STREET





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PHOTOS

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ENGAGEMENT SUMMARY

COMMUNITY AND STAKEHOLDER ENGAGEMENT

Engagement

Consultation was undertaken for the project from mid-April, to understand from the local community what they love about the area, what their priorities are in terms of improvements to the footpaths and public spaces, and what they would like to see improved. People were invited to fill in a survey, provide feedback on an interactive map and attend pop-up sessions on the street. The feedback received has been used to help inform the proposals in this draft Streetscape Masterplan.

Highlights are provided below, and full details of the consultation results can be found on Council's Your Say Yarra website: <https://yoursayyarra.com.au/swanstreet>.

What they love about Swan Street

In response to this question, some of the more frequent comments from the community related to:

- Local businesses - shops, cafes, restaurants, bars/pubs
- Vibrancy during the day and evening
- Atmosphere and feel of the street
- Sense of community
- Football precinct
- Access to public transport
- Heritage and architecture

What can be improved

People were asked what could be improved and aspects of the footpaths/public spaces that aren't working as well. The more frequent comments in the surveys and email submissions related to:

- More greenery
- Improve footpath access / provide even footpaths
- More street cleaning needed
- More trees and shade
- Make outdoor dining permanent
- Better lighting
- Ensure outdoor dining maintains pedestrian access
- Improve tree species
- More public art
- Upgrade footpath materials
- Improve quality of outdoor dining setups
- Improve underpasses and railway structures
- More rubbish bins
- More places to sit
- More bike parking
- Narrow entries to side streets and make pedestrian crossing point level with the footpath.



CITY OF YARRA

MASTERPLAN DESIGN STRATEGIES



VISION

The overarching vision for the Swan Street precinct is drawn from consultation feedback and analysis of the area, recognising the area's strengths and distinctiveness.

Swan Street will continue to be one of Melbourne's great inner-city streets with a lively atmosphere and a rich history. A place where people come together - to live, work, shop, dine, gather and be entertained.

Swan Street and the surrounding streets and railway stations will provide a network of high quality footpaths and public spaces that are attractive, generous and safe for all, both day and night.

The delivery of ongoing improvements and design initiatives will enable a diverse range of activities, planting and public amenity in a well designed and connected pedestrian environment.

glasshaus florist



MASTERPLAN DESIGN STRATEGIES

SWAN STREET: STREET WIDE IMPROVEMENT STRATEGIES

The following are streetwide strategies which we see as key to improving the existing footpath spaces of Swan Street.

Planting

Target every opportunity to introduce street trees and understory planting for shade, visual amenity, water management, biodiversity and to align with City of Yarra's Urban Forest Strategy goals. Replace empty tree pits with new trees in structural soil/soil cells. Provide extensive planting within outstands where there is more room.

Street Furniture, Urban Elements and Lighting

Increase seating to include at least 1 seat every 60m. Declutter tram stops to improve access. Increase provision of bicycle racks, waste bins, drinking fountains. Gradually upgrade street lighting to LED.

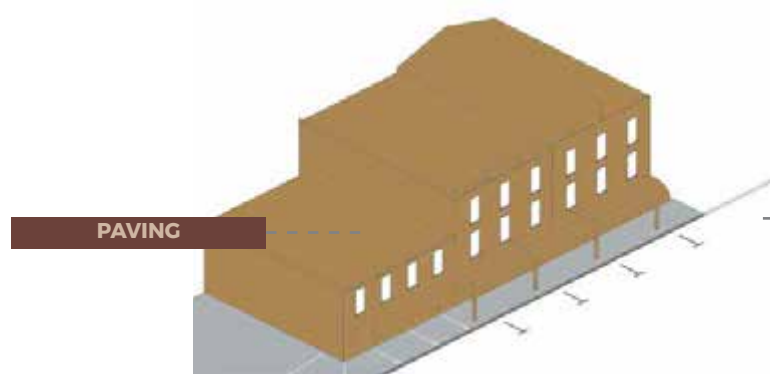
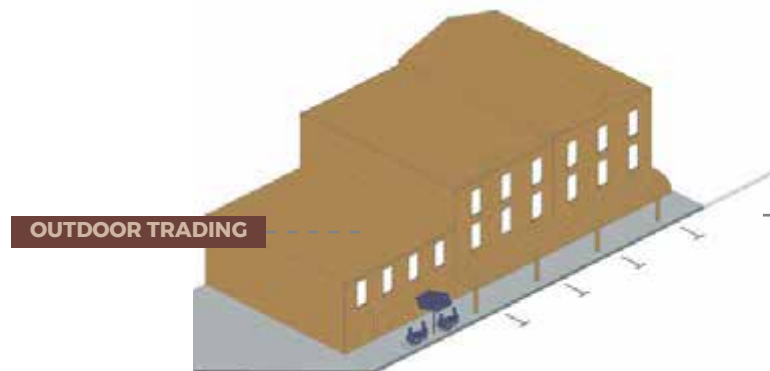
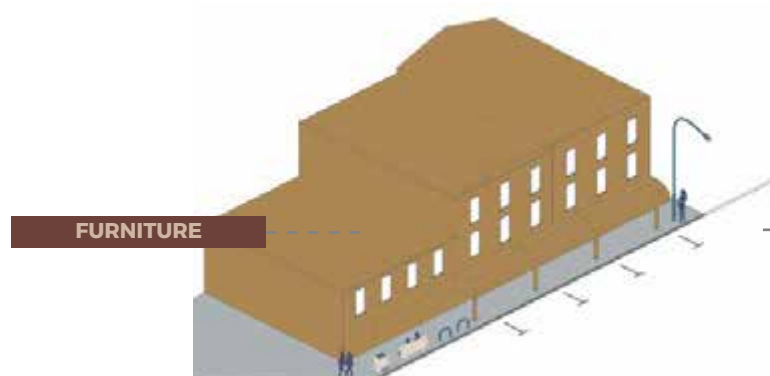
Outdoor Trading

Outdoor trading is a high level contributor to the day and night time economy of Swan Street. Continue to enable outdoor trading balancing quantity and location with the need to prioritise pedestrian movement and public open space. Discourage outdoor trading around tram stops to improve pedestrian access. Allow for clear enforcement of Outdoor Trading Policy.

Paving

Unified approach, asphalt for paving along Swan Street. Remove 'feature' paving as sections are upgraded. Allow for easy maintenance and replacement. Improve crossfalls where possible.

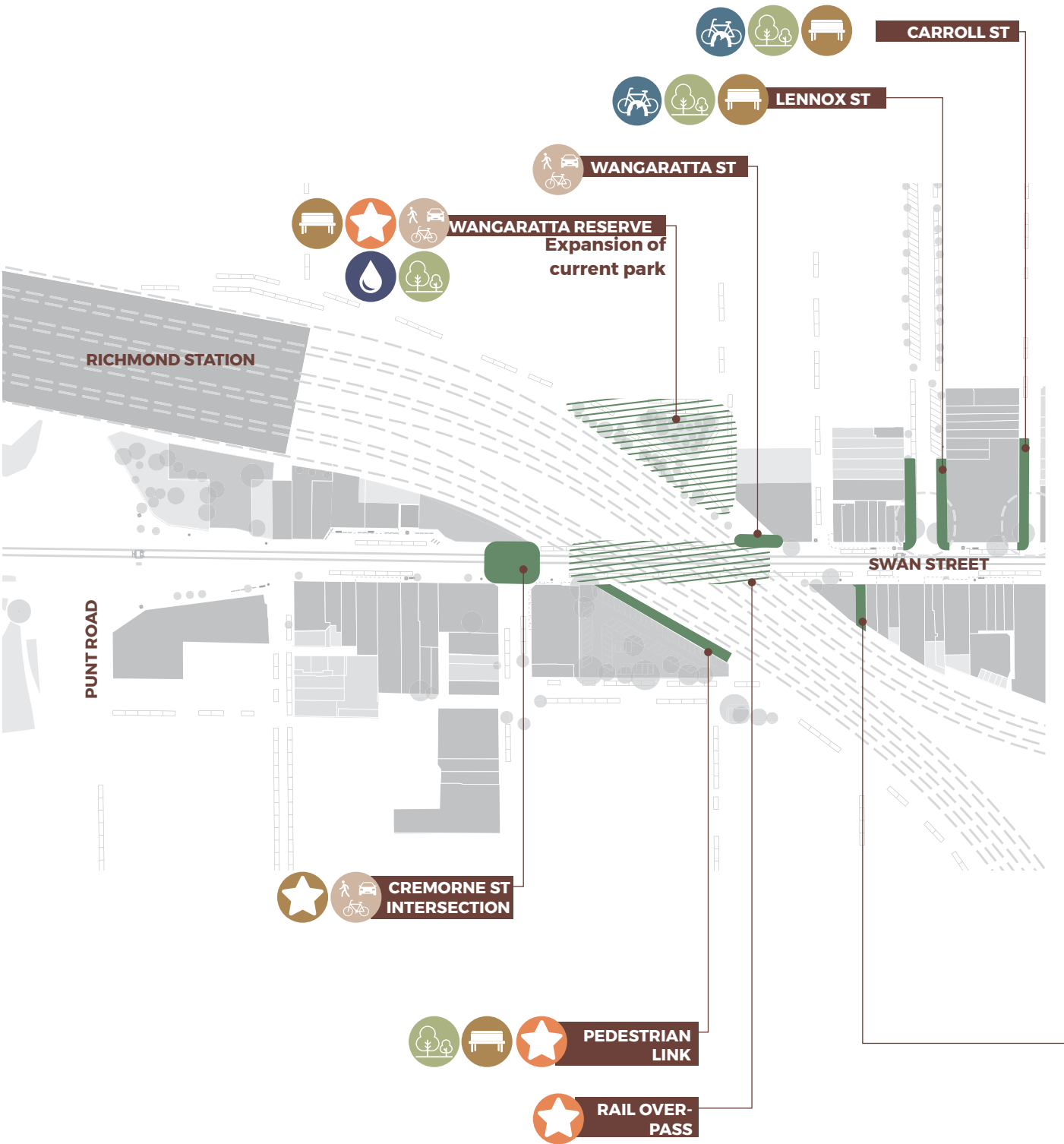
Review cleaning and maintenance strategies to keep the street clean and in good repair and meet the expectations of the public.

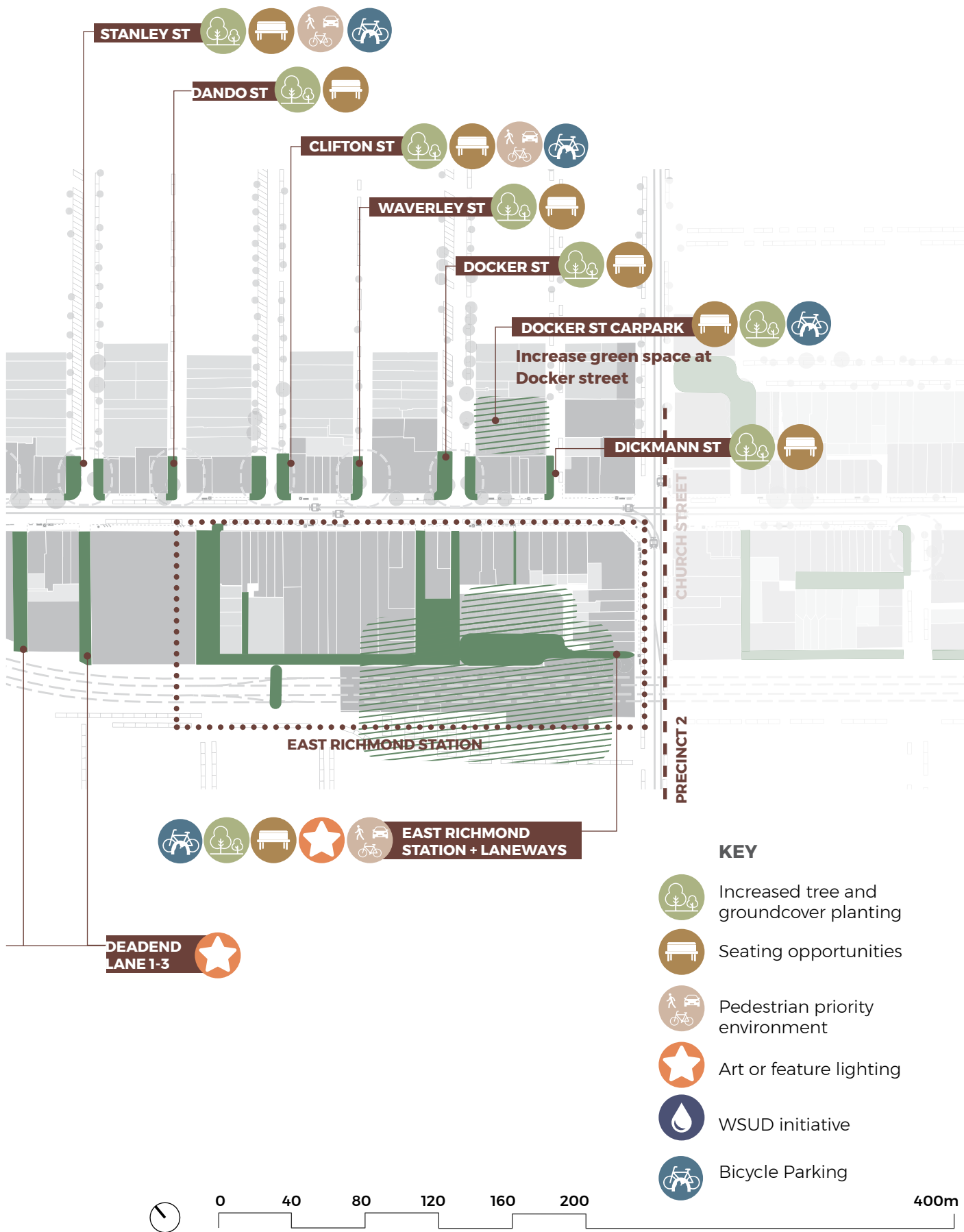










MASTERPLAN DESIGN STRATEGIES

PRECINCT 1 OPPORTUNITIES



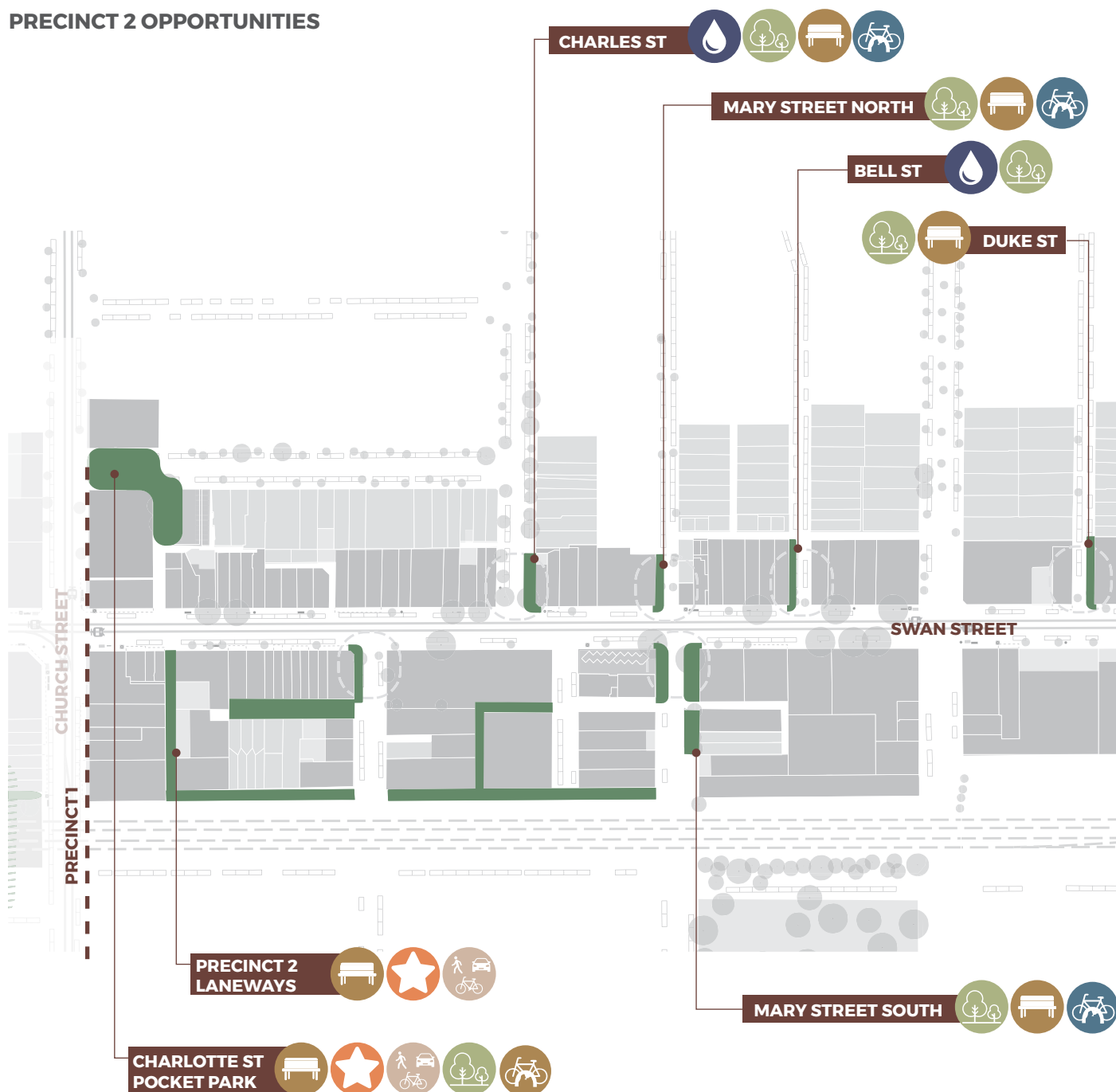


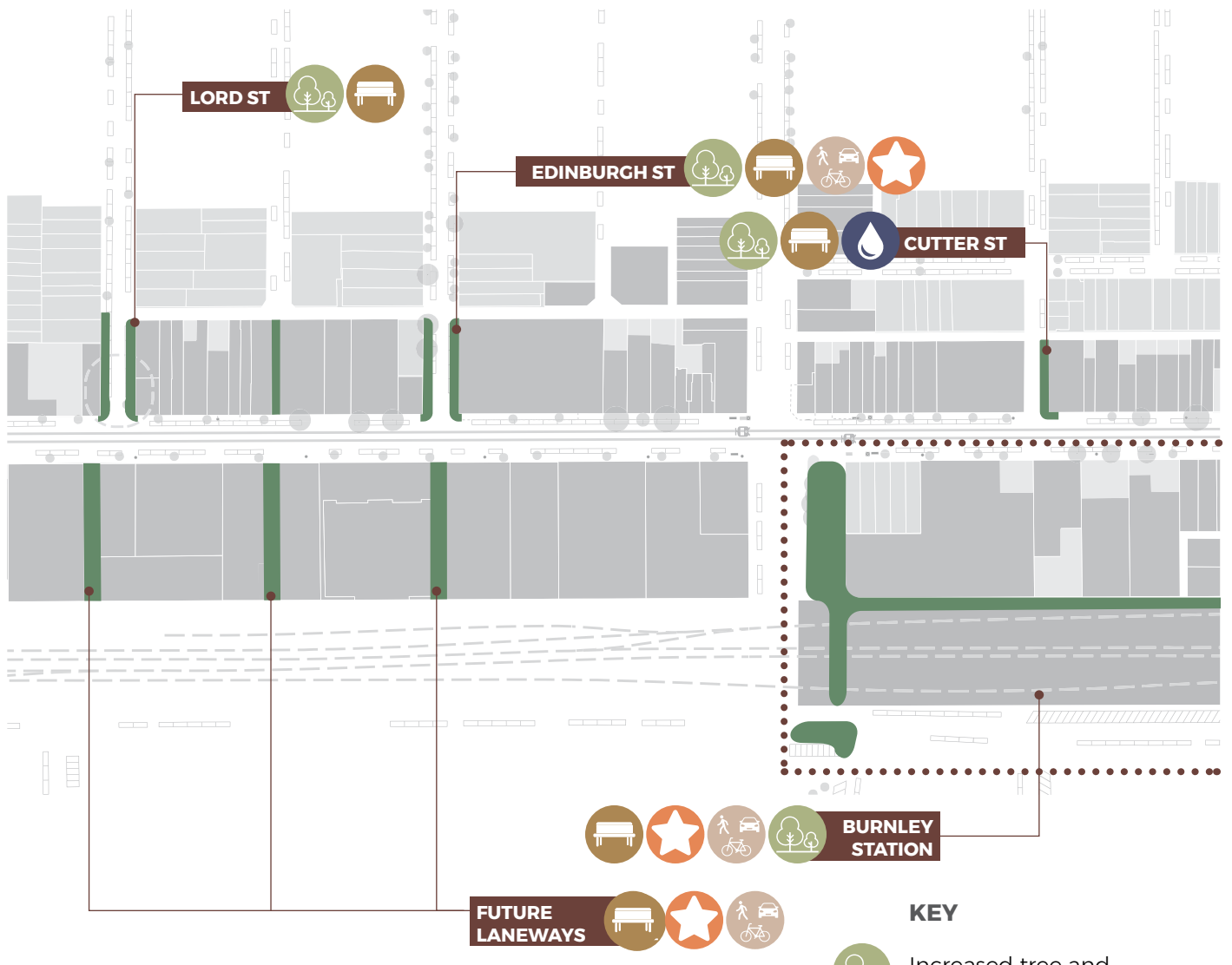
KEY

-  Increased tree and groundcover planting
-  Seating opportunities
-  Pedestrian priority environment
-  Art or feature lighting
-  WSUD initiative
-  Bicycle Parking

MASTERPLAN DESIGN STRATEGIES

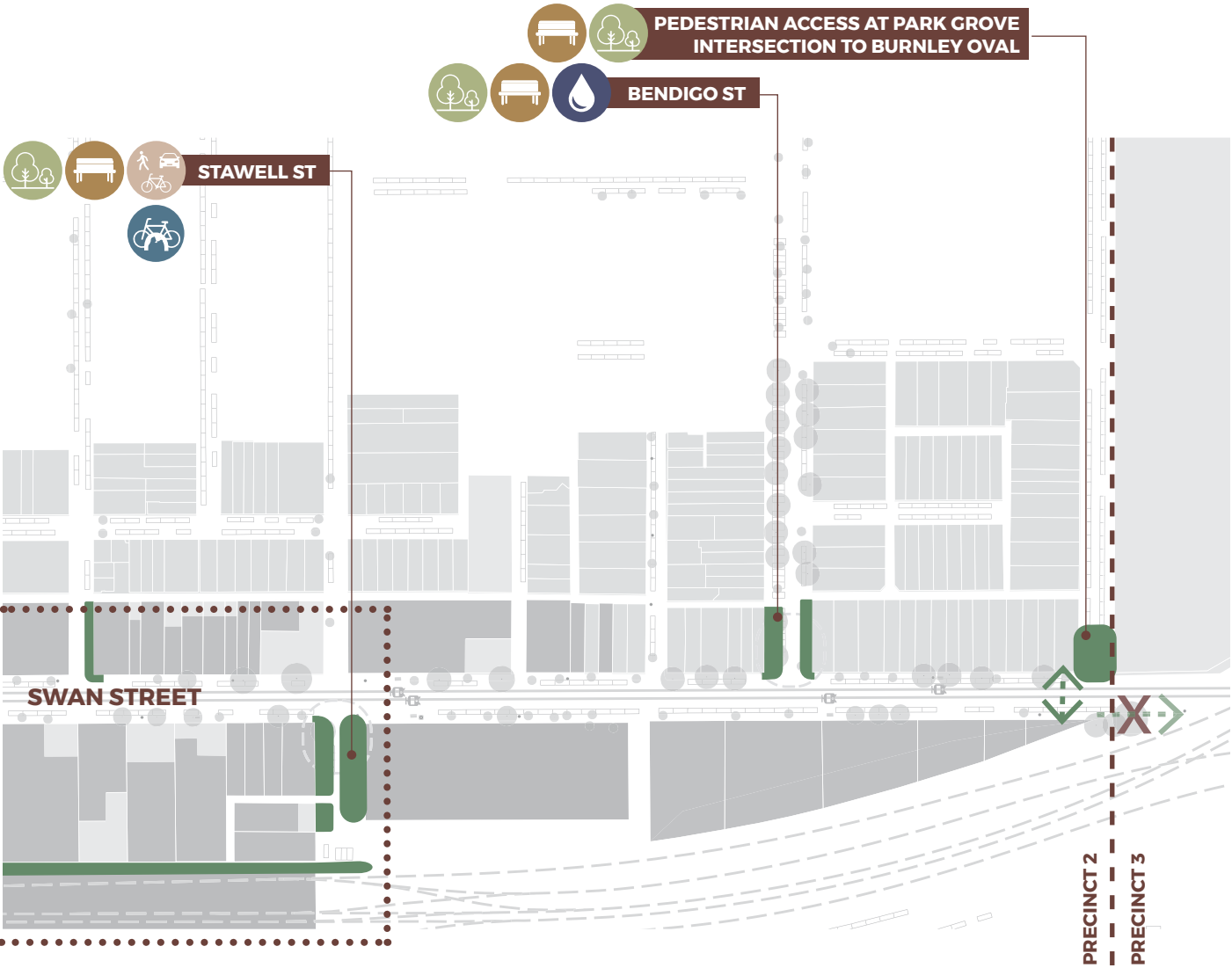
PRECINCT 2 OPPORTUNITIES

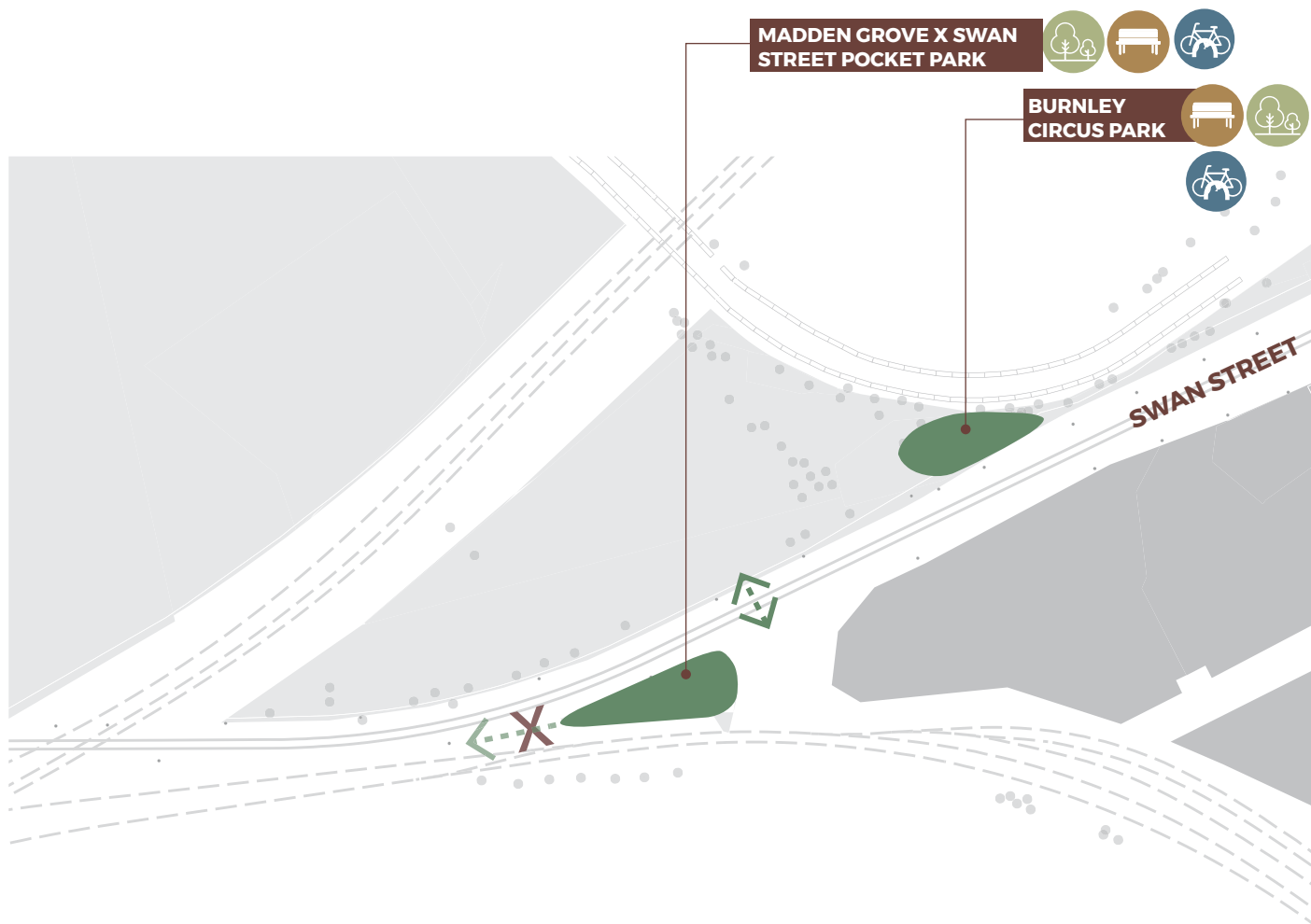




MASTERPLAN DESIGN STRATEGIES

PRECINCT 2 AND 3 OPPORTUNITIES





KEY

- Increased tree and groundcover planting
- Seating opportunities
- Pedestrian priority environment
- Art or feature lighting
- WSUD initiative
- Bicycle Parking



0 40 80 120 160 200

400m

MASTERPLAN DESIGN STRATEGIES

THE OUTSTANDS - A STREET OF MANY PLACES!

Objective

Establish a suite of smaller projects at key outstands and corners which makes the most of essential additional space not available in the typical footpath width of Swan Street.

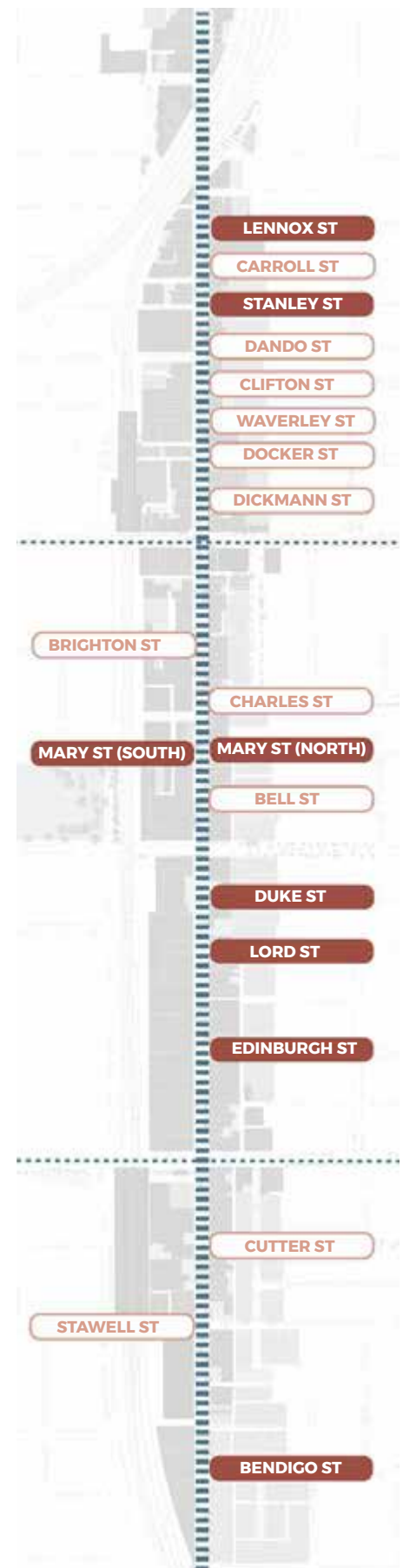
A significant increase in public space is possible by establishing and enlarging the outstands to the intersecting streets north of Swan Street.

The locations identified do not preclude upgrades to other corners in the future. Some of these spaces are already fully occupied currently by outdoor dining and parklets permitted by Council and may in time become future opportunities.

Design Initiatives

Punctuate the length of the street with smaller pedestrian friendly gathering places that provide:

- Attractive planting- in-ground, horizontal and vertical. Tree planting for shade
- Bespoke seating that is diverse in type and arrangement for multiple modes of use
- Opportunity for public art including art by local Aboriginal and Torres Strait Islander artists
- A fair balance of area dedicated to permits for outdoor dining and those maintained for public use at each outstand
- Light for safety, ambiance and creative effect
- Special paving treatments that incorporate colour and crafted elements
- Play and engagement with children
- A celebration of local identity and heritage
- Opportunity for street furniture to use sustainable materials
- Small high quality structures such as pergolas and vertical screens
- Additional bicycle parking
- Level pedestrian access over the side streets (where they meet Swan Street) and tightening the kerb radii to slow vehicles down
- Consider accessible parking and loading requirement
- Consider drainage requirements and opportunities for WSUD initiatives



PRECINCT 1 OUTSTAND OPPORTUNITIES

PRECINCT 1 - 1900M² NEW PUBLIC SPACE



Outstands in Precinct 1 are mainly adjacent to cafes and restaurants and are successfully used as alfresco dining spaces. The extension of these spaces could provide a dedicated public realm with customised seating and increased planting and environmental opportunities for the citizens of Richmond as well as paying customers.

KEY OUTSTANDS

- Lennox Street
- Stanley Street

Each intersection has the potential to become a place in it's own right, part of a distributed network of characterful and individual neighbourhood meeting places at the connection of Swan Street to its residential core.

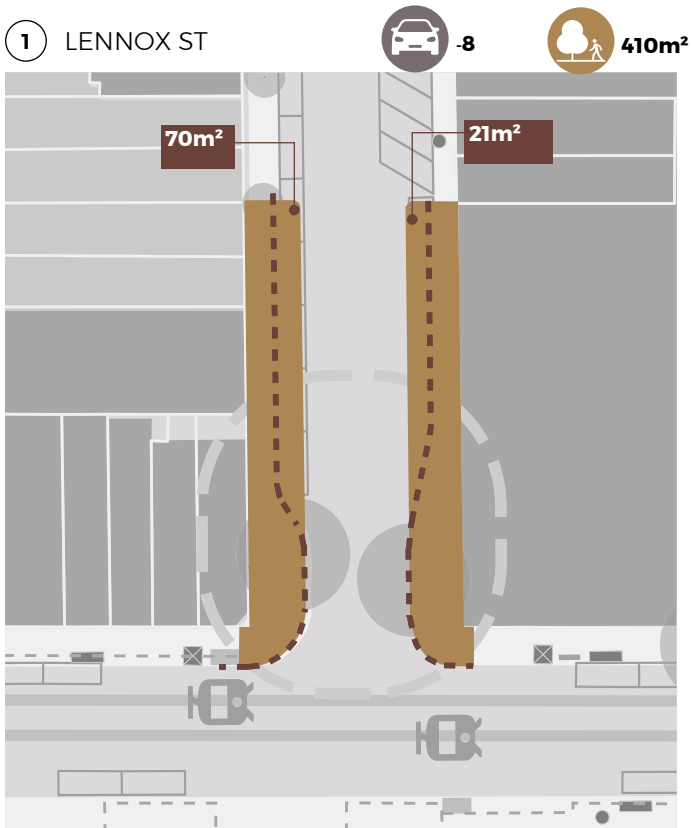
At each location all existing crossovers and property right of ways will be maintained.

To illustrate the potential for the kerb outstands, studies on selected locations have been undertaken. The outstands present different opportunities depending on the size and surrounding context.

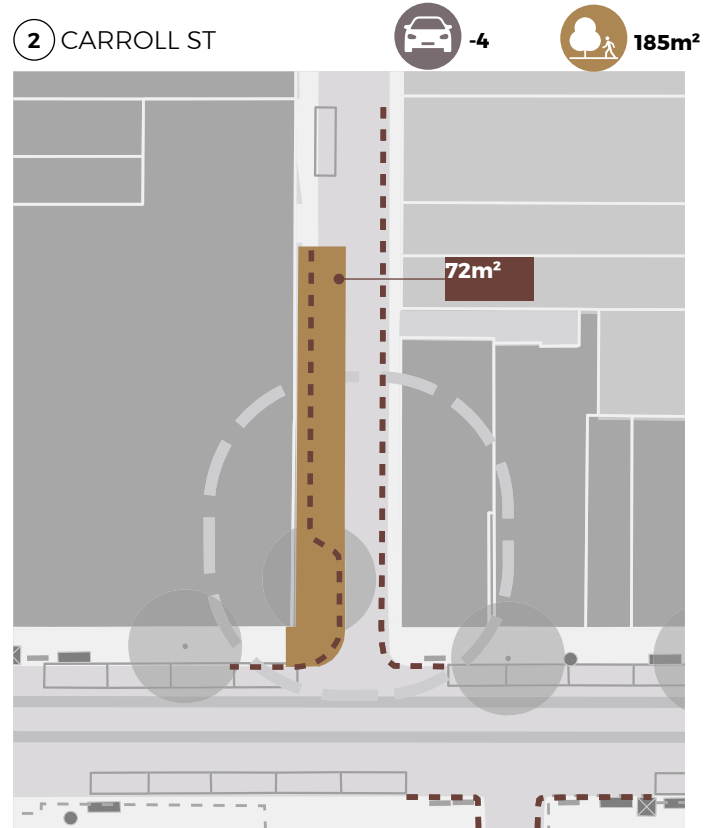
PRECINCT 1 OUTSTAND OPPORTUNITIES

STUDIES

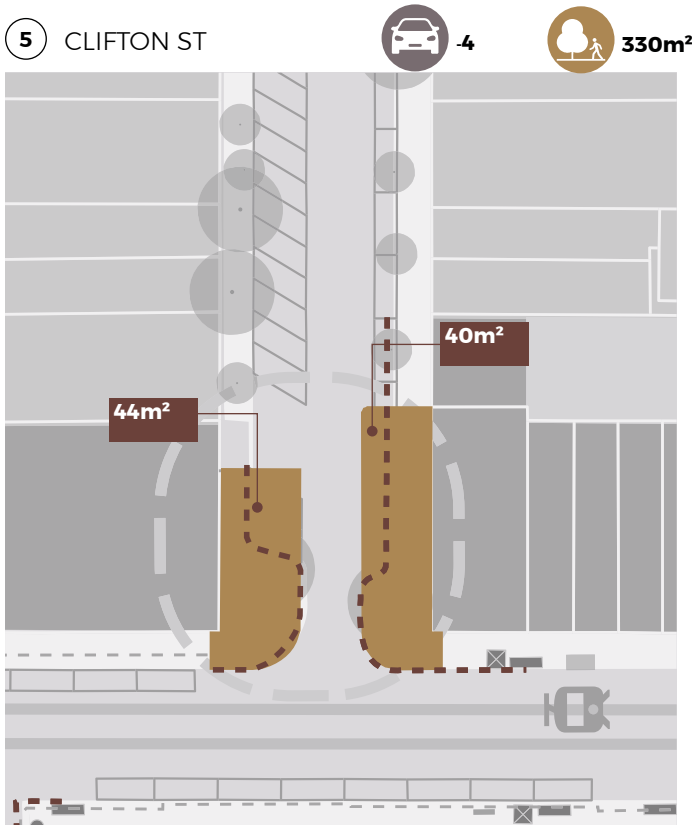
① LENNOX ST



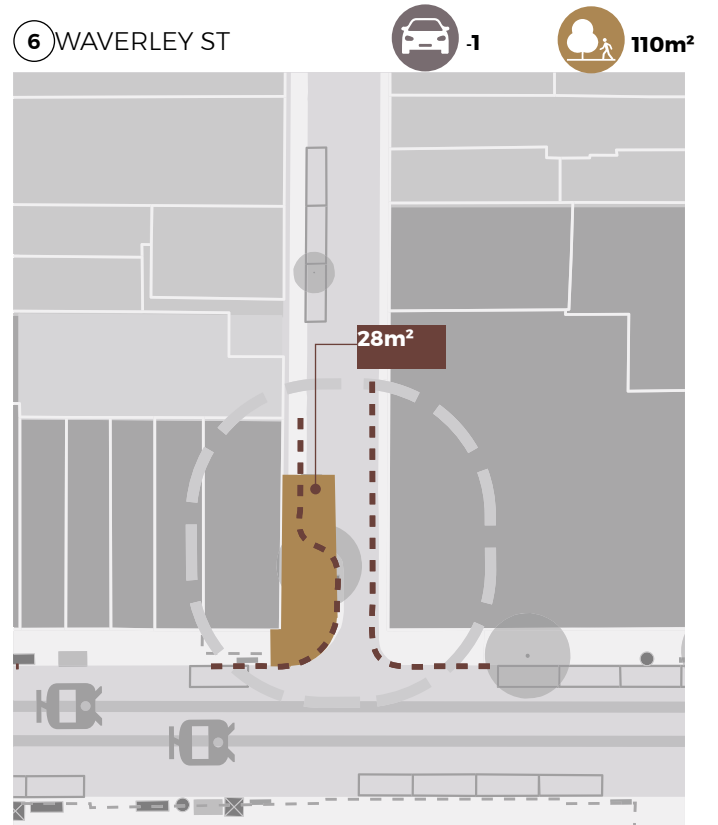
② CARROLL ST



⑤ CLIFTON ST



⑥ WAVERLEY ST



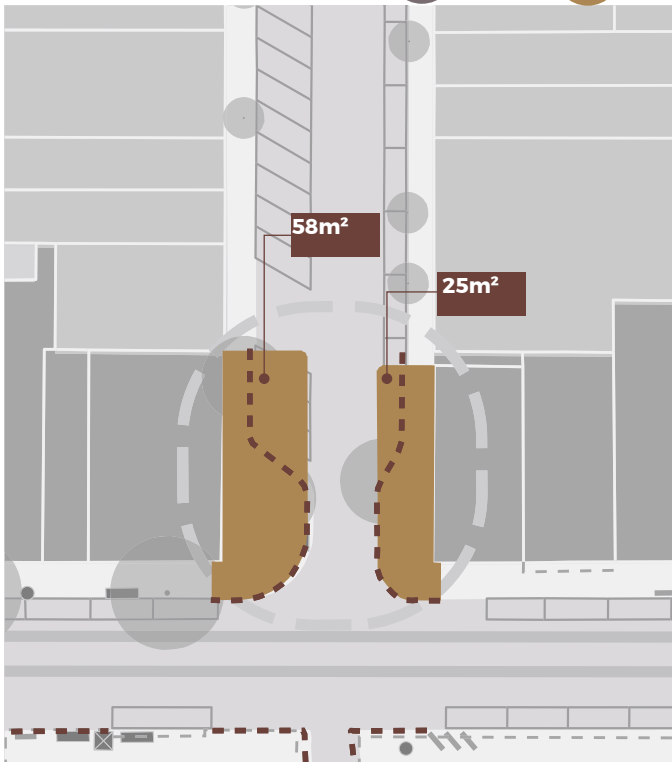
3 STANLEY ST



-5



305m²



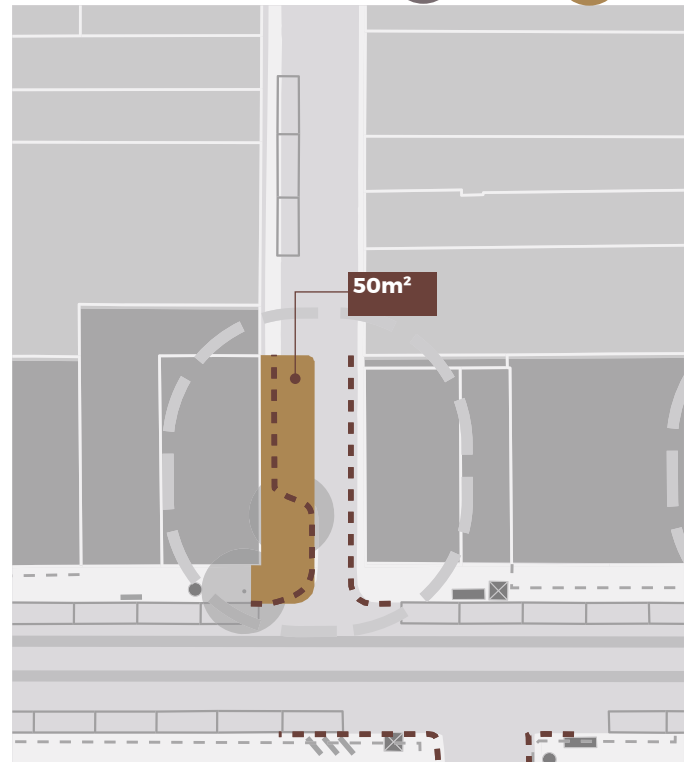
4 DANDO ST



-1



122m²



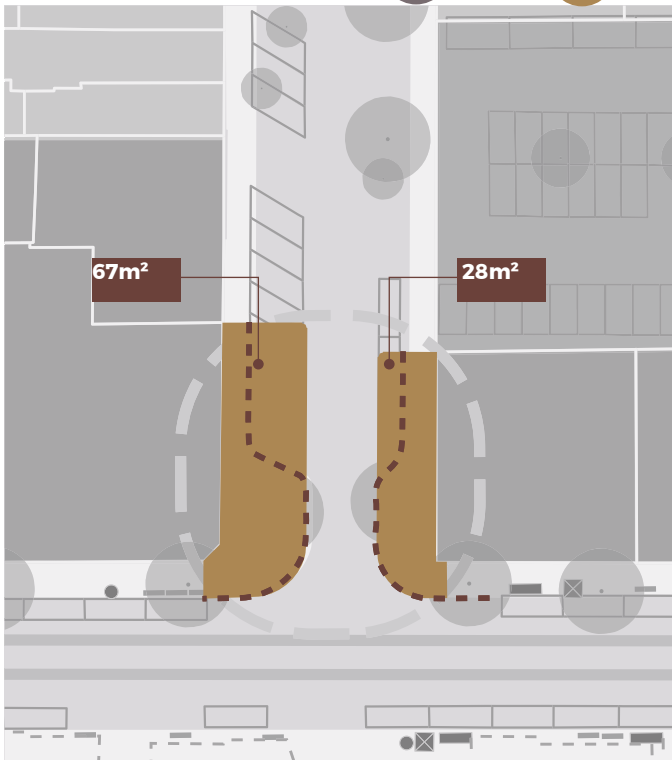
7 DOCKER ST



-10



340m²



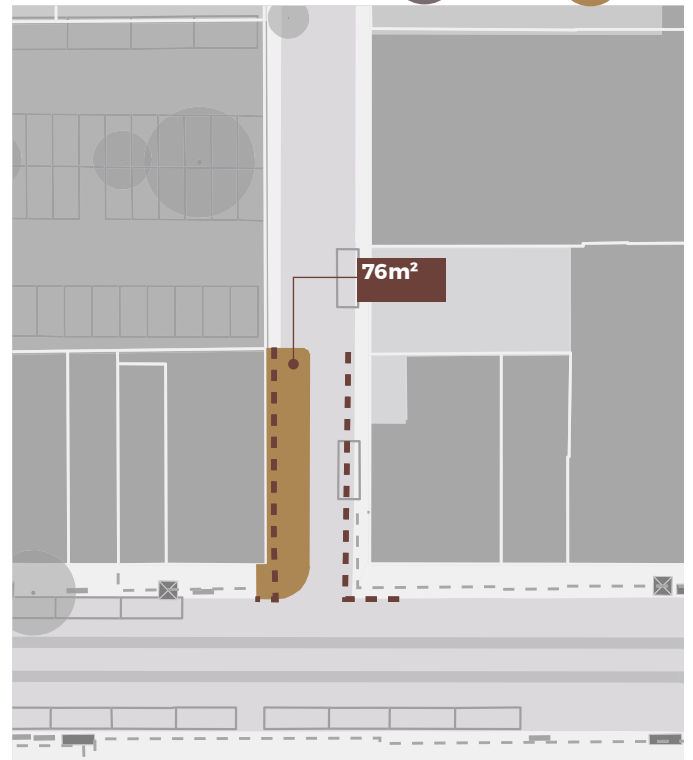
8 DICKMANN ST



-1



100m²



KEY

76m² Public Realm Gain



Car Park Removed



Total New Activated Public Space

A SOCIAL SPACE FOR GATHERING AND OUTDOOR ACTIVATION

STANLEY STREET OUTSTAND



Artists impression for further exploration

- ① Public realm seating which provides a range of vantage points and places to gather individually or in groups, in sun and in shade
- ② Provide flexible open area for permitted outdoor dining and trading use
- ③ Raised platforms around existing tree for protection and additional seating
- ④ Large areas of planting should be included to increase biodiversity within the precinct and create more enjoyable and beautiful spaces
- ⑤ Crafted and textural paving pattern defines moments of pause and gathering



EXISTING CONDITIONS



OTHER IDEAS AND EXAMPLES



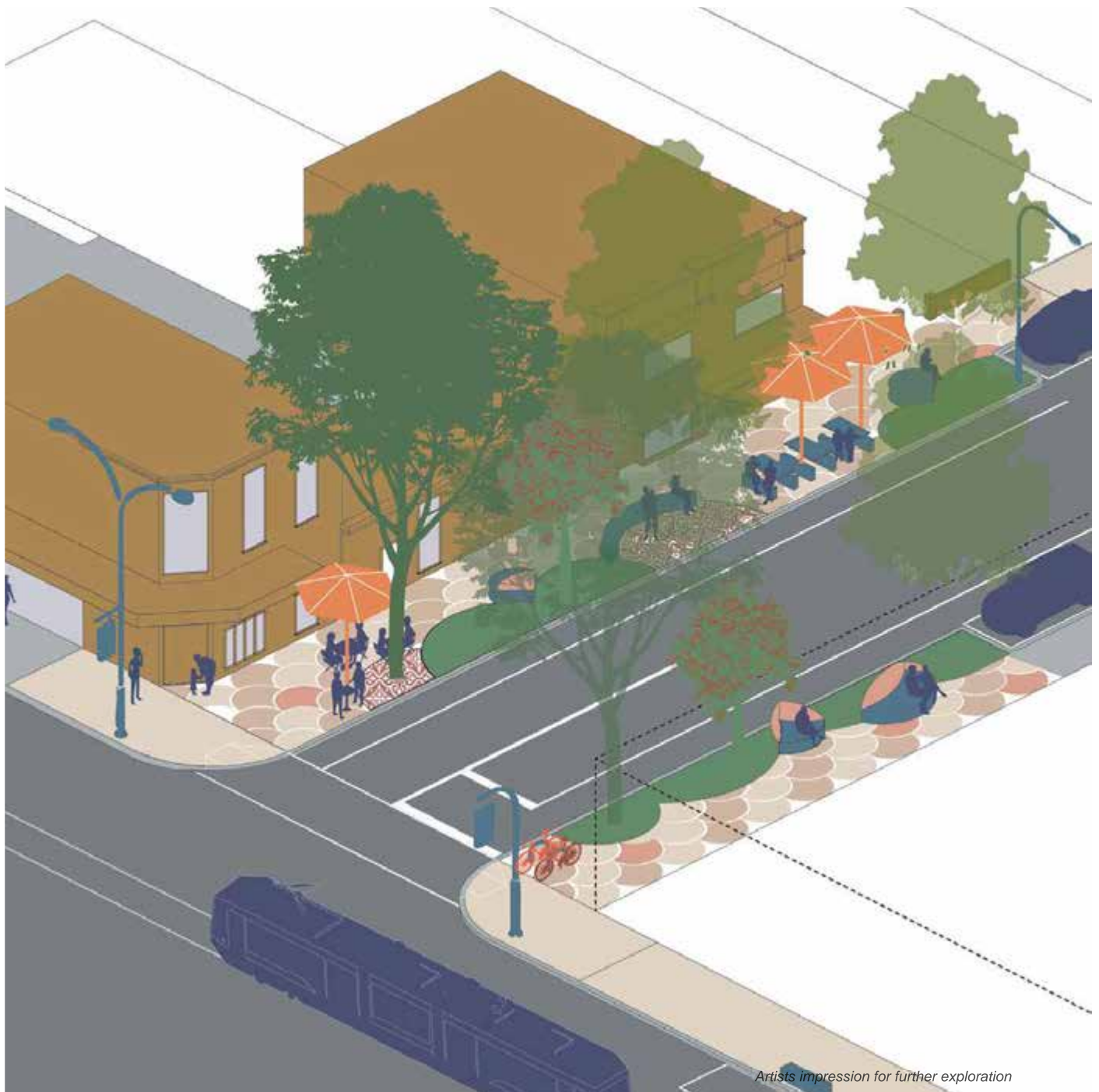
Furniture to encourage social interaction



A sense of being immersed in planting

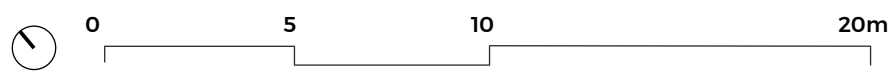
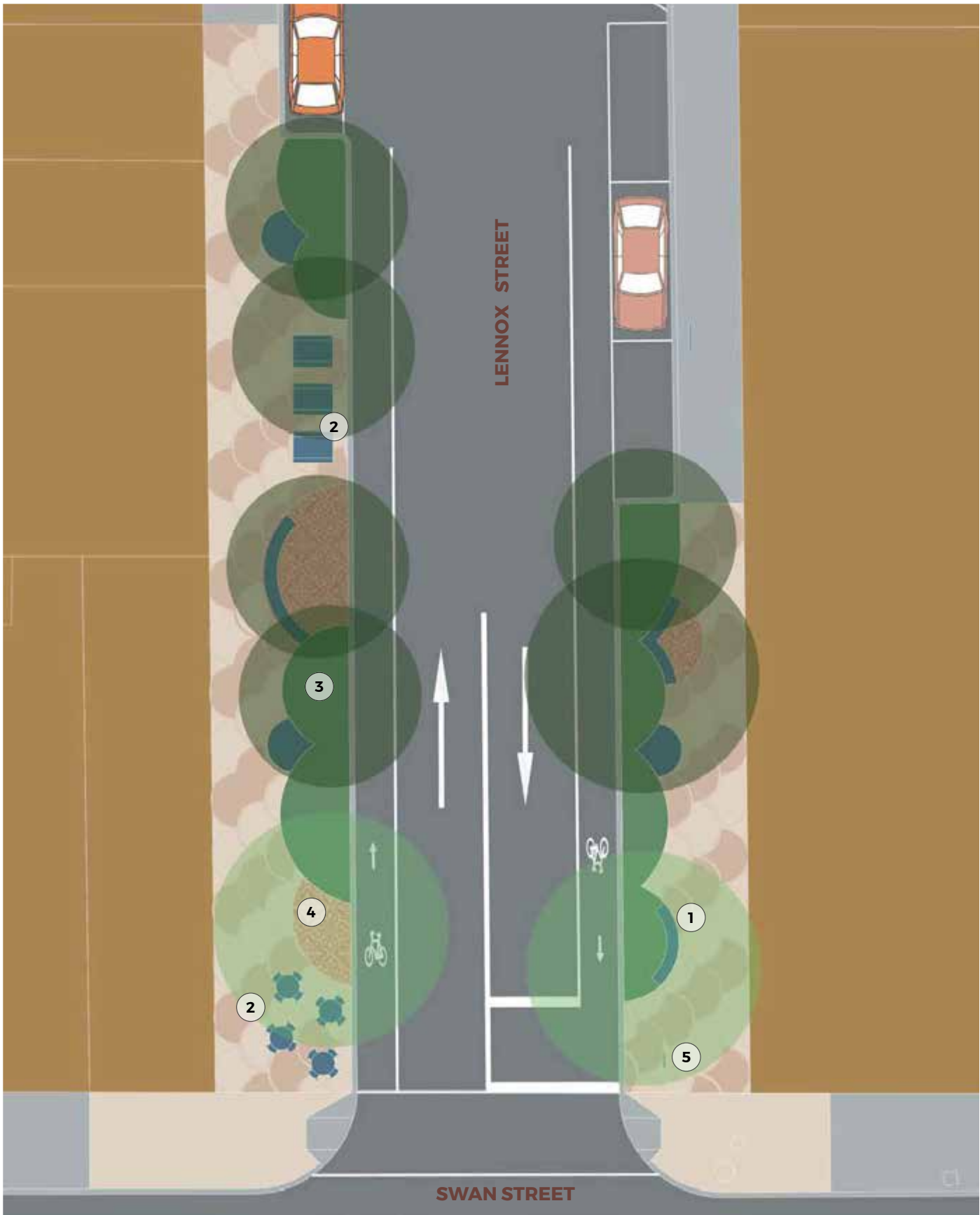
WHERE THE HILL MEETS THE FLATS

LENNOX STREET OUTSTAND



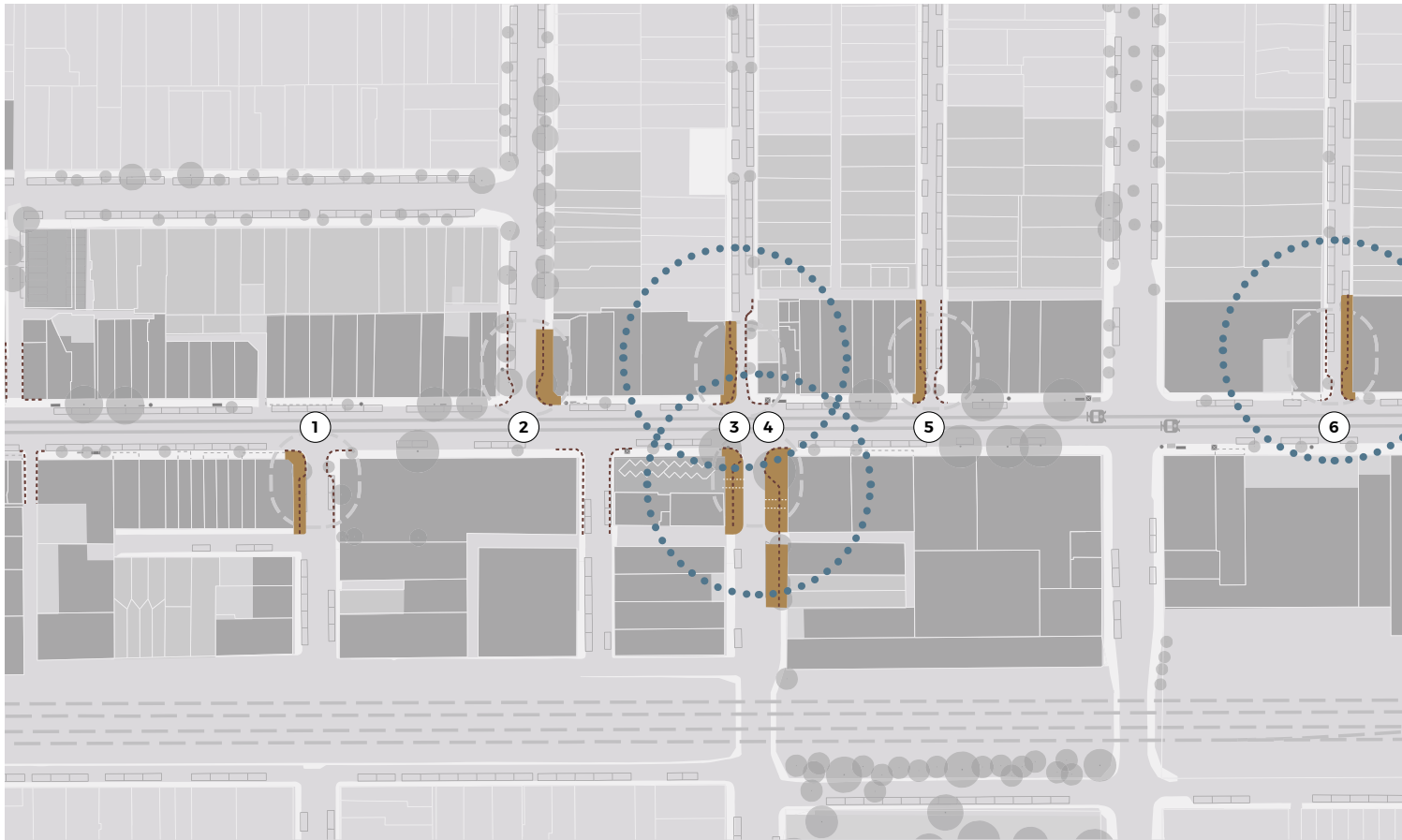
Artists impression for further exploration

- ① Public realm seating which provides a range of vantage points and places to gather individually or in groups, in sun and in shade
- ② Provide flexible open area for permitted outdoor dining and trading use
- ③ Large areas of planting should be included to increase biodiversity within the precinct and create more enjoyable and beautiful spaces
- ④ Crafted and textural paving pattern defines moments of pause and gathering
- ⑤ Provide bike parking



PRECINCT 2 OUTSTAND OPPORTUNITIES

PRECINCT 2 - 1747M² NEW ACTIVATED PUBLIC SPACE

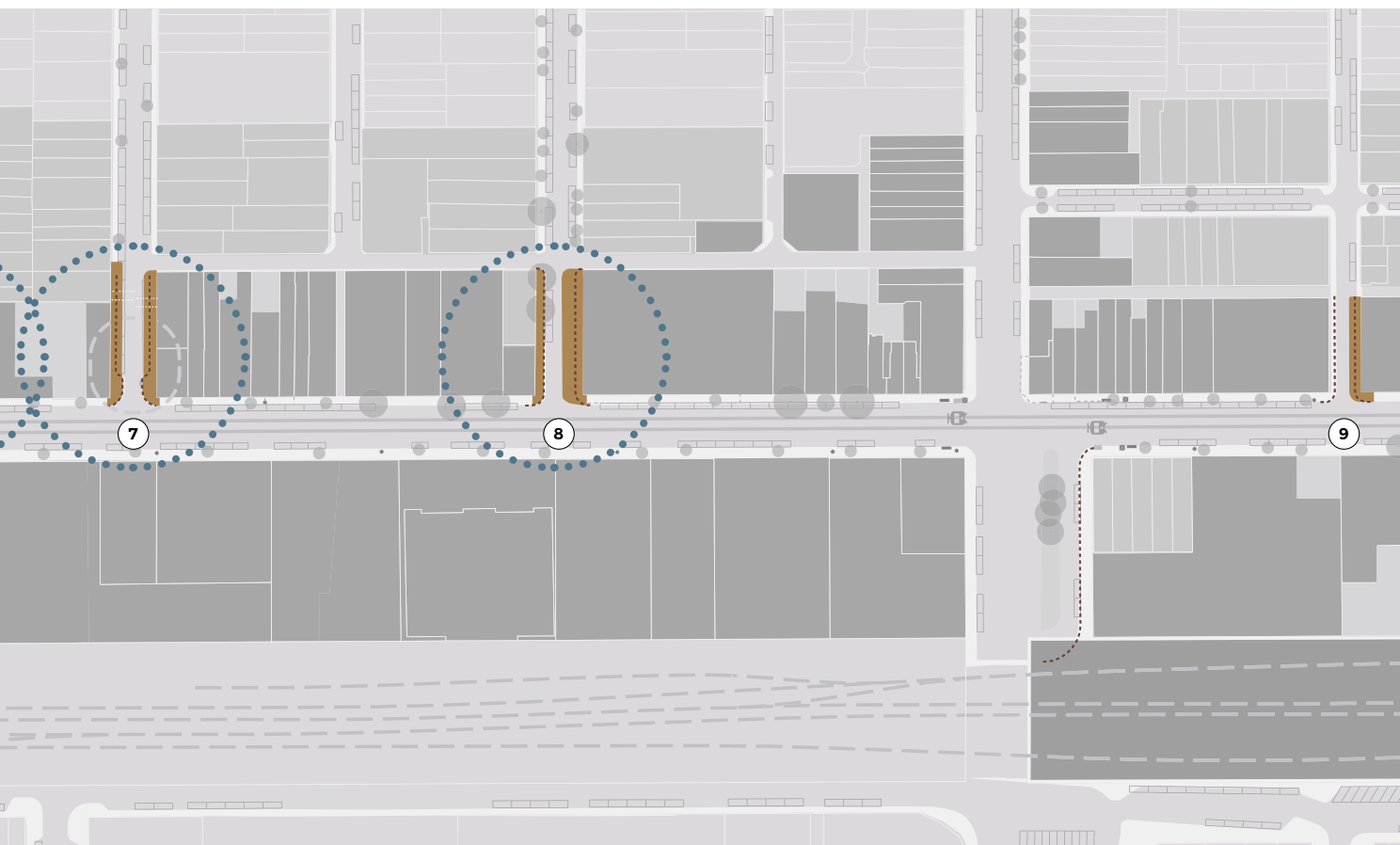


Outstands to streets heading north off Swan Street create an opportunity for enhanced public realm due to the space they provide outside of the main circulation paths. Outstands in Precinct 2 are mainly adjacent to commercial properties and therefore could be utilised for extended public realm with seating, art, and increased planting opportunities. Each outstand has the potential to tell a slightly different story reflecting the many histories, pasts and presents of Swan Street.

To illustrate the potential for the kerb outstands, studies on selected locations have been undertaken. The outstands present different opportunities depending on the size and surrounding context.

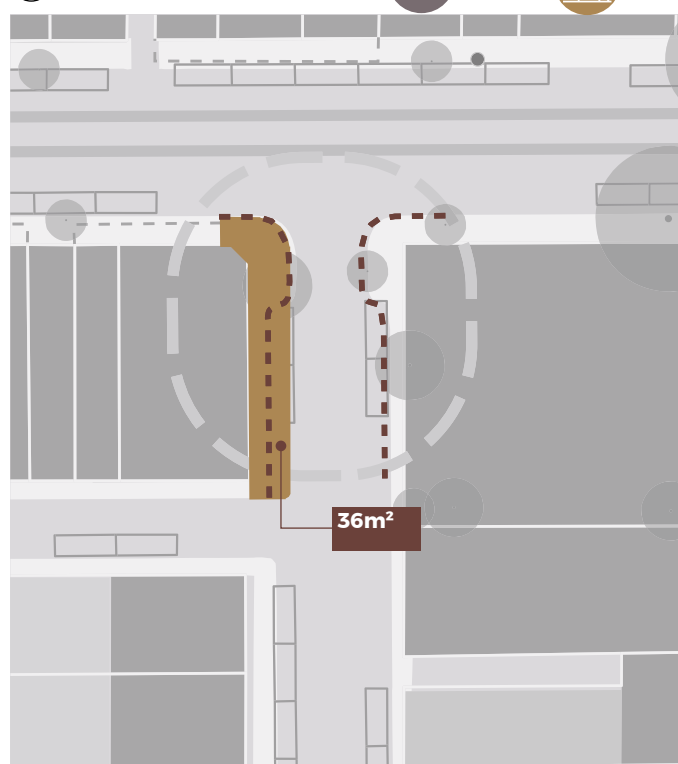
KEY OUTSTANDS

- Mary Street North
- Mary Street South
- Duke Street
- Lord Street
- Edinburgh Street



0 20 40 60 100m

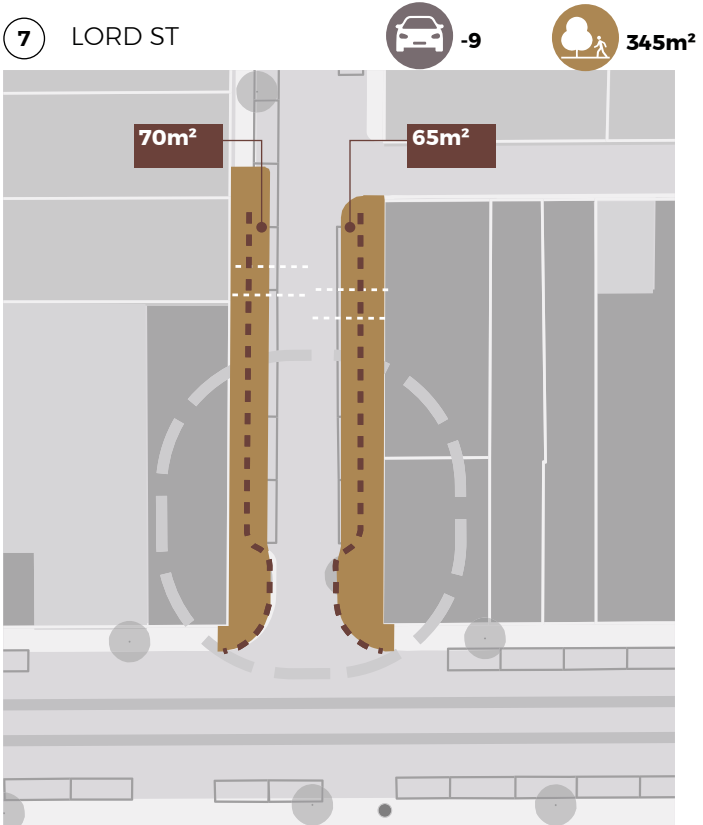
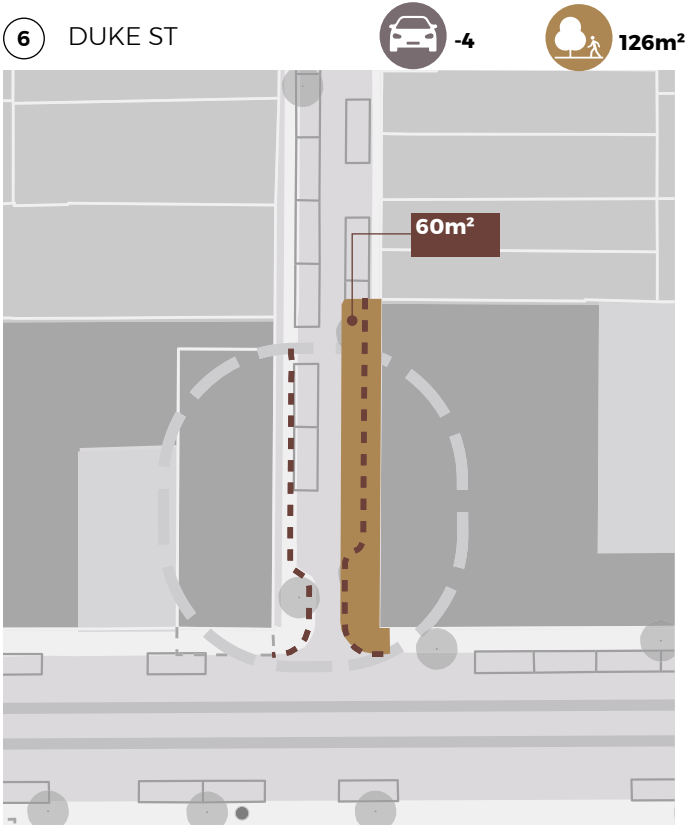
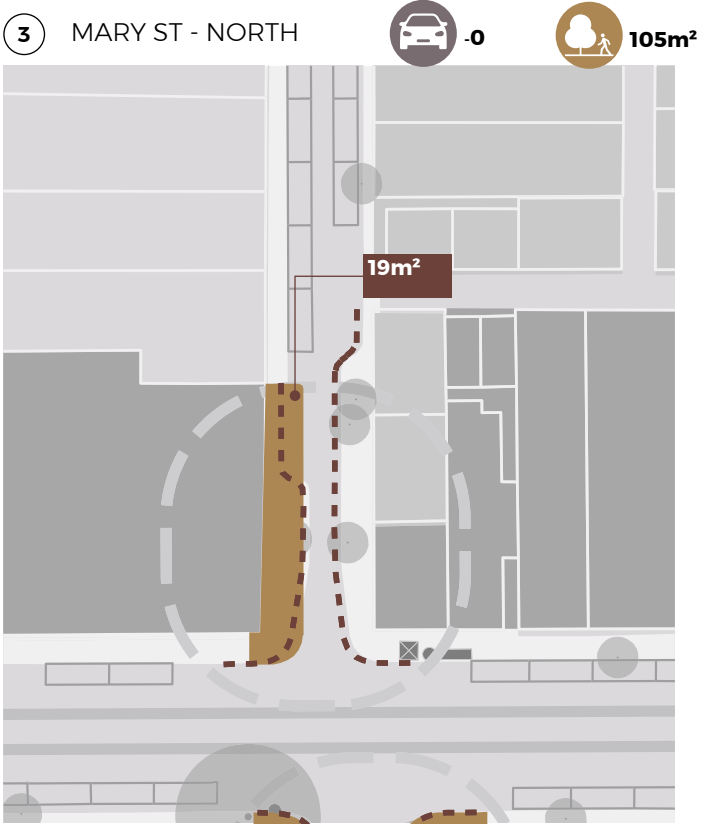
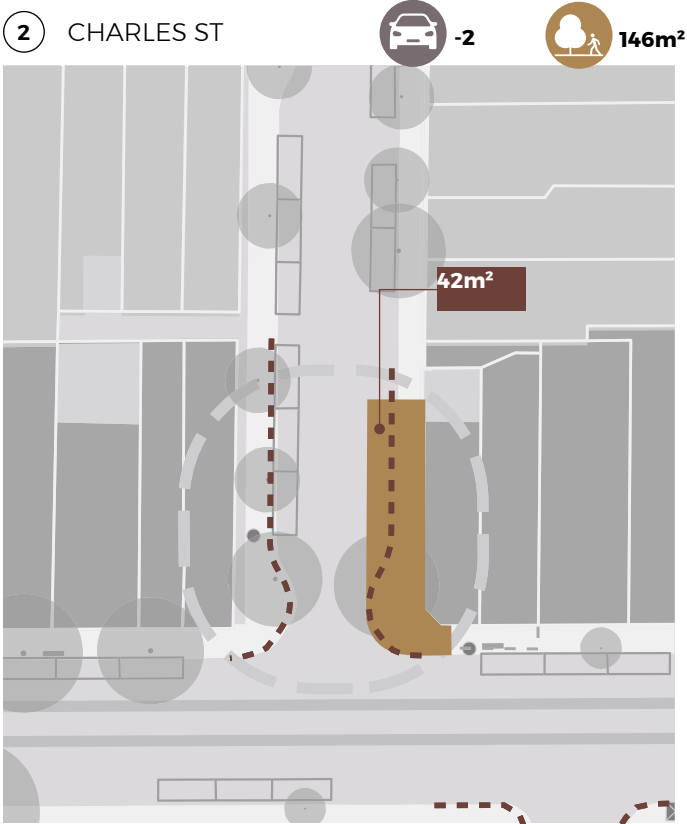
① BRIGHTON ST



0 10 20 30 50m

PRECINCT 2 OUTSTAND OPPORTUNITIES

PRECINCT 2 OUTSTAND STUDIES



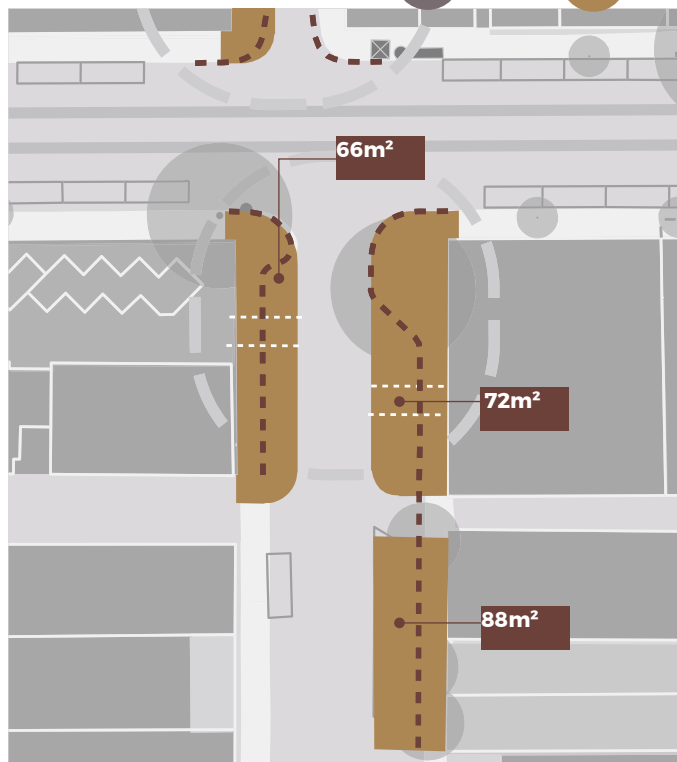
④ MARY ST - SOUTH



-13



321m²



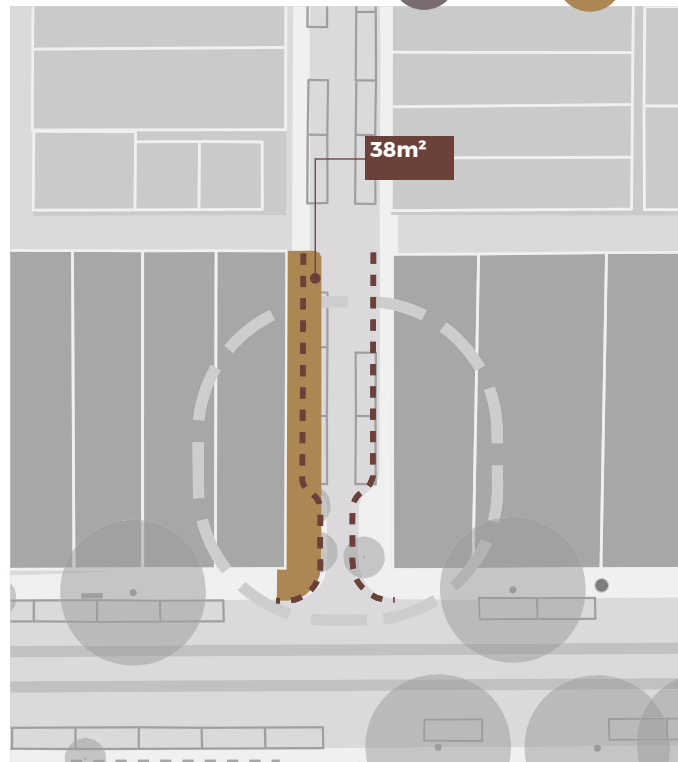
⑤ BELL ST



-3



108m²



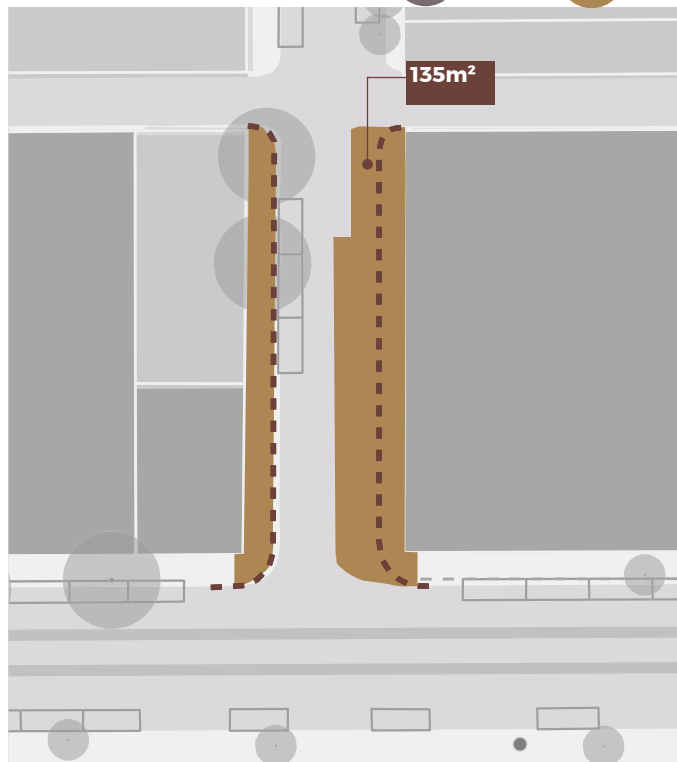
⑧ EDINBURGH ST



-7



346m²



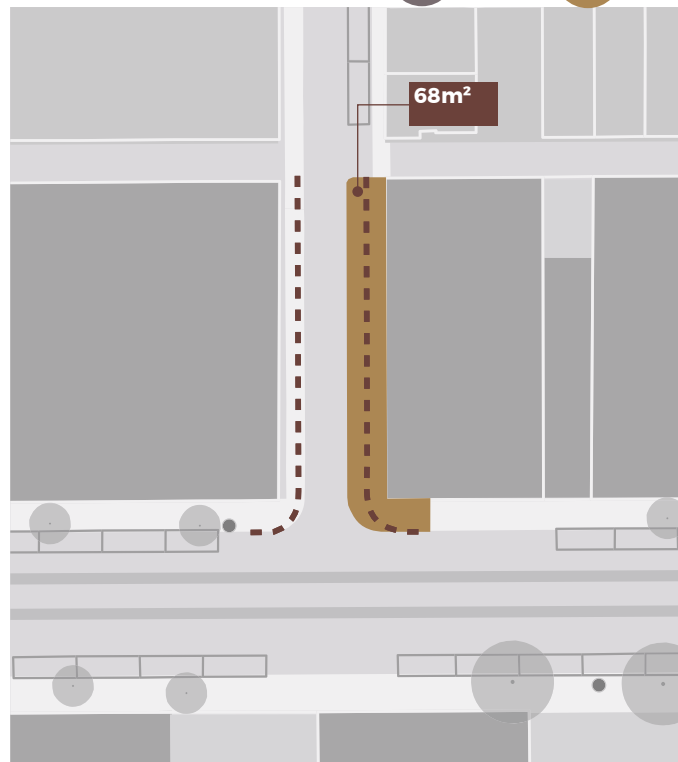
⑨ CUTTER ST



-4



137m²



KEY

76m² Public Realm Gain

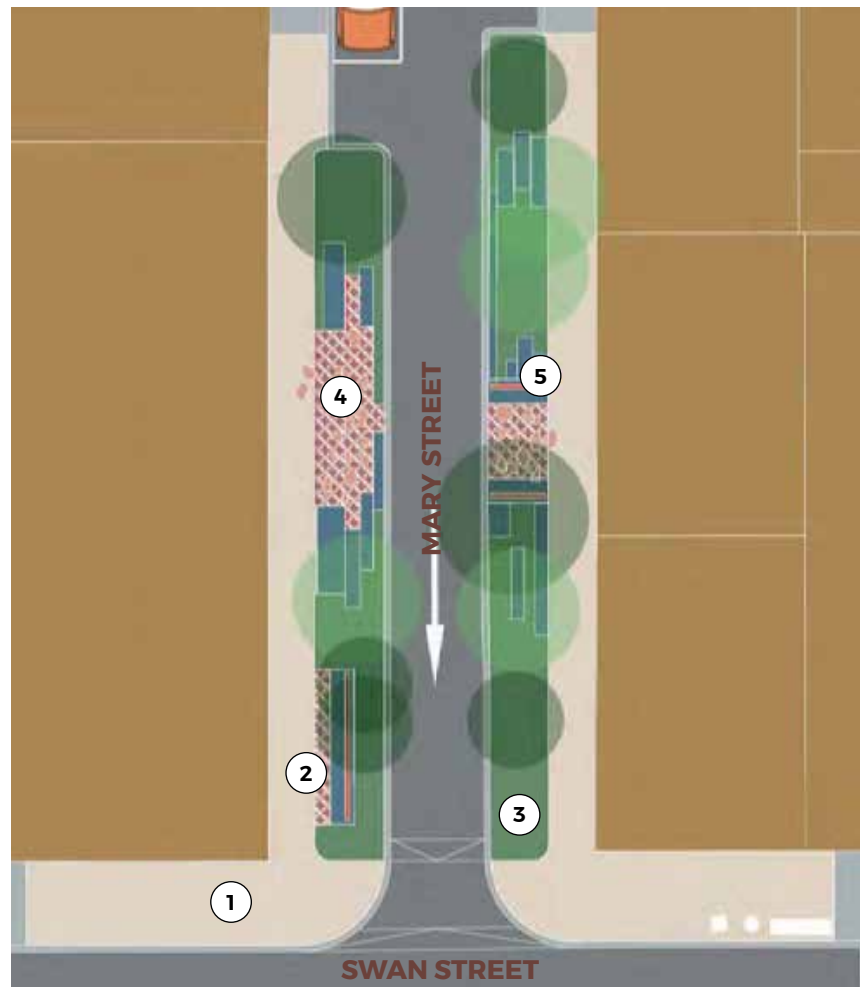
Car Park Removed

Total New Activated Public Space

INDUSTRIAL GREEN

MARY STREET NORTH - INDUSTRIAL GREEN

- ① Create a defined area through feature paving, highlighting the public realm space within Swan Street streetscape
- ② Seating opportunity along Mary Street footpath, providing rest locations adjacent to Swan Street
- ③ Large areas of planting should be included to increase biodiversity and permeable surfaces within the precinct
- ④ An emphasis on indigenous species recolonising this industrial setting
- ⑤ A variety of seating options should be situated to provide flexibility of use



EXISTING CONDITIONS



Mary Street North



Mary Street South

MARY STREET SOUTH - A NEW NATIVE GARDEN

- ① Create a defined area through feature paving, highlighting the public realm space within Swan Street streetscape
- ② Large feature seating opportunity along Mary Street footpath, providing rest locations adjacent to Swan Street
- ③ Large areas of planting should be included to increase biodiversity with an emphasis on indigenous vegetation
- ④ Areas of permeable surface to increase water absorption from site runoff
- ⑤ A variety of seating options should be situated to provide flexibility of use

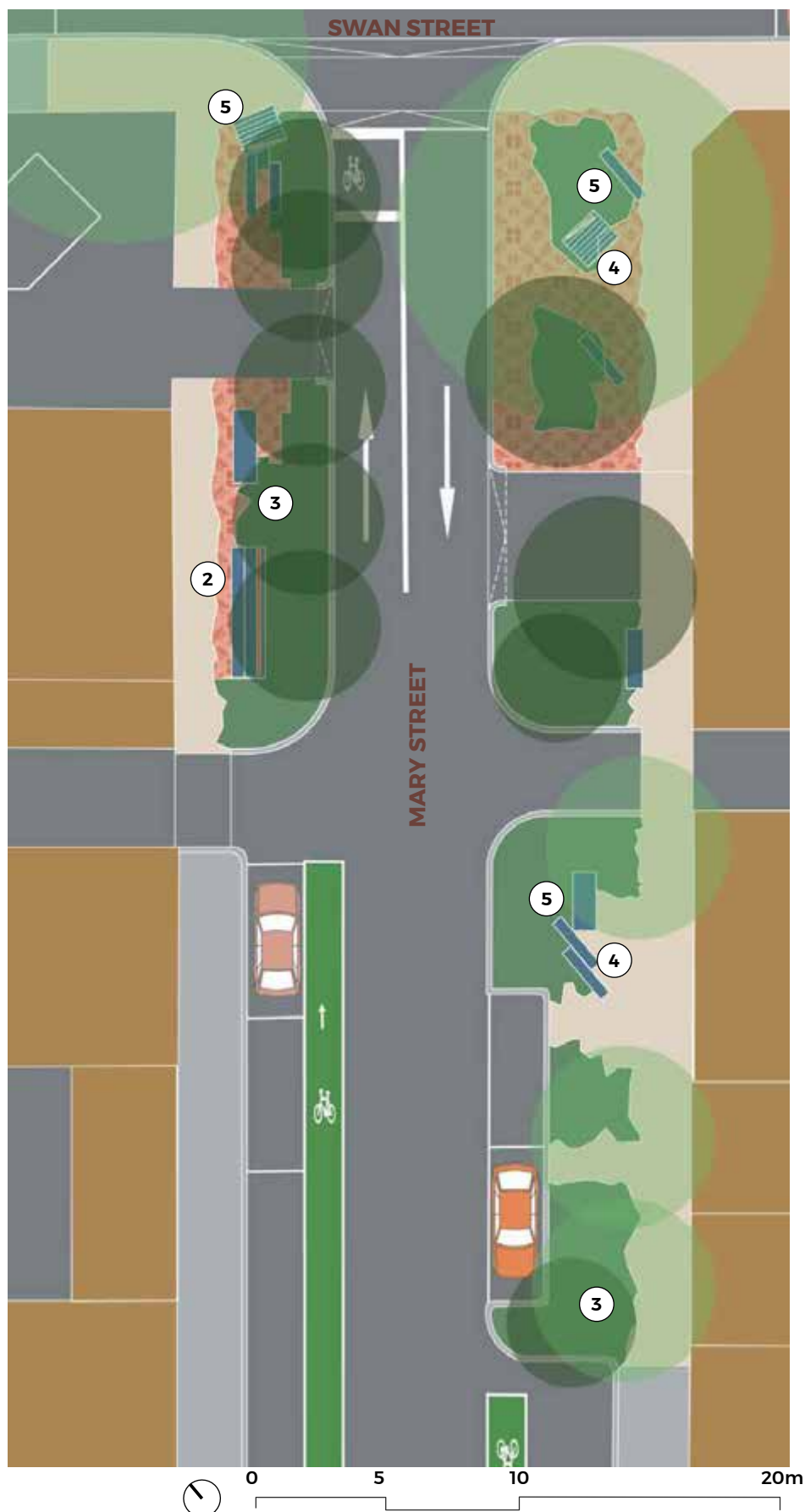
OTHER IDEAS AND EXAMPLES



Industrial and robust street furniture



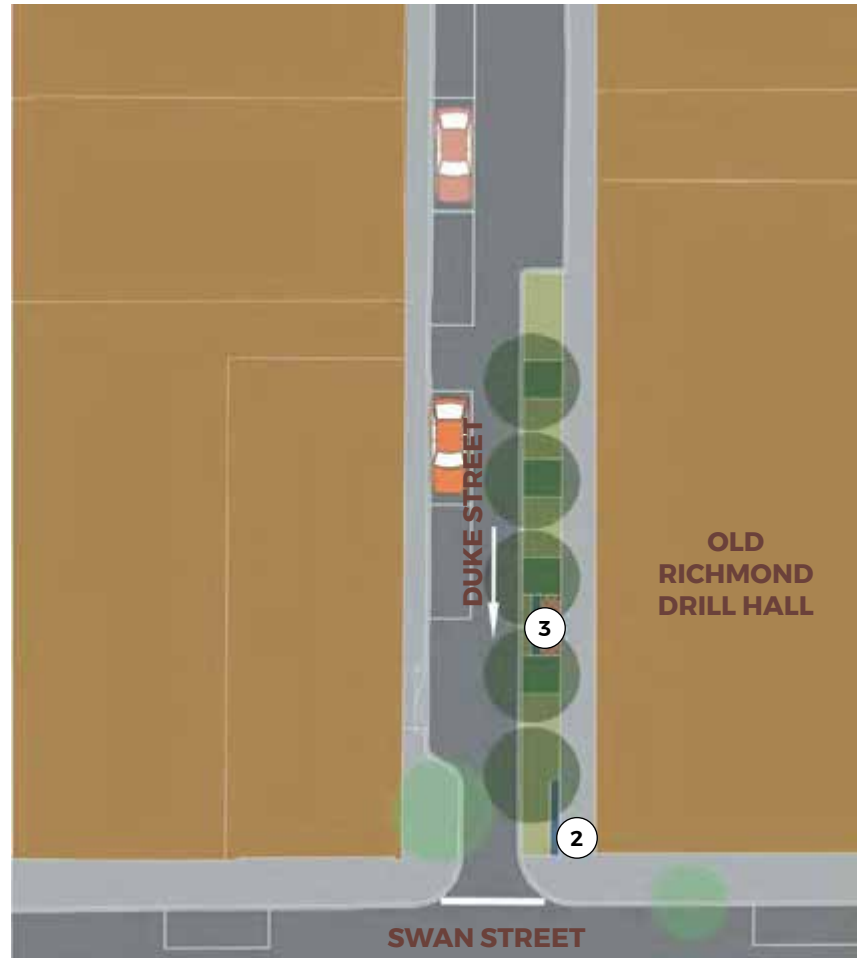
Areas of gravel and planting providing permeability for existing trees using recycled materials



THE DRILL MAJOR'S GARDEN

DUKE AND LORD STREET

- ① Resurface existing raised pedestrian crossing with feature paving to visually link to other outstands along Swan Street
- ② Large feature seating opportunity along Lord and Duke Street footpaths, providing rest locations adjacent to Swan Street
- ③ Tree planting which reflects avenues of honour and marching formations



EXISTING CONDITIONS





OTHER IDEAS AND EXAMPLES



Prostrate rosemary planted under an avenue of Olive trees to create a regimented planting layout, a nod to the adjacent old Drill Hall



Poppies scattered through meadow planting, provide softness between the more structured planting under the trees

ON WITH THE SHOW!

EDINBURGH STREET



- ① Create a public space which draws on the history of the Former Burnley Theatre
- ② Area of feature paving to highlight special spaces to site and visually connect to other outstands along Swan Street
- ③ Seating opportunities along a garden area create an enjoyable space to rest
- ④ New areas of planting and increased tree planting to enhance biodiversity in the area
- ⑤ Opportunity to have light projections onto the blank Burnley Theatre wall, further activating the space at night
- ⑥ Accommodate necessary loading requirements



EXISTING CONDITIONS



OTHER IDEAS AND EXAMPLES

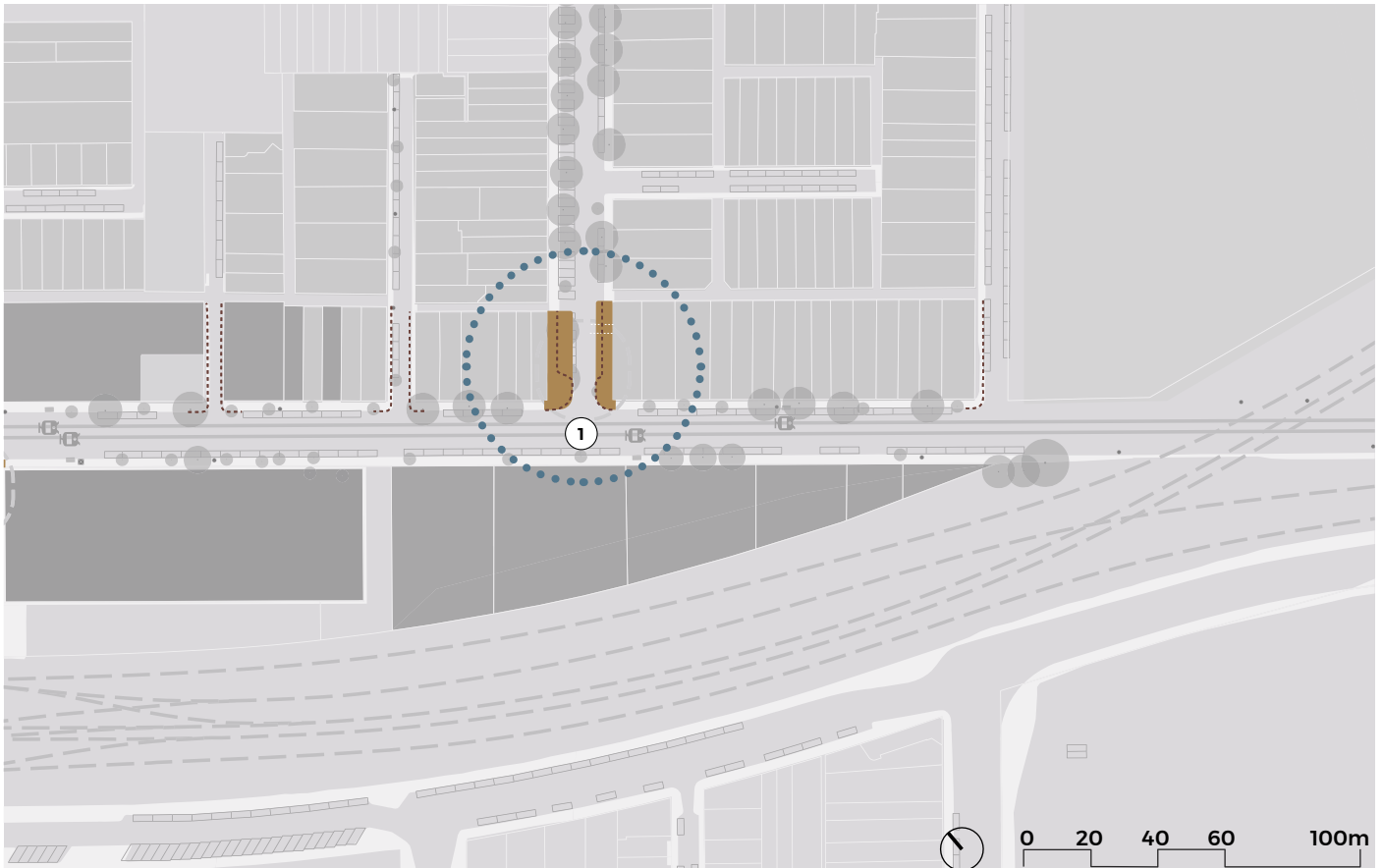


Projections onto old theatre wall



Curved seating orientated to key views

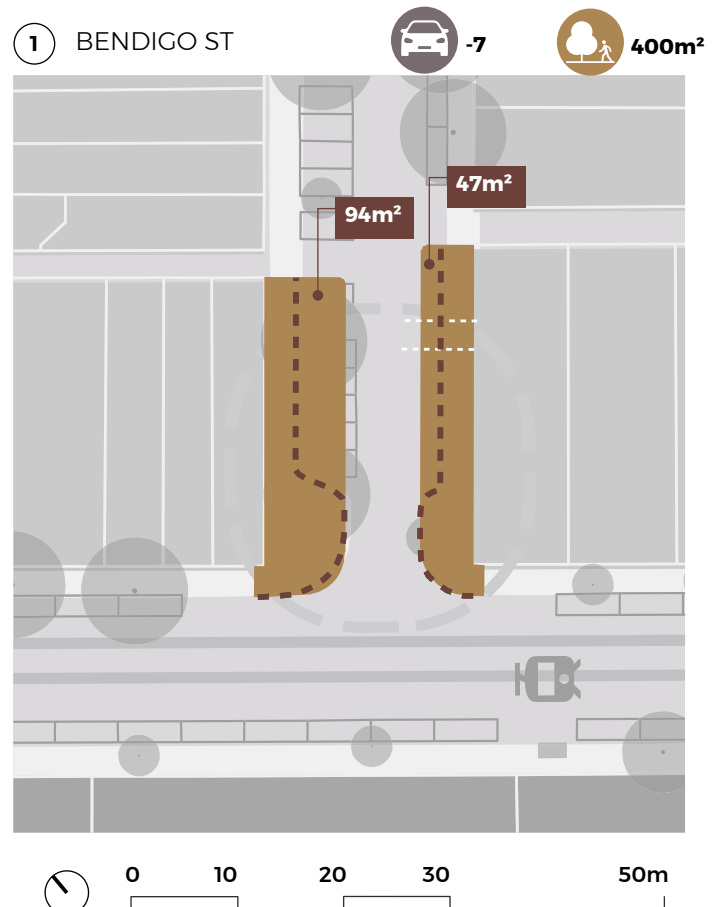
PRECINCT 3 OUTSTAND OPPORTUNITIES

PRECINCT 3 - 400m² NEW ACTIVATED PUBLIC SPACE

Outstands to streets heading north off Swan Street create an opportunity for enhanced public realm due to the space they provide outside of the main circulation paths. Outstands in Precinct 3 are mainly adjacent to residential properties and therefore could be utilised for WSUD where appropriate and diversity in planting to enhance biodiversity of the area. With some seating opportunities provided throughout.

KEY OUTSTAND

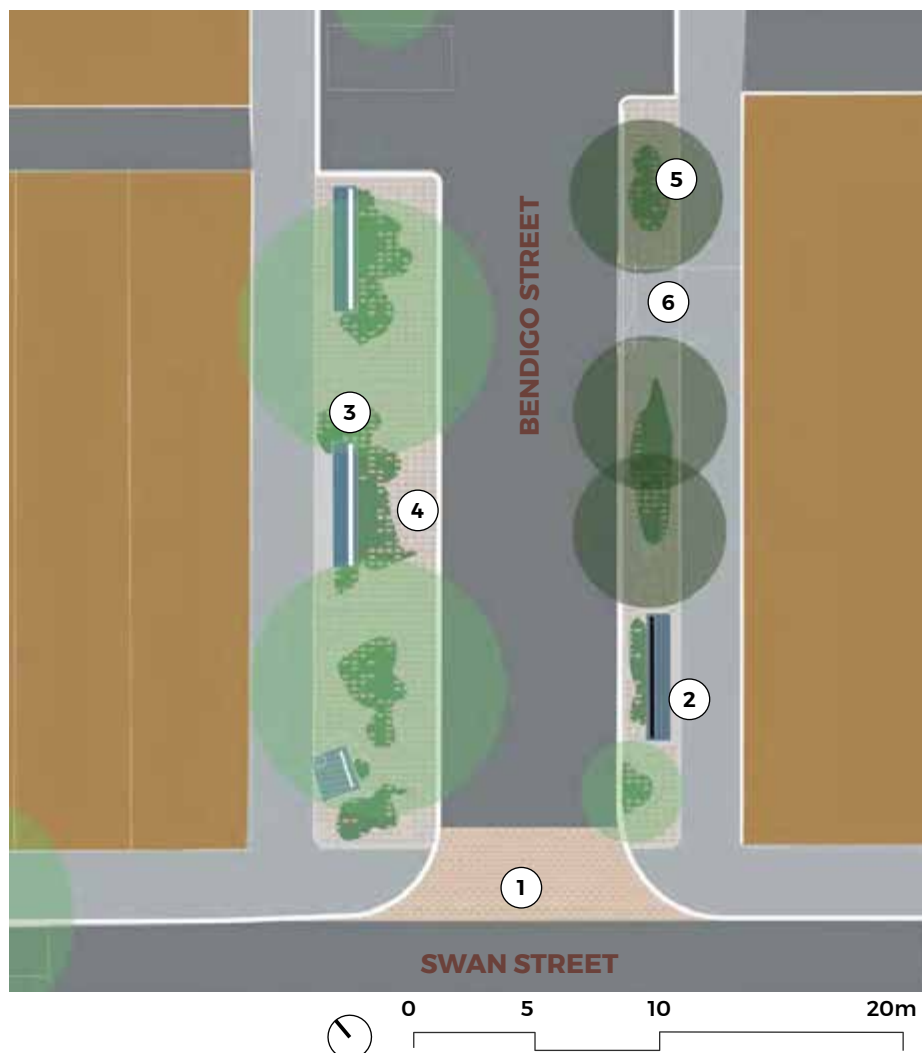
- Bendigo Street



DOWN BY THE RIVER

BENDIGO STREET

- ① Raised pedestrian crossing to Bendigo in feature paving to visually connect with other outstands along Swan Street
- ② Large feature seating opportunity along Bendigo Street footpath, providing rest locations adjacent to Swan Street
- ③ Areas of planting should be included to increase biodiversity within the precinct and create a more enjoyable space
- ④ Areas of permeable surface to increase water absorption from site runoff
- ⑤ New tree planting to east side of Bendigo Street
- ⑥ Consider existing vehicle access



EXISTING CONDITIONS



OTHER IDEAS AND EXAMPLES



Seating within permeable paving areas



Water sensitive urban design elements

MASTERPLAN DESIGN STRATEGIES

A CONNECTED PLACE - A VIBRANT NETWORK OF LANEWAYS

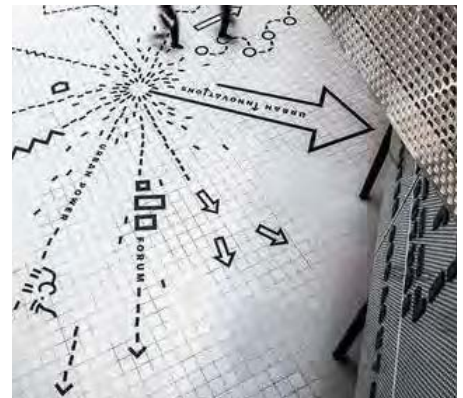
The fine grain network of laneways is a legacy of the nineteenth century development of Richmond and provides a permeable circulation system linked directly to Swan Street.

Functional and feature lighting as well as interesting wayfinding elements will help to create safe, vibrant and functional laneways. Where width allows, insertions of seating and art elements will assist in creating an enjoyable network of spaces.

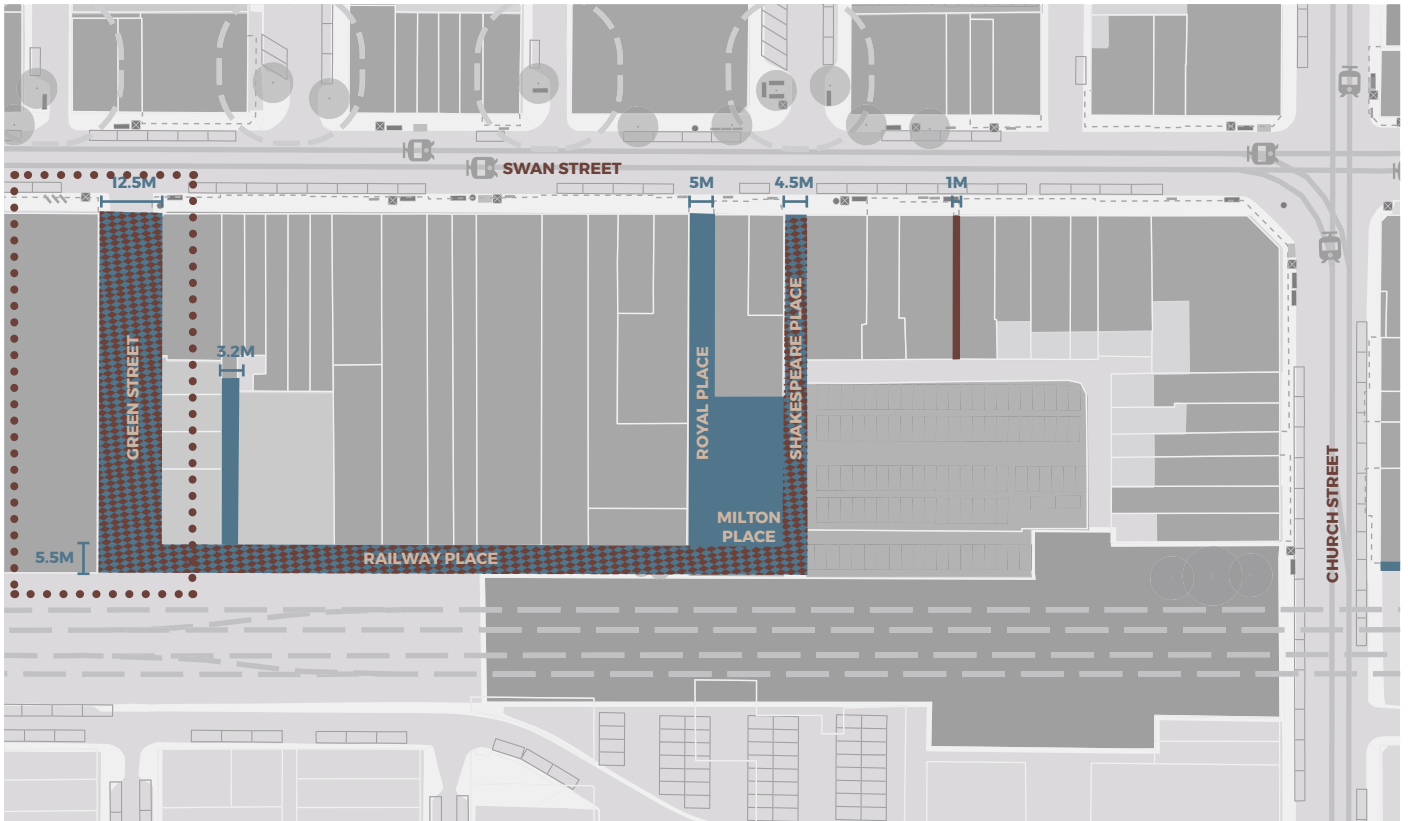
Increasing safety and footfall can also assist in encouraging business to trade directly onto the laneways providing further activation.



OTHER IDEAS AND EXAMPLES



- A VIBRANT NETWORK OF LANEWAYS

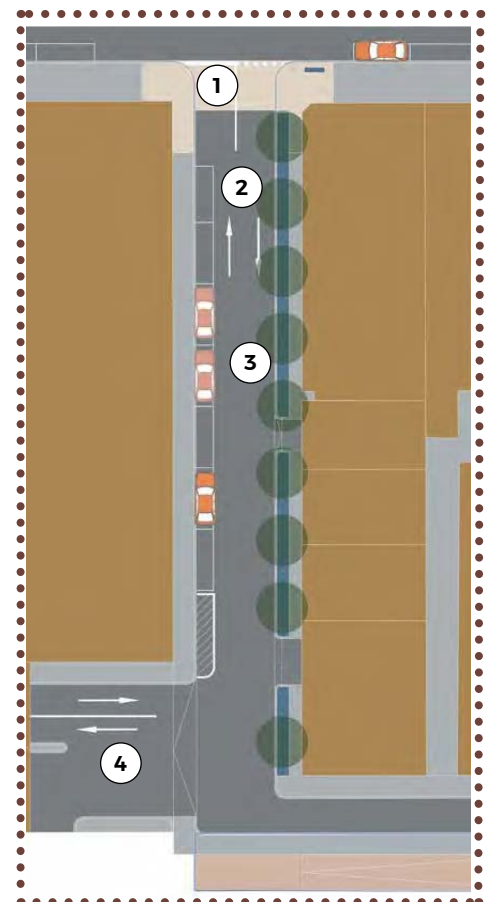


PRECINCT 1 LANEWAY NETWORK

The main opportunity for the Precinct 1 laneway network is to create an inviting and safe pedestrian experience accessing East Richmond Station. This can be achieved by turning Green Street, Railway Place and Shakespeare Place into pedestrian priority zone. Leaving Royal Place vehicular priority to encourage truck access to this laneway, avoiding main pedestrian flow.

GREEN STREET

- ① Raised pedestrian crossing to prioritise pedestrians within Green Street
- ② Reduce road width to 6m
- ③ Introduce tree planting in a shared trench with rated cover
- ④ Entry to car park and Supermarket loading dock



MASTERPLAN DESIGN STRATEGIES

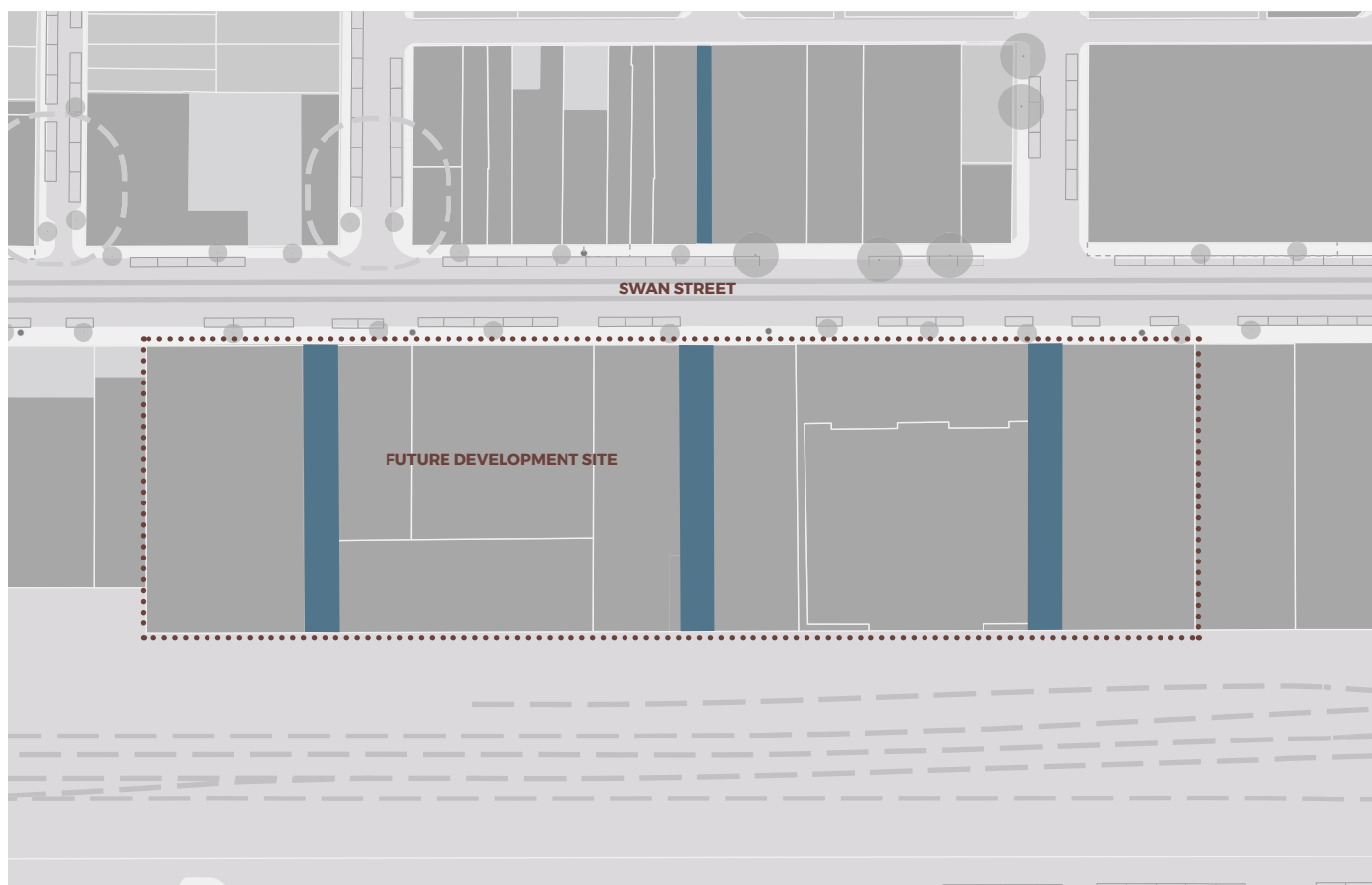
A CONNECTED PLACE - A VIBRANT NETWORK OF LANEWAYS



PRECINCT 2 - EXISTING LANEWAYS

There is an opportunity to turn Little Lesney Street into a pedestrian priority zone, with one way traffic (as outlined in The Traffic and Access Report). Providing safe pedestrian access to the rail overpass and activating the laneway network.

A CONNECTED PLACE - A VIBRANT NETWORK OF LANEWAYS



PRECINCT 2 - POTENTIAL FUTURE LANEWAYS

This precinct includes a narrow pedestrian laneway on the north side of Swan Street. There is the opportunity to enhance the amenity of this laneway, to provide an improved connection from Glass Street to Swan Street.

New laneways could be designed as multifunctional spaces, and accommodate integrated seating, landscaping, art, and lighting to assist in making the spaces safe and attractive

This diagram includes private sites under multiple ownership. The sole purpose of these accessways is to provide vehicle access to the rear of these properties.

However future development could provide improvement to existing public realm, or create new laneway spaces within the development whilst retaining adequate vehicle access.

MASTERPLAN DESIGN STRATEGIES

FOCAL POINTS AT THE END OF DEAD END STREETS



An opportunity exists for dead end laneways to add another layer of vibrancy to the Swan Street Precinct. Inserting a focal point at the end of these laneways is a simple and impactful intervention that allows the spaces to function as they do currently, while enhancing the public realm experience. Possibilities include creative signage, sculpture a tree, or a great mural.

OTHER IDEAS AND EXAMPLES



...and however, they were not playing. Uncle Henry sat upon the door-step and looked anxiously at the sky, which was even graver than usual. Dorothy stood in the door with Toto in her arms, and looked at the sky too. Aunt Em was washing the dishes.

From the far north they heard a low wail on the wind, and Henry, and Dorothy could see where the long grass bowed in warning of a coming storm. There now came a sharp whistling in the air from the north as they turned their eyes that way they saw ripples in the grass in that direction also.

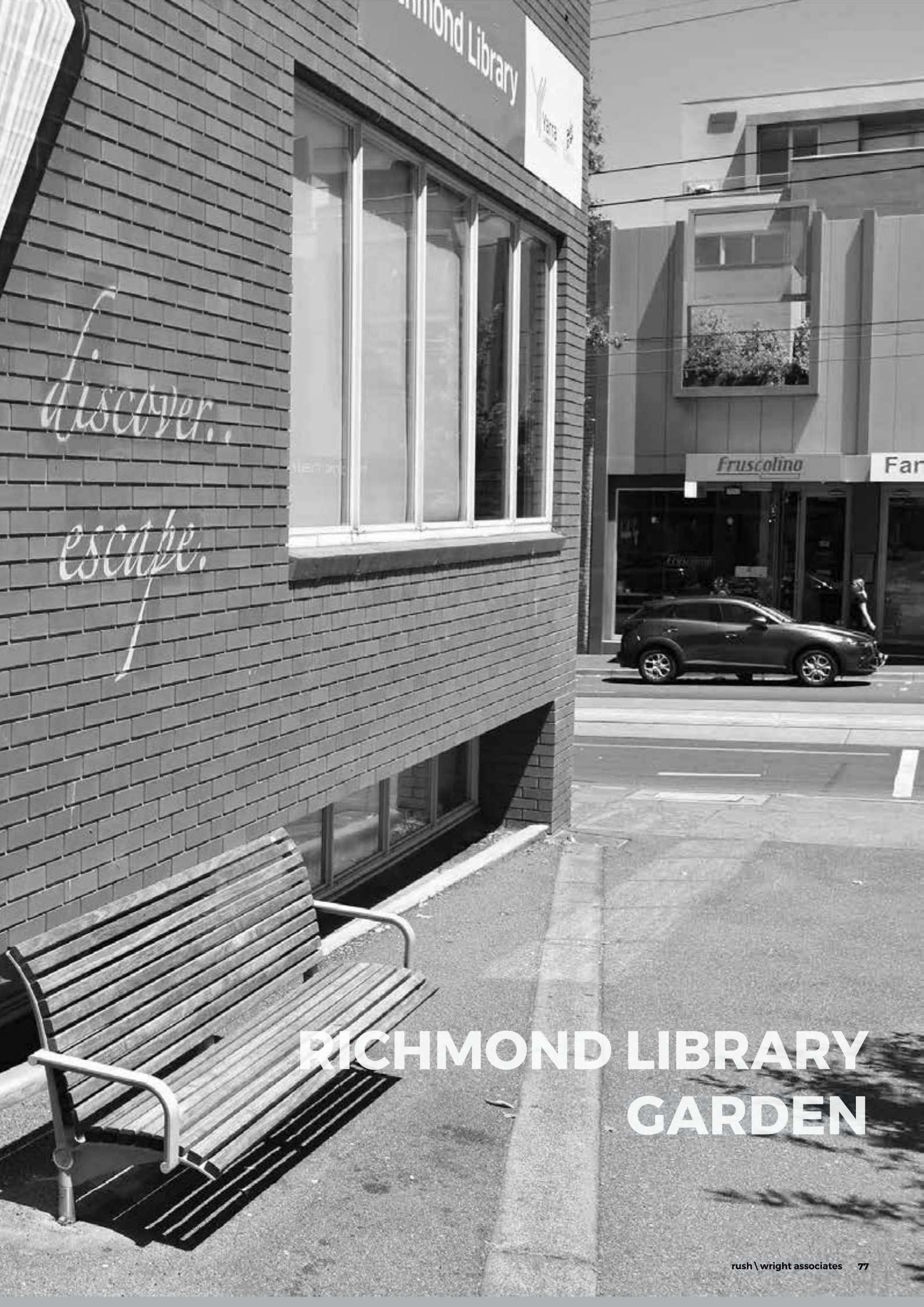
Suddenly Uncle Henry stood up.

"There's a cyclone coming, Em," he called to her. "Get the stock after the stock." Then he ran toward the sheds where the stock was kept.

Aunt Em dropped her work and came to the door, her heart her of the danger close at hand.

"Quick, Dorothy she screamed; Toto jumped out of Dorothy's arms and started to get him. Aunt Em, badly frightened, ran to the floor and climbed down the ladder in a moment.





RICHMOND LIBRARY GARDEN

A NEW CIVIC LIBRARY GARDEN

A significant opportunity exists at Richmond Library. By closing Charlotte Street at the western end, a new space is created providing additional amenity for this important community facility.

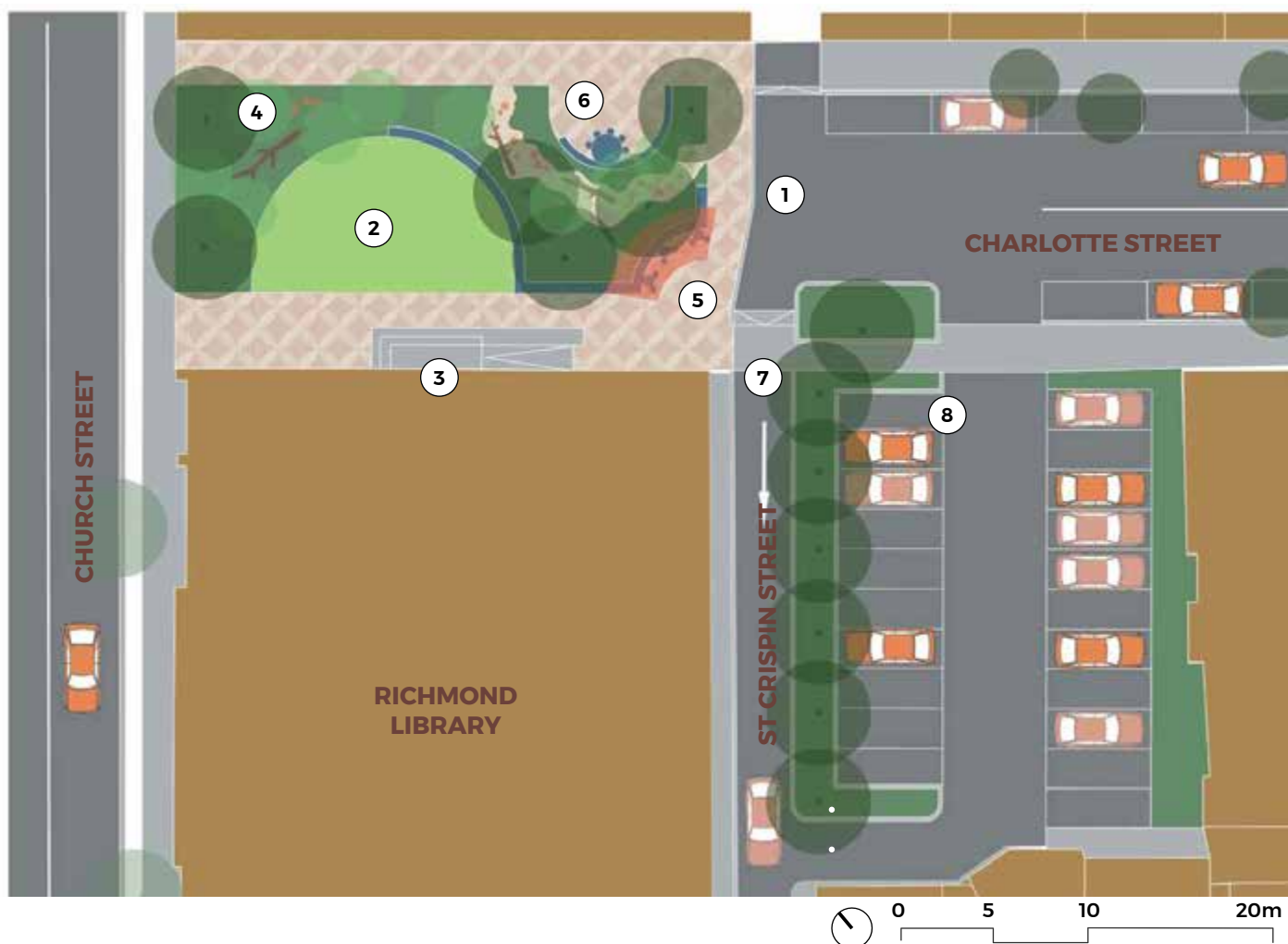
CHARLOTTE STREET

600m² NEW PUBLIC SPACE



Artists impression for further exploration

- 1 Close western end of Charlotte Street to create a new community open space adjacent to the Library
- 2 Open lawn area to provide informal play, meeting, and small events
- 3 New Library entry stair arrangement to incorporate long steps to work with slope and create seating opportunities
- 4 Significant planted garden as native plant 'library' with integrated nature play elements
- 5 A new pergola and seating space
- 6 Seating walls and tables with a variety of backs and heights to allow for lounging, playing and gathering
- 7 Upgrade St Crispin Street as a pedestrian priority zone for service, emergency vehicle and adjacent property access only accessibility.
- 8 Consider accessible parking



EXISTING CONDITIONS



OTHER IDEAS AND EXAMPLES



Small sunny lawn area



A colourful community space for all ages



A black and white photograph of a station precinct. In the foreground, there is a concrete wall with a large number '2' on the left. Above the wall is a tall metal fence with vertical bars. The background is a cloudy sky. The text 'STATION PRECINCTS' is overlaid in white, bold, sans-serif font.

STATION PRECINCTS

EAST RICHMOND RAILWAY STATION : A NEW RAILWAY FORECOURT

East Richmond Station is hidden to the south of Swan Street, behind a block of commercial properties. Although pedestrian access is available down several laneways off Swan Street, these are not well highlighted and offer an uninspired experience.

Improvements to wayfinding and clarity in the hierarchy to station entries versus underpass points will help to create a more cohesive station precinct.

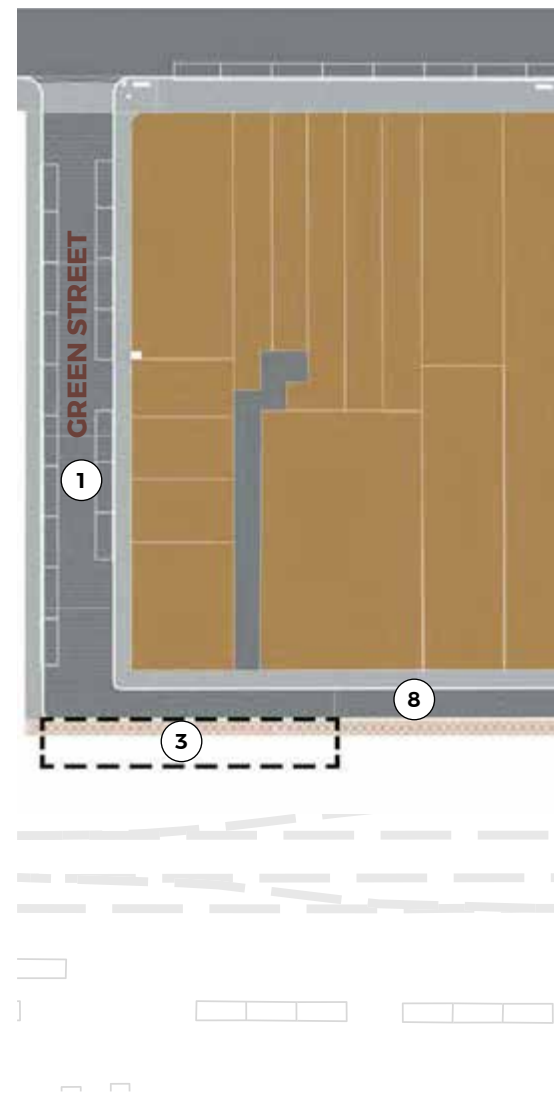
The Council owned car park is a major opportunity to create a new town square in the heart of Richmond whilst still maintaining access to the rear of the commercial properties which in time could be encourage to open onto this spaces instead of treating the rear as back of house only.

A phased approach to this transformation is offered in this Master Plan- which gradually designs cars out and plants, people and activity in.

STAGE 1

1540m² NEW PUBLIC SPACE

- ① Make Green Street, Railway Place and Shakespeare Place pedestrian priority zone and encourage truck access through Royal Place only
- ② Royal Place to be encouraged as main access for trucks to Coles Loading Docks
- ③ Feature canopies to key station entry locations or underpass access. Provides clear wayfinding and opportunity for art within canopy structure
- ④ New planting areas replacing car spaces, increasing biodiversity and enhancing amenity
- ⑤ Feature paving highlights main station forecourt zones
- ⑥ Removal of car spaces to provide direct pedestrian access from small laneway to central station forecourt
- ⑦ Opportunity to remove more car parking to create a larger station forecourt and civic space
- ⑧ Pedestrian priority zone wide enough to allow outdoor dining adjacent to cafe/bar spaces at rear of properties



EXISTING CONDITIONS





OTHER IDEAS AND EXAMPLES



Example of canopies to denote entries and provide shaded seating opportunities



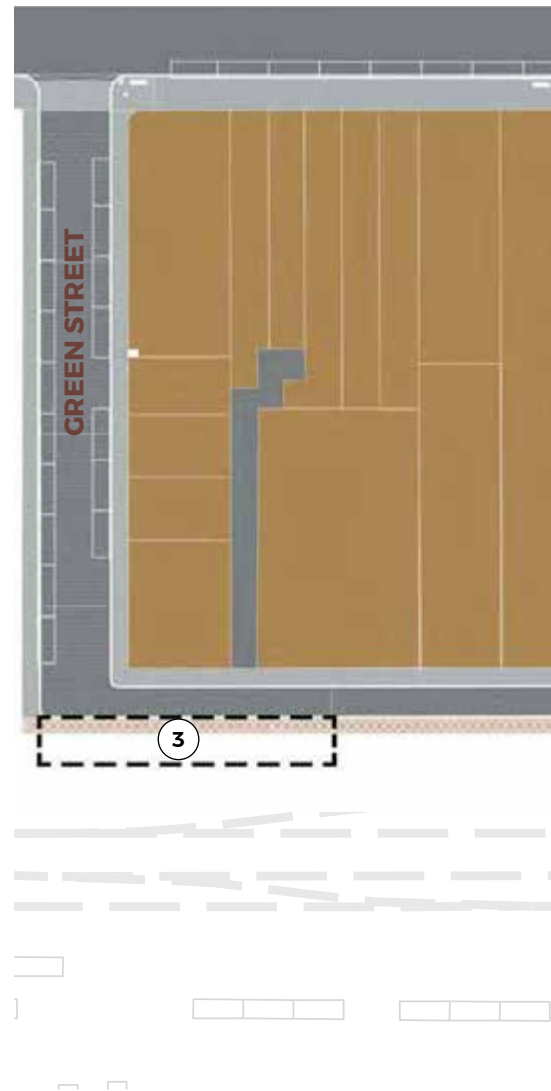
Small forecourt to define entry

EAST RICHMOND RAILWAY STATION : POSSIBLE NEW RAILWAY FORECOURT

STAGE 2

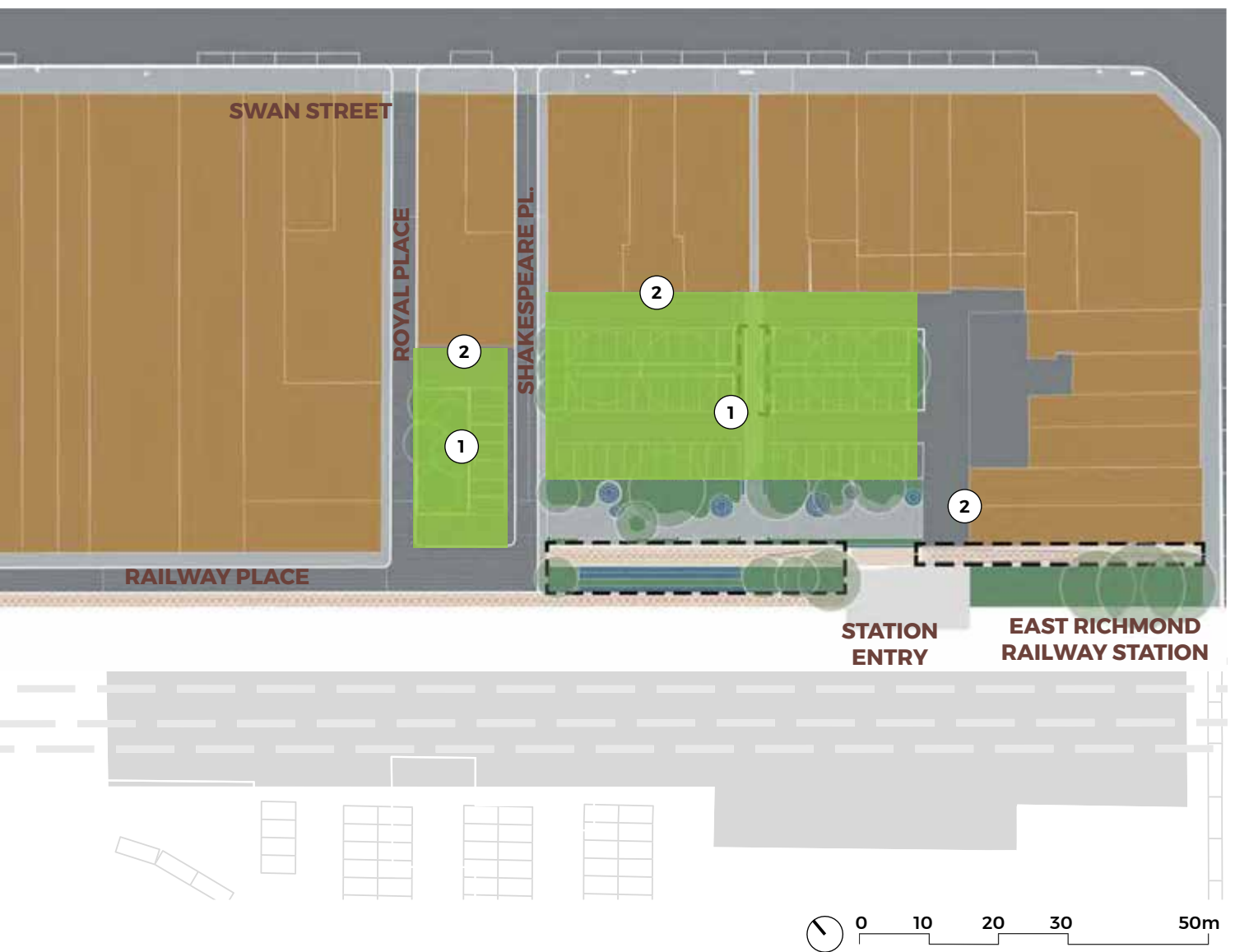
2354m² NEW PUBLIC SPACE

- ① Explore the possibility of removing all car parking to make a new town square with tree planting, seating and flexible spaces for markets and events.
- ② Encourage buildings to face onto the new town square



OTHER IDEAS AND EXAMPLES





BURNLEY RAILWAY STATION PRECINCT: RECONNECT AND UPLIFT

3725m² NEW PUBLIC SPACE

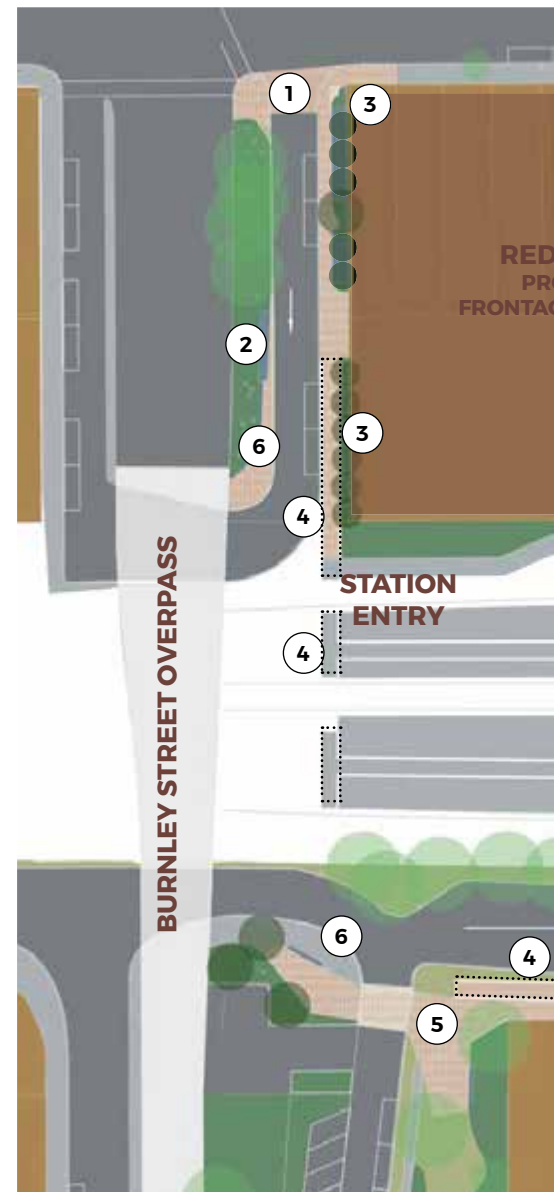
Similarly to East Richmond Station, Burnley Station sits off Swan Street and lacks clear wayfinding or public realm initiatives to create a safe or enjoyable experience while accessing the station.

Upgrades to the station precinct (to be negotiated with MTM operations and management) can encourage public transport use as a safe, enjoyable and convenient option.

Public realm initiatives could include dedicated forecourt spaces to create a sense of arrival and identity for the station, with seating, gardens and new tree planting along with improved pedestrian access to the station entry, ambient lighting, signage and injections of colour and art where possible

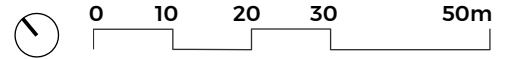
The modification of traffic arrangements at Stawell Street offers a great opportunity to create a new green link providing an attractive and safe arrival point to both the underpass and the walkway to station entry.

- ① Make a raised crossing for pedestrians accessing the station from across Burnley or Swan Street, highlighting the station entry
- ② Tiered seating along fence to the east and sloped garden adjacent to Burnley Street overpass to the west
- ③ Vertical screening to adjacent properties, incorporated into feature canopies
- ④ Feature canopies to key station entry locations or underpass access. Provides clear wayfinding and opportunity for art within canopy structure
- ⑤ Revitalised park and new raised pedestrian crossing adjacent to station underpass access south side. Removal of some parking bays to create a small garden and seating zone adjacent to car park
- ⑥ Vertical art elements signalling station precinct, positioned to be visible from Burnley overpass, south side of the station and Stawell Street

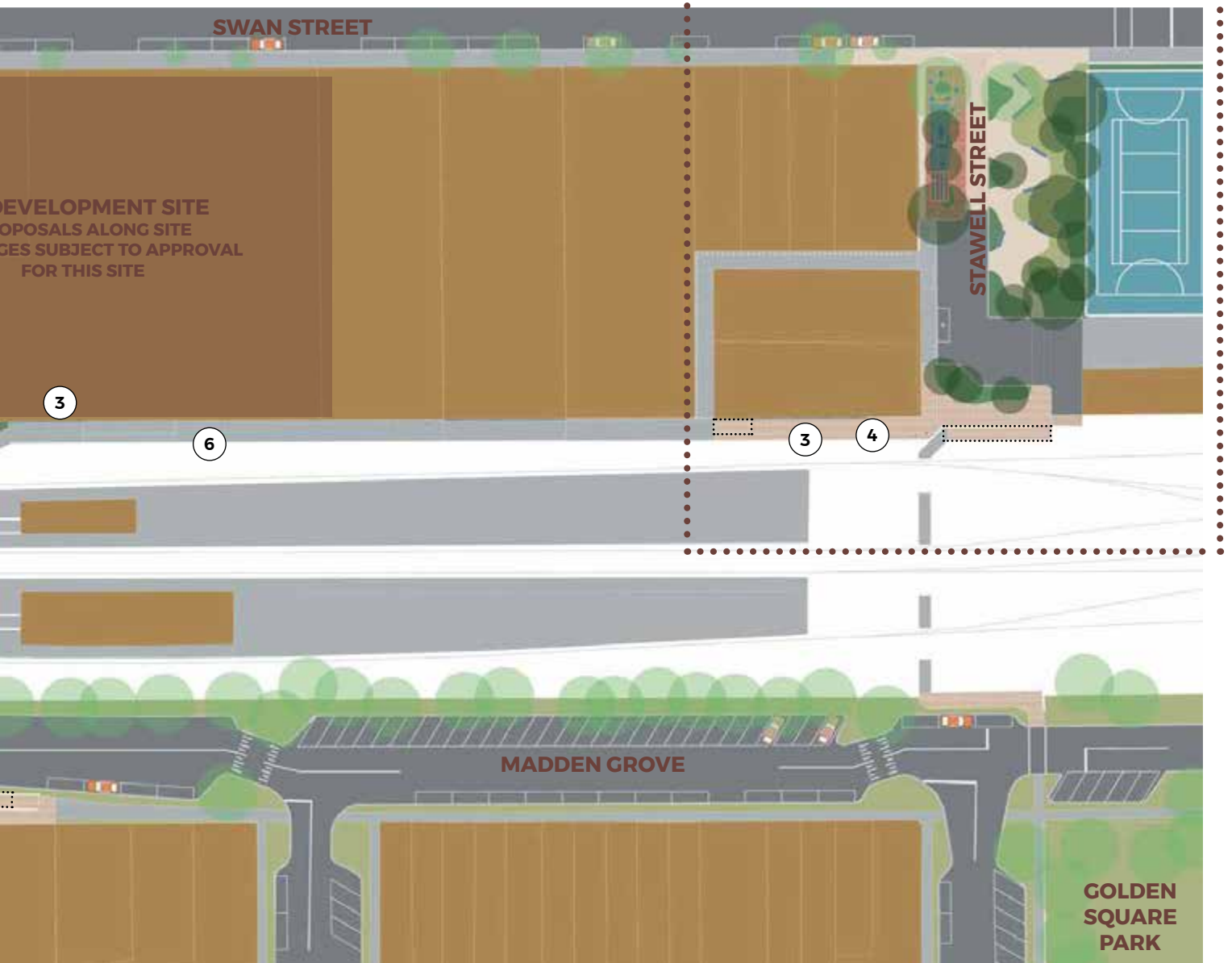


EXISTING CONDITIONS

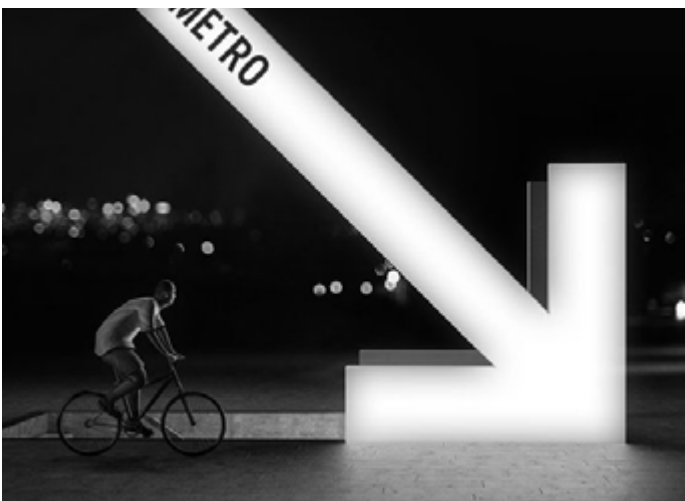




SEE STAWELL STREET PLAN FOR DETAILS



OTHER IDEAS AND EXAMPLES



Wayfinding that is eye catching and identifiable



Stacked timbers forming seating elements, referencing buildings yards of the area

BURNLEY RAILWAY STATION PRECINCT: A NEW GREEN LINK

STAWELL STREET

1400m² NEW PUBLIC SPACE



Artists impression for further exploration

- ① Make part of Stawell Street a pedestrian priority zone (traffic issues to be worked through) to allow for larger public realm space
- ② New pocket park with seating, planting and lawn
- ③ Space for flexible outdoor dining of adjacent cafe, new planting under existing tree
- ④ Large 'picnic' platform provides informal seating and play element
- ⑤ Laneway lighting and improved pavement opportunities
- ⑥ Feature canopy over underpass access, acts as wayfinding throughout the Burnley Station precinct
- ⑦ Arbour structure to 'picnic' platform to add overhead greening and interest
- ⑧ Maintain two way cycle access
- ⑨ Maintain vehicle turning movements and substation access



EXISTING CONDITIONS



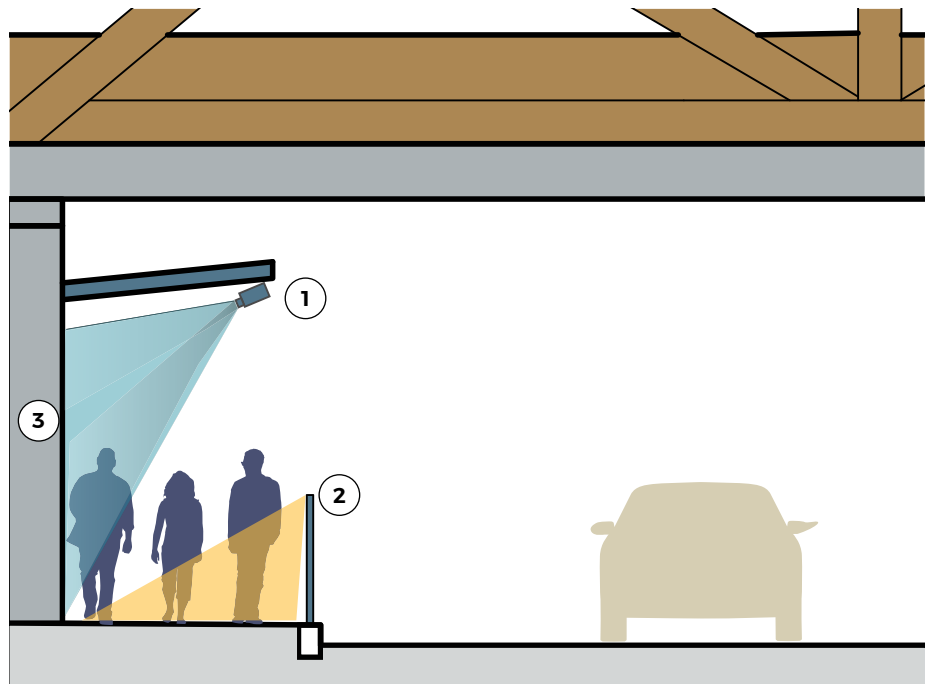
OTHER IDEAS AND EXAMPLES



RICHMOND RAILWAY STATION BRIDGE GATEWAY PROJECT SHOWCASING DIVERSITY IN SPORT

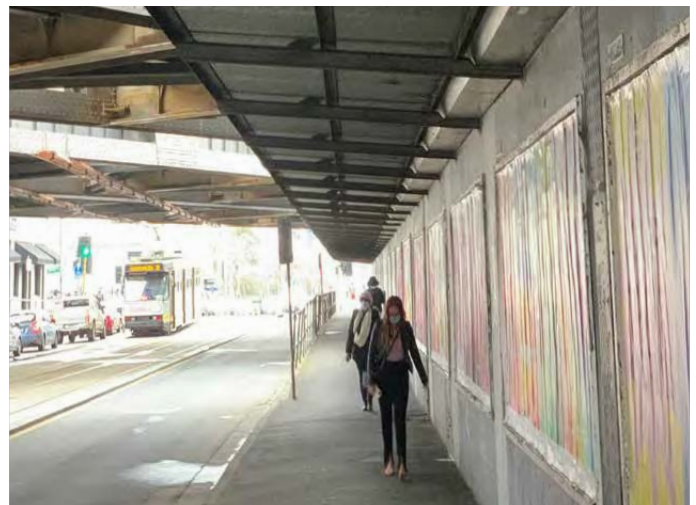
RAIL BRIDGE

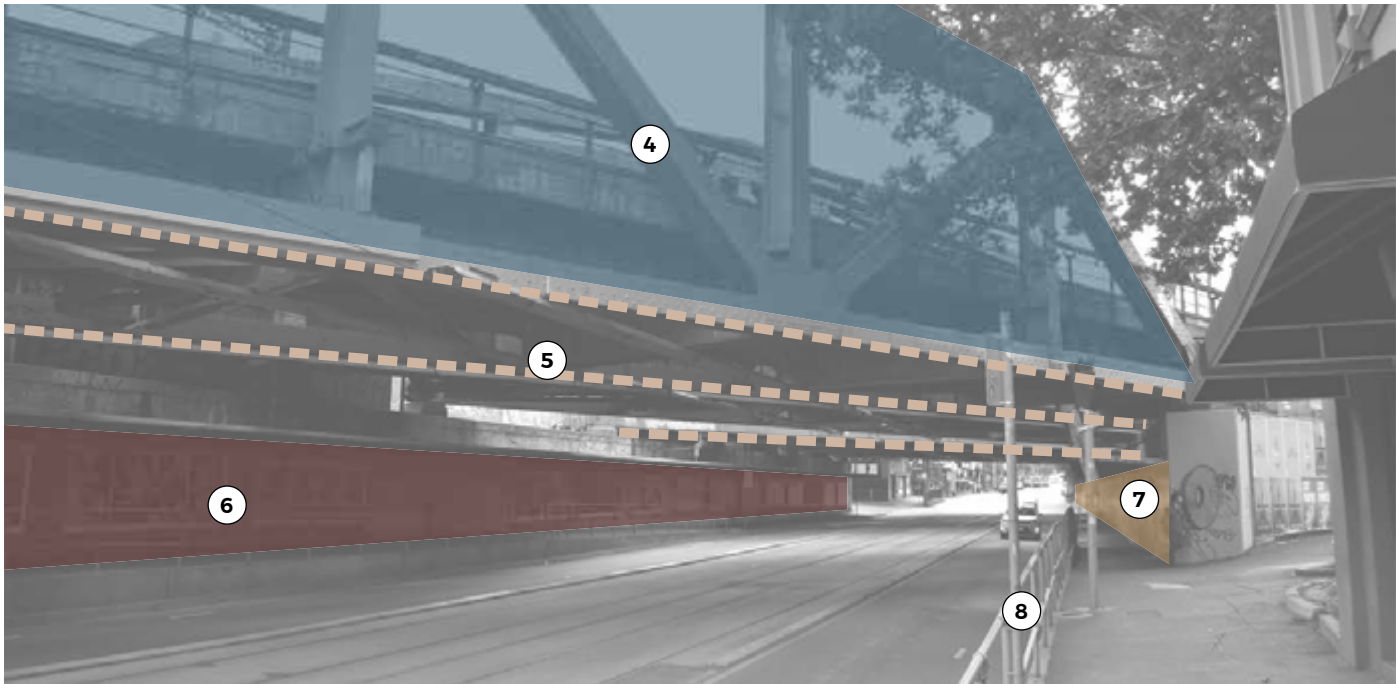
- ① Feature lighting or projection fixed to awning, to wash onto underpass wall
- ② New handrail with integrated lighting to improve pedestrian safety
- ③ Mounted / projected artwork, picking up themes of diversity in sport
- ④ Integrated signage or art piece, identifying entrance to Swan Street Precinct
- ⑤ Feature lighting to underside of bridge to create an exciting and unique experience while passing through the space
- ⑥ Artwork to northern wall, currently advertising
- ⑦ Improved lighting to existing artwork on southern wall, possibly additional artwork to integrate with existing pieces
- ⑧ New balustrade to both sides of the road



Section through Swan Street at the rail underpass

EXISTING CONDITIONS





OTHER IDEAS AND EXAMPLES







IMPLEMENTATION PLAN

SUMMARY OF PROJECTS AND ACTIONS

The below table lists project opportunities and following consultation, these will be updated with timescales to reflect community priorities.

Area	Project	Lead /Support	Timeframe

Area	Project	Lead /Support	Timeframe

Area	Project	Lead /Support	Timeframe



OTHER ISSUES AND ACTIONS

The consultation has raised a number of other issues faced in the area, which predominately relate to the road space (between the kerbs) and private property. Although these are out of scope for this project, it is important to acknowledge these and consider how they can be addressed through future work. This chapter outlines the key issues that have been raised and provides recommendations for future actions to investigate these. This chapter also highlights other projects that are happening now or in the future which need to be coordinated with the Streetscape Masterplan.

Accessible tram stops

Council understands that the Department of Transport (DoT), who are responsible for the tram route infrastructure, have the obligation to provide upgrades to all tram stops to make them accessible (Disability Discrimination Act (DDA) compliant).

At this stage it is unclear when this is likely to happen along Swan Street, and at the time of writing there are no committed funds to deliver the work.

The tram stops are an important part of the street and any changes to them should consider what the community have already said in terms of what they value about the area and what they want to see improved. The consultation feedback captured through this project will be used to assist with any initial discussions with DoT about tram stops. This includes but is not limited to the following:

- Supporting the shops and independent traders
- Providing more space for pedestrians and cyclists

- Providing more trees and greenery
- Contributing to the area's eclectic character and heritage buildings
- Providing more places to sit and improved lighting

Allocation of road space

Through the community consultation, many people have expressed the desire for wider footpaths and increased bicycle lanes, which are not within the scope of this project. The Streetscape Masterplan acknowledges these important issues and recommends that future strategic work (such as an integrated transport corridor study) is carried out in future to explore the allocation of road space and be coordinated with any potential tram stop proposals to ensure a holistic approach to the street.

Key intersections

Access into shops

Accessibility into shops has been raised as an issue and impacts a range of people, including wheelchair and pram users. The issue of providing step free access into shops is a challenging one, particularly as many properties are heritage and given the relatively modest footpath width.

Although adjustments into shops requires work on private land, there is the potential to explore this further to investigate if other initiatives could be rolled out in the precinct to encourage businesses to provide better access into shops.

Graffiti

Graffiti and particularly tagging of properties was raised as a concern by many community members. Particular hotspots were also

identified where there is regular tagging of vacant properties. The community has asked for better and more frequent removal of graffiti.

Council has drafted a Graffiti Management Framework which outlines Council's approach to managing graffiti in Yarra. It includes strategies related to the removal of graffiti on Council sites and private land. It includes actions to conduct programmed graffiti removal in retail precincts and to explore alternative ideas, such as green walls and lighting, to assist in the prevention of graffiti.

IMAGE CREDITS

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